

# SHANGHAI'S EVERGREEN TOKEN

## CATEGORY

(Community)

## NEWS SUMMARY

New Shanghai brand pairs with local green businesses to incentivize conscious consumption, using a unique token rewards scheme

## CONTENT

A new business in Shanghai has found a unique way to encourage eco-conscious consumption. The burgeoning company, Evergreen, is partnering with small local businesses that offer “green” products. Their partners range from vegetarian restaurants to organic clothing retailers and all-natural cosmetics companies. Evergreen is additionally working with eco-conscious organizations that offer eco-experiences like educational film screenings and volunteer clean-up activities. If an Evergreen member makes a purchase at one of these partner outlets or attends an eco-event, he or she can win reward points by swiping a keychain-sized “Evergreen Token”. Shoppers can also win points by bringing their own reusable tumbler to one of a dozen different partner coffee shops around the city, rather than using a takeaway cup. As points accrue, token holders can win free eco-friendly products, or redeem their green credits by donating to local environmental causes. The Evergreen Token has been recently released to a select number of people while the company navigates responses to its new incentive model.

## FURTHER READING

Link to Evergreen website: <http://42.121.195.217/public/home>