



# Greencard

## Upgrades of personal loyalty cards and customer cards to a sustainable Green Card

### Aim

Significantly increase the turnover of sustainable produce by encouraging consumers to buy more sustainable products, using the current customer card system and displaying sustainability scores on the receipt.

### Concept

The retailer introduces a loyalty card for sustainable products, or offers more points/discounts for sustainable products on their existing loyalty cards. The customer can therefore collect points by buying sustainable products, and receive rewards once they reach a certain number of points. At the same time, the visibility of sustainable products is promoted in the shop. Special offers can also be introduced for special occasions, e.g. double points, showcasing certain products etc.

The till receipt will also display the percentage of the purchased items that are “sustainable”. The individual thereby has a clear overview of how sustainable their consumption behaviour is compared with other consumers in the same region. What’s more, consumers can use a web app to see how their behaviour is changing over time, and whether their scores have improved since the previous week/month.

This loyalty card can also be used to create a sense of community, e.g. by communicating the number of sustainability points collected the store, the development of sustainable product sales etc. Civil society organisations can partner in this activity to raise awareness for the concept. Challenges or competitions could also be organised between consumers, supermarkets, towns or regions, to encourage families, groups of friends or neighbourhoods to compete for the best scores. This could culminate in an award for the most sustainable consumer, town or region.

### Results

- A till receipt which shows what percentage of your purchased items are sustainable and the average for your region/town
- Establishment of a community of consumers who make sustainable purchases
- Both professional organisations and the government discuss how to define sustainable products
- Products labelled as sustainable are visible and recognisable in the shop
- In the long-term, there could be a green card which is independent of individual supermarkets. This sustainability card would also log sustainable mobility, clothing, hobbies etc.: more of a lifestyle card.