

# Sustainable Loyalty Program

- Time to reward sustainable shopping -



## Group 8:1

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## Purpose

In Sweden, food is responsible for 20-30% of the greenhouse gas emissions (*IVL Svenska Miljöinstitutet*). Some food products have especially high greenhouse gas emissions; these can be substituted for products with less harming effects. The *Sustainable Loyalty Program* aims to promote sustainable food choices through financial incentives and nudging.

## Procedure

### Initial challenges

- Effective incentives for customers and stores
- Measuring the sustainability of different products



### Solutions

- Interviews with:
- Professors in economics, retailing and environmental economics.
  - Experts on loyalty programs

Questionnaire with 185 responses

## ? Business idea

### Food Store

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### Shop sustainable

Products are ranked based on their total carbon emissions (RISE database).

### Earn points

Sustainable products rewards you with bonus points.

### Compete

View your total emissions. Compete with friends and other shoppers.

### Save money

Save money and enjoy sustainable consumption. Stores match your contributions with donations.

## How do Stores benefit from the program?

- Strengthened brand, highly associated with sustainability.
- New customers; who shop sustainable or wish to shop sustainable
- Data on customer behaviors in a growing segment and area of research.

## What is RISE?

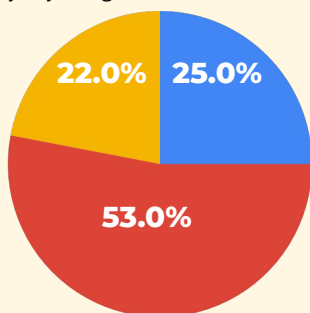
RISE has indexed food products based their carbon emissions (CO<sub>2</sub>/kg). Leasing the RISE Climate Database enables the creation of a bonus system.

### Scoring system (CO<sub>2</sub>/kg)

1. Fruits and vegetables (0.1 - 0.7 CO<sub>2</sub>/kg)
2. Carbohydrate sources (0.1 - 3.1 CO<sub>2</sub>/kg)
3. Dairy products (0.9 - 8.0 CO<sub>2</sub>/kg)
4. Protein sources (1.3 - 63 CO<sub>2</sub>/kg)

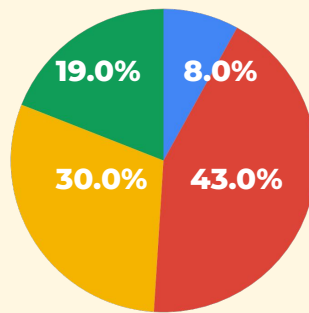
## = Key Results

How would your consumption change if you were a part of the Sustainable Loyalty Program?



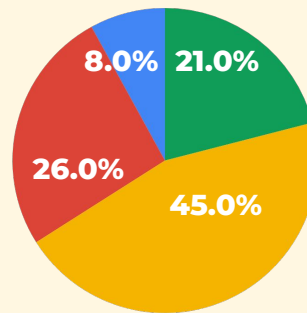
- Would try to consume more sustainable
- Would consume more sustainable
- Would not change my consumption

The Sustainable Loyalty Program enhances my perception of the store.



- Agree
- Strongly agree
- Partially agree
- Disagree

The Normal Loyalty Program enhances my perception of the store.



- Agree
- Strongly agree
- Partially agree
- Disagree

### Key Results

A sustainable initiative from store is favorable for its brand, the results show 50% more positive attitudes.

Consumers are willing to change their behaviors if they are encouraged

Data from own questionnaire with 185 responses

## ➔ Future Challenges

Implementation of the loyalty program in stores, including presenting the benefits of the sustainable loyalty program to a grocery store chain. The idea could be imitated by competitors, however being the "first mover" will increase brand image.