

The Green Gift Card Index

This index is comprised of four categories. Each section is has a maximum score of 20 points, for a total possible score of 80. 180 points being the best score.

Category 1 - Material & production

Metric	Score (0 - 5)	Details & scoring criteria
Material Choice		5 pts: Use 1000% recyclable or compostable materials (FSC-certified paper). 3 pts: Use a mix of recycled and new materials (e.g. 50% recycled plastic). 1 pt: Uses standard PVC plastic or non recycled materials.
Production transparency		5 pts: Supplier provides a full LCA or EPD. 3 pts: Supplier provides some data on energy use or waste reduction. 1 pt: No environmental data available from the supplier.
Waste reduction in manufacturing		5 pts: Manufacturer has a zero-waste-to-landfill policy for production. 3 pts: Manufacturer has a clear waste reduction and recycling program. 1 pt: No specific waste reduction efforts documented.
Packaging & carriers		5 pts: Card carriers and envelopes are made from 100% recyclable or biodegradable materials. 3 pts: Packaging is made from new but recyclable materials. 1 pt: Uses plastic-laminated carriers or non-recyclable materials.

Category 2 - Distribution & logistics

Metric	Score (0 - 5)	Details & scoring criteria
Shipping & transportation		5 pts: Uses carbon-neutral shipping partners or offsets. 3 pts: Consolidates shipments to reduce transport frequency. 1 pt: No specific efforts to minimize shipping impact.
Inventory management		5 pts: Uses a as needed inventory system to prevent overproduction and waste. 3 pts: Has a system to track inventory and reduce excess stock. 1 pt: Orders large batches without a tracking system, leading to waste.
sustainable fulfillment & packaging		5 pts: Uses minimal and 100% plastic-free packaging 3 pts: Uses recyclable but not plastic-free packaging 1 pt: Uses excessive, single-use, and non-recyclable packaging
Packaging & carriers		5 pts: Displays cards without plastic sleeves or packaging. 3 pts: Displays cards with minimal plastic packaging. 1 pt: Cards are displayed in individual plastic sleeves.

Category 3 - Usage & end-of-life

Metric	Score (0 - 5)	Details & scoring criteria
Customer education		5 pts: Provides clear instructions about how to dispose of the card. 3 pts: Mentions recycling on the website. 1 pt: No information provided.
Card recycle/return programme		5 pts: Has a take-back program for used cards in-store or by mail. 3 pts: Partners with a third-party recycle company for card disposal. 1 pt: No program exists.
Card lifespan & reusability		5 pts: Cards are designed to be reloaded multiple times but not promoted. 3 pts: Cards can be reloaded but it's not a primary feature 1 pt: Cards are designed for single use only.
Incentive for responsible disposal		5 pts: The business offers rewards to customers recycling gift cards. 3 pts: There's a promotion on the eco benefits of returning cards but no specific reward. 1 pt: No incentive exists

Category 4 - Programme innovation & communication

Metric	Score (0 - 5)	Details & scoring criteria
Sustainable reporting		5 pts: Publicly reports on the environmental impact of their gift card program as part of their CSR or ESG report. 3 pts: Shares some vague information about their sustainability goals 1 pt: No public information available.
Supplier partnership		5 pts: Actively collaborates with suppliers to innovate 3 pts: Asks for environmental data from suppliers during the RFP process. 1 pt: No engagement with suppliers on sustainability.
Circular economy initiatives		5 pts: Partners with other businesses to create a circular loop. 3 pts: Explores partnerships for recycling or repurposing materials. 1 pt: No focus on the circular economy.
Public communication		5 pts: Prominently displays on the 'greenness' of your cards 3 pts: Mentions sustainability efforts in a blog post or social media. 1 pt: Does not communicate about the program's environmental impact.

Calculating the final score

Determine your Index Level
90-100 Platinum Green - Your a sustainable gift card programme queen! No notes!
70-89 Gold Green - You're on fire (in a non-carbon-emission way)! Keep up the awesome work!
50-69 Silver Green - You're getting there, a few tweaks and you'll be a star!
30-49 Bronze Green - You've started the journey, which is great! Now it's time to polish it up.
0-29 Unclassified - Bless your heart. You've got more waste than a landfill. It's time to roll up your sleeves and get to work.

Book your free consultation - info@greengiftcards.co.uk