

The Green Gift Card transition checklist

Use this step by step guide to help implement Green Gift Cards into your businesses.

- ☐ Audit your current gift card programme (volume, system, packing and interrogation)
- ☐ Finalise your design and eco-friendly embellishment
- ☐ Order sample and test across POS and packaging
- ☐ Update SKUs, inventory, POS (if needed)
- ☐ Train staff with guide and FAQs
- ☐ Launch your customer communications (email, POS and socials)
- ☐ Track results (sales volume, customer feedback, plastic saved, etc...)

Tip: Start with a pilot rollout in a handful of stores or a region before scaling up.



**Green
Gift Cards**