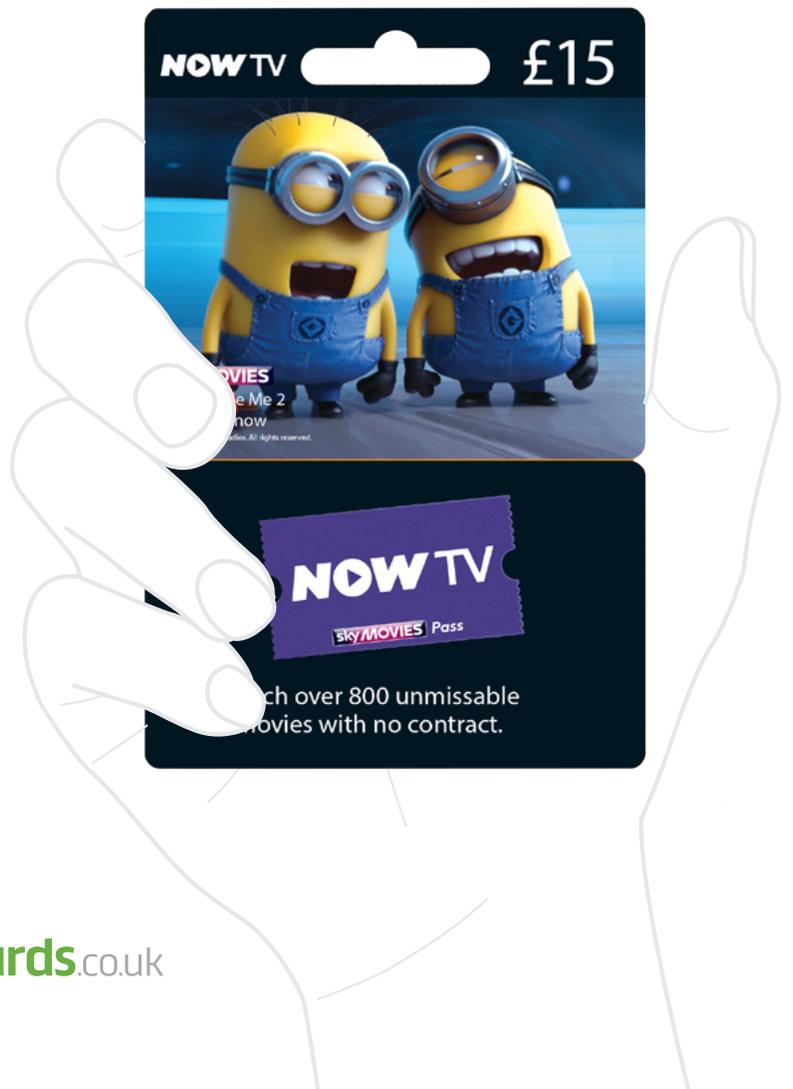


Carbon Neutral Gift Cards for Sky's NOWTV

Case Study





Summary

NOWTV from Sky is an ever growing and appealing way for consumers to access the latest Sky Movies, TV programmes and sports, live and on demand without a contract.

Sky worked with epay, one of the UK's leading electronic payment solution providers (the service behind transactions at over 150,000 points of sale) to launch their new NOWTV gift cards into some of the UK's biggest retailers.

Leading gift card mall operator and processor epay was the first in the industry to identify the benefits of the Green Gift Card solution. As a rapidly expanding player in the gift and prepaid card market, epay has developed its retail offering from payment processor to content provider and distributor for its customers. The company looked to its supply chain for points of differentiation including price, speed to market and of course environmental considerations. Green Gift Cards tick all the boxes.

...epay looked to its supply chain for points of differentiation including price, speed to market and of course environmental considerations. Green Gift Cards tick all the boxes.



So why go Green? Because you have to? Because it's the right thing to do? Well, both...

The retail sector may be recovering, but with important new environmental legislation recently being brought into force, what can businesses do to help fulfil their Carbon Reduction Commitment?

The Carbon Reduction Commitment (CRC) has hit around 5,000 businesses and public sector organisations in the UK, including all the major High Street retailers and the big consumer goods companies.

Complying with Carbon Reduction Commitment obviously comes at a cost, but not only from a cash flow point of view. Ignoring the CRC impacts a brand's environmental performance and can affect its reputation, especially when the consumer has the power of knowledge.

Companies whose brands reflect good environmental practices won't want to perform badly in the Environment Agency's league table and see their reputation and shareholder value hit.

Gift cards may be a small contributor in the grand scheme of environmental impact, but when manufactured using PVC they still leave their mark – 99% of these cards end up in landfill where PVC does not biodegrade.

Green Gift Cards use traditional printing techniques that require no high temperature heat pressing. This means our cards use less energy and are the only true alternative for businesses wishing to choose a less harmful process for their gift card production – switching from PVC to Green Gift Cards.

Here's how we do it. For our cards, the process involves fewer steps and is therefore quicker and more cost effective, compared to PVC and plastics. They're constructed from a single dense sheet of board that is produced using FSC mix source materials, which means our boards are all-natural. PVC consists of 57% chlorine, derived from industrial grade salt and 43% carbon, derived predominantly from oil or gas via ethylene.

After printing and cutting, the data application process is the same as PVC cards. But that's the only similarity as Green Gift Cards also weigh less so that, even when it comes to transport, the environmental impact is reduced. All of these small process and production differences may be only tiny, but they all add up to make quite a difference. When a brand switches to Green Gift Cards we take on the responsibility of being environmentally conscious on the brand's behalf.



There are so many benefits of opting for Green Gift Cards:

- ✓ They are cheaper and quicker to produce compared to the PVC alternative
- ✓ They biodegrade in landfill (PVC cards don't)
- ✓ They can be easily recycled in household waste with no special techniques, whereas PVC cards need specialist recycling
- ✓ The material used in the production of Green Gift Cards is completely carbon neutral

This is achieved by offsetting the material which has been verified to meet the requirements of the CarbonNeutral Protocol and has been offset to net zero through the use of high-quality carbon credits.

An official certificate confirms that the material has been offset to net zero. Furthermore, the CO₂ offset directly benefits real, renewable energy schemes of which there are 6 in the Green Gift Card portfolio to choose from. Only through Green Gift Cards is this level of environmentally friendly card production process possible with validation of carbon offsetting provided.





The brief

Having opted to launch their NOWTV gift cards in time for Christmas, SKY needed a quick route to market with epay.

Green Gift Cards provided that option and ensured that the multiple designs, volume production and complex finishing requirement were delivered in time for peak trading. The Sky offer consisted of 14 designs across a number of categories; sport, entertainment and movies. Sky wanted to test multiple designs to gain valuable insight into customer choice and purchase triggers in terms of types of sport, film title and TV series visualised on the card. The cards all needed to feature the hybrid data format devised by epay and Green Gift Card. This would ensure that the cards could be activated in multiple retailers regardless of EPOS system without the need for multiple data formats. This format features a magstrip and barcode as methods of activation.

Sky wanted to test multiple designs to gain valuable insight into customer choice and purchase triggers.

Once the 305,000 cards were produced and encoded, some with a specific additional retailer code applied, they would need to be collated, wrapped, labelled and packed. However as Sky wanted to obtain insight from this launch, they requested that each and every flow wrapped pack of 20 cards was mixed – not the usual 20 cards of 1 design, sequentially numbered. That meant that the collation process was out of scope of the equipment's capability. The collation would all need to be done by hand.



The execution

We provided fully managed services for this project.

We produced 305,000 cards on the M6L/GGC9 format that features the patented snap function to allow the bottom CR80 section to be cleanly snapped off, if required, at the point of activation in store.

The cards were printed on our Carbon Neutral, 720 micron MGC board that has been offset to net zero through the use of high quality carbon credits, as defined in the CarbonNeutral Protocol.

Once printed 4 colour process both sides, cut and scored in one pass, the cards then had the personalisation applied, featuring a hybrid data format that enables POSA via either barcode or magstripe.

For one retailer (Argos), the cards needed to include an additional catalogue number to the top left of the reverse of the card. After the data was applied, the cards were then hand collated to create mixed set of 20 cards that featured a range of the various categories and creative treatments. Each set of 20 cards was then flow wrapped and labelled in accordance with the destination retailers and epay's specific details.



The outcome

The NOWTV cards were delivered into a number of distribution centres in time for deployment into retail for the Christmas trading period. Despite the challenges of breaking protocol by mixing card designs, the project was a complete success.

Furthermore, an official certificate confirms that the material has been offset to net zero and 3.964 tonnes of CO2 for the Sky NOWTV cards will directly benefit a Biomass project in Thailand. The Phetchaburi Biomass Project generates renewable energy from biomass waste at a textile manufacturing plant.

Before the implementation of the renewable energy project, the plant was using approximately 11,000 tonnes of coal a year to power its operations. Beyond the emission reductions, the project has improved the air quality – substantially reducing pollutants from fossil fuel combustion such as nitrous oxide (NO2), sulphur dioxide (SO2) and particle matter. Additionally, the project avoids biomass decaying in open fields, which prevents the creation of methane, unpleasant odours and dense, stagnant water that can be breeding grounds for disease.

Only through Green Gift Cards is this level of environmentally friendly card production process possible.

SKY’s NOWTV brand can now demonstrate that they made a positive contribution to reduce their carbon impact in the retail world by opting to use Green Gift Cards.



GGC9

M6 long snap

Size: 86mm x 133mm
 Material: Medium Green Card (MGC)
 720mic





GreenGiftCards.co.uk

Cheaper Quicker Greener

03303 332 250

info@GreenGiftCards.co.uk