

Carbon Reward Card

What is the Carbon Reward Card?

The carbon reward card is a proposition developed by the Council in association with several other European colleagues to develop a reward-based system to encourage the public to adopt more sustainable behaviours. Rather than use a common economic tool, such as a tax, the Council and its partners consider that a more fruitful approach would be to create incentives to foster positive action and alter personal choices.

This project has applied for funding under the INTERREG IV:B North West Europe programme and will seek to establish a carbon card scheme in four regions. In each region it is intended to develop a pilot which will engage with businesses/ services to develop a “green” rewards-based incentive scheme.

Some research will need to be conducted into the mechanics of how the card could be used, the method for generating and distributing rewards generated, and how best businesses can take part.

How will it work?

The project aims to develop a simple carbon trading scheme between businesses, users, local or regional regulators and service providers. It is anticipated that, if the card can be shown to work, it will provide a model or tool for use within other regions, or at national level. Further, it could encourage businesses to develop innovative “green” marketing strategies for products and services.

The proposal is that the card user will use the card locally to purchase “green” goods or services, which will generate a pre-determined number of points. These can then be redeemed against other “green” goods, services and/or activities. It is hoped that the card will lead to a fundamental attitudinal and behavioural shift amongst users to more sustainable practices. The card will be valid within any participating region.

Who's involved?

We have been working over the past two years to develop and refine the concept and, presently, the partnership consists of Belfast, Dublin, Brussels and Liverpool. Antwerp, Frankfurt, Lancashire, Luxemburg, Rotterdam, Texel and Eurocities are registered as observers.

What is the Council going to do?

On behalf of the partners, the Council has submitted an application to INTERREG. The cost of the four year project is €5,609,408 and, if approved, will receive 50% funding.

Our budget is €654,709, but this will need to be augmented by a seed fund to pay for the initial rewards to be given out by the scheme.

Next Steps

Should the carbon reward card be awarded an INTERREG grant, the Council will need to establish a local consortium of government, academic and business organisations to ensure that users place it “*front of wallet*” from its launch in April 2010.

The range of activities against which points can be earned and redeemed will also be critical to the success of the scheme. At this stage, discussions from within the partnership organisations, and amongst other businesses, suggests that not only retailing but also transport, housing and leisure activities could actively contribute to the scheme.

Who to Contact

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