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## **Green Loyalty Expands to USA market**

- Smartlygreen.com launches loyalty scheme for online shoppers in USA

Going green is stepping across the Atlantic!

Online shopping portal [www.smartlygreen.com](http://www.smartlygreen.com) builds on its success in the UK and launches in the USA.

Smartlygreen.com rewards shoppers by progressively offsetting their personal carbon footprints while doing their normal online shopping - gifts, food, DVDs and clothing from the likes of John Lewis, Boots, Harrods, Adili, Evans, Lands' End as normal - without spending a single penny more.

After a successful launch in the U.K last October, the time is right to expand to the U.S.A. Co-founder and Docklands entrepreneur says, "We have had many requests from merchants and members in America. Climate change is a global issue and it made sense for smartlygreen.com to be an international platform for educating people as well as fundraising for environmental causes."

How does it work? Half of the funds raised through net commissions paid to smartlygreen.com by the retailers is credited to your smartlygreen.com loyalty account, of which 80% is donated to the environmental charity PURE, the clean planet trust (Registration No. 1112249).

The rest is held in your account, available as cash to spend or donate once you have offset your chosen annual carbon profile target. From then, the balance shifts in your favour: 20% of your loyalty commissions received is donated to PURE - and 80% is returned to you as cash back.

As you shop, you can monitor your progress towards your chosen personal carbon offset target. You can expect to offset about half a tonne of carbon for every £500 spent online. The average annual household carbon footprint is about 10 tonnes, but it could range from two to more than twenty tonnes depending on your lifestyle.

Stephen Fry, patron of PURE, has said: "Join me by cutting down your household's carbon footprint, and offset what remains by donating to PURE, the Clean Planet Trust. It's the most sophisticated solution to fighting climate change."

The funds paid to PURE are directed to renewable energy and efficiency projects around the world which strictly adhere to the high quality international standards of the Kyoto Protocol. Pure is one of the few companies to comply with the new DEFRA code of good practice for carbon offsetting.

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#### **Notes to Editor**

- Commissions will vary and will depend on the merchants, the types of goods, and any special promotions.
- The price of carbon may fluctuate according to different market factors.

#### **About SmartlyGreen.com**

Founded by Harvey Jones and Christopher Bristow, UK-based SmartlyGreen.com is an online shopping community for consumers who wish to take the first steps to combating climate change – but aren't yet making significant lifestyle changes or spending more money. As a shopping portal, it enables consumers to offset their personal carbon footprint while they purchase food, fashion, gadgets, insurance and holidays as normal.

50% of net commissions is credited to each shopper's loyalty scheme account. Of this, 80% is donated to PURE, the first UK registered charity dedicated to combating climate change, with the balance being returned in the form of cash. Once the shopper has met her/his carbon footprint then 20% continues to be paid to PURE and the 80% is returned to the shopper. The funds paid to PURE are directed to renewable energy and efficiency projects around the world which strictly adhere to the high quality international standards of the Kyoto Protocol.

#### **About PURE**

PURE – the clean planet trust is a UK based registered charity with the specific objective of improving air quality - so combating climate change.

PURE was conceived by a group of like-minded individuals that recognised the need for cost-effective voluntary solutions to the carbon problem which extend the success of emissions trading beyond mandatory schemes.

PURE's commitment to the highest quality of offsetting, retirement of regulated and properly tradeable credits and related carbon policy standards; and value and price transparency; is monitored by suitably qualified Independent Trustees.

The Secretary of State announced on 19 February 2008 the framework for the Code of Best Practice for Carbon Offsetting. PURE committed immediately to meet the standards of the proposed Code.

<http://www.defra.gov.uk/environment/climatechange/uk/carbonoffset/codeofpractice.htm>

*"The Government welcomes the launch of PURE's carbon offsetting scheme. The Scheme offers credits that have been generated from emissions reductions that are regulated, verified and for which there is a clear audit trail."*

Ian Pearson, UK Government Climate Change and Environment Minister, Nov 2006

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