



Environment protection and sustainable development promotion through loyalty program.

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The essence of coalition

It is a coalition based on...

- Loyalty program, which unites consumers of different countries and gives them the opportunity to receive preferences and discounts with the products and services of the partners-participants, take part in signature events of the project
- Loyalty program, which unites partners-participants (businesses), producers of goods and services from Ukraine and gives them the opportunity to promote themselves through the network of target group of consumers, by the means of marketing and advertisement
- Loyalty program, which connects country's or city's communities, represented by the state government or municipal authority, with foreign consumers (tourists) and local businesses through administrative support, and provides enhanced opportunities for the development of touristic image
- It's a community of consumers, enterprises, and government institutions, which are united around the issues of environment protection and sustainable development promotion
- Interested party can join the coalition by accepting public offering agreement
- The participation of consumers and business partners in coalition is multileveled and is based on fee.
- Membership fee in coalition, which will be donated to the NGO, is form of commitment to the cause of protection of environment and sustainable development promotion.
- The key tool of this program is a special, multipurpose

! Card of Privileged guest of Kyiv/Ukraine !

Forms of the coalition

International Consumers Club

“Welcome To Kyiv”

International Consumers Club

“Welcome To Ukraine”

- Membership in consumers club's is certified by special Privileged guest card
- Owners of the guest card receive special treatment and attitude towards them
- Owners of the guest card receive information about the network of certified providers* of goods in services in Kyiv and Ukraine
- Owners of the guest card receive concierge assistance and support during their stay in Kyiv or Ukraine
- Owners of the guest card receive convenient opportunity to use their guest card as plastic payment card
- Guest card serves as pass to public transportation network
- Owners of the guest card enjoy free entry/ discounts on entry tickets to a number of a municipality (state) owned facilities, like museums, parks, etc.
- Guest card provides discounts and allows the owner to save on special offers of the products and services for partners of the coalition
- Owners of the guest receive invitation to participate in the club events and lotteries

Examples



Advantages for the Cardholders\Consumers

Cardholders-consumers receive:



- Privileged treatment and support in their touristic experience
- Privileges and discounts at the purchase of services and products in the network of the **Partners-participants**
- Exclusive invitation to participate in events, advertisement tours, degustation, and presentations organized from International Consumer's Club "Welcome to Ukraine"/"Welcome to Kyiv"
- Can perform a purchases of products and services with "Welcome to Ukraine"/"Welcome to Kyiv" card as within the network of Partners-participants, so in other establishments, including online operations
- Can receive reward from the participation in the member-get-a-member program of the club. For every individual that have joined the club through their referral, **Cardholders-consumers** can receive money reward and additional bonuses



Advantages for the Cardholders\Consumers...

Cardholders-consumers receive:

- With the help of Catalogue of **Partners-participants**, **Owners-consumers** can optimize the planning of their journeys
- Participation in different kinds of lotteries with different kinds of prizes
- The project provide possibility for **Cardholders-consumers** communicate with other **Cardholders-consumers**, and to unite in consumer and professional social groups, which can be useful to enrich one's circle of personal and business communication
- By joining the coalition **Cardholders-consumers** become part of solution of environmental issues, and support sustainable development

Advantages for the Partners-Participants

- Additional attention from international consumers to products and services through advertisement and marketing opportunities
- Development of **Partners-participants' public image not only among the Cardholders-consumers**, but also among other consumers from different countries
- Participation in local and international marketing events, advertisement campaigns held by service team of International Consumer's club "Welcome to Ukraine"/"Welcome to Kyiv"
- Possibility to attract specific groups (e.g. tourist from certain regions of the world, business tourists, green tourists) of consumers to **Partners-participants** products





Advantages for the Partners-Participants

- Ability to purchase products and services from other **Partners-participants** with privileges and discounts
- Possibility to create professional groups among **Cardholders-consumers** and **Partners-participants**, therefore additional possibility for broadening the geography of their business
- Great mechanism for Partners-participants to exercise social and environmental responsibility

Advantages for the Government and Municipality



Tourism

- Attraction of foreign tourists – info on the nature of foreign tourists inflow
- Promotion of a positive touristic image of Kyiv and Ukraine
- Promotion and development of local business
- Development of touristic infrastructure tourist industry
- Raise of revenues from the tourism

Environment

- Additional funds for the distribution of services provided by the municipality
- Promotion of social and environmental responsibility among businesses
- Promotion of environmental awareness
- Implementation of sustainable development model in the touristic sphere
- Support of solutions on environmental issues

How does this program addresses environmental issues

- By joining the program participants **express their loyalty** to the cause of environment protection and sustainable development promotion
- When joining the program participants **donate the cause** through a multifaceted, multilevel membership fee system
- The program is operated by **NGO** , which organizes interconnection of all participants
- NGO allocates the raised funds to various target **environmental projects**
- With the help and expertise of individuals, who poses authority (board of trustees) NGO conducts tenders to **distribute the funds** to the executives of the projects

Promotion of sustainable development



- This program **unites key stakeholders** of sustainable development – consumers, business, government, and NGO's in cooperation around environment protection
- The program has potential to involve wide scope of individual and organization to the problems of environment and their solution, through the special mechanism of ***benefits and motivation***
- One program provides **opportunities for enhancement** in multiple spheres
- The program sets an **example** for other regions and industries
- Program provides opportunities for **international cooperation**