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Press Release

31st August 2010

Green Rewards signs NQA as a new Corporate Partner and helps NQA 'practice what it preaches'

Green Rewards, the eco rewards company, is pleased to announce that it has signed NQA as a new Corporate Partner and will be supporting NQA's Green Champions programme.

NQA is a leading assessment, verification and certification body and works in partnership with a wide range of businesses, government departments and charitable organisations. NQA helps its clients to improve performance in quality, environment and health & safety management.

The products NQA offers are well suited to meet the current green agenda, but to practice what it preaches, it constantly strives to develop a truly 'green organisational culture'. In 2007, NQA set up a cross-functional 'Green Team' entrusted to ensure that the company continues improving its environmental performance. The most recent initiative sees NQA working with Green Rewards to help promote its 'Green Champions'. Staff committed to the environment are invited to become Green Champions and encourage others to do the same. Winners receive Green Rewards vouchers to help them lead sustainable lifestyles and demonstrate positive behaviour both at work and at home.

Max Linnemann, Environmental Sector Manager at NQA, says: "All businesses have an impact on the environment and NQA is no different. Looking after the environment makes good business sense and Green Rewards is helping to encourage our staff to work and live greener. We look forward to a long and mutually rewarding relationship with Green Rewards".

Graham Simmonds, Managing Director at Green Rewards, adds: "Research from Ipsos Mori Research has shown that organisations with strong and genuine social and environmental policies are more likely to attract, motivate and retain their people and I am delighted that NQA has teamed up with us and is really proactively encouraging its people to think and act green."

To find out more about how Green Rewards could help your business, please contact Dominic Davies on 020 7326 5055 or email Dominic.davies@greenrewards.co.uk

Notes for Editors:

Green Rewards is a unique ecological and sustainable incentive scheme for corporate companies who are looking to incentivise and reward both staff and customers. The venture was set up by Graham Simmonds, former Chief Executive of the environmental charity Trees for Cities and Richard Hammond, senior marketing professional, whilst the radio and television personality, Neil Fox (who currently presents Magic 105.4 FM's Breakfast Show) is involved as a non-executive director.

As well as running an on-line shop, Green Rewards provides both paper vouchers and E-Vouchers that can be redeemed on any one of the 1,800+ redemptions in the green shop. Ranging from organic lip balms and ethical fashion to charity donations and yacht sailing experiences there is something for everyone. All of which have been rigorously vetted and approved by an independent Sustainability Advisory Panel that includes some of the UK's leading figures covering carbon management, ethical fashion, waste and recycling and fair trade.

Green Rewards also has its own loyalty currency, Green Points, which customers earn with every purchase made in the on-line shop. Extra points can be awarded for product reviews, quizzing the SAP panel and even referring a friend. These Green Points can then be spent on any of the 1,800 products and experiences in the green shop.

For more information, please call Megan Butler on 0207 326 5055 or email her at megan.butler@greenrewards.co.uk