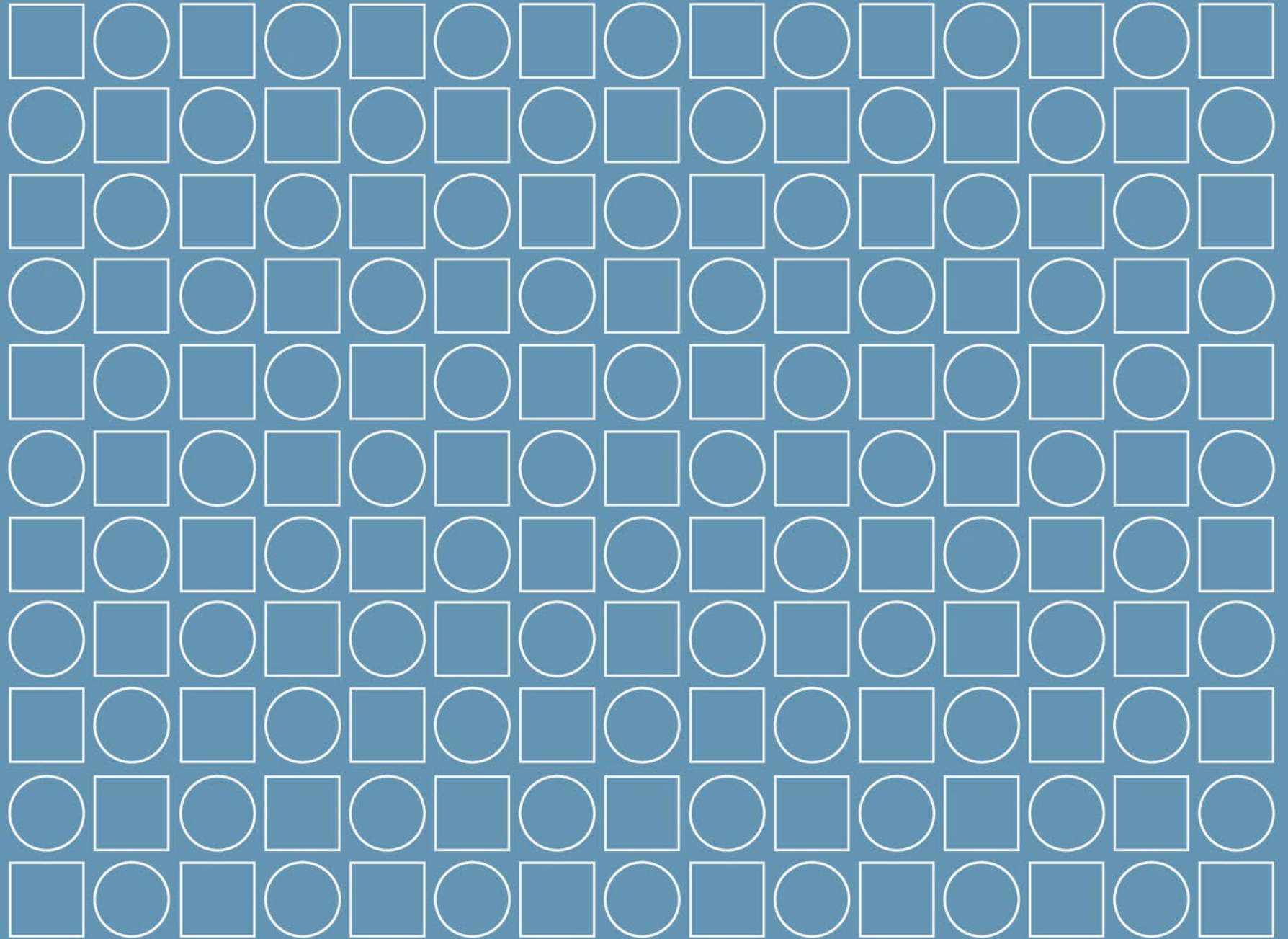


GCVA & PR  
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September 2023





**Title:** Finextra

**Date:** 07.09.23

**Link:** <https://www.finextra.com/blogposting/24853/going-green-with-payments--how-to-reduce-plastic-waste-and-improve-customer-experience>

**MUU:** 98,000

**DA:** 78

# Going Green With Payments – How To Reduce Plastic Waste And Improve Customer Experience

## Replacing Single-Use Plastic Gift Cards

Between 2017-2022, a staggering **360 tonnes of plastic waste** created by gift cards went to landfill. Gift cards generate a huge amount of plastic waste often hidden in plain sight at the check-out. However, entirely removing gift cards as a form of payment is simply not an option. Data from the [Gift Card and Voucher Association \(GCVA\)](#) shows that gift cards remain highly popular with consumers, especially Gen Z and Millennial shoppers as 46% and 42% of Gen Z and millennial shoppers, respectively, bought at least one gift card between 2019 and 2022.



**Title:** A1 Retail

**Date:** 22.09.23

**Link:** <https://www.a1retailmagazine.com/awards/industry-awards-shine-spotlight-on-gift-card-innovators/>

**MUU:** 7,170

**DA:** 33



## Industry awards shine spotlight on gift card innovators

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The winners of the 2023 GCVA **Hall of Fame Awards**, which celebrate the best of the UK gift card and voucher industry, have been announced.

Hosted by the **Gift Card and Voucher Association (GCVA)**, with **Blackhawk Network** as the lead sponsor, the awards showcase creativity and innovation across the retail, leisure, incentives, and payment sectors.

Winners of the 12 categories were announced during a glittering ceremony at a brand-new venue, 8 Northumberland Avenue in London. Winning organisations spanned retail, experiences, rewards and incentives, tech and industry suppliers highlighting how the use of gift cards is continuing to evolve. A rise in B2B winners also reflects how B2B now represents 70 percent of the gift card market.

Savvy, which provides stored value processing and analytics, took home the “GCVA Member Organisation of the Year” award. Selected and voted for by the GCVA Executive Board, this category awards organisations spearheading progression and Savvy was recognised for its ideas, knowledge, and analysis that drive the industry forward.