

# IDEMIA celebrates Mastercard's decision to accelerate sustainable payments

IDEMIA strives to push forward sustainable payments with its end-to-end GREENPAY offer.

# PAYMENT

POSTED ON 05.31.23

Sustainability is the new strategic imperative—the push towards green is in full swing! In fact, most banking policies encourage responsibility and sustainability in the production and distribution of goods and services. These incentivize industrial companies to explore new opportunities and innovate with a focus on the same values.

As a leading partner to the payment industry, IDEMIA is committed to sustainability through GREENPAY—an eco-friendly end-to-end offer based on the “Reduce, Recycle, Offset” paradigm. GREENPAY encompasses card products, card-related services, and carbon emission offsetting programs to help financial institutions achieve their sustainable transformation.

IDEMIA's GREENPAY offer is a global solutions package seeking to:

- Strengthen the environmental, social, and governmental values of the customer with eco-conscious solutions, cards, and services
- Accompany card issuers in their environmental transition
- Reduce environmental footprint with eco-conceived cards and packaging

Major payment scheme Mastercard recently announced its aspiration to further accelerate sustainable card efforts by removing first-use, PVC plastics from payment cards on its network by 2028.<sup>1</sup>

In this spirit, IDEMIA is proud to support its rich portfolio of clients and partners in their environmental shift towards sustainable payments. With 112 million recycled PVC cards produced in 2022 and a variety of attached services, IDEMIA's GREENPAY offer has become the preferred choice for numerous banks and Fintechs in the financial landscape. Notably, HSBC has forged a long-term global partnership with the Group who supports its sustainability goals by distributing recycled PVC cards in 28 HSBC global locations since 2021. Another great example is Bank of the West, which is one of the first banks in the US to participate in the sustainable cards program.

IDEMIA GREENPAY recycled PVC cards have received Mastercard's sustainable card certification and ICMA EcoLabel Standard certification. Additionally, IDEMIA's sustainable payments offer won a platinum award by Juniper Research in the category of “Payments for Good” in December 2022.

---

<sup>1</sup> <https://newsroom.mastercard.com/news/eemea/en/newsroom/press-releases/press-releases/en/2023/april/mastercard-accelerates-sustainable-card-efforts/>

---