



# IDEMIA PayCheck July: A sustainable payment chain

Insights into recent developments in the payment eco-systems, and examples how card issuers can leverage these trends

# PAYMENT

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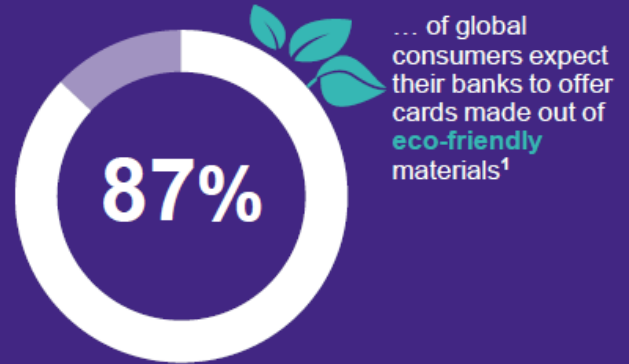
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# CONSCIOUS CONSUMERS

For many years, the global economy has been dominated by a “take – make – dispose” paradigm, which is now being challenged, and gradually replaced, by a “reduce – reuse – recycle” circular model. **Plastics** have become the workhorse material of the modern economy, consequently, changes to plastics will have a major impact on preserving the environment

All over the world, from mighty organizations such as the UN down to individual consumers, there is a cry for **sustainable solutions**

## THE ENVIRONMENT ON TOP OF THE AGENDAS



Sources:  
<sup>1</sup> Global study independently led by "Data 2 decisions" (Dentsu Aegis Network) in April 2020 on 2791 respondents representative of more than 2.3 billion people on the following markets: Brazil, France, India, Japan, Malaysia, Mexico, South Africa, UAE, UK, and USA



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Rethinking each brick in the payment journey, from sustainable payment card bodies over dematerialized services to end-of-life recycling of expired cards and offsetting



**THE GREENPAY CARD**  
A card body made out of 100% recycled PVC (core and inlay)