

# IDEMIA Secure Transactions Embraces Regenerative Sustainability to Empower Banks and Their Customers

IDEMIA Secure Transactions, the global leader in payment and connectivity services, is thrilled to announce before World Environment Day 2024 the launch of GREENPAY Wallet, the latest addition to its portfolio of sustainability services for the payment industry, a new digital solution bringing regenerative sustainability to banks. Through this new offer, IDEMIA Secure Transactions enables banks to empower their customers in fostering a greener future, addressing their growing awareness on the topic.

# PAYMENT

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IDEMIA Secure Transactions (IST) strengthens its commitment to sustainability with the launch of GREENPAY Wallet, a key milestone in the development of a comprehensive and ambitious CSR strategy. As a leader in the payments sector, IST has a responsibility to involve its entire ecosystem in driving positive change, and this innovative offer is a perfect response to this imperative, enabling both banks and their customers around the world to easily engage in favor of the defense of the environment and societies.

## Empowering Consumers: The GREENPAY Wallet Solution

IST is convinced that consumers play a pivotal role in the protection of the planet and the regenerative transition. GREENPAY Wallet now allows them to actively contribute to nature regeneration initiatives and social projects all around the world. It enables banks to empower their clients to make a meaningful impact globally. The solution consists of two components:

- ➔ **For consumers:** A software integrated into their mobile bank application to streamline financial contributions to NGO projects. This platform provides easy access to a broad and worldwide spectrum of sustainable projects that contributes to our planet's ecosystem restoration.
- ➔ **For financial institutions:** A digital platform to choose impactful projects, scientifically and economically selected, to offer to their clients or to support directly, along with monitoring tools for each project.

## A Partnership Championing Regenerative Sustainability

IDEMIA launched its GREENPAY offer in 2020, with the aim of gathering all its partners in the payments industry around sustainability, leading the way at that time by being one of the first companies in the world to bet on recycled PVC for its banking cards. IDEMIA maintains this leadership through this partnership with Handprint, an actor enabling companies to become a part of the new regenerative economy by integrating planet-positive actions into business activities in a

profitable and seamless way.

The regenerative approach chosen transcends the conventional approach of only reducing negative environmental impacts. IST's ambition is to build a holistic strategy to restore, rewild and revitalize the planet, through environmental and social commitments.

The process of integrating projects into the GREENPAY Wallet solution begins with the careful selection of partners and their reliability. Each project is analyzed in detail to ensure that it contributes to one or more of the United Nations' Sustainable Development Goals and addresses concerns identified by data from the World Bank, Global Forest Watch, or the Environmental Performance Index. The projects are then rigorously monitored through regular reports on each project.

*IDEMIA Secure Transactions has always been committed to sustainability and is aware of its role, as a leader, to mobilize the entire payment industry. We are therefore particularly proud of this regenerative solution within our GREENPAY offering. We look forward to rolling out this solution with all our partners and continuing to make a difference, for our planet.*

Julia SCHOONENBERG, Executive Vice President Payment Services at IDEMIA Secure Transactions

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IDEMIA Group brings together three market-leading businesses that enable mission-critical solutions:

- **IDEMIA Secure Transactions** is the leading technology provider who unlocks safer and easier ways to pay and connect.
- **IDEMIA Public Security** is a leading global provider of biometric solutions that unlock convenient and secure travel, access, and protection.
- **IDEMIA Smart Identity** leverages the power of cryptographic and biometric technologies to unlock a single trusted identity for all.

With a global team of nearly 15,000 employees, IDEMIA Group is trusted by over 600 governmental organizations and more than 2,400 enterprises in over 180 countries. For more information, visit [www.idemia.com](http://www.idemia.com) and follow @IDEMIAGroup on X.



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