

KDDI and IDEMIA team up to launch Japan's first consumer HalfSIM

IDEMIA supports KDDI in its commitment to sustainable connectivity.

CONNECTIVITY

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KDDI Corporation, a leading telecommunications provider in Japan, has partnered with IDEMIA to introduce the country's first HalfSIM for consumer users and support its 5G services.

KDDI's new HalfSIM is a half-size SIM card developed by IDEMIA, designed to reduce plastic consumption and waste. By switching from traditional SIM cards to HalfSIMs, KDDI saves 55% in plastic use compared to a full-sized credit card format and reduces carbon emissions by nearly 30% during the manufacturing process.¹ In addition, the compact design of HalfSIM offers a larger loading capacity per pallet, further reducing the overall carbon footprint.

KDDI's adoption of the HalfSIM is in line with its broader commitment to support Japan's climate change goals and reduce its environmental impacts, which includes achieving net-zero CO2 emissions by 2040—10 years ahead of Japan's reduction target.

We are delighted to be the first major mobile operator in Japan to offer this innovative HalfSIM solution. Partnering with IDEMIA to launch the HalfSIM is an important step in our strategy to tackle plastic waste and lower carbon emissions. This initiative not only benefits our operations but also empowers our customers to make environmentally conscious choices.

KDDI Corporation

IDEMIA is proud to support KDDI in its transformation to more environmental practices. This launch underscores our commitment to providing sustainable solutions that meet the evolving needs of our customers and the environment.

Yeo Benson, Senior Vice President, APAC, IDEMIA Secure Transactions

As part of its GREENCONNECT range, IDEMIA proposes alternative products to traditional SIM cards and packaging with improved environmental features to support mobile operators' roadmap for carbon reduction (Scope 3) while limiting the use of raw materials and simplifying recycling.

¹ Lifecycle assessment engaged by IDEMIA and verified by Bureau Veritas