

## Emirates NBD partners with IDEMIA's GREENPAY for the UAE's first eco-friendly payment card

Dubai, UAE, 26 May 2021: Emirates NBD, a leading banking group in MENAT (Middle East, North Africa and Turkey) region, teams up with IDEMIA, the global leader in Augmented Identity to launch the Emirates' first payment card from recycled plastic.

# PAYMENT

POSTED ON 05.26.21

Research by the Boston Consulting Group has shown that 81% of the UAE consumers are aware of climate change and have a high willingness to live more sustainably<sup>1</sup>. As part of its continued commitment to sustainability, Emirates NBD, a market leader in payment cards and a regional sustainability champion, has collaborated with IDEMIA, the industry leader in innovative payment technology, to bring to life the country's first recycled PVC<sup>2</sup> payment card.

As a front-runner in digital banking innovation, Emirates NBD has been the driving force behind several first-to-market payment solutions. By being the first bank to offer an eco-friendly credit card to customers, it further strengthens its position.

*We are pleased to partner with IDEMIA for this milestone card project. Emirates NBD has always been an active champion of initiatives that support the community and environment, as we believe that all businesses have a role to play in protecting our future. With IDEMIA's eco-friendly payment cards, we are pleased to further support customers who are committed to a more sustainable future.*

Marwan Hadi, Executive Vice President and Head of Retail Banking, UAE, Emirates NBD

IDEMIA is a member of the Greener Payment Partnership and aims to reduce first-use PVC plastic in card manufacturing. IDEMIA's GREENPAY card is made with over 85% recycled PVC derived from production waste. This innovative eco-friendly payment card allows a responsible use of resources and aims to fundamentally rethink the way businesses design, use and reuse plastics

*We are proud that Emirates NBD has chosen our GREENPAY solution for the UAE's first eco-friendly card. As market leaders in innovative card technology, IDEMIA is committed to provide unique world-class solutions that address the customer's business objectives and the evolving real-time concerns of the community.*

Julia Schoonenberg, Senior Vice President (Middle East and Africa), Financial Institutions, IDEMIA

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<sup>1</sup> <https://www.bcg.com/en-mideast/publications/2021/gulf-state-consumer-sentiment-toward-green-agenda>

<sup>2</sup> PVC: Polyvinyl chloride

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**About us** - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors. With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit [www.idemia.com](http://www.idemia.com) / Follow @IDEMIAGroup on Twitter

**About Emirates NBD** - Emirates NBD (DFM: Emirates NBD) is a leading Banking Group in the MENAT region. As at 31st March 2021, total assets were AED 695 Billion, (equivalent to approx. USD 187 Billion). The acquisition of DenizBank represents a significant milestone for Emirates NBD with the Group expanding its presence to 13 countries, servicing over 14 million customers. The Group is ranked among the top 20 in the Forbes' list of the World's Best Regarded Companies, securing a leading spot among global brands.

The Group has a significant retail banking franchise in the UAE and is a key participant in the global digital banking industry with 94% of all financial transactions and requests conducted outside of its branches. The Group announced the creation of E20., a digital business bank for entrepreneurs and SMEs while Liv., the lifestyle digital bank for millennials continued to be the fastest growing retail proposition in the UAE. Emirates NBD was named 'UAE's Best Bank' in 2020 for a fifth consecutive year by Euromoney. In addition, Emirates NBD received the 'Excellence in Leadership in the Middle East' award, introduced in 2020 in light of the Covid-19 impact, as a recognition of its efforts in responding to the Covid-19 crisis. The Bank is ranked 87th in The Banker's list of the World's Top 1,000 Banks. Emirates NBD was named 'Bank of the Year – UAE 2020' for the sixth year and 'Bank of the Year – Middle East 2020' for the third time by The Banker. In addition, Emirates NBD has been assessed as the 'Strongest Bank in the UAE' and 'Fifth Strongest Bank in the Middle East' by The Asian Banker 500 Largest and Strongest Banks Rankings.

The Group has operations in the UAE, Egypt, India, Turkey, the Kingdom of Saudi Arabia, Singapore, the United Kingdom, Austria, Germany, Russia and Bahrain and representative offices in China and Indonesia with a total of 907 branches and 4,032 ATMs / SDMs. The Group has a large social media following, being the only bank in the Middle East ranked among the top 20 in the 'Power 100 Social Media Rankings', compiled by The Financial Brand for 2019. Emirates NBD is a major player in the UAE corporate segment and has strong Islamic banking, investment banking, private banking, asset management, global markets & treasury and brokerage operations.

Emirates NBD is an active participant and supporter of the UAE's main development and community initiatives, in close alignment with the UAE government's strategies, including financial literacy and advocacy for inclusion of People with Disabilities under its #TogetherLimitless platform. The Group is recognised for the pioneering efforts in employee volunteering and corporate social responsibility by IMPACT2030, the corporate volunteering arm of the United Nations. Emirates NBD Group is a Premier Partner and the Official Banking Partner for Expo 2020 Dubai.

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