



# IDEMIA's GREENPAY cards certified by Mastercard as more sustainable

GREENPAY cards, the eco-friendly payment cards by IDEMIA, have been certified by Mastercard as more sustainable.



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As consumer demand for sustainable and eco-friendly products continues to rise, IDEMIA answers the call with a new take on the classic payment card.

IDEMIA has received sustainable card certification from Mastercard. The sustainable cards program is part of Mastercard's efforts to support an inclusive, sustainable digital economy; and encourages vendors and issuers to produce cards made from more sustainable materials. This certification allows the Mastercard sustainable card badge to be displayed on IDEMIA's GREENPAY cards, which are made of recycled PVC.

## A greener future for payment cards

In response to rising consumer awareness of environmental issues and a deep commitment to reducing its carbon footprint, IDEMIA has reimagined an iconic product: the payment card. Its new eco-card is made of recycled PVC plastics.

## Earning the badge identifier

To display the Mastercard sustainable card badge, a card must meaningfully reduce energy consumption, material consumption, carbon footprint and/or waste. Clearly displayed on payment cards that meet the standard, the badge reassures consumers that their bank's environmental ethos aligns with their own.

## IDEMIA's response

Payment cards have been historically constructed using several layers of PVC. However, IDEMIA has reimagined the way it sources, produces, and distributes its products to minimize its impact on the planet's precious resources and to support issuers' ambitions in achieving their sustainability goals.

IDEMIA applies an end-to-end sustainability approach to the entire payment card lifecycle, including digital customer onboarding, card personalization, and fulfillment. GREENPAY dramatically decreases the carbon footprint of payment cards and any residual footprint.

*We are proud to have our recycled plastic cards certified as more sustainable by Mastercard. At IDEMIA, we take sustainable development very seriously and are using our expertise to create and promote more responsible and environmentally friendly solutions through GREENPAY, our portfolio of sustainable solutions for financial institutions. This certification confirms our objective to provide green solutions that help protect our planet.*

Amanda Gourbault, IDEMIA Executive VP Financial Institutions

*With the Mastercard sustainable card badge and certification, consumers are empowered to make eco-friendly choices and issuers know they are working with materials that help towards their ESG goals. Together, with IDEMIA and our other vendor and issuer partners, we have a real chance to bring trust to sustainable choices as we collectively move towards a more circular economy.*

Paul Trueman, Senior Vice President, Cyber & Intelligence, Mastercard