



# Banca March and IDEMIA join forces to launch the first certified sustainable payment card in Spain

IDEMIA's Mastercard-certified GREENPAY cards become the newest eco-friendly solution for Banca March customers

# PAYMENT

POSTED ON 12.02.21

IDEMIA is proud to partner with Banca March and congratulates them for being the first Spanish issuer of sustainable payment cards to bear the Mastercard sustainable card badge. The certification program aims to foster an inclusive, sustainable digital economy by encouraging vendors and issuers to produce cards made from more sustainable materials. IDEMIA and Banca March share a deep-rooted commitment to reducing carbon emissions and providing customers with green solutions that help protect the planet.

## Partnering for the planet

The bank has been distributing IDEMIA's GREENPAY cards to its eco-minded customers since October 2021. The sustainable card solution is made from 85% to 100% recycled PVC and meaningfully reduces carbon footprint, energy consumption, new raw material consumption, and plastic waste thus helping to minimize plastic pollution. The end-to-end sustainability approach addresses the entire payment card lifecycle, from digital customer onboarding to card personalization and fulfillment.

## A pioneering institution

Banca March has always prided itself on being at the forefront of product and service development and continues this legacy with a focus on sustainability. It joined the UN Global Compact as Signatory Partner and, along with thousands of companies around the world, committed to achieving the UN's 2030 sustainable development goals and generating a positive impact on the environment and society.

*We share with IDEMIA their commitment to environmental protection. We are proud to be able to empower our customers in Spain to make eco-friendly choices for their banking needs.*

Sonia Colino, Development, Brand and Communication Director, Banca March