

# IDEMIA obtains ICMA EcoLabel Standard certification for the eco-friendly GREENPAY card portfolio

As its sustainable payment solutions gain more recognition, IDEMIA works towards strengthening its socio-environmental commitment.

# PAYMENT

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IDEMIA's eco-friendly GREENPAY payment card portfolio made out of 100% recycled PVC has successfully met the International Card Manufacturers Association (ICMA) EcoLabel Standard Program requirements for recycled content and are officially registered in the program as of June 7, 2022.

The EcoLabel Standard Program is a voluntary initiative introduced by ICMA—the leading global card association for card manufacturers and personalizers—that outlines measurable criteria for assessing the environmental impact of cards. The program allows card manufacturers to determine the environmental performance of their cards as well as demonstrate support of sustainability initiatives.

Complying with global ISO principles for environmental labels, the ICMA EcoLabel Standard Program certification gives the GREENPAY cards portfolio third-party credibility that it is an environmentally preferable alternative.

Cards considered by the program are evaluated on their overall environmental integrity within specific product categories such as reduced materials and recycled content.

The new ICMA EcoLabel Standard certification strongly reinforces IDEMIA's commitment to integrating a sustainable dimension in the way it sources, designs, produces, and distributes products in order to minimize its impact on the environment as well as support issuers' ambitions in achieving sustainable development goals.

To date, IDEMIA has obtained an "Environmental Claim Validation" issued by UL Solutions for the recycled PVC materials used in its sustainable payment cards.<sup>1</sup> Last year, IDEMIA's GREENPAY cards also received Mastercard's sustainable card certification.

IDEMIA is proud to be recognized once again for its commitment to protecting biodiversity through the choice of more environmentally friendly materials such as recycled plastics. This is in line with the circular economy model designed to minimize resource input, waste, and emission production. Reinforcing its environmental Corporate Social Responsibility (CSR) commitment, 100% of IDEMIA's research and development teams are set to be trained on green offers by 2023.

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<sup>1</sup> <https://www.ul.com/services/environmental-claim-validation#:~:text=Environmental%20claim%20validations%20provide%20independent,their%20customers%20peace%20of>

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