

# GREENCONNECT by IDEMIA™

## Providing mobile operators eco-friendly SIM card bodies and fulfillment



From reduced size cards to alternative card body materials, streamlined transportation and environmentally friendly packaging solutions, IDEMIA can support you in reducing the environmental impact of the mobile industry.

### Environmental awareness

As the planet calls for concrete actions to reduce the impact of human activities on the environment, you, mobile operators, are taking commitments and building strategies to operate in a more sustainable manner - in line with international and national government bodies guidelines, as well as end-user expectations. At IDEMIA, we are committed in contributing to a greener mobile industry with you.

### GREENCONNECT by IDEMIA

This end-to-end sustainable offer range, designed in partnership with you, proposes alternative materials, formats and design for both SIM cards and their packaging.

Our offer includes various environmentally friendly materials that help simplify the transition of your current product range to a green approach that plays a part in your overall sustainability strategy.

### Reuse, Reduce, Recycle

We follow a 3R methodology (Reuse, Reduce and Recycle) which encompasses products, services processes and carbon emission offsetting programs to help you achieve your sustainable transformation and apply three principles: eco-design, second purpose and resource reduction.

- › **Reuse:** propose an alternative use case for the SIM carrier once the SIM plug is extracted (e.g. keyrings).
- › **Reduce:** optimize the volume of SIM plugs punched in a traditional carrier format or limit the use of raw materials needed to produce SIM cards and packaging.
- › **Recycle:** use recycled, bio-based and biodegradable solutions. (e.g. recycled plastic, paper, biodegradable plastic and sustainability produced cardboard).

### Benefits



#### Green made easy

Deploy seamlessly sustainable solutions from existing card body and packaging to a green approach.



#### Contribution to a sustainable mobile industry

Reduce waste and resource consumption and communicate to end-users on your brand commitments towards sustainability.



#### End-to-end approach

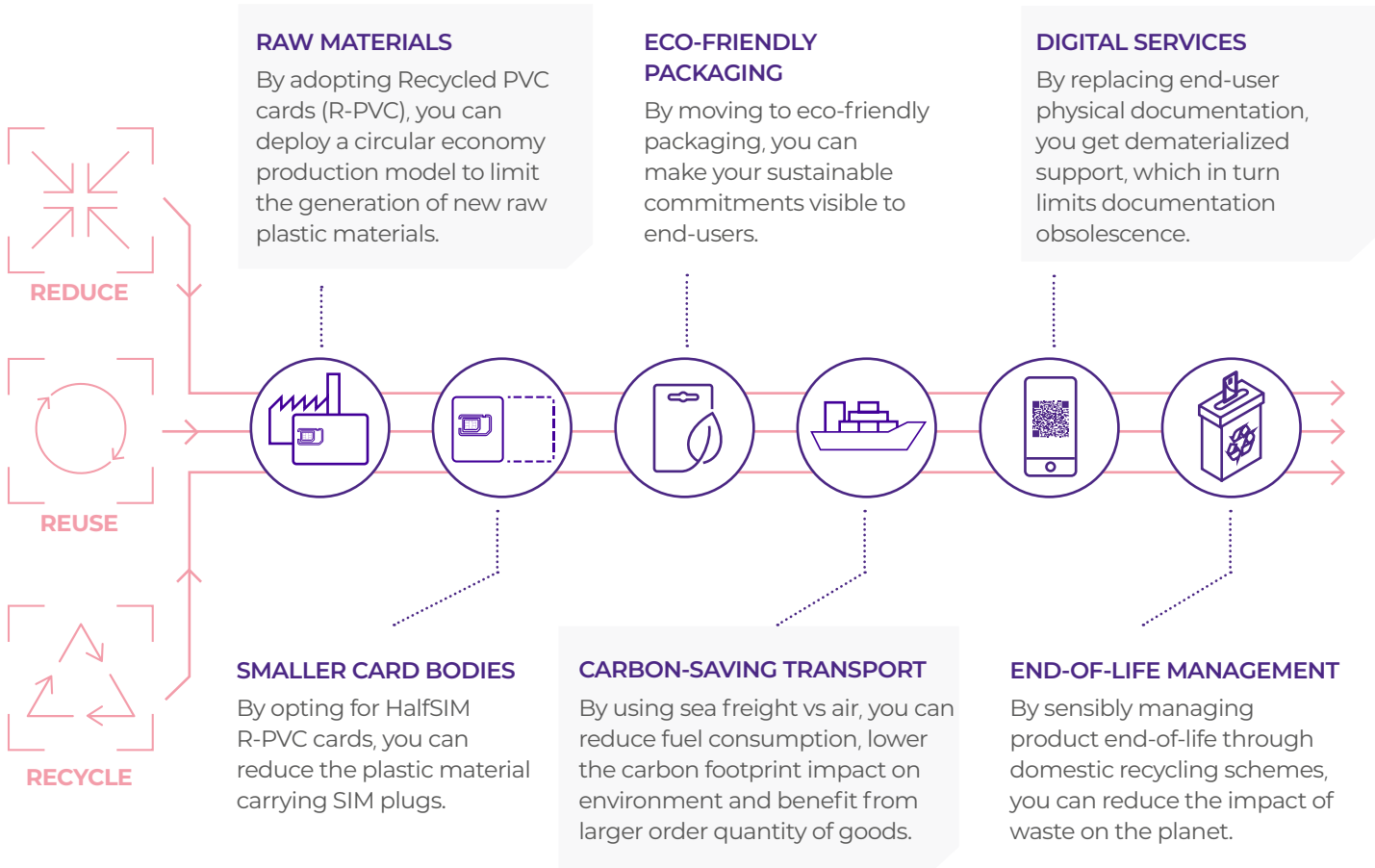
From card body to packaging and optimized shipment, IDEMIA helps you to deploy an end-to-end green strategy.

### Why IDEMIA?

- › Trusted by over 500 mobile operators
- › Member of the United Nations Global Compact since 2006
- › Certified EcoVadis gold member
- › Manufacturing plants certified ISO 14001

# Transitioning from GREY to GREEN

You can take several actions in your sustainable product journey. The illustration below shows an end-to-end approach enabled by GREENCONNECT.



## The Earth is calling

- › New sustainable materials to produce SIM cards and packaging
- › Delivery of SIM cards which integrate the notion of accessible recycling for end-users
- › Adapted shipment solutions
- › Redesigned production models integrating circular economy deployment



## And tomorrow?

IDEMIA R&D teams are continuously working on creative sustainable products and solutions, by defining new materials and designing new formats to help you in the evolution of your sustainability needs.