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meet UN climate change goal

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Banking & Payment Services

After another year of heatwaves, record temperatures and weather phenomena attributed to climate change, even more consumers are actively considering how they can reduce their carbon footprint. Flying less and taking up cycling rather than driving are clear ways of doing your bit to cut emissions. But what about that avocado at breakfast? Or those new running shoes? How do you keep track of your carbon footprint from everyday activities and purchases? Help is at hand in the form of a radical new payment card from Doconomy.

Doconomy's vision is to enable a sustainable lifestyle for everyone. The firm, which was founded in Sweden in 2018, wants to do this by inspiring a change in behaviour and a reduction in unsustainable consumption and carbon emissions. Instead of offering a premium credit card with traditional benefits aimed at driving further consumption, it is rolling out the DO, a free and easy-to-use mobile banking service that lets users track, understand and reduce their CO2 footprints through carbon offsetting.

Initially, the service is being rolled out in Sweden with other European countries to follow. DO Card helps users track and measure the CO2 emissions associated with their purchases and enables them to limit the climate impact of their spending through climate savings, climate compensation, sustainable investments and climate refunds from partner brands. Users are also being invited to compensate for their greenhouse gas emissions through projects meeting the UN-certified green projects criteria. These projects range from cleaner-burning cooking stoves and wind-generated electricity to clean waste disposal, all of which contribute to global emission reduction.

In addition to the mobile app, customers can apply for an eco-friendly DO Mastercard payment card. Thales is supplying and personalizing the Thales Gemalto Bio sourced (PLA) card, a card made from Poly Lactic Acid (PLA) – a sustainable plastic substitute. What's unique about the card is that it has no magnetic strip or traditional signature panel. This is important because these components are not made from renewable resources and turn banking cards into a compound, which makes them difficult to recycle.

The DO card will be printed using recycled exhaust pollution (Air-Ink), and is the only payment service to be recognized for supporting UN Climate Change Goal 13 and abiding by goal 12 on responsible consumption and production. "DO represents a new and interesting way of bringing climate action directly to the consumer, which is one of our strategic objectives in our work on Global Climate Action," says Niclas Svenningsen, manager, Global Climate Action at UNFCCC.



Collaboration has been key to the innovation: Doconomy is providing the mobile banking service to its customers; Thales is supplying the card and personalization services; and Mastercard has approved this one-of-its-kind design with no magnetic strip or traditional signature panel. "Together with Doconomy we can engage consumers, retailers and businesses in the fight against climate change," says Mark Barnett, divisional president of Mastercard UK, Ireland, Nordic and Baltics. "This collaboration is an important part of our focus on sustainability, and this innovative solution offers people a simple way to take responsibility for their carbon footprint, based on what they consume."

Doconomy has already turned heads with its innovative approach to the climate crisis and following a Creative eCommerce Grand Prix win at Cannes Lions 2019 – an award that usually goes to well-established global brands – it's clear that this start-up is making its mark on the global eCommerce scene.