

## **Should be the other way around?: Financial innovation through environmental sustainability: a new partnership between Fabrick, Doconomy and Mastercard**

*The collaboration will allow all Italian banks to offer a tool that measures and monitors, through payment analysis, carbon footprint of an individual, based on its actions and daily purchases.*

Milan, January XX, 2021 – **Fabrick**, the first player in Italy which aims to promote Open Finance through new business models and banking services, **Doconomy**, a Swedish company offering technological solutions to help reduce our impact on the environment and **Mastercard**, global technology company in the payments industry, join forces for a new partnership to link environmental sustainability with financial innovation. The collaboration among the three organisations will allow Italian banks to offer a tool that measures and monitors, through payment analysis, CO2 footprint of an individual.

Today, the “Aland” index, which measures the average CO2 emission per euro spent in selected industrial sectors, provided by Doconomy, can be easily integrated by every bank: the solution merges with Fabrick’s ecosystem potential, which is aimed at innovating the financial sector through digital solutions developed on market demands: sustainability themes cannot be ignored.

The strategic collaboration with Mastercard, which is already a partner of Doconomy in Europe, sped up the path towards innovative projects that focus on sustainability through actions, transactions and daily purchases of Mastercard cardholders.

Paolo Zaccardi, Fabrick CEO, stated: *“Mastercard and Doconomy deal is a clear example of how collaborations between different players can bring advantages to the co-creation of new widespread solutions and how the platform model can make their implementation fast and easy. This new solution adds a great value to our offer and opens a new important chapter that witnesses a key role of sustainability in financial innovation.”*

*“The Italian financial market’s attention towards sustainability is remarkable. The collaboration with two high-calibre players such as Fabrick and Mastercard will allow our solution to be adopted and integrated quickly by a great number of users, which could then realize the effective impact of their behaviour on the environment and how to do better. 2030 is coming and every actor of the system must do its part to promote innovative and increasingly sustainable value chain, giving people the possibility to make a difference. Sustainability must be a key part of core business, especially in the financial sector”* – added Mathias Wikström, Doconomy CEO.

*“The importance of facing climate change is, for Mastercard, one of its top priorities and social responsibilities. The partnership with Doconomy and Fabrick is a further step to develop an innovative sustainability solution in Italy. Through this new deal we are pleased to offer Italian banks a service that provides them with the opportunity to accelerate and raise awareness among consumers towards better behaviours and a more sustainable lifestyle”* – ended Michele Centemero, Country Manager Italy Mastercard.

**About Fabrick:**

**Fabrick** is a company based in Italy, with an international vocation, with the precise purpose of promoting Open Banking. Fabrick's mission is to build, enable innovative projects and support the dialogue and collaboration between new fintech players, large corporations and traditional players in the financial industry, by involving them, from an Open banking perspective, in the design of the sector's future, leveraging the new paradigms dictate Fabrick empowers and promotes new growth models for banks, startups and companies, facilitating collaboration and dialogue and creating development opportunities, thanks to the skills, technologies and services it makes available through its technology platform and the real ecosystem of relationships and cultural contamination it has created and nurtures around itself. Fabrick is headquartered in Milan with offices in London, Madrid and Dubai.

[www.fabrick.com](http://www.fabrick.com)

**About Doconomy:**

Doconomy, founded in Sweden 2018, provides digital solutions to help track and measure the carbon footprint. Doconomy's service, DO, a mobile banking app, manages savings and promotes sustainable consumption. The **Åland Index Solutions** impact calculations in DO use data, covering 99% of global market cap, through a unique partnership with **Trucost**, a part of S&P Global. Through Doconomy's collaboration with the United Nations Climate Change Secretariat (**UNFCCC**), to educate and engage individuals around climate action, additional innovative tools to explain our impact are also developed. Doconomy utilizes innovation, data and design to support consumer change of behavior by enabling well-informed choices, which in turn, promote responsible consumption. The 2030 Calculator is such an innovation, to increase transparency and responsibility on product level.

<https://www.doconomy.com>

<https://www.2030calculator.com/>

<https://planetloyalty.com/>

<http://www.alandindexsolutions.com/>

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**About Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com)** Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

Follow us on Twitter [@MastercardEU](https://twitter.com/MastercardEU) [@MastercardNews](https://twitter.com/MastercardNews), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

**Priceless Planet Coalition**



**Doconomy**



Launched in January 2020, the Priceless Planet Coalition unites the efforts of consumers, financial institutions, merchants and cities to fight climate change through the restoration of 100 million trees over five years – together with climate science and forest restoration experts Conservation International (CI) and World Resources Institute (WRI). Coalition partners in multiple regions are launching campaigns to enlist consumers in environmental action and reforestation efforts with innovative donation technologies. Additional new coalition members in the European region include DZ BANK, Doconomy, EedenBull, Eurobank, Halkbank AD Skopje and WESTbahn who join existing partners bunq, and Santander UK. To learn more about Priceless Planet Coalition, please visit [PricelessPlanet.org](https://PricelessPlanet.org) and follow us on social media #pricelessplanet.

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