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## Individual carbon footprints now available to 3 million customers using Nordea's digital banking services

**Nordea's customers are offered easy access to their individual carbon footprint embedded in the bank's digital banking services. This new service gives an insight into the environmental impact of daily consumption behaviour when using a payment card. It enables customers to contribute to the environment by helping them to make sustainable choices in their daily life.**

At Nordea we strive to make sustainability concrete and real to our customers. We are continuously developing a growing number of sustainable products and services like green mortgages, green car loans and sustainable savings.

- Together with our 9 million customers we can make a difference and combat global warming and climate change. As from today our customers using digital banking services get insight into their individual carbon footprint. We want to encourage them to use this data to make an impact on the environment and climate, says Sara Mella, Acting Head of Personal Banking at Nordea, and continues:

- The tracker is a good place to start for those of our customers who want to make a positive impact on the climate as they can use the insight they get about their daily spend to actively reduce their CO2 impact or compensate for it.

Customers can follow their CO2 impact through Nordea Mobile and Nordea Wallet that enable them to track their payment card spending. The information is based on the Åland Index developed by the Bank of Åland in Finland. The index calculates an approximate impact from the goods and services bought with a payment card. The Bank of Åland is the frontrunner in developing an index measuring and visualising individual CO2 consumption.

- Nordea's modern mobile platform with more than 1 billion touchpoints per year gives an excellent opportunity to visualise the environmental impact of everyday spending to our customers, Sara Mella adds.

We will in cooperation with the Bank of Åland continue developing the service.

- With the help of the Åland Index, the Bank of Åland wants to change consumer behaviour in order to mitigate climate change. For several years, our bank's customers have already been able to monitor the environmental impact of their purchases. To achieve the greatest possible climate effect, we want to work with all other banks and connect the Åland Index to their customers. We are very pleased that Nordea is setting a precedent by putting our innovation into service, says Anne-Maria Salenius, Director for the Bank of Åland in Finland.

Read more about our [service for tracking individual carbon footprints](#).

**For further information:**

Sara Mella, Acting Head of Personal Banking (+46 738661087)  
Petter Brunnberg, Senior Group Press Officer, +46 738661087