

# Doha Bank launches the first eco-friendly card in GCC

October 11 – 2009



Doha Bank, one of the largest private commercial bank in the State of Qatar, in association with Visa Inc, the leading payment solutions provider, has recently launched the Go Green Visa Credit Card.

The environment-friendly credit card is a first for the region and marks the latest innovative payment product from Doha Bank.

Doha Bank launches the first eco-friendly Go Green Visa Card in the GCC.

The Go Green Visa Credit Card is manufactured from bio-degradable material and the cardholders are able to manage their accounts electronically. E-statements reduce paper usage and wastage and all communication relating to the card is printed on recycled material.

Furthermore, 1% of all that customers spend through the Go Green card will be converted into Green points and donated to an approved Green cause that supports environmental initiatives such as tree planting in Qatar.

Dr. Benno Boer, UNESCO Ecological Sciences Advisor for the Arab Region, said:

"UNESCO and Doha Bank have signed an agreement that fosters a long-term partnership covering a wide array of environmental activities including a Certificate for Ecoschools as well as the Arab Recycling Initiative. The Go Green Credit Card of Doha Bank is a valuable product which donates a portion of the funds to a green cause. UNESCO considers cooperation with the private sector as a necessity and shall be happy to work in close partnership with Doha Bank."

Tony Gougassian, Visa Inc's Area Manager for Levant and Qatar said, "Visa has a track record of being first to market and partnering with leading financial institutions such as Doha Bank to deliver innovative payment products that meet the changing needs of cardholders while providing unsurpassed acceptance and security. Visa's commitment to innovation provides more people with better access to different types of electronic payments. Paper-based transactions waste resources and time and the launch of the Go Green Visa card will help to replace costly, inefficient cash and cheque transactions."

Mr. Abdullah M. Al Kuwari, Centre Director and Chairman of Organizing Committee - Green Qatar Centre said, "Doha Bank and the Green Qatar Centre will together promote the green concept at homes, schools and offices through various green competition and teaching the children to become environmental advocates at an early age. These initiatives will be further supported by the Go Green Credit Cards funds for the green cause. We should give our utmost support and participation in making Qatar clean and green with Doha Bank."

Commenting on the unique Card, R Seetharaman, Doha Bank CEO said, "Doha Bank has always been passionate about Mother Nature. We've pioneered the Green Banking paperless concept by getting customers to open new Green accounts. With the new Go-Green Card we hope to maintain our position as the Best Green Bank in the Middle East and contribute to a cleaner and greener Qatar."

Mr. Louis Scotto, AGM Retail Banking, Doha Bank, commented, "With emphasis being placed the world over on climate change and global warming, we need to play our part to protect our environment from further harm. As issuers of the Gulf regions first Green credit card we will keep up Doha Bank's image as a socially responsible entity."

(AME Info)