

Maybank myimpact Credit Card - Carbon Footprint Tracker and Carbon Offset

Frequently Asked Questions

1. What is Carbon Footprint Tracker?

The Carbon Footprint Tracker via Maybank MAE App and Maybank2u Web is a calculation estimation of the CO₂e (in kilograms) impact for every purchase performed on Maybank myimpact Credit Card. The estimation is calculated on Scope 1, 2 & 3 assessment of impact.

The Carbon Footprint Tracker allows the Cardmembers to analyse each transaction or 16 group similar merchant categories together to understand their carbon impact on a more summarised basis.

2. What does 'carbon footprint' mean?

A carbon footprint is the total amount of greenhouse gases produced and emitted into the atmosphere by something or someone.

3. What does CO₂e mean?

Also known as CO₂ equivalent or Carbon Dioxide Equivalent. It is a metric measure of various greenhouse gases such as carbon dioxide, methane, nitrous oxide, taking into account each gas's effect on climate change.

Each greenhouse gas has a different global warming potential (GWP) and lasts for a different length of time in the atmosphere.

The gases are converted to the equivalent amount of carbon dioxide to enable easy comparison. Typically this value is displayed in kilograms or tonnes.

4. What is Scope 1, Scope 2, and Scope 3 carbon assessment mean?

In measuring the CO₂e impact it is necessary to identify direct and indirect contributors.

Scope 1: measures the direct emission impact owned or controlled by the company where the card is transacted at.

Scope 2: calculates the emission impact of the upstream generation of energy used to support the company where the card is transacted at.

Scope 3: quantifies the emission impact of incidental services used in the value chain both upstream and downstream that are related to the company (or products) where the card is transacted at.

For our calculation purposes, we use Scope 1, 2 & 3 in our calculation to reflect the total impact at the end consumption stage.

5. Which are the 16 merchant categories?

The 16 group similar merchant categories include:

Automotive, Education, Electronics, Entertainment, Financial Services, Food & Beverages, Health & Beauty, Home & Property, Leisure & Sports, Medical, Services, Shopping, Telecommunication, Transportation, Travel, Utilities, and Other Expenses.

6. How is the Carbon Footprint calculated?

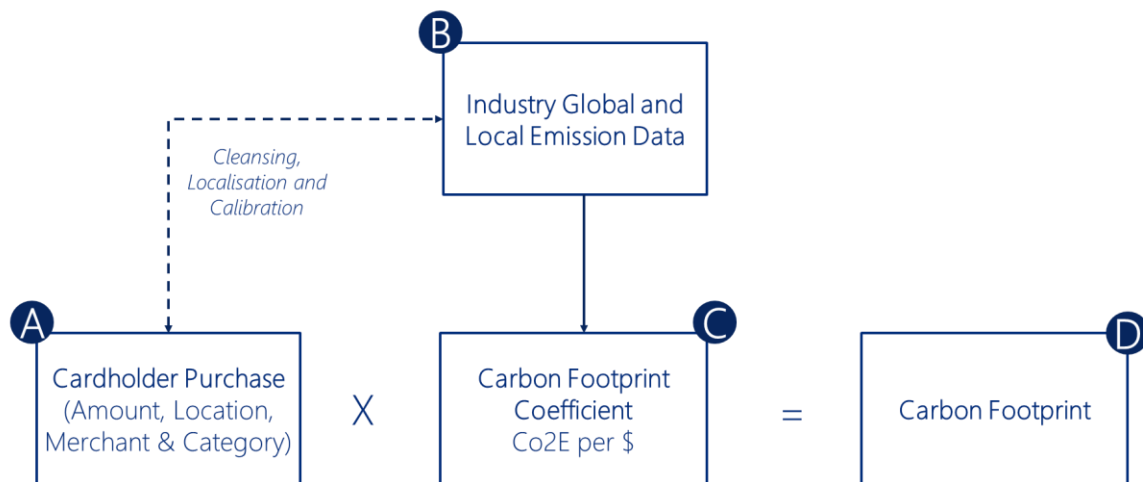
The Carbon Footprint Tracker is supported by Verrency.

Verrency applies a robust and evaluative methodology to ensure continued refined estimation of Carbon Impacts; at its essence, Verrency aligns industry sourced emissions data to a user's payment information to calculate an estimate of CO₂e per transaction;

Key process steps include:

- Continued sourcing of appropriate and qualified emission data from validated authorities or academics.
- Cleansing of payment data.
- Attribution of emissions data an industry level.
- Ongoing calibration of the data based off market, merchant, user behaviour and industry segment.
- Validation and audit from external auditors.

The general modelling approach taken by the Carbon Footprint Tracker is shown below:



7. When would the carbon footprint details be reflected on my account?

The carbon footprint details would be reflected within 3 business days after each transaction is made.

8. How do I understand the impact of my carbon footprint?

The carbon footprint measurement by itself is useful to understand your personal impact on the environment; as more transactions are analysed, you are able to assess your historical performance which can help you understand your trajectory of carbon impact.

However it's important to put this in context as to what is controllable in your lifestyle. Leveraging community benchmarking (as samples illustrated below) or the resources that relate CO₂e to everyday activities (like driving a car 2000km) can help contextualise the impact of your lifestyle choices and carbon impact it creates.

As a reference, you may refer to the following table of metrics to compare the carbon footprint of common activities:

Activity	Measurement	Measurement in RM Value	Impact	Average Cost to Offset (RM)
Home Utilities (1 year)	Average Home Utilities Usage (Electricity, gas, water) (Medium Household)	RM8,000	~ 4,500 kg CO ₂ e	RM396
1 km Travel on MRT	Distance Travelled	RM1.30	~ 0.04 kg CO ₂ e per km	RM0.004
1 Meal Consumed (home)	Type of Meal Consumed	RM35	~ 2 kg CO ₂ e	RM0.176
1 Plastic Bottle	Type of Plastic	RM1.29	~ 0.12 kg CO ₂ e	RM0.011
Smartphone Charge (1 charge)	Average Smartphone Charge	RM0.10	~ 0.035 kg CO ₂ e	RM0.003
Laundry (1 load)	Per load	RM5	~ 2 kg CO ₂ e	RM0.176
Paper Production (1 ream of paper)	Per ream of paper	RM12	~ 6 kg CO ₂ e	RM0.528
Premium Beef Burger	Per burger	RM20	~ 3.5 kg CO ₂ e	RM0.308
Coffee	Per cup of coffee	RM10	~ 0.2 kg CO ₂ e	RM0.018
Watching a Movie (cinema)	Average Ticket Pricing	RM15	~ 1 kg CO ₂ e	RM0.088
Eating at a Restaurant	Per meal	RM60	~ 5 kg CO ₂ e	RM0.44
Flight	Long-Haul	RM2,800	1100 kg per passenger	RM97.15
Flight	Short-Haul	RM900	360 kg per passenger	RM31.68
Grocery	Per cart	RM500	~80kg	RM2.45
Fuel/Petrol	monthly	RM350	~294 kg CO ₂ e	RM8.82

9. What modes of payment are eligible for calculation of my carbon footprint?

Currently, only Maybank myimpact Visa Signature Credit Card and Maybank Islamic myimpact Ikhwan Mastercard Platinum Credit Card-i are equipped with the Carbon Footprint Tracker via Maybank MAE App and Maybank2u Web.

10. Is the Carbon Footprint Tracker verified by any scientific or technical body?

The Carbon Footprint Tracker is supported by Verrency. The calculation integrity is assured by independent auditors Ernst and Young.

11. Will Carbon Footprint Tracker be able to tell me precisely what my carbon footprint is?

The Carbon Footprint Tracker provides a close estimate of your carbon footprint, based on how much you spend using your Maybank myimpact Credit Card.

12. What can I do after knowing my carbon footprint?

Knowing your carbon footprint and monthly trends can help you to visualise how your day-to-day habits impact our environment and help you to take active steps towards reducing your individual carbon footprint. You may choose to offset your carbon footprint through Carbon Offset via Maybank MAE App and Maybank2u Web.

13. What is Carbon Offset?

Carbon Offset is part of the Maybank myimpact Credit Card features enabling Maybank myimpact Cardmembers to offset their carbon footprint by financially contributing to the Regional Reforestation Initiatives with its main goal to assist in neutralising the effects of unavoidable carbon emissions.

14. How do I contribute to Regional Reforestation Initiatives through Carbon Offset via Maybank MAE App and Maybank2u Web?

Step 1: select the contribution amount you would like to offset your carbon footprint via the Regional Reforestation Initiatives.

Step 2: select your Maybank myimpact Credit Card as the source of your transaction funds.

Step 3: confirm your transaction. Maybank will then proceed to use these transacted funds to purchase equivalent amounts of carbon credits and contribution to the Regional Reforestation Initiatives on your behalf.

15. What is a Carbon Credit?

A carbon credit is a measurable and verifiable unit representation of 1 tonne of CO₂e that has been reduced or removed from our atmosphere from registered environmental projects in Carbon Marketplace. After a carbon credit has been purchased it is immediately retired so it cannot be reused again.

16. What is the Carbon Marketplace?

The carbon marketplace is a curated set of carbon offset projects that consumers can purchase carbon credits. Projects are sourced and branded with all accreditation and registry information for consumers to make informed choices.

17. What/Who are Carbon Registries?

Carbon registries are organisations that are responsible for defining certification protocols required of projects to issue carbon credits. The registry also tracks and manages the issuance and retirement of carbon credits from projects. Large registries include ACR (American Carbon Registry), VERRA (VCS) and GOLD STANDARD.

18. How does offsetting my carbon footprint help the environment?

By offsetting your carbon footprint, you are financially contributing towards climate change solutions such as tree planting and renewable energy. These are useful in helping us neutralise the effects of carbon emissions that are unavoidable.

19. What are the Regional Reforestation Initiatives?

The Regional Reforestation Initiatives consist of One (1) Reforestation Donation Programme and Two (2) Reducing Emissions from Deforestation and Forest Degradation ('REDD+') projects promoting sustainable forest practices in South East Asia such as promoting reforestation efforts, improving livelihoods and reducing poverty in local communities, and implementing conservation practices. As a result, these projects support the reduction of greenhouse gas emissions and the promotion of biodiversity in the region.

Your financial contribution will be distributed to the below Reforestation and REDD+ projects:

Programmed/Project Title	Nature of Project	Distribution Ratio (%)
The Greening Malaysia Programme	Donation	20%
Katingan Conservation Project, Indonesia	Carbon Credit Project	40%
Rimba Raya Reserve Project, Indonesia	Carbon Credit Project	40%
		100%

NOTE: Should a Carbon Credit Project be oversubscribed the outstanding amount will be redistributed over the next available project with prior notice to be made to the Cardmembers. Actual distribution amounts may vary to ensure whole currency values are being apportioned correctly.

20. How does Maybank curate Carbon Offset programme/projects for the Regional Reforestation Initiatives?

Maybank selects carbon offset projects that have been accredited by Verra under the Verified Carbon Standards (VCS) program. For more information, visit the Verra website at <https://verra.org/>

Verrency, its Carbon Partners and Carbon Auditors have extensively evaluated the accuracy and competency of the presented projects and have ensured the robustness of the underlying projects. Projects are continuously monitored to ensure performance and adherence to standards to reduce any presented risk.

21. How do I know that my contribution to the Regional Reforestation Initiatives has been successful?

All Carbon Offset transactions will appear under your transaction history tabs. You will be able to view receipt(s) and certificate(s) of Carbon Offset via Maybank MAE App and Maybank2u Web.

22. Are there any additional fees charged by Maybank when I make a contribution to the Regional Reforestation Initiatives?

There are no additional fees charged by Maybank for carbon offset transactions made.

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