



## About Tomorrow

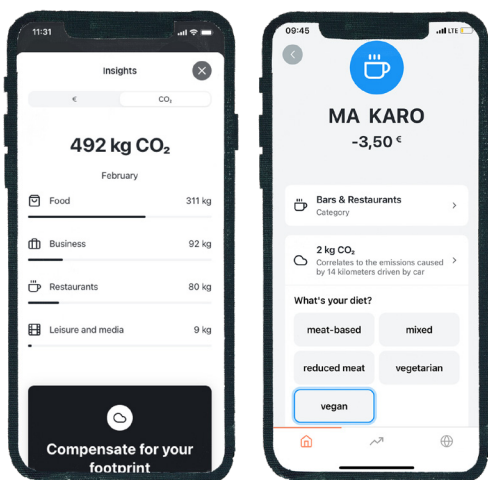
Hamburg-based Tomorrow is the first European banking service provider to combine the topics of 'sustainable finance' and 'mobile banking'. Founded in 2018 by Inas Nureldin, Jakob Berndt and Michael Schweikart, the market-leading green banking service provider has around 125,000 users.

## Business scenario

One clear statement drives Tomorrow's mission: banking shouldn't cost the world. As Tomorrow launched its sustainable banking value proposition, it searched for a specialist to aid in providing its customers with the kind of transparency to inspire climate action and improve digital offerings. The climate crisis was worsening, and it needed an agile partner with the ability to support a fast-growing digital challenger.

## Solution & integration

In 2021, Tomorrow became the first bank to have integrated the ecolytiq Sustainability-as-a-Service® solution. Tomorrow leads sustainable banking in Germany by providing their customers with CO<sub>2</sub> calculations with each transaction in real-time and the ability to engage with footprint refinement opportunities.



The API solution has since allowed for a seamless, user-friendly integration of the ecolytiq product suite into the Tomorrow banking app, thus empowering their consumers to not only reflect on their consumption habits but also actively engage with the topic of climate action themselves.

“Footprinting empowers our users to play an active part in averting the climate catastrophe. The feature not only shows the monetary price attached to transactions but also the CO<sub>2</sub> balance.”

Inas Nureldin,  
Co-Founder at Tomorrow

## Why Tomorrow chose ecolytiq

1

### Engagement expertise

Banks are best equipped with the ability to make sustainable banking relatable and tangible to individual consumers.

2

### Comprehensive sustainability value chain

ecolytiq offers a holistic and detailed value proposition and approach to sustainable banking.

3

### Localization

Country-specific models, language support and tailored climate insights provide customers with a best-in-class banking experience.