

Hamburg-based banking provider Tomorrow introduces the first current account that offsets users' carbon footprint

Tomorrow, the first sustainable mobile banking provider, is breaking new ground in climate protection. With Tomorrow Zero, users can offset the full carbon footprint of an average German. For this reason, Tomorrow is investing in selected climate protection projects in developing countries. Every Zero account avoids 11.3 tons of CO₂ a year - as much as a German emits on average.

"We deliberately developed a premium account that doesn't need gimmicks and status and instead focuses on the greatest challenge of our time: climate protection," says Inas Nureldin, co-founder of Tomorrow. The introduction of Tomorrow Zero was preceded by an intensive discussion of the subject of carbon offsetting. There was also some controversial discussion within our team, says Nureldin. "We came to the conclusion that carbon offsetting is inevitable. Of course, we all have to reduce our own carbon footprint, for example by avoiding air and car travel. We won't get our emissions to zero quickly that way. So we need both. Reduce and offset. In our view, both together offer the best climate protection.

Tomorrow is working with the company ClimatePartner on the selection of climate protection projects for Zero. Specifically, there are three projects. In Peru, the rainforest is protected by supporting small-scale farmers. Biogas plants will be installed in Vietnam. In Uganda there are drill holes that give people access to clean drinking water - and thus make the environmentally harmful boiling of water over an open fire unnecessary. In addition to the climate, all projects also benefit local people. "It is also a question of justice for us. People in developing countries end up suffering the most from climate change, although they are the least responsible for it", explains Nureldin.

Tomorrow Zero costs 15 euros per month. Along with carbon offsetting, it offers its users unlimited free cash withdrawals and any number of subaccounts (pockets). The free current account Tomorrow is still available. „For us, Zero is the account for all ambitious climate protectors“, says Nureldin. „At the moment we can offset the average full carbon footprint of a German. We are already working on opportunities to measure the individual CO₂ footprint of our customers, too. Zero is just the beginning for us.“

About Tomorrow. The company was founded by Inas Nureldin, Michael Schweikart and Jakob Berndt in order to contribute to a better, more sustainable future. Since March 2019, it has offered a contemporary current account to everyone who has a smartphone in their hand and a healthy moral compass on the inside.

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