

PAYCONIQ BY BANCONTACT GIVES A BOOST TO MOBILE DONATIONS:

## Donate €2 to charity with Scan for Change

At the beginning of October, the Scan for Change campaign starts. An innovative way to donate small amounts to charities. Thanks to the Payconiq by Bancontact app, you can easily make a 2 euro donation by scanning a QR code. The initiative launches in collaboration with the King Baudouin Foundation and aims to stimulate a new way of collecting funds and above all to raise awareness of good causes among young people. 28 different charities active within 6 different social themes participate in the action. "We hope that donating small amounts will become part of everyday life," says Bancontact Payconiq Company.

Two years ago, Bancontact Payconiq Company launched the first edition of Scan for Change, which allows you to make micro-donations of 2 euros. Today, Bancontact Payconiq Company is giving a new boost to mobile donations. In October, the second edition of the Scan for Change campaign will start. Donating is easy by scanning a QR code in the newspaper during the weekend of 9 and 23 October with the Payconiq by Bancontact app, on the Scanforchange.be website or via the Payconiq by Bancontact app itself, under "Services" (in this case, it is not necessary to scan a QR code). Easier than the classic bank transfer, which keeps many people from making a small donation. After the October campaign, it will still be possible to make a donation via the app and the Scanforchange.be website: November and December are the months in which Belgians most often support a good cause.

### 6 SOCIETAL THEMES

Scan for Change's autumn action focuses on six themes: health, poverty, nature, animal welfare, child welfare and mental wellbeing (see below). This last theme was added following the coronavirus pandemic which affected the mental or psychological balance of many people. All donations are collected by theme and distributed equally among the participating charities under the specific theme. Each donation is entirely transferred to the charity. The action is carried out in collaboration with the King Baudouin Foundation.

### EVOLUTION

Scan for Change is a growing movement. With the addition of 9 new organisations (including *Projet Tendresse* of the Erasmus Fund for the new theme "Mental Wellbeing"), 28 charities<sup>1</sup> now participate in Scan for Change. In addition, Scan for Change QR codes can now be scanned using the KBC Mobile, CBC Mobile and ING Banking apps, in which the Payconiq payment method is



integrated. "In two years, we have seen a significant evolution", says Nathalie Vandepuete, CEO of Bancontact Payconiq Company. "We are all spending more and more small amounts with our smartphone. So why not get into the habit of helping society more through mobile payments? This is where Bancontact Payconiq Company is happy to provide its expertise and payment app. We hope to facilitate the generosity of people who wish to express their solidarity through small donations to charities."

The Payconiq by Bancontact app is already well placed to play a pioneering role, as many Belgians use this payment application. Between January and August this year, 125 million mobile payments were made with the Payconiq by Bancontact app or a banking app that has integrated Bancontact and/or Payconiq payment methods. "Since the beginning of 2021, one out of 2 Belgians already made a mobile payment. With such a reach, we want to do something to support society and the people around us. And as a Belgian company, we find it particularly important to support local charities," concludes Nathalie Vandepuete.

## YOUTH

With Scan for Change, Bancontact Payconiq Company wants to make the current donation system easier, more accessible and more intuitive. Charitable organizations in Belgium find it difficult to attract younger target groups, who are less inclined to make a traditional bank transfer. Over 4 in 10 Belgians (43%) indicate that they would support a good cause more often if they could donate small amounts more quickly. 40% would find it convenient to make a small donation with a single click. This is what the 2020 Big Payments Survey by Bancontact Payconiq Company reveals. That is why the Payconiq by Bancontact app – very popular with young people – has developed the concept of donating 2 euros to a good cause. Of course, you can make a donation of 2 euros several times, simply by scanning several QR codes or by doing several payments in the app itself.

After all, what does 2 euros mean in everyday life? A cup of coffee, a daily newspaper, a beer after work? For people and animals in need or for nature, 2 euros can be the beginning of an improvement, of hope. This was once again evident this summer after the severe floods that hit our country. Payconiq by Bancontact immediately joined forces with the Red Cross and Foodbanks to make contributions possible via the payment application.

## PERMANENT CHALLENGE

It is a reality: charities can use every euro they receive. No matter how generous the Belgians are, every day it remains a challenge to raise enough money. Thanks to an accessible donation campaign like Scan for Change, donating becomes more accessible. Many micro-donations added together can make a difference: the small amount of money you donate can have a big impact on society.

For more information on the action, please visit [www.scanforchange.be](http://www.scanforchange.be).

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1 The 28 participating charities (including 9 new ones: **see italics**) are divided into six themes:

**Health** : MS Liga, Rode Kruis Vlaanderen/Croix Rouge de Belgique, Special Olympics, Stichting Tegen Kanker/Fondation Contre le Cancer, Think Pink, ALS LIGA / Ligue SLA, *Kom op Tegen Kanker, Télévie*

**Poverty** : TADA, Banques alimentaires, YouthStart, *Infirmier de Rue*

**Nature** : Good Planet, Natagora, Natuurpunt, *River Cleanup*

**Animal Welfare**: Blindgeleide Honden, Blauwe Kruis/Croix Bleue, Ligue Royale Belge pour la Protection des Oiseaux, Vogelbescherming, *Sans Maitre*

**Child Protection**: Bednet, Cliniclowns, Make-A-Wish, *Child Focus*

**Mental Wellbeing** : Awel, Weerwerk, Fonds Érasme/Projet Tendresse



**Important note for the press**

Since the merger in 2018, the name of the company is Bancontact Payconiq Company and the name of the application Payconiq by Bancontact.

**For more information**

About Bancontact Payconiq Company: [bancontactpayconiq.com](https://bancontactpayconiq.com)

About the Bancontact card: [bancontact.com](https://bancontact.com)

About the Payconiq by Bancontact app: [payconiq.be](https://payconiq.be)

**About Bancontact Payconiq Company**

In 2018 Bancontact Company and Payconiq Belgium joined forces and merged to become Bancontact Payconiq Company. The company is an initiative by AXA Bank, Belfius, BNP Paribas Fortis, ING and KBC.

**The Payconiq by Bancontact payment app** enables users to make mobile payments, in total security, across the widest possible range of payment situations: in bricks-and-mortar stores (both small retailers and Delhaize supermarkets), on webshops, in restaurants and cafés, in sports club refreshment bars, at the doctor, etc. The app also makes it possible to pay invoices, share the bill when out with family or friends, or make large or small donations to good causes. The app is targeted at all Belgians and operates on both iOS and Android smartphones. It is accessible to clients of 19 banks. In 2020 Belgians paid 125 million times with the Payconiq by Bancontact app or with a bank app offering the Bancontact and/or Payconiq payment methods. The Bancontact card remains the reference for electronic payments, with a strong boom for contactless payments: 442 million contactless payments with the Bancontact card in 2020.

With **the Bancontact card** and the Payconiq by Bancontact app together more than 1.65 billion payments were registered in 2020. The app and payment card complement each other perfectly, enabling users to pay wherever they are, in an instant.

As a local player Bancontact Payconiq Company offers payment solutions, secure and tailored to each merchant, whether it is Payconiq or Bancontact. The company's main mission is to continue developing electronic payment solutions and to make them increasingly "invisible". It aims to do so in a firmly Belgium-based setting — an essential part of our country's economic prosperity.

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