



Worldpay Collaborates with ekko to Embed Sustainability into Payments

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[Worldpay](#)[®], a global leader in payment technology, has established a strategic collaboration with ekko, a sustainability innovator, to help merchants advance their sustainability goals – starting with practical initiatives that resonate with consumers. Through this shared initiative, merchants can show customers the carbon footprint of their purchase and offer the option to add a small charitable donation at checkout, transforming everyday transactions into opportunities for positive impact. With 85% of retailers citing sustainability as a business driver¹, Worldpay is delivering on merchant priorities by integrating ekko's forward-thinking solution.

"Sustainable growth and meaningful social and environmental impact have become core priorities for our merchants in the EMEA," says Anatole Baboukhian, head of Government Affairs and Corporate Citizenship at Worldpay. "This collaboration with ekko allows us to provide our merchants with a tangible way to align with their customers' values, strengthen brand loyalty, and unlock new opportunities at a time when responsible practices could make a difference and drive competitive advantage. Together, we're helping merchants turn sustainability impacts into a catalyst for long-term success."

"At ekko, our goal is to ensure every purchase drives real progress for people and the planet," says Oli Cook, CEO & co-founder of ekko. "By collaborating with Worldpay and leveraging their reach across EMEA, we can seamlessly embed carbon footprint insights and positive environmental action into everyday transactions, reaching more merchants and consumers than ever before. This collaboration accelerates our growth and expands our impact, forging a ripple effect of sustainability across communities worldwide."

Through this collaboration, merchants can accelerate their own sustainability initiatives and expand their impact across EMEA, leveraging Worldpay's scale and expertise. This initiative marks an exciting step in blending innovation with social and environmental impact by empowering customers to make their values a tangible part of everyday transactions, one payment at a time.

¹ BRC (2024). [The Imperative to Act: Advancing Sustainability Maturity Within the UK Retail Industry](#).

About Worldpay

Worldpay is an industry leading payments technology and solutions company with unique capabilities to power omni-commerce across the globe. Our processing solutions allow businesses of all sizes to take, make and manage payments in-person and online from anywhere in the world. Annually, we process over 50 billion transactions across 174 countries and 135 currencies. We help our customers become more efficient, more secure and more successful. To learn more, visit worldpay.com or follow us on [LinkedIn](#), [Instagram](#), [X](#), and or [Facebook](#).

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ekko

ekko is a sustainability-focused fintech platform that helps banks, payment providers, and merchants embed climate action into everyday transactions. With real-time carbon tracking and the ability to contribute to leading environmental organisations including Gold Standard, Tusk, and Conservation International, ekko makes positive impact simple, seamless, and rewarding. Trusted by partners such as Zip, Ecommpay, and Optty, ekko empowers businesses to meet rising demand for climate-conscious choices while deepening customer engagement and loyalty.

For more information, visit www.ekko.earth or connect with us on LinkedIn.

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