

ISIC TIMELINE



FORMATION

ISIC is created by the Norwegian and Dutch Union of Students, supported by the Coordinating Secretariat of National Unions of Students (COSEC) of Denmark, at a meeting in Copenhagen.

In the early years, ISIC is provided through a paper identity document with a stapled passport photograph.

1953

First 5 years DEVELOPMENT



Working closely alongside student unions and universities, in the first five years an estimated 333,000 international student identity documents are issued of which 275,000 through national student unions.

1968

ENDORSEMENT

UNESCO endorses the ISIC card, recognising it as the only internationally accepted proof of full-time student status and a unique document encouraging cultural exchange and international understanding.



In 1989 plastic ISIC cards are introduced and start to replace the paper documents.



1989



1970s & 80s STUDENT TRAVEL

Expanded alliances are built with leading airlines, giving students access to affordable and flexible student air travel and better opportunities to explore the world.

Early 90s CO-BRAND DEVELOPMENT



Due to the developments in card technology and partnerships with local academic and financial institutions, ISIC co-branded cards grow in number. Starting from this point, innovations in chip-based card solutions enable ISIC to further expand its service and offer co-brand opportunities for educational institutions and other partner sectors.

1993

SUPPORTING STUDENT MOBILITY

An updated Memorandum of Understanding (MOU) is signed by the ISIC Association and UNESCO, outlining areas for mutual co-operation in the aid of student mobility.



2001

LIFESTYLE CARD

The new millennium sees ISIC repositioned in some countries to use as an everyday lifestyle card. In addition to the traditional discounted travel-related offers, ISIC also starts providing new offers and services to meet the daily needs of students while resident in their home country.



In the early 90s, joint work is undertaken with the Federation of International Youth Travel Organisations (FIYTO) to create and launch the International Youth Travel Card. 1990 also sees the launch of the International Teacher Identity Card (ITIC).



2008 + 2009

REBRANDING

The ISIC Association launches a new logo and fresh new design for the ISIC, ITIC & IYTC cards, to modernise the ISIC brand's visual identity and increase co-branding flexibility.



Starting in 2008, the ISIC Mastercard co-brand is offered as a credit card, debit card or pre-paid card.

2013

60 YEARS ANNIVERSARY

ISIC celebrates its 60th Anniversary: Over 100 million students have been ISIC cardholders since the card's origin in 1953.



2016 + 2017

ISIC GOES VIRTUAL

The ISIC Association launches the ISIC virtual ID and global app, making student life more convenient in the digital age. The global app is rolled-out in over 100 countries and over 91,000 ISIC virtual identities are created since launching in August 2016.



2005 - 2015 STRATEGIC PARTNERSHIPS

ISIC joins forces with partners like AIESEC, UNWTO, Mastercard, Microsoft, British Council IELTS, Lonely Planet and The Economist to provide greater value to students around the world.