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Principles for  
Responsible Banking

Summary Report

# Commitment to Financial Health and Inclusion

July 2023

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# Introduction

In 2021, the Principles for Responsible Banking's (PRB) first progress report highlighted Financial Health and Inclusion as one of the most prominent impact areas for financial institutions. Recognising its significance and its potential to generate positive impact across the Sustainable Development Goals (SDGs),<sup>1</sup> **a group of 28 pioneering banks** assumed a leadership role in advancing universal financial health and inclusion that "leaves no one behind" and signed the [Commitment to Financial Health and Inclusion](#) ("Commitment") in December 2021. Today, the Commitment has grown to include 34 signatory banks from all regions of the world, representing a third of the PRB signatory institutions that have identified Financial Health and Inclusion as one of their most significant impact areas.

As part of the Commitment, the signatories must **set targets** (within the first 18 months after signing) that **make a substantial contribution to the financial health and inclusion of societies**, particularly of the most vulnerable, and **report on those targets** at least once during the initial 18-month period and subsequently on an annual basis to track their progress. It is important to emphasise that such targets prioritise vulnerable populations, such as marginalised communities or those living in poverty, whom often face additional obstacles in accessing financial services and building economic resilience. Gender also often dictates one's level of vulnerability, as women and girls face unique barriers and discrimination in accessing financial services and resources. By focusing on the financial health and inclusion of the most vulnerable, banks can play a crucial role in reducing inequalities and promoting social and economic empowerment for all.

To support both the target setting process as well as reporting, 23 of the Commitment signatories joined the **Financial Health and Inclusion Working Group in 2022**. The objective was to facilitate a comprehensive analysis of the context, improve performance assessment, and establish SMART targets capable of driving systemic change through the definition of core metrics. This collaboration led to the creation of the [Common Framework for Action on Financial Health and Inclusion](#) launched in October 2022, and which is now being adopted by banks worldwide to set impact targets. In 2023, the Commitment signatories, in collaboration with other PRB members, have been working on adapting the Common Framework to the financial needs of businesses so that financial institutions can have more tools for improving the financial health of their customers and achieve more inclusive economies.

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<sup>1</sup> Financial health and inclusion is directly linked to six SDGs, including SDG 1 (No Poverty), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, innovation and infrastructure), SDG 10 (Reduced inequalities) and SDG 17 (Partnerships for the goals).

This report consolidates the **targets initially set by 20 out of the 34 banks in the Commitment** aiming to shift their portfolios to include vulnerable groups in their markets of operation, advance financial inclusion beyond basic banking products, and enhance the financial resilience and well-being of their customers. Highlighting that:

- Nine banks set impact targets addressing financial health of their customers, nine on financial inclusion, and two on both themes
- Seven banks set targets that not only contribute to Financial Health and/or Inclusion, but also incorporate Gender Equality by focusing their efforts on women or women-owned businesses, which drives progress for SDG 5—Gender Equality and across multiple other SDGs

By setting targets that prioritise vulnerable populations and addressing gender disparities, these Commitment banks are reducing inequalities and promoting empowerment. Through collaboration and the adoption of a common framework, they are driving systemic change and creating a global standard for impactful targets. Collaboratively, these banks are shaping a more inclusive and resilient financial system for the benefit of people and the planet.

# Summary of targets

| Bank              | Scope       | Area of Impact      | Impact target(s)  | Prioritised groups  |
|-------------------|-------------|---------------------|---|---|
| AkBank            | Türkiye     | Financial Inclusion | By 2025, achieving a growth rate of 10% per year on the number of women-led business customers that have access to a minimum of one financial product that they did not have access to in the past year and that helps increase financial resilience or support sustainable business growth.  | Women business owners   |
| Banco Hipotecario | El Salvador | Financial Health    | A 5.14% increase by 2026 in the percentage of customers with products related to long-term savings and investment plans (value in 2022 was 6.86%), as well as a 5.01% increase by 2026 in the percentage of clients with two or more active financial products of different categories with the bank, including debt, savings, and investment (value in 2022 was 14.99%). | Women/Banked rural population   |
| Bancolombia       | Colombia    | Financial Health    | Increase customers financial well-being , going from an average score of 32.4 points (baseline 2023) to 38.5 in 2025. The goal for 2023 is to reach an average score of 34.3 points, which means a 5.9% improvement over the baseline.  | Personal, plus, preferential, self-employed, and vulnerable customers (Inclusion) |
| Bank of Industry  | Nigeria     | Financial Inclusion | Increasing the number of smallholder farmers with effective access to financing opportunities from 20,391 in 2022 to 158,000 in 2027.   | Small holder farmers  |

| Bank            | Scope   | Area of Impact                           | Impact target(s)   | Prioritised groups   |
|-----------------|---|--|--|--|
| Bank of Ireland | Ireland   | Financial Health                         | <p>Increasing to 70% the percentage of customers who are confident (strongly or somewhat) that they have funds available to cover an unexpected day-to-day expense by 2030 from 62% in 2023.</p> <p>Increasing to 50% the percentage of customers who are confident (strongly or somewhat) that they have funds (Savings or Insurance) available to cover a major unexpected event by 2030 from 44% in 2023.</p>   | Adults, aged 18+, living in the Republic of Ireland who claim Bank of Ireland as their main day-to-day Bank as well as adults, aged 18+ who have lower levels of financial literacy and who are not confident that they have funds available to cover an unexpected day-to-day expense |
| BBVA            | Spain, Argentina, Colombia, Chile, Peru, and Mexico | Financial Inclusion                      | By 2025, support, through the BBVA Microfinance Foundation entities, 4.5 million unbanked or underbanked entrepreneurs to improve their financial resilience by providing them with effective access to financial and non-financial products.  | Unbanked or underbanked entrepreneurs  |
| BNP Paribas     | France  | Financial Health/<br>Financial Inclusion | By 2025, achieve and maintain a standard 42% in the amount of individual BCEF clients that accepted a dedicated offer of products and services for improvement of their budgetary situation and have not had any new issues, currently at 41.6% (2022). A second impact target is to increase the percentage of women-led businesses with effective access to financing solutions from 30.2% in 2022 to at least 33% by 2025. And a third impact target is to increase the number of temporary workers with effective access to at least one loan from 1,015 in the 2023Q1 to a cumulative number of 20,000 by 2025. | Fragile Individual Clients in France, women-led businesses in France and temporary workers in France   |
| Caixa Bank      | Spain   | Financial Health                         | Contribute to the creation of 64,000 jobs (cumulative figure) through its support for entrepreneurs between 2022 and 2025.   | Women, immigrants  |

| Bank                                     | Scope  | Area of Impact                           | Impact target(s)  | Prioritised groups  |
|--|--|--|---|---|
| Commercial International Bank (CIB)      | Egypt  | Financial Inclusion                      | By 2025, increase the percentage of end users who are women micro-entrepreneurs who receive funding through Microfinance Institutions (MFIs), to 50% from a baseline of 44% (FY2022 end).   | Women and microentrepreneurs  |
| CS Ahorro y Crédito (ex Coopeservidores) | Costa Rica   | Financial Health/<br>Financial Inclusion | By 2030, increase the average financial health score to a score of seven out of ten from a value of 5.52 (2023). AND to increase the credit participation of low-income women and SMEs within its annual portfolio by 2027 from 4.54% (2023) to 6.5%. | Women and SMEs  |
| de Volksbank (ASN Bank)                  | Netherlands  | Financial Health                         | Increasing the percentage of customers with mortgage loans arrears that have been sustainably recovered from 65% in 2023 to 67% in 2025.  | All households with a mortgage in the Netherlands/Eurowijs is a continuing learning pathway for all groups of children at primary schools, special education and lower secondary education. Teachers can give the lessons on their own or they can engage one of our employees to act as a guest teacher—throughout the year, and every year. |
| Erste Group                              | Central and Eastern Europe                               | Financial Inclusion                      | Providing EUR 1 billion in social banking financing by 2030 (EUR 650 million by 2025) focusing on financially excluded private individuals, micro and new entrepreneurs, social organisations and special social infrastructure projects.             | Private individuals, micro and new entrepreneurs, social organisations and special social projects; especially persons at risk-of-poverty or social exclusion   |
| Gatehouse                                | The United Kingdom of Great Britain and Northern Ireland | Financial Health                         | Growing the percentage of young customers (aged 18–30) who have savings funds (quarter on quarter reflected annually) to 10% by 2025  | Young customers (18–30)   |



| Bank                       | Scope             | Area of Impact      | Impact target(s)  | Prioritised groups   |
|----------------------------|-------------------|---------------------|---|--|
| Government Savings Bank    | Thailand          | Financial Inclusion | A 10% percent increase of customers who can effectively access GSB's loan products to improve their financial health, by 2027. This increase represents a minimum of 2.5 million customers.   | Grassroots and retail customers; Grassroots and individuals who have difficulty in accessing formal finance.                 |
| Industrial Bank of Korea   | Republic of Korea | Financial Health    | Increasing the percentage of customers that are financially resilient, with financial instruments (i.e. reverse mortgages) in the 65+ age group to 7% by 2025.<br>Increasing the percentage of customers that are financially resilient, with financial instruments (i.e. balance greater than KRW 0) in the 30–65 age group to 5% by 2025.               | 30–65 and 65+ age groups   |
| ING                        | Netherlands       | Financial Health    | A 25% increase by 2030 (from an initial value of 1.07 million in 2022) in the number of Dutch customers with products connected to long-term saving and investment plans, with a 5% increase by year-end 2023.  | Digital primary customers for 12 months  |
| La Banque Postale          | France            | Financial Health    | By 2024, improve the financial situation of financially vulnerable and marginalised customers through targeted advice and support measured by the quarterly evolution of the NPS among vulnerable customers (currently +7) and aiming to achieve a level that is at least identical to the evolution of the NPS among standard customers (currently +10). | Financially vulnerable and marginalised customers; all retail clients in or at risk of financial difficulties                |
| Piraeus Financial Holdings | Greece            | Financial Inclusion | Provide at least 3,000 young farmers, by 2025, with effective access to loans to start or continue their own farming business while remaining in rural areas of all 13 regions of Greece.   | Young farmers up to 40 years old located in rural areas of Greece. According to 2020 data young farmers range around 40,000. |

| Bank                  | Scope   | Area of Impact      | Impact target(s)   | Prioritised groups                         |
|-----------------------|---|---------------------|--|--|
| UniCredit             | Italy, Germany and other Central and Eastern Europe | Financial Inclusion | A 0.4% increase by 2025 (from an initial value of 14.6% in 2022) in the percentage of young customers with two or more active financial products, from different categories, with the bank.          | Young people (between 17 and 30 years old) |
| Yapı ve Kredi Bankası | Türkiye   | Financial Inclusion | A 10% increase in the percentage of women entrepreneur customers with two or more active financial products, from different categories, with the bank by 2026 to support their financial resilience. | Women entrepreneurs                        |

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# Akbank

Headquartered in Istanbul, providing standard banking services to corporates and individuals in Türkiye with more than 22 million customers, 19 regional directorates, 711 branches, and over 12 thousand employees. As of 2022, their stocks continue to be traded on the Borsa Istanbul (BIST) and Level 1 Depositary Receipts on the US OTC Market with a free float of 51%. With USD 61.4 billion<sup>2</sup> in assets in 2022 and operating in the Türkiye financial system, Akbank has committed to:

**By 2025, achieving a growth rate of 10% per year on the number of women-led business customers that have access to a minimum of one financial product that they did not have access to in the past year and that helps increase financial resilience or support sustainable business growth.**

To this end, Akbank is dedicated to **achieving a yearly growth rate of 10% by 2025 for the number of current women business owner customers who currently have access to only one product.** This commitment involves providing these customers with an additional product that they did not have access to previously, which will enhance their financial resilience and promote sustainable growth.

These impact targets align with the priorities outlined in the 11th Development Plan of Türkiye (2019–23), specifically focusing on the economic empowerment of SMEs and women. The plan aims to increase the share of women business owners from 8.7% in 2018 to 10% by 2023. Furthermore, the plan includes an article that supports this target by providing consulting and guidance for business development to support women employers.

To monitor progress towards achieving its targets, Akbank will periodically track:

- Number of women benefiting from Transformation Academy, starting from a baseline value of 42 in 2022
- Number of partnerships for women businesses, starting from a baseline value of two in 2022
- Percentage of new customers from prioritised group, starting from a baseline value of zero in 2022

For more details on Akbank financial health and inclusion work click [here](#).

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2 Exchange rate: USD/TRY 18.6983 on Dec. 30. 2022

# Banco Hipotecario

Operating nationwide in El Salvador with USD 1,728.1 million in assets and offering financial products and services to all productive sectors, Hipotecario has a portfolio concentrated in SMEs with USD 493 million, followed by large companies with USD 285 million, individuals such as microentrepreneurs with USD 209 million, and finally state entities with USD 103.7 million. Hipotecario has committed to:

**A 5.14% increase by 2026 in the percentage of customers with products related to long-term savings and investment plans (value in 2022 was 6.86%), as well as a 5.01% increase by 2026 in the percentage of clients with two or more active financial products of different categories with the bank, including debt, savings, and investment (value in 2022 was 14.99%).**

To this end, Hipotecario aims to achieve an **increase from 34.35% (2022) to 43% by 2026 the percentage of women customers with effective access to a basic banking product (access to a savings account or a credit).**

These impact targets address a priority in El Salvador in line with [National Policy of Inclusion and Financial Education National Financial Education Strategy](#) and [Maya Declaration AFI Members](#). The country context reflects important gaps in terms of bank access at a general level, and especially for the rural population when compared with the urban banked population, which can reach up to seven percentage points on average. These gaps are more pronounced when segmented by sex and for savings and investment financial products.

To monitor progress towards achieving its targets, Hipotecario will periodically track:

- Percentage in participation of women in loan portfolio, from a baseline value of 37.82% in 2022
- Percentage in increase in the transactional use of digital channels (e-banking and BH mobile app), from a baseline value of 56.36% in 2022
- Number of people with simplified accounts opened, from a baseline value of 15,614 in 2022
- Number of customers who regularly use overdrafts (at least one time per quarter), from a baseline value of 94 in 2022
- Percentage of customers with loans in arrears (overdue portfolio index), from a baseline value of 1.89% in 2022

For more details on Banco Hipotecario's financial health and inclusion work click [here](#).

# Bancolombia

Bancolombia is present in Colombia, Panama, Guatemala, and El Salvador with COP 352.8 trillion in total assets. The financial group works daily to strengthen the productive fabric of the countries in which they operate, build sustainable cities and communities, and foster financial inclusion and well-being. They achieve this through a broad portfolio of financial and non-financial services that support more than 29 million people and businesses in their daily lives and a business vision that goes beyond profitability. With this in mind, Bancolombia is committed to:

**Increase customers financial well-being,<sup>3</sup> going from an average score of 32.4 points<sup>4</sup> (baseline 2023) to 38.5 in 2025. The goal for 2023 is to reach an average score of 34.3 points, which means a 5.9% improvement over the baseline.<sup>5</sup>**

For their work on Financial Health, Bancolombia is aligned with national strategies such as the [National Financial Inclusion Strategy in Colombia](#), [National Law 1328](#), and the [National Policy for Financial and Economic Education and Inclusion—CONPES 4005](#). But their strategy goes beyond financial inclusion and answers to key issues experienced by all the countries in which they operate: Income Inequality, a significant portion of the population facing poverty and lacking access to basic financial services, a large informal economy, high cost of living in major cities, indebtedness and overborrowing, limited financial literacy, and insufficient retirement savings or future planning.

To monitor progress towards achieving its targets, Bancolombia will periodically measure the seven dimensions of the indicator:

1. Savings and investment
2. Planning
3. Protection
4. Spending
5. Debt
6. Equity
7. Sophistication

These dimensions are fuelled by 30 KPIs, allowing for a monthly assessment of the indicator's increase or decrease, its achievement in relation to the target, and the definition of action plans for each of the segments.

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3 Bancolombia's financial well-being indicator was developed in 2020 and has evolved each year since then, incorporating more sophisticated dimensions and variables that allow for a better understanding of customers and more successful actions that improve their financial well-being. 14 million customers are measured monthly using the indicator

4 The financial well-being indicator assigns a score ranging from 0 to 100 points.

5 During the year 2023, some evolutions will be made to the indicator, so there are expected changes for 2024 that could impact the projected goals.

# Bank of Industry

Nigeria's oldest, largest, and most successful development financing institution (DFI) with USD 5.3 billion in assets in 2022. It exists to facilitate the transformation of Nigeria's industrial sector by providing financial and advisory support for the establishment of large, medium, and small projects/ enterprises, and the expansion, diversification, rehabilitation, and modernisation of existing enterprises. Bank of Industry has committed to:

**Increasing the number of smallholder farmers, with effective access to financing opportunities, from 20,391 in 2022 to 158,000 in 2027.**

In the interim, Bank of Industry **set cumulative progressive targets to reach 51,991 in 2023, 83,591 in 2024, and 103,982 in 2025.**

This impact target addresses a priority in Nigeria in line with Principle Five of the [Nigerian Sustainable Banking Principles](#): "We will promote financial inclusion, seeking to provide financial services to individuals and communities that traditionally have had limited or no access to the formal financial sector."

To monitor progress toward achieving its targets, Bank of Industry will periodically track:

- The number of smallholder farmers provided with financial services and loans while also monitoring the revenue growth of farmer aggregators (Bank of Industry's intervention aims to enable farmer aggregators to achieve 5% revenue growth year on year), from a baseline value of 20,391 in 2022

For more details on Bank of Industry financial health and inclusion work click [here](#).

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# Bank of Ireland

The Bank of Ireland Group is a diversified Financial Services Group. Bank of Ireland, now a subsidiary of Bank of Ireland Group plc, was established in 1783 by Royal Charter. A traditional, relationship-driven retail and commercial bank with a conservative business philosophy, they have a clear and compelling strategy.

The strategy for the 2023–25 period builds on the strategic delivery and execution progress made in recent years.

- **Stronger relationships:** Establish deeper, mutually value-adding customer relationships led by their colleagues through tailored engagement, and easier, joined-up services and products across customers' financial needs and life stages
- **Simpler business:** Simplify the day-to-day activities and interactions of their customers and colleagues, particularly leveraging digital and data, allowing them to do more, faster and more easily
- **Sustainable company:** Deliver impact on the most critical challenges facing their customers, colleagues and society and ensure ongoing focus on stability, risk management and operational risk resilience across the Group for their expanded customer base

Bank of Ireland Group is one of the largest financial services groups in Ireland and provides a broad range of banking and other financial services. Bank of Ireland currently has USD 161,402 million<sup>6</sup> in assets and has committed to:

- **Increasing to 70% the percentage of customers who are confident (strongly or somewhat) that they have funds available to cover an unexpected day-to-day expense by 2030 from 62% in 2023**
- **Increasing to 50% the percentage of customers who are confident (strongly or somewhat) that they have funds (Savings or Insurance) available to cover a major unexpected event by 2030 from 44% in 2023**

These impact targets address a priority in Ireland in line with:

- Ireland's National Implementation Plan for the Sustainable Development Goals 2022–24
- Adult Literacy for Life Strategy
- Education for Sustainable Development—National Strategy
- The Financial Wellbeing of adults in Ireland
- The Financial Literacy of adults in Ireland
- The Financial Resilience of adults in Ireland

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<sup>6</sup> Total assets 31 Dec 2022: EUR 151,324 million. (Source: Bank of Ireland Annual Report 2022, page 192). Converted at year end rate of 1.06660.

To monitor progress towards achieving its targets, Bank of Ireland will periodically track:

- Number of Adults supported with Financial Education Initiatives, starting from a baseline value of 9,643 in 2022<sup>7</sup>
- Based on survey data the percentage of customers who state that they have a long term (greater than 12 months) savings and or investment plan in place, starting from a baseline value of 35% in 2023
- Based on survey data the percentage of customers who state that they always have some money put aside to cover day-to-day unexpected expenses, starting from a baseline value of 60% in 2023
- Number of active partnerships to achieve financial health targets, starting from a baseline value of zero in 2023

For more details on Bank of Ireland's financial health and inclusion work click [here](#).

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<sup>7</sup> *Baseline year is 2022 but measurement on some initiatives runs to 13/1/2023.*



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# BBVA

BBVA group, a global financial services group founded in 1857, with over 68 million active clients and nearly 117,000 employees in more than 25 countries, contributes with its activity to the progress and welfare of its stakeholders: shareholders, clients, employees, providers and society in general. In this regard, BBVA supports families, entrepreneurs and companies in their plans, and helps them to take advantage of the opportunities provided by innovation and technology.

Likewise, BBVA offers its customers a relevant value proposition, leveraged on technology and data, helping them to improve their financial health with personalised information on financial decision-making. BBVA, with USD 751,364 billion in assets (2022) has a strong leadership position in the Spanish market, is the largest financial institution in Mexico, and it has leading franchises in South America and Turkiye. Thus, the bank has prioritised the following countries: Spain, Argentina, Colombia, Chile, Peru, and Mexico on which to focus its goal to:

**By 2025, support, through the BBVA Microfinance Foundation entities, 4.5 million unbanked or underbanked entrepreneurs to improve their financial resilience by providing them with effective access to financial and non-financial products.**

This impact target responds to the needs identified by the countries where BBVA operates—where currently there are approximately 15 million microbusiness<sup>8</sup>—as well as to national frameworks and their respective goals<sup>9</sup>. In identifying such needs, the bank has also considered global indexes and reports such as 2021 Global Findex, Creditcorp and the IMF 2022 Financial Access Survey Results. Additionally, the bank has used reports and papers produced by its Research department and by Fundación Microfinanzas BBVA, as well as from other sources such as the OECD, the Center for Financial Inclusion, the Global Partnership for Financial Inclusion, the Financial Health Network, the UNSGSA, the CGAP, BIS, AFI, IFC, WEF. Also, it has taken into account public research from private consultancy firms such as McKinsey and Deloitte.

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8 This figure changes constantly with the creation of new business and the collapse of others and does not always include personal enterprises.

9 Argentina: [Plan Nacional de Inclusión Financiera](#); [Estrategia Nacional de Inclusión Financiera 2020–23](#); [Informe de Inclusión Financiera del BCRA \(oct 2022\)](#); Colombia [Estrategia Nacional de Inclusión Financiera en Colombia](#); [POLÍTICA NACIONAL DE INCLUSIÓN Y EDUCACIÓN ECONÓMICA Y FINANCIERA 2020](#); Chile: [Informe de Estabilidad Financiera Banco Central de Chile](#); Peru: [Plan Anual de Inclusión Financiera 2021](#); [Política Nacional de inclusión financiera 2019](#); [Informe de Estabilidad del Sistema Financiero](#); Mexico: [Política Nacional de Inclusión Financiera 2020–24](#); [México | ENAFIN 2021: Avances en digitalización y retos en uso y acceso a financiamiento](#); [México | Inclusión financiera y combate al efectivo](#); Spain: [PROTOCOLO ESTRATÉGICO PARA REFORZAR EL COMPROMISO SOCIAL Y SOSTENIBLE DE LA BANCA](#); [Observatorio sobre la inclusión financiera en España WEB](#); [Plan Nacional de Educación Financiera 2022–25](#)

To monitor progress towards achieving the above target as well as potential impacts on the financial health of its prioritised group, the BBVA Microfinance Foundation will periodically track:

- Number of unbanked or underbanked entrepreneurs, starting at a baseline value of 2.5 million in 2021.
- Percentage of clients that overcome vulnerability after five years of support and financing, starting at a baseline value of 60% in 2022.

For more details on BBVA's financial health and inclusion work click [here](#).

# BNP Paribas S.A.

An international banking institution with over USD 2.8 trillion in assets, serving millions of customers in dozens of countries, BNP Paribas is well aware that the needs and aspirations of its clients can widely differ from area to area. For this commitment, BNP Paribas is initially focusing on one of its domestic markets (namely, retail banking—Banque Commerciale en France (BCEF) and consumer finance—personal finance—in France), due to its historic knowledge and expertise on this segment, and on increasing the financial inclusion and/or health of vulnerable groups: fragile individuals, women-led businesses, and temporary workers, targeting to:

**By 2025, achieve and maintain a standard 42% in the amount of individual BCEF clients that accepted a dedicated offer of products and services for improvement of their budgetary situation and have not had any new issues, currently at 41.6% (2022).**

To this end, BNP Paribas also aims at **increasing the percentage of individual BCEF clients that accept offer of products and services for improvement of budgetary situation from 18.1% in 2022 to 20% by 2025.** This includes the number of individual clients owning a dedicated offer versus the total number of individual clients detected and reached.

**A second impact target is to increase the percentage of women-led businesses with effective access to financing solutions from 30.2% in 2022 to at least 33% by 2025.**

**And a third impact target is to increase the number of temporary workers with effective access to at least one loan from 1,015 in the 2023 Q1 to a cumulative number of 20,000 by 2025.**

These impact targets address priorities in the French context for each of the groups as follows:

- **Fragile individuals:** In France, 4.1 million people would be identified as fragile in 2022, or nearly 8% of the adult population in France. Since 2014, French banking institutions must be able to identify clients in a situation of financial vulnerability and systematically offer them a specific offer, adapted to their situation, in order to limit the costs of payment incidents. BNP Paribas, through BCEF, is committed to supporting fragile individual clients, in order to contribute to improving the financial situation of clients detected as “financially vulnerable”.
- **Women-led businesses:** In France, women represent 48% of the labour force, but only 33% are entrepreneurs. Promotion of women’s entrepreneurship is a major focus of public commitment to professional equality and relies on the strong commitment of key private sector partners. BNP Paribas, through BCEF, has been committed since

2017 as part of a financial inclusion approach, to supporting and developing women's entrepreneurship in a sustainable way. On 8 March 2021, the Minister in charge of Gender Equality, Diversity and Equal Opportunities and Bpifrance continued their commitment to develop the creation and takeover of businesses by women through the signing of charters of commitment, and in particular with BNP Paribas.

- **Temporary workers:** In France, 2.6 million people performed a temporary mission in 2022. It accounts 720,000 FTE and represents 2,1% of labour force (independents and employees). Since 1992, the Temporary Work Social Action Fund (FASTT), a dedicated joint body, financed by all temporary employment agencies, has been working to support temporary workers by offering them various services and benefits enabling them to enjoy the same rights as so-called 'traditional' employees. Since 2 January 2023, BNP Paribas Personal Finance has developed a partnership with FASTT to facilitate access to credit for the temporary workers.

To monitor progress towards achieving its targets, BNP Paribas will track:

- Number of clients facing difficulties in their budgetary situation that become aware of a specialised offer from BNP Paribas to help them improve their situation, starting at a baseline value of 289,561 in 2022
- Percentage of clients that accept specialised offer, starting at a baseline value of 18.1% in 2022
- Number of client businesses in portfolio, created in a year and led by women, starting at a baseline value of 12,201 in 2022
- Amount of investment loans authorised to women-led businesses, starting at a baseline value of EUR 2 billion in 2022
- Number of applications for loans from temporary workers, starting at a baseline value of 4,177 in the first quarter of 2023

For more information on BNP Paribas' financial health and inclusion work:

- Synthetic approach: click [here](#).
- More details: click [here](#).
- Microfinance social performance report: click [here](#)



# CaixaBank

CaixaBank is a financial group with a socially responsible universal banking model and a long-term outlook that is based on quality, engagement and specialisation. It is a leader in retail banking in Spain and Portugal, with more than 20 million customers, making it a key player in supporting sustainable economic growth. Since 2007, CaixaBank has also included MicroBank, its social banking arm, which is specialised in microfinance and other social impact loans and operates through CaixaBank branches and channels.

With a volume of EUR 592,234 million total assets in 2022, CaixaBank, via MicroBank, has committed to:

**Contribute to the creation of 64,000 jobs (cumulative figure) through its support for entrepreneurs between 2022 and 2025.**

The promotion of entrepreneurship and the creation of jobs by granting microcredits and business loans contributes to meeting a key need in Spain, that of the search for alternatives to unemployment or job insecurity, which is in alignment with Goal 8 of the United Nations Sustainable Development Goals, to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. The bank also focuses on particularly vulnerable groups that may have more difficulties in accessing financing, such as young people or migrants and those who may have more barriers to entrepreneurship, such as women. In addition to helping to launch business projects, MicroBank also contributes to their consolidation.

To monitor their progress toward achieving their targets, CaixaBank and MicroBank regularly track the:

- Number of agreements between MicroBank and social institutions that offer advice and technical support to entrepreneurs to help them develop their projects, starting at a baseline of 270 in 2021 and 291 in 2022
- Number of holders of MicroBank business microcredits and business loans, starting at a baseline of 20,580 in 2021 and 18,029 in 2022
- Percentage of Institutions Agreement microcredit transactions out of the total number of business transactions, as this is a distinguishing product that includes non-financial support provided by the collaborating institution, starting at a baseline of 9.2% in 2021 and 9% in 2022
- Percentage of transactions for the self-employed out of the total number of business transactions, starting at a baseline of 53% in 2021 and 54% in 2022
- Percentage of transactions for microenterprises out of the total number of business transactions, starting at a baseline of 47% in 2021 and 46% in 2022

- Volume of euros granted to self-employed workers and micro-enterprises, starting at a baseline of EUR 366.4 million in 2021 and EUR 303.3 million in 2022
- Percentage of transactions geared towards opening new businesses out of the total number of business transactions, starting at a baseline of 34.1% in 2021 and 33.9% in 2022
- Percentage of women beneficiaries who have launched or consolidated a business project with the support of MicroBank out of the total number of business transactions, starting at a baseline of 19.6% in 2021 and 20.8% in 2022
- Percentage of young people (under 35) who have started up or consolidated a business project with the support of MicroBank out of the total number of business transactions, starting at a baseline of 36% in 2021 and 40% in 2022
- Percentage of migrants who have started up or consolidated a business project with the support of MicroBank out of the total number of business transactions, starting at a baseline of 10.9% in 2021 and 11.3% in 2022
- Percentage of people who were unemployed before starting a business out of the total number of business transactions, starting at a baseline of 25% in 2021 and 17% in 2022
- Percentage of people who, without the help of a microcredit, could not have started or consolidated their business out of the total number of business transactions, starting at a baseline of 81% in 2021 and 69% in 2022

For more details on CaixaBank and MicroBank's financial health and inclusion work click [here](#).

# Commercial International Bank of Egypt (CIB)

With more than 1.9 million clients in Egypt and a total of EGP 633.64 billion in assets, CIB offers its customers a broad range of financial products and services, covering Consumer Banking, Business Banking, and Corporate segments, among others. Of the Bank's total gross income in 2022, 30% were attributed to Corporate Banking, 27% to Consumer Banking, 8% to Business Banking (SMEs), 21% to Investment activities, and 14% to Asset Liability Management. Operating in the Egyptian financial system and a focus on women, youth, customers with disabilities, and MSMEs, the bank has committed to:

**By 2025, increase the percentage of end users who are women micro-entrepreneurs who receive funding through Microfinance Institutions (MFIs), to 50% from a baseline of 44% (FY2022 end).**

Overall, CIB is working on growing its loans to the microfinance sector, in line with the CBE's mandate that stipulates 25% of the Bank's total loan portfolio be dedicated to SMEs and microfinance clients, with the aim of facilitating financial inclusion and women empowerment, as of FY 2023 end.

On the retail side, CIB aims to **increase the percentage change of new-to-bank customers (NTB), with effective access to at least a basic banking product, by 18%, from the end of baseline year of 2021 to 2023 year-end, whereby total cumulative growth in the number of NTB individuals is targeted to reach 31% of CIB's baseline customer base since end of 2021.** On an annual basis, CIB updates its NTB target in line with Egypt's Central Bank's Financial Inclusion Strategy. Through various efforts and initiatives, CIB aims to include the unbanked segments of society by eliminating the entry barriers and target the unbanked.

These impact target addresses a priority in Egypt in line with Central Bank of Egypt's Financial Inclusion Strategy 2022–25, Egypt Vision 2030, National Human Rights Strategy 2021–26, National Strategy for the Empowerment of Egyptian Women 2030, and UNSDCF 2023–27. Additionally, looking into the current state of financial inclusion in Egypt, where the financial inclusion index is almost 56% (2021) and the groups prioritized by national frameworks are youth, women, disabled and farmers. CIB will have a specific focus on women (who constitute around 49% of the country's population, noting that only around 24% own savings accounts as of 2021) and on populations with a need of microfinance with limited knowledge/access to banking where the bank is extensively contributing by extending credit facilities to micro-finance companies. The country's strategy also includes the digitalization of financial services and products as

only around 20% of the population aged 15+ have made or received a digital payment as of 2021, accordingly, CIB is aiming to increase the levels of digital penetration and activity of its client base.

To monitor its progress toward achieving its targets, CIB will periodically track:

- The number of products and services in the portfolio with a focus on financial inclusion. With a baseline value of six (2022)
- The percentage of relevant employees supported with effective training. With a baseline value of 58% (2022)
- The number of partnerships active to achieve financial inclusion targets. With a baseline value of four (2022)
- The percentage of customers with effective access to a basic banking product. With a baseline value of 79.65% (2022)
- The percentage of customers actively using the online/mobile banking platform/tools. With a baseline value of 75.81% (2022)
- The percentage of non-performing loans and advances across the Bank. With a baseline value of 4.82% (2022)

For more details on CIB's financial health and inclusion work click [here](#).

For further details on CIB's PRB & sustainability reporting kindly click [here](#).



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# CS Ahorro y Crédito

CS Ahorro y Crédito is a cooperative with 65 years in the Costa Rican market that is part of the Grupo CS conglomerate, also made up of the companies: CS Corredora de Seguros, the innovation centre, NovaHub and Innovalex, the legal services company. Its approach is based on sustainability to contribute to the economic, social, and environmental axis and fulfil its mission of being an agent of change for society that has a positive impact through comprehensive well-being. It offers financial solutions for savings and investment, loans, means of payment, insurance, and assistance, to strengthen the growth of the different sectors of the country's economy. With more than USD 1.4 billion in assets, CS Ahorro y Crédito commits to:

**By 2030, increase the average financial health score<sup>10</sup> to a score of seven out of ten from a value of 5.52 (2023).**

To this end, the organisation assumed the commitment to increase the average financial education score of seven points in 2023 to eight points by 2026 by implementing new financial education programs through its new free educational platform, [Saber es Crecer](#).

Likewise, CS Ahorro y Crédito established a financial inclusion objective for the coming years, which will allow it **to increase the credit participation of low-income women and SMEs within its annual portfolio by 2030 from 4.54% (2023) to 6.5%**. To this end, the Cooperative aims to:

- Establish specific objectives to ensure that all branches, as well as the SMEs department assign credit to prioritised sectors
- Develop specific products that meet the needs of low-income women
- Determine an average degree of financial inclusion based on customer research of at least two points by 2027
- Increase the percentage of growth in digital transactions of its customers by 50% by 2025
- Increase the growth rate of active users on its digital platforms by 45% by 2025.

These impact goals are intended to address the different priorities in Costa Rica covered by the "Financial Inclusion Programs" guideline issued by the Government of the Republic, through which it seeks to bank all the beneficiaries of the social programs, the guideline "to improve efficiency and financial inclusion at the level of individuals and MSMEs". The goals also support the "National Financial Education Strategy", launched in 2018, which promotes financial health in lower-income sectors, and the prioritisation of women as a vulnerable group by the Institute for Women and the General Superin-

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<sup>10</sup> CS Ahorro y Crédito, developed a tool to measure a base line on financial health, education, inclusion, and digital finance of its customers, to implement effective strategies to improve the financial health of the clients.

tendency of Financial Entities, which results in the Commitment to the National Strategy for Financial Inclusion. Additionally, they aim to reduce the pronounced gender gap in access to loans in Costa Rica (44.4% women compared to 55.6% men), which is reflected in the performance evaluation of Grupo CS.

To monitor progress towards achieving its goals, the bank will regularly track the following indicators:

- Average financial education score according to research
- Average degree of financial health based on research
- Percentage of new services/products over the total portfolio, of the different categories provided to the prioritised groups
- Percentage growth in digital transaction
- Percentage of growth of active users on their digital platforms

For more details on CS Ahorro y Crédito's financial health and inclusion work click [here](#).

# De Volksbank

Fourth-largest retail bank operating in the Netherlands with USD 4.18 billion in assets (2022) providing mortgage, savings, payment, insurance, and investment products to private individuals, self-employed persons, and smaller businesses. De Volksbank aims to meet the specific financial needs of its customers in a people-oriented, efficient, and sustainable manner. Together with their brands ASN Bank, Regiobank, BLG Wonen and SNS they strive for a strong customer relationship and increasing their social impact. The bank is making a difference supporting clients in strengthening their financial position with additional financial knowledge (via **Financial Education impact theme**) and helping when things get tough financially getting clients to be financially resilient again (by the [Financial Care impact theme](#)). With this in mind, de Volksbank has committed to:

In financial care: **Increasing the percentage of customers with mortgage loans arrears that have been sustainably recovered from 65% in 2023 to 67% in 2025.**

In financial education: **de Volksbank is sending 250,000 Eurowijs teaching material packages to schools in a year and giving 1,000 Eurowijs guest lessons by their employees through Eurowijs program which has been in place since 2013.**

These targets address a priority in the Netherlands in line with the Dutch government's main national goals in this respect adopted from the National Financial Health Coalition, the action plan 'Together we will eliminate debt', and Sustainable Development Goals 1, 5 and 8. They all share a focus on reducing poverty and the number of people in problem debt. De Volksbank has defined several social themes related to financial health and inclusion. All themes come together in the so-called Impact framework, which is a growth model. More social themes and subsequent KPIs may be added in the years ahead. Moreover, social initiatives are being reviewed, for example Financial Health Index (developed by National Institute for Financial Information (NIBUD)) and academic and business partners.

To monitor progress towards achieving its targets for KPI Sustainable Recovery, de Volksbank periodically tracks, among other things:

- Inflow of accounts
- Recovery of accounts
- Success rate of applied measures

For more details on de Volksbank financial health and inclusion work click [here](#).

# Erste Group Bank AG

Founded in 1819 as the first Austrian savings bank, listed in 1997, and with EUR 343 billion in assets in 2023, Erste Group has grown to one of the largest financial services providers operating in the Central and Eastern Europe. For more than 200 years, Erste has seen it as its responsibility to bring prosperity to everyone without regard for their status, nationality, faith, gender, or age. As our planet and our society are undergoing a rapid, grave, unprecedented, and disruptive transformation, the bank will shift its focus and change: from Financial Services to Financial Health.

Erste has committed to:

**Providing EUR 1 billion in social banking financing by 2030 (EUR 650 million by 2025) focusing on financially excluded private individuals, micro and new entrepreneurs, social organisations and special social infrastructure projects.**

To this end, Erste Group is also **aiming to provide education support to 80,000 persons to strengthen their know-how and skills, especially financial literacy by 2030** and, to ensure the impact of their financing is positive for the economies in their region, they also have a **target of supporting the creation or preservation of 200,000 jobs through social banking activities by 2030.**

These impact targets address a priority in Central and Eastern Europe in line with the EU goal of reducing poverty by 50% by 2030 as well as to progress on the UN SDGs. Financial Literacy and Financial Health remain a main limitation of the wellbeing of many in the region. Erste Group's main objective through social banking is to make financing accessible for the currently non-banked population and to support them with financial education and knowledge building.

To monitor progress towards achieving its targets, Erste Group will periodically track:

- Social banking financing in EUR million (cumulative), starting at a baseline value of EUR 115 million in 2017
- Number of education participants (cumulative), starting at a baseline value of 7,000 in 2017
- Number of jobs created or preserved through social banking activities (cumulative), starting at a baseline of 20,000 in 2017

For more details on Erste Group financial health and inclusion work click [here](#).

# Gatehouse Bank

Gatehouse Bank is a Shariah-compliant bank in the United Kingdom of Great Britain and Northern Ireland with offices in London, Milton Keynes, and Wilmslow. The Bank offers a range of ethical savings products and residential and commercial real estate finance. Gatehouse also sources and advises on real estate investments with a focus on the Build to Rent.

Gatehouse Bank currently manages USD 1.61 billion in assets. In 2022, the Bank qualified as a Large Company under the Corporate Act 2008, Section s414CZA. Gatehouse Bank has committed to:

## **Growing the percentage of young customers (aged 18–30) who have savings funds (quarter on quarter reflected annually) to 10% by 2025.**

The Bank is committed to increasing:

- The percentage of young customers (aged 18–30) with effective access to a savings account from 3% to 10% by 2024
- The percentage of young customers (aged 18–30) that are saving consistently from 0.27% to 10% by 2025
- The percentage of customers registered for the Bank’s mobile banking savings app to 94% by 2025
- The percentage of customers logging into the mobile savings app at least once a month to 57% by 2023

This impact target is aligned to a national priority within the United Kingdom of Great Britain and Northern Ireland, as stipulated in a 2018 report published by the Money and Pensions Service on '[Building financial capability of UK adults](#)'. The report highlights that 10.7 million adults, equivalent to 21% of the country’s population, rarely or never save. Meanwhile, 11.5 million adults have less than GBP 100 in a designated savings account.

Gatehouse Bank’s impact targets are also aligned to the national strategy for financial wellbeing between 2020–30, while supporting several of the UN’s Sustainable Development Goals (SDGs), including SDG 1—No Poverty and SDG 10—Reduced Inequalities.

To monitor progress towards achieving its targets, Gatehouse Bank will periodically track the:

- Number of products and services in its portfolio with a focus on financial health and inclusion, which will be measured against a baseline of two in 2022
- Number of individuals supported by effective, dedicated financial and/or digital education initiatives which will be measured against a baseline value of zero in 2022, with a financial education programme planned to launch in 2023

- Percentage of individuals with a good or very good level of financial skills, which will be measured against a baseline value of zero in 2022, with a program planned to launch in 2023
- Percentage of customers with a high level of financial health, which will be assessed against a baseline value of 79% in 2022
- Percentage of relevant employees supported by effective training on financial inclusion, responsible credit and/or financial health. 100% of all direct advisors must hold the full Certificate in Mortgage Advice and Practice (CEMAP) (or equivalent) qualification before starting their role
- Percentage of customers who use the bank's services to create a financial action plan with the bank, which will be measured against a baseline value of 35% in 2022 (customers who said they may require some assistance with information to anticipate important financial steps in their life)
- Number of partnerships active to achieve financial health and inclusion targets, which will be measured against a baseline value of two in 2022
- Percentage of customers who feel confident about their financial situation in the next 12 months, which will be measured against a baseline value of 79% in 2022
- Percentage of customers with a non-performing loan, which will be measured against a baseline value of 0.72% in 2022
- Percentage of customers with products connected to long-term savings and investment plans, which will be measured against a baseline value of 100% in 2022. The Bank only offers savings products, which are designed to primarily help customers save and plan on a long-term basis
- Percentage of customers that would struggle to raise emergency funds or a major unexpected expense through their insurance plans, which will be measured against a baseline value of 94% in 2022. These customers are those who responded that they would use their personal savings to meet an unexpected expense of more than GBP 500
- Percentage of individuals with a good or very good level of financial skills, which will be measured against a baseline value of zero in 2023
- Percentage of customers with two or more active financial products, from different categories, with the bank, which will be measured against a baseline value of 79% (of different categories within the savings portfolio) in 2022
- Percentage of customers with effective access to a basic banking product, which will be measured against a baseline value of 100% in 2022. The Bank only offers savings products and hence all savings customers have access to their savings products
- Percentage of customers supported through a dedicated customer journey/advisory services. We provide a supported journey/advisory service to 100% of Direct customers. In total, approximately 35% of the Bank's customers come via the Direct channel with the remaining 65% coming to the Bank via a Broker
- Number of partnerships active to achieve financial health and inclusion targets, which is measured against a baseline value of two in 2022
- Number of new customers per month, which is measured against a baseline value of 8,291 savings customers and 1,489 home finance customers in 2022

For more details on Gatehouse Bank's financial health and inclusion work click [here](#).

# Government Savings Bank

Government Savings Bank (GSB) provides savings, credit and other financial services to personal customer group, grassroots and government policy's customer group, and business and public sectors customer group. GSB is the leader in promoting savings to create happiness and stability of Thai people for sustainable development of the country through digital technology. GSB, currently managing US\$88.7 billion in assets and operating in Thailand's financial system, has committed to:

**A 10% percent increase of customers who can effectively access GSB's loan products to improve their financial health, by 2027. This increase represents a minimum of 2.5 million customers.**

The impact target addresses a priority in Thailand in line with GSB Enterprise Plan that included both international and national frameworks, such as [Thailand's SDGs](#) and the [National Economic and Social Development Plan](#). These frameworks answer to the current state of financial inclusion in Thailand where, albeit more than 95% of the population has a financial account with a formal institution, only 67.1% have savings in a formal institution and 30.4% have access to loans with a formal loan provider, according to the World Bank's Global Findex Data.

Additionally, research conducted by the bank showcased that, according to [SEA Group](#), 94% of the population wants to use more digital financial services for various daily activities, 72% lack access to advanced financial products such as loans, investments and insurance, those unable to access financial services are more commonly women, from rural areas, under the age of 30, or without an undergraduate degree, 20% of loan seekers don't have access to formal loans and more than 31% have to borrow from informal sources, and finally, the knowledge and understanding of financial products vary according to location (rural population has a larger knowledge gap on financial management than urban areas and 32% have insufficient knowledge about applying for loans).

To monitor its progress towards achieving their targets, GSB measures the number of grassroots and retail customers who can access to GSB's loan products, and will periodically track:

- The percentage of customers who can access GSB's loan products. Starting from a baseline value of 64% in 2022

For more details on GSB's financial health and inclusion work click [here](#).



# Industrial Bank of Korea

Industrial Bank of Korea (IBK), currently with USD 343 billion in assets, was established in 1961 pursuant to the Industrial Bank of Korea Act by the Government of Korea to provide development finance and related banking services to small-and medium-sized enterprises in Korea. With 690 nationwide branches, IBK is a leader in SMEs financing, and it plans to maintain and strengthen their leadership in the segment. IBK aims at realising inclusive finance that ensures everyone has equal access to fair opportunities that bring financial benefits to underfinanced, low-income, and elderly people. The bank concentrates on achieving dependable finance by providing customer protection. It also broadens the scope of its responsibilities through active listening and communication. The bank believes that financial stability is crucial for social sustainability and continued growth, and thus has committed to:

**Increasing the percentage of customers that are financially resilient, with financial instruments (i.e. reverse mortgages) in the 65+ age group to 7% by 2025**

**Increasing the percentage of customers that are financially resilient, with financial instruments (i.e. balance greater than KRW 0) in the 30–65 age group to 5% by 2025**

These impact targets address a priority in Republic of Korea regarding savings for old age in the 65+ group by both supporting those already affected by not having savings as well as being pre-emptive and working with younger generations to help them get to an older age with more financial resilience. Additionally, this can potentially be in line with a National Pension system improvement plan and a comprehensive operation plan that takes basic pension into account. The plan is set to be submitted to the National Assembly from October 2023.

To monitor progress towards achieving its targets, Industrial Bank of Korea will periodically track:

- Percentage of customers 65+ with effective access to financial instruments that support their financial resilience, starting from a baseline value of 5.5% in 2022
- Percentage of customers 30–65 with effective access to financial instruments that support their financial resilience, starting from a baseline value of 3.9% in 2022



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# ING Group

A global financial services company providing savings, payments, investments, loans and mortgages in most of its markets. Their more than 60,000 employees serve around 37 million customers, corporate clients and financial institutions in over 40 countries. They draw on their experience and expertise, commitment to excellent service and global scale to meet the needs of a broad customer base, comprising individuals, families, small businesses, large corporations, institutions, and governments with USD 1.1 trillion in assets. For this Commitment, ING is initially focusing on the Netherlands (its home market, with almost eight million private individual customers) and on increasing the financial health of its customers by focusing on their long-term planning and committing to:

**A 25% increase by 2030 (from an initial value of 1.07 million in 2022) in the number of Dutch customers with products connected to long-term saving and investment plans, with a 5% increase by year-end 2023.**

ING's target includes all digital primary customers that have been with ING Netherlands for at least a year. Of these customers, those who (i) use automatic savings option for their savings account and/or (ii) have set periodic investments for their investment products will contribute to the target.

This impact target addresses two main priorities in the Netherlands: (a) 24% of working people do not save for their pension next to the first pillar (i.e. state pension),<sup>11</sup> and (b) 25% of people do not make any financial plans at all.<sup>12</sup>

To monitor progress towards achieving its targets, ING will periodically track:

- The base growth in the number of primary digital customers who have an investment account and a savings account with at least one active savings plan every month

For more details on ING's financial health and inclusion work click [here](#).

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11 Source: Dutch Central Bank, 'Werkenden zonder pensioenopbouw' (August 2022). First pillar is for state pension. Second is the supplementary work-related pension. Third consists of the private individual pension products that each person can arrange for him-/herself. Fourth is sometimes also counted and includes money from savings, investments and from own house or company.

12 Sources: Deloitte, ING and others, 'Herstel van Balans, De financiële gezondheid van Nederland in onzekere tijden' (March 2023), Deloitte, ING and others, 'In balans, samen op weg naar een financieel gezond Nederland' (November 2021) and Nationale Coalitie Financiële Gezondheid, 'Plan van Oprichting' (November 2022)

# La Banque Postale

Created on 1 January 2006 as a subsidiary of La Poste, the national postal service, La Banque Postale has a unique position in the French market by basing its growth on a multi-partner business model that leverages Le Groupe La Poste's values of trust, inclusiveness, and local service. Thus, La Banque Postale's commercial strategy focuses on simple and affordable products suited to the needs of its customers. The company is one of the leading lenders to local authorities, maintaining an expansive branch network in France consisting of over 17,000 contact points and 7,700 post offices. With EUR 746 billion in total assets (2022) and a focus on socially vulnerable groups and financially vulnerable customers, the bank has committed to:

**By 2024, improve the financial situation of financially vulnerable and marginalised customers through targeted advice and support measured by the quarterly evolution of the NPS among vulnerable customers (currently +7) and aiming to achieve a level that is at least identical to the evolution of the NPS among standard customers (currently +10).**

To this end, La Banque Postale aims to:

- Train 100% of employees in the bank's range of solutions for financially vulnerable and marginalised customers
- Answer 85% of incoming calls with our telephone helpline "L'Appui", specialised in customers in or at risk of financial difficulty

This impact target addresses priorities in the French context and the Legislative decree of the Minister of the Interior on measures for banking inclusion of July 2020. La Banque Postale follows and applies this legislation and goes further with specific criteria to identify vulnerable customers. Apart from the products and services already offered, La Banque Postale has identified a need for financial education and personalised advice. The Bank works with specialised associations to understand its clients' needs and develop further solutions. Through their performance assessment, the bank has identified two types of customers:

1. People who, due to their habits, administrative situation, limited income, or disabilities, are marginalised with respect to "traditional" banking use. By the end of 2022, 1.4 million people had benefited from this accessible banking mission, which is essential for enabling social insertion. La Banque Postale is the only bank to offer a free basic banking account to this group
2. Financially vulnerable customers: 1.7 million customers identified by the bank due to their banking behaviour (over indebtedness, rejected transactions, revenue under the poverty line).

To monitor its progress towards achieving those targets, La Banque Postale will track:

- The percentage of calls answered with our telephone helpline specialised in the above customer groups, starting at a baseline value of 73% in 2017
- The percentage of employees having received training on our range of solutions for financially vulnerable and marginalised customers, starting at a baseline value of 36% in 2018

For more information on La Banque Postale's financial health and inclusion work, click [here](#).

# Piraeus Financial Holdings SA

A financial holdings company, listed on the Athens Stock Exchange, and the parent company of the banking institution “Piraeus Bank S.A.” with USD 82.6 billion in assets and operating in the Greek financial system. The bank has committed to:

**Provide at least 3,000 young farmers, by 2025, with effective access to loans to start or continue their own farming business while remaining in rural areas of all 13 regions of Greece.** This target would signify a lending portfolio shift of close to EUR 35 million and will cover 7.5% of the national target.

This impact target addresses a priority in Greece in line with [Greece’s Common Agricultural Policy \(CAP\) Action Plan](#) of facilitating access to capital to at least 40,000 young farmers given the very low access (1.7%) they have had in previous years. The Greek CAP Plan focuses on improving competitiveness by promoting innovation and new technologies, fostering young entrepreneurship, and securing a fair income for farmers in response to the European Union’s [Common Agricultural Policy \(CAP\) 2023–27](#).

To monitor progress towards achieving its targets, Piraeus will measure the number of young farmers that remain active after having received the loan through the Integrated Administration and Control System (IACS), annually, and periodically track:

- Number of loans given to young farmers, starting at a baseline value of zero (2021) as these will be loans specially aimed to support Greece’s CAP
- Amount of loans given to young farmers, starting at a baseline value of zero (2021) as these will be loans specially aimed to support Greece’s CAP

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# UniCredit SpA

Among the 29 financial institutions identified world-wide as Global Systemically Important Banks (G-SIBs), UniCredit is the third largest corporate lender by assets in Europe where their 13 banks are embedded in the fabric: they rank first in Eastern Europe, second in Central Europe, second in Italy and third in Germany. Their integrated and sustainable business model is based on local excellence, organised in four regions supported by central structures, with two Product Factories and a lean competence centre embedding Digital & Data, all inspired by their principles and values. With more than 15 million clients spread across the European communities and USD 938.62 billion in total assets (2022), UniCredit has committed to:

**A 0.4% increase by 2025 (from an initial value of 14.6% in 2022) in the percentage of young<sup>13</sup> customers with two or more active financial products, from different categories, with the bank.**

To this end, UniCredit is aiming to **achieve a 2.8% increase by 2025 in the percentage of new, young customers per month**. The new customers refer to new acquisitions of young clients based on the client ID.

This impact target addresses a priority in Europe in line with the [Next Generation EU](#) by the European Union which, beyond helping its member states repair the immediate economic and social damages caused by the coronavirus pandemic, highlights a strong commitment to prepare a better future for the next European generation. Moreover, the impact target is also reflected in the bank's [Social Strategy](#) (page 36) which has been developed starting from the different social challenges that their countries are facing, with these countries' social priorities reflected in EU programs and referring to the EU social taxonomy in defining a full framework on which they are going to build their social offer.

To monitor progress towards achieving its targets, UniCredit will periodically track:

- Percentage of young customers with two or more active financial products, from different categories, with the bank, starting from a baseline value of 14.6% in 2022
- Percentage of new customers from young people per month (calculated as the ratio between the average number of new young customers per month and the average number of overall new customers per month, starting from a baseline value of 34.9% in 2022)

For more details on UniCredit's financial health and inclusion work, see their [Integrated Report 2022](#) (page 36) and their [Sustainability Report 2022](#).

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13 Meaning people aged 17 to 30

# Yapı ve Kredi Bankası A.Ş.

Operating in Türkiye as the third largest private bank in the country, active in retail banking (comprising of card payment systems, individual banking, business banking, private banking and wealth management) as well as corporate, commercial and SME banking with USD 63.3 million in assets. The bank has prioritised digitalisation since 2015, targeting reduction of the concentration in loans and deposits and achieving fragmented and broad-based growth, while focused on transaction banking for fee generation. The bank has committed to:

**A 10% increase in the percentage of women entrepreneur customers with two or more active financial products, from different categories, with the bank by 2026 to support their financial resilience.** This target would comprise the acquisition of 20,000 new women entrepreneur customers aimed to reach with an advantageous product and service package called the ‘Women Entrepreneur Support Package’.

This impact target addresses a priority in Türkiye in line with the country’s Women’s Empowerment Strategy and Action Plan 2018–23 of the General Directorate on the Status of Women under which “increasing women’s literacy level and enhancing their knowledge and access on financial products and services” has been identified as one of the six prioritised strategies to increase women’s access to financial products and services, as well as facilitating their participation in economic and social life. The fifth strategy of the Women’s Empowerment Strategy and Action Plan of the Republic of Türkiye has been determined as “Developing women’s entrepreneurship and ensuring the empowerment of women’s economic position, especially by popularising the use of information and communication technologies”.

To monitor progress towards achieving its targets, Yapı Kredi will periodically track:

- Percentage of new customers from the prioritised group, women entrepreneurs, with a baseline value of 10.4% in 2021
- Number of new customers under the definition of women entrepreneurs of Yapı Kredi
- Number of new customers under ‘Women Entrepreneur Support Package’ per month
- Percentage of women entrepreneur customers gained under ‘Women Entrepreneur Support Package’ using overdraft regularly
- Percentage of women entrepreneur customers gained under ‘Women Entrepreneur Support Package’ with a non-performing loan

**UN**   
**environment  
programme**

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**finance  
initiative**

UNEP Finance Initiative brings together a large network of banks, insurers and investors that collectively catalyses action across the financial system to deliver more sustainable global economies. For more than 30 years the initiative has been connecting the UN with financial institutions from around the world to shape the sustainable finance agenda. We've established the world's foremost sustainability frameworks that help the finance industry address global environmental, social and governance (ESG) challenges.

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