Value based banking
FOR THE REAL ECONOMY
BY JANNIKE ØSTERVOLD
The vision 30 years ago:

• A social and economic experiment
• Money - a tool for shaping a sustainable and more human society
• Maximum profit was not a goal
* Banking for the real economy

- Organic farming
- Culture
- Education
- Environmental projects
- Local businesses
- Green housing
2017 Fair Finance guide for Norway

- Norwegian name: Etisk Bankguide
- Project by Framtiden i våre hender and Forbrukerrådet
I was confused...
Why would anyone choose less if they could get more?
Banking from a different mindset

• *Financing projects in the real economy*
• *Inspiring people*
• *Voluntary moderation 😊*
• Transparency
See where your money goes!

• Gives stakeholders a unique possibility to evaluate the bank

Veflingstad gård
Alfhild og Aksel Melbye driver Veflingstad gård i Stange sammen med tre innleide medarbeidere....

Les mer

Hurdalsjøen Økologiske Landsby SA
Økolandsbyen består av hus i pustende naturmateriale, en levende gård og et...

Les mer

Godt Brød Norge AS
I mer enn 10 år har Godt Brød gledet sine kunder med smakfullt økologisk bakverk. Godt Brød har...

Les mer
Green housing

- Good for environment and climate
- Healthy living
- You pay less for your loan
• Gruten AS
• Waste becomes valuable resource
• 2 tons of coffee grounds per month
• Crowdfunded at CulturaFlokk.no from June 10. th
• Global Alliance for Banking on Values
• 49 members with banking licenses
GABV Principles of Values-based Banking

- Long-term client relations, understanding their activities and risks
- Long-term oriented and resilient to disruptions
- Transparent and inclusive governance
- Grounded in communities, serving the real economy
- Triple Bottom Line central to business model

All principles embedded in the bank’s culture
The scorecard (GABV)

- Tool for screening members
- Quantitative and qualitative elements
- Focus on real economy and triple bottom line
- For examples of actual scorecards, see: www.gabv.org/the-impact/the-scorecard
The world is changing – are you?

- Become a part of the solution
- Spend your money thoughtfully, so you do not harm people or nature
- Practise voluntary moderation
- Demand more transparency from your banks
Our vision for the future:
Thank you!

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