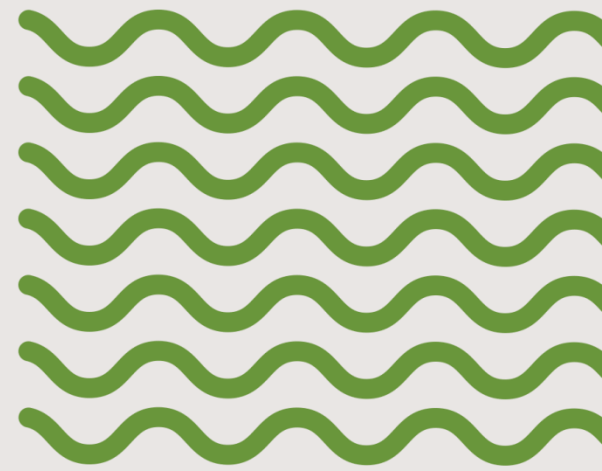


Value based banking

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*





97%

[Les mer](#)

79%

[Les mer](#)

73%

[Les mer](#)

Sbanken

62%

[Les mer](#)

60%

[Les mer](#)

59%

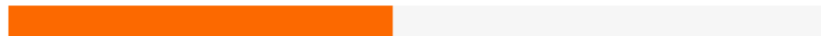
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Handelsbanken

53%

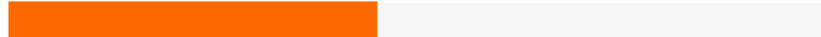
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47%

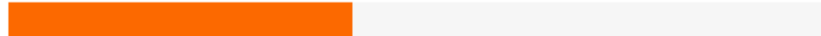
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Nordea

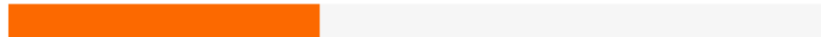
45%

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42%

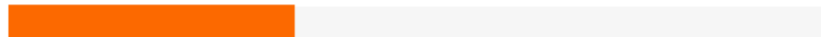
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38%

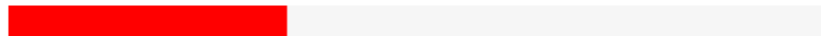
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SparebankenVest

35%

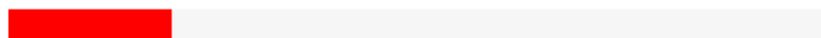
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34%

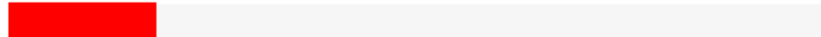
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Sandnes Sparebank

20%

[Les mer](#)

18%

[Les mer](#)

2017 Fair Finance guide for Norway

- *Norwegian name: Etisk Bankguide*
- *Project by Framtiden i våre hender and Forbrukerrådet*

My theoretical
background was not
enough to
understand...



A word cloud containing the following terms: profit, consumer, price, bank, maximize, money, theory, utility, income, and economics. The words are arranged in a circular pattern, with 'profit' at the top left, 'consumer' at the top, 'price' at the top right, 'bank' on the right, 'money' at the bottom right, 'theory' at the bottom, 'economics' at the bottom left, 'income' on the left, and 'utility' at the top left.

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 naturmaterialer, 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](https://culturaflokk.no) from June 10. th*

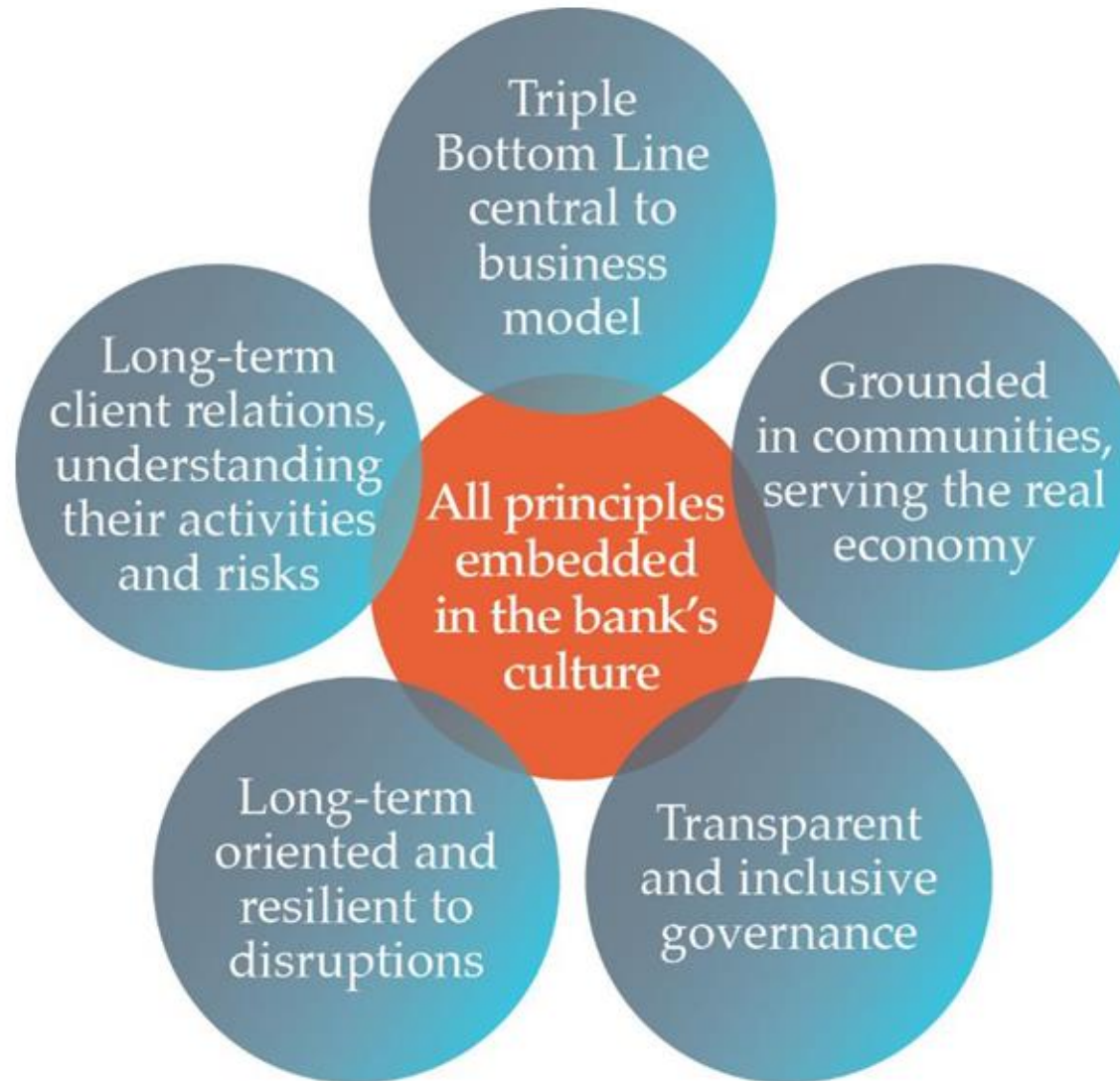


Foto: Stig Weston



- *Global Alliance for Banking on values*
- *49 members with banking licenses*

GABV *Principles of Values-based Banking*



✱ 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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joe@cultura.no

