
Karma Metrix
Energy Efficient Website
DIGITAL
SUSTAINABILITY
IN THE
BANKING
SECTOR
INSIGHTS & CASE STUDIES
DOCUMENT CREATED BY KARMA METRIX ®

Karma Metrix
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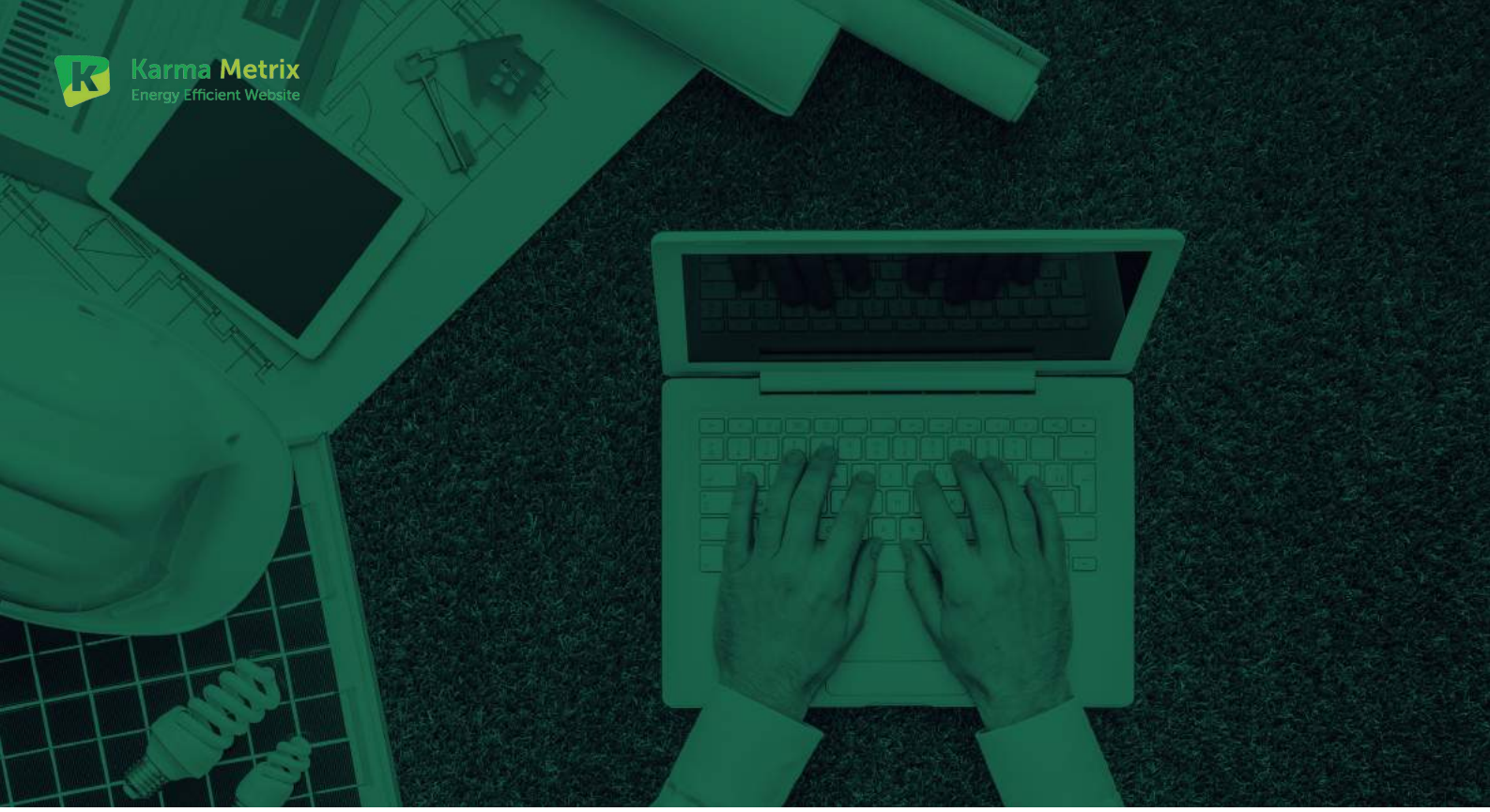
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01. Introduction

In the digital age we live in, the banking industry is facing a crucial challenge: how to embrace technological innovation to provide increasingly efficient and accessible services while maintaining a steadfast commitment to environmental and social sustainability.

This document aims to address the intersection of digital advancement and social responsibility, revealing how **sustainability is not just an option but an essential necessity for the future**.

In a context where digitalization has become a driving force for change, banks worldwide are reevaluating their business practices. The goal? To create a greener, more inclusive, and ethical financial ecosystem.

From responsible investment policies to banking services based on emerging technologies, this document examines how financial institutions are **reshaping their strategic path toward a sustainable future**, aligned with the United Nations' global sustainable development goals. Join us in exploring the future of the banking sector, where innovation and responsibility converge to create a better financial world for all.

Pioneering companies have already taken significant steps by embracing project initiatives primarily focused on an ecological transition. The emerging new paradigm places the well-being of people and the health of the planet at the center of the banking model.

Welcome to a world where values and technology converge to shape digital sustainability in the banking sector.

Why will this document be useful for you?

Having a good reputation is an invaluable asset in any industry, and even more so in banking. Who would entrust their money to an untrustworthy or short-sighted institution?

Sustainability is a powerful lever for building credibility. Communicating efforts and results in this area is essential to inform consumers and ensure informed choices. A good banking reputation offers advantages such as customer loyalty, attracting investors, and gaining the trust of partners and authorities.

This document is a valuable tool for understanding the evolution of the banking sector towards greater sustainability, allowing you to delve into a topic that must now be considered indispensable:

- You will discover **the importance of sustainability in the banking sector** and the opportunities it offers
- You will learn **what digital sustainability means in the banking context** and how it can contribute to brand awareness and differentiation
- You will see **concrete case studies** of banks that have successfully communicated sustainability



02. Current Scenario

The banking sector has undergone profound changes due to technological advancements, with sustainability at the center of the international debate. Global crises, such as the one in 2008, prompted banks to review their practices, integrating ESG criteria into risk management and credit granting processes. This change has opened up new opportunities for financial innovation, with green investments and sustainable projects taking center stage.

In parallel, the digitization of the banking sector has grown, enabling the creation of tools like artificial intelligence and blockchain, which help banks finance sustainable projects and reduce their environmental impact.

A strong acceleration in both digitization and sustainability was brought about by the Covid pandemic. This is evident from a survey conducted by Deutsche Bank among its clients:

For 51% of them, ESG-based investments can help manage risk in their portfolios, while **74% of them** stated that the pandemic has highlighted the importance of risk management.

The survey also reveals that over **75% of participants agree that investments should have a positive impact on the world**.

A McKinsey study further asserts that:

Over 40%
of American consumers declare their intention to enter into contracts related to green products

2 out of 3
respondents would allocate 40% of their savings towards sustainable products

According to a BearingPoint survey conducted in Switzerland, Austria, and Germany, sustainability is becoming increasingly important: 1 in 3 respondents would be willing to change banks in the face of a greater offering of sustainable products.

IThe trend is likely to increase, considering a greater willingness to change as the age range of respondents decreases.

It is therefore credible to assert that the **reputation of banks must also be built on a greater commitment to sustainability.**

Sustainable financial innovation is an opportunity for the future of the banking sector, and banks that commit to this path can embrace new market trends, enhance their reputation, and build stronger relationships with customers.

And that's why **sustainability themes are already becoming common practices to promote the corporate image** of banks. Among the actions we are witnessing are:

01.

THE ASSESSMENT OF ESG RISKS

Banks are increasingly taking into consideration environmental, social, and governance variables to assess the creditworthiness of projects that companies submit when applying for credit access.

02.

DEVELOPMENT OF SUSTAINABLE BANKING PRODUCTS

Already in 2020, the issuance of green bonds, intended to finance ecological projects, by banks had reached a significant value of approximately $270 billion. This trend is on a continuous rise, with a steady increase in the availability of funds, accounts, investments, and financing in sustainability.

03.

ENVIRONMENTAL FOOTPRINT MEASUREMENT

Credit institutions report on their impact in terms of energy consumption, emissions, and waste management, setting specific objectives and timeframes for a plan to reduce and eliminate deficiencies

04.

TRANSPARENCY AND COMMUNICATION

The achieved results are communicated externally with the aim of informing investors, customers, and all stakeholders in general.

05.

INVESTOR PRESSURE

Investors are becoming increasingly aware of the importance of sustainability and are exerting pressure on banks to adopt more sustainable practices.

06.

SUSTAINABLE INVESTMENTS

The banking sector is directing an increasing volume of economic resources towards projects with positive social and environmental outcomes, with particular relevance to infrastructure and proposals related to welfare.

07. REGULATION

Regulatory bodies are introducing stricter regulations to ensure that banks engage in more sustainable practices; the European Union has already implemented the Taxonomy Regulation to define what constitutes a sustainable investment.

08. DIGITAL INNOVATION

Green technologies optimize the operations of banks, allowing them to simultaneously reduce environmental impact and waste.

A survey by Deloitte, conducted by interviewing managers from 20 commercial banks, highlights that all of them have plans to increase their involvement in sustainable banking. 95% of the respondents stated that they have implemented ESG practices in the last 3 years.

Therefore, sustainability is indeed becoming a genuine strategy for positioning and competitiveness.



How digitization is changing habits



Sustainability and innovation are fundamental in a new banking approach. Institutions are embracing new environmentally-oriented business models through green digital technologies.

Sustainability, innovation, and digitalization are becoming increasingly interconnected in modern banking. Banks are recognizing that adopting sustainable practices is not only an ethical imperative but also a competitive advantage.

Technological innovations such as the use of fintech solutions and the digitization of banking services allow banks to improve efficiency, reduce costs, and offer more convenient services to customers.

As mentioned, the COVID-19 pandemic marked an incredible acceleration in digitization because it forced us to stay at home, but it also unlocked significant advancements in infrastructure: the laying of optical fiber, as part of the national plan, has certainly contributed to making the internet more accessible to everyone.

Banks have, therefore, increasingly focused on digital services:

Mobile and online banking services: According to a survey by ABI Lab-Doxa, the number of users using internet banking has increased by 40% compared to the pre-COVID period. More and more people, regardless of age, are using digital devices, whether fixed or mobile, to carry out banking operations.





Digital payments: Electronic payment methods are growing exponentially at the expense of cash. According to a survey by Assofin, in 2022 digital payments in Italy reached 397 billion euros, accounting for 40% of consumer spending. This represents an 18% growth compared to 2021.

Cybersecurity: State-of-the-art systems adequately protect account holders and credit or prepaid cardholders, providing robust assurances in terms of transactions and the privacy of personal data.





Digital marketing: Banks are shifting towards optimized websites rather than traditional paper-based promotion, using engagement tools and social media that are highly effective in attracting and then retaining customers.

Digital sustainability: Banking institutions are increasingly adopting sustainable digital practices, measuring the environmental impact of their website and taking energy-efficient measures to reduce their environmental footprint.





03. Needs and opportunies in the banking sector

Reputation in the banking sector is crucial, as customers and investors seek trust and security in the banks they engage with. In this perspective, the social responsibility of banks is becoming increasingly crucial at a strategic level, directly influencing the image and reputation of financial institutions.

It is important to emphasize that sustainability should not be just a label but should be reflected in the concrete actions of banks. By attracting an audience attentive to sustainability, banks can be more resilient to reputational crises and communicate the future benefits honestly.

Furthermore, social responsibility is not just a matter of "doing the right thing" but is closely linked to financial risk management. Mitigating risks is essential to ensure a stable financial future.

The social responsibility of banks and reputation





If in the past, the social responsibility of banks was relegated to ethical discussions, it is now considered by virtually all stakeholders as a crucial component that drives the most impactful banking decisions.

ESG principles are now integrated into investment strategies, with a meticulous selection process that considers environmental impacts and social outcomes alongside potential financial returns.

Bonds and initiatives for the benefit of communities are increasingly numerous and aim to provide customers with options that reflect their ethical values. Listening to concerns has become an essential step to align with the expectations of the target audience.

Banks work every day to **identify risks associated with climate change**, potential human rights violations in the service supply chain, and other issues that could negatively affect the institution's operations.

The response is ongoing engagement with stakeholders in the decision-making process. Banks have the dual task of embracing sustainability to enhance their reputation while simultaneously promoting a better world through their most significant decisions.

The link between reputation and economic performance

The bank's reputation is closely intertwined with its economic performance. Operators in the banking sector have already observed the following advantages in adopting eco-friendliness as a business principle:

- **Containment of risks associated with trust crises.**
- **Reduced customer deposit withdrawal requests.**
- **Decreased customer legal actions.**
- **Improved financial performance.**
- **Long-term sustainability.**

These factors alone suffice to illustrate that economic performance and a bank's reputation go hand in hand.

However, according to a YouGov study, over half of customers do not know if the bank they use offers eco-friendly investments. Furthermore, 56% of consumers consider the possibility of changing banks based on green offerings.

This implies that banks still have a lot of work to do in informing customers about their sustainable policies and making these policies more transparent and credible.



04. Sustainability report in the banking sector

In recent years, sustainability has become a central concept in corporate strategies, including the banking sector. Sustainability reporting has become a key tool for communicating the commitment to a more sustainable future.

The sustainability report is a document that allows companies to monitor, assess, and communicate their performance in terms of social, environmental, and governance responsibilities.

How to measure banking sustainability? And what standards are referenced? Let's explore this together.

Indicator	Description	Advantages
ESG Indicators	They assess the bank's performance based on environmental, social, and governance criteria.	• Enhances transparency in corporate practices • Promotes awareness of environmental and social issues • Contributes to risk management
ESG Reports	Regular reports published by banks detailing their commitment to sustainability and including key ESG performance indicators such as carbon emissions, support for renewable energy, and corporate social responsibility initiatives.	• Effective communication with stakeholders • Monitoring ESG performance over time
Valutazioni ESG di Terze Parti	Independent assessments of banks' ESG performance by third-party organizations.	• Credibility and reliability in performance analysis • Objective comparison between banks
Obbligazioni Verdi e Sociali	The amount of green and social bonds issued by a bank can be used as an indicator of its commitment to sustainable investments. Green bonds finance environmentally friendly projects, while social bonds support community-oriented projects.	• Demonstrates a concrete commitment to environmental and social projects • Access to sustainable financing
Adherence to the Principles for Responsible Investment (PRI)	Banks can adhere to the United Nations Principles for Responsible Investment (PRI). These principles commit financial institutions to integrate ESG factors into their investment decisions.	• Strengthens the commitment to responsible investments. • Aligns the strategy with global goals.
Engagement with Stakeholders	Measures engagement with customers, employees, investors, and communities to gather feedback on reputation and sustainable practices.	• Improves relationships with stakeholders. • Identifies opportunities for improvement.
GRI Standards	The use of the principles and guidelines of the Global Reporting Initiative (GRI) for sustainability reporting.	• Provides a standardized framework for ESG reporting • Promotes consistency and completeness of reports

DIG DEEPER INTO THE TOPIC

05. Digital Sustainability: A New Banking Paradigm

What is Digital Sustainability?

Digital sustainability is a crucial but often underestimated topic that is gaining increasing relevance. **According to the Shift Project, if the Internet were a country, it would rank as the 4th largest in the world for CO2e emissions and the 3rd largest for energy consumption.**

Stefano Epifani, a professor of Internet Studies at the University of Rome "La Sapienza," defines digital sustainability as "the sustainability that defines the ways in which digital technology should be developed to contribute to creating a better world, both in terms of its nature and its instrumental role towards the environment, economy, and society."

Digital sustainability is indeed a key element in the management of digital products and services. It not only contributes to competitiveness but also provides responses to customer needs.

Karma Metrix was founded in 2020 for precisely this purpose: to help companies be environmentally sustainable online by significantly reducing the environmental impact of their websites.

We are, in fact, **the first digital sustainability journey** that measures, improves, and communicates the environmental impact of a website.

DISCOVER MORE ABOUT DIGITAL SUSTAINABILITY

Benefits for Companies in the Banking Sector

Banks can derive significant strategic advantages from digital sustainability. This practice, thanks to the use of low-energy technologies and optimization of operational processes, offers:

- **Significant energy savings**
- **Reduction in greenhouse gas emissions**
- **Decreased cloud costs related to the website.**

Furthermore, digital sustainability leads to a reduction in operational costs through process automation, document digitization, and more efficient resource management. This improves profitability and promotes sustainable financial management in the long term.

In the end, digital sustainability amplifies the benefits of the digital transformation that all companies, especially those in the banking sector, are undergoing in recent years.

Banks that embrace digital sustainability can also attract new customers, as an increasing number of consumers seek financial institutions committed to social and environmental responsibility.

Being a pioneer in digital sustainability within their industry can confer a competitive advantage and position the bank as an innovative brand. This commitment is also recognized through initiatives like the 2023 Sustainable Business Award by Il Sole 24 Ore, which celebrates Italian companies for their sustainable innovation.

Here are some recognitions received by our clients:

- **Valentino** has reached the top 3 of Lyst's hottest brands in 2022, thanks to its commitment to sustainability innovation.
- **UnipolSai** UnipolSai has been awarded for innovation with Karma Metrix by Qorus-Accenture and IKN:
  - **3rd place in the "Social, Sustainable & Responsible" category at the 2023 Innovation in Insurance Awards by Qorus-Accenture, an international award with 350 participants from 43 countries.**
  - **1st place in the Best ESG Project category at the Italy Insurance Awards by IKN, an Italian award with over 500 participants.**



WHO HAS ALREADY CHOSEN KARMA METRIX

TRENORD · La Gazzetta dello Sport – Tutto il rosa della vita · glassX · InfoCamere · verizon connect · VALENTINO · Allianz Trade · CORRIERE DELLA SERA

Measure How Sustainable Your Website Is

06. Case studies

To provide a concrete dimension to the reflections addressed in this document on sustainability in the banking sector, it is necessary to break down some relevant examples, delving into the specifics of the elements that can make a difference for green development.

We will therefore examine the advertising campaigns and strategies that have produced the most significant results, shedding light on the path of banking institutions towards greater awareness.

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Banca Ifis è la prima banca a ottenere per il suo sito il sigillo Karma Metrix Energy Efficient Website

CASE STUDY N. 1

- **Banca Ifis: the first Italian bank to obtain the Karma Metrix seal and commit to digital sustainability**

Banca Ifis, a financial institution, is committed to being a model of social responsibility and eco-friendliness in the banking sector.

To extend this commitment to online operations, including the management of its website, **the bank has recognized the growing importance of digital in the financial industry and the need to reduce the online environmental impact** in line with its corporate values. This has led to the search for solutions to measure and effectively reduce the environmental impact of the website**.**

Banca Ifis has embarked on **an ambitious multi-year journey to improve the sustainability of its website**. This program includes a series of phases, let's explore them together.

CASE STUDY N. 1

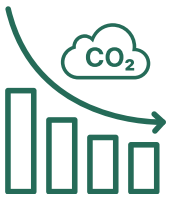
The phases of the journey initiated by Banca Ifis with Karma Metrix included:



Measurements: The collaboration with Karma Metrix began with an in-depth analysis of Banca Ifis' website. This phase allowed for a detailed overview of the CO2 emissions generated by the site and identified critical areas.



Audits and periodic checks: To keep the website aligned with sustainability goals, Banca Ifis planned regular audits and checks of implementations with Karma Metrix. These audits aim to assess the effectiveness of measures taken and identify further improvement opportunities.



Emission reduction: Banca Ifis' stated goal is to reduce CO2 emissions generated by its website by 32% within a defined period. To achieve this goal, a series of corrective and optimization actions were identified.

RESULTS

- Banca Ifis became **the first Italian bank to receive the Karma Metrix "Energy Efficient Website" seal.**
- The first optimization steps following the technical audit showed a **5% reduction in CO2e emissions between the first and second measurements.**
- The reduced energy consumption positioned the website **below the global average of CO2e emissions by 5%.**



CASE STUDY N. 2

- ## FCA Bank launches Futura and Drivalia credit cards: the future of payments is sustainable

In line with the growth recorded in 2022 by credit cards in Italy, Stellantis Bank has introduced two new cards designed to turn every purchase into green and smart mobility: **Futura and Drivalia.**

The bank is focusing on the growth of sustainable daily banking, but what are the features of these cards?

- **These cards, which can be managed entirely digitally, provide access to the €co Club, a free loyalty program dedicated to the world of sustainable mobility.**
- **By accumulating €co points (1 for every 10 Euros spent), it will be possible to obtain discounts on sustainable mobility services and access an exclusive catalog of products, offers, and cashback from brands that are environmentally conscious.**
- **The Futura card is made from recycled PVC.**



CASE STUDY N. 3

- **Crédit Agricole and the “ESG Scoring” Initiative**

Crédit Agricole has introduced a significant initiative in the field of sustainability through a service called **"ESG Scoring.**

This enabling element for sustainability offerings engages client companies in a detailed assessment of their ESG score.

The assessment is conducted through the completion of a questionnaire covering a range of questions related to sustainability in corporate management.

The ESG score is regularly updated to track the client company's evolving sustainable practices over time.

Sign up for Treecard and start planting trees in 2 easy steps.



CASE STUDY N. 4

- **Reforestation Through Purchases: The Case of TreeCard & Bunq.**

TREECARD

TreeCard is a project supported by the green search engine Ecosia. It is based on the use of a wooden debit card and aims to use the proceeds from each transaction to plant new trees wherever they are needed.

The card is made from **sustainable cherry wood**, certified by the Forest Stewardship Council (FSC). According to data released by the company, a single tree can provide enough wood to produce up to 300,000 cards.





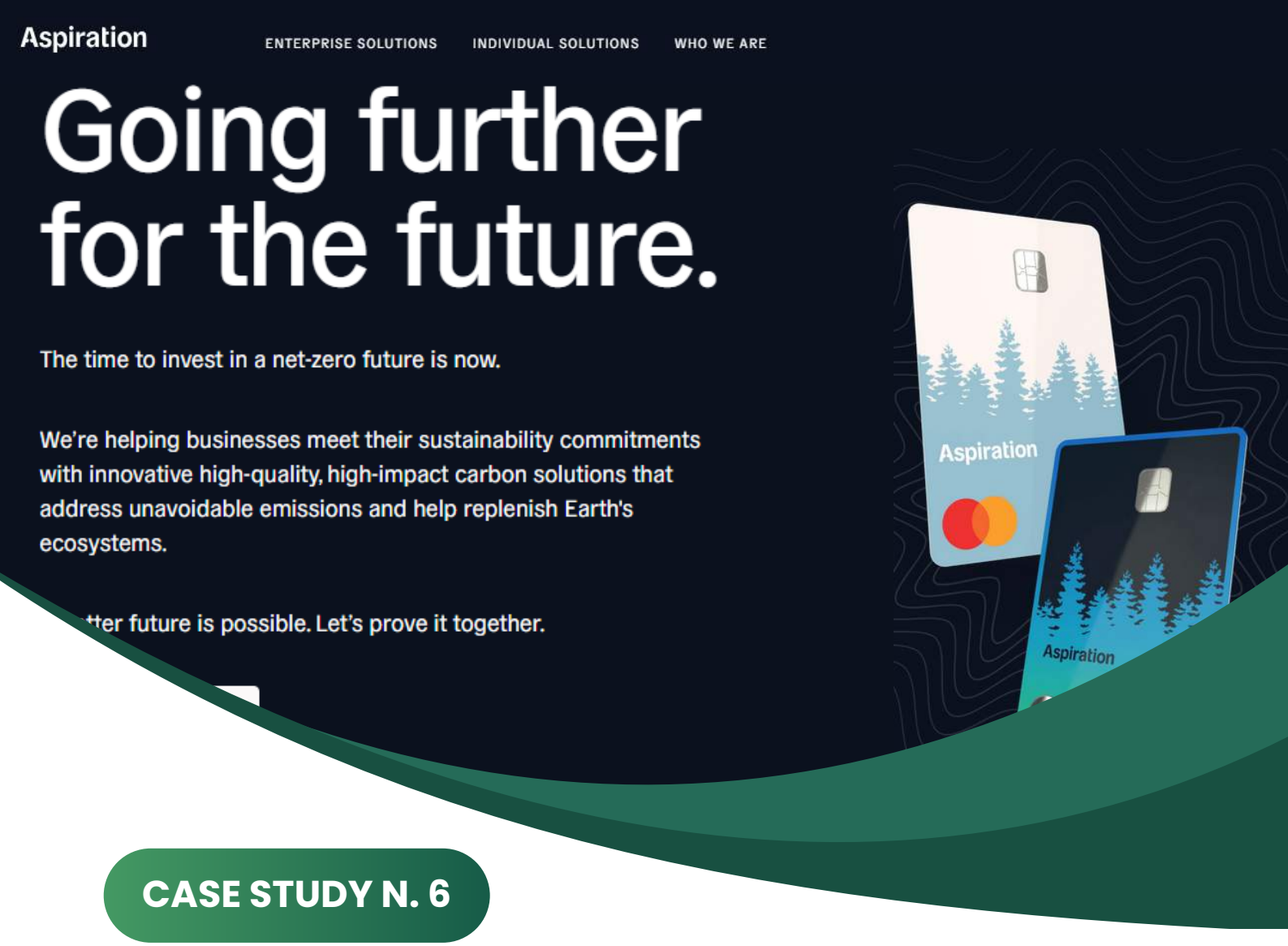
CASE STUDY N. 5

- **Reforestation Through Purchases: The Case of TreeCard & Bunq.**

BUNQ

The fintech startup Bunq has also launched a new metal card called the "Green Card." With this card, Bunq commits to **planting a tree every time one of its users spends 100 euros**. The donations go to the Eden Reforestation Projects, a non-profit organization that supports sustainable development in extremely impoverished areas by combating deforestation, which leads to animal extinction and increased pollution.
The new Green Card is made of **recyclable materials** and has a six-year expiration period**.**





CASE STUDY N. 6

- **Aspiration and cashback on sustainable purchases**

Aspiration, in addition to its commitment to sustainability and the protection of the planet since its inception, offers an opportunity within the Conscience Coalition program: **a 10% cashback on all purchases made at sustainable brands**, supporting the most responsible companies.

This initiative represents a simple and effective way to encourage participation in projects and programs aimed at promoting the common good.

The cashback is credited to the checking account monthly.



CASE STUDY N. 7

- **Flowe: Strong Focus on Environmental and Social Sustainability**

Flowe, the eco-sustainable fintech product by Banca Mediolanum, is a wonderful example of how environmental sustainability and support for local communities can go hand in hand.

In collaboration with zeroCO2, they are committed to planting trees both in Italy and in Guatemala, two places that greatly benefit from this reforestation initiative.

The heart of this initiative is the **empowerment of local families**, as the plants are donated to the local farmers after a period of training**.**

These trees become not only a source of economic support but also a valuable food resource for local communities.



CASE STUDY N. 8

- **Mastercard and the Priceless Planet Coalition commitment**

Mastercard **has launched a sustainability platform that includes the Priceless Planet Coalition initiative.**

This global coalition is made up of companies united by a common goal: to preserve the planet by **planting 100 million trees within five years.**

Currently, the coalition already has over **100 partners from around the world.**

As part of this initiative, Mastercard, with its significant innovation capabilities and strategic partnerships, is committed to promoting a more inclusive and sustainable digital economy.



07. Communicating sustainability

In the banking sector, it is no longer sufficient to adopt virtuous practices, especially considering the increasing competition. **Planning and implementing targeted marketing campaigns to effectively communicate sustainable initiatives are crucial.**

Let's explore some essential elements that should not be missing in your communication plan:

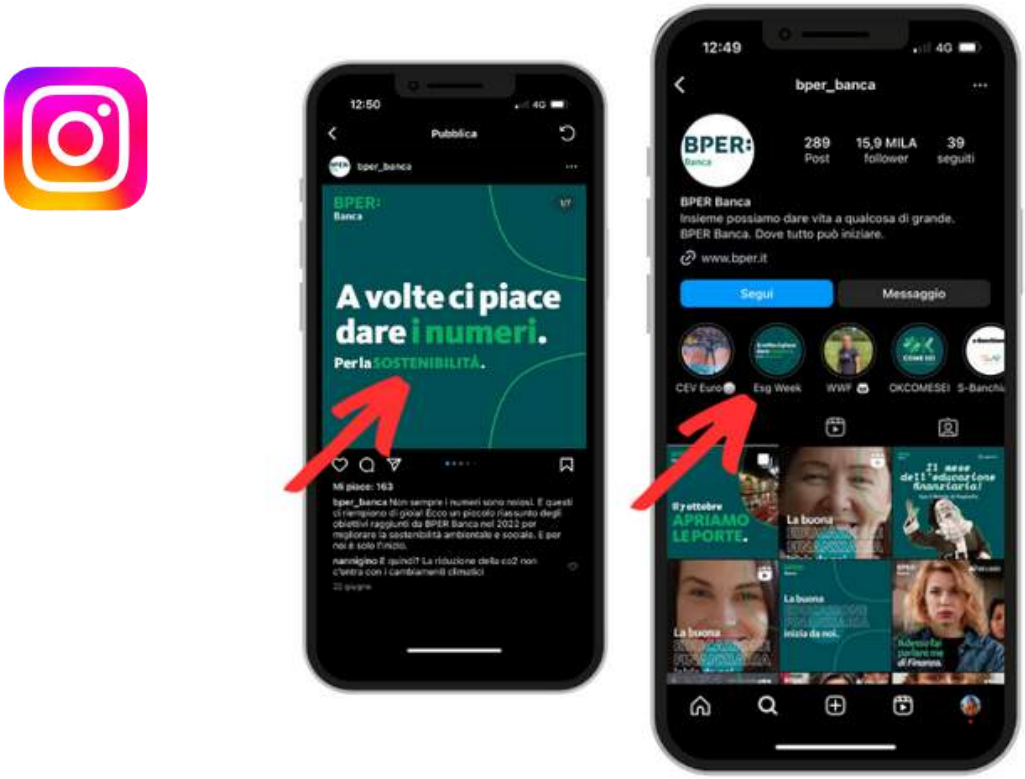
- Social Media Presence;
- Quality Visual Content;
- Sustainability Section on Website;
- Newsletters;
- how to avoid greenwashing.

Social media presence

Social media presence is essential to communicate your company's commitment to sustainability.

You can enhance your communication through **surveys to understand users' interest in green topics**, the use of specific hashtags, and sharing content that tells success stories and testimonials about your company's sustainability practices and activities.
Create video content like reels or YouTube videos that explain how sustainability has become a fundamental pillar within your company's policies.

FOR INSTAGRAM:
Consider creating a "**highlight story**" grouping all communications related to sustainability. Additionally, it would be useful to post targeted content that **showcases the results achieved** by your company or activities carried out by the team in terms of sustainability. This approach will engage and build loyalty with your audience**.**

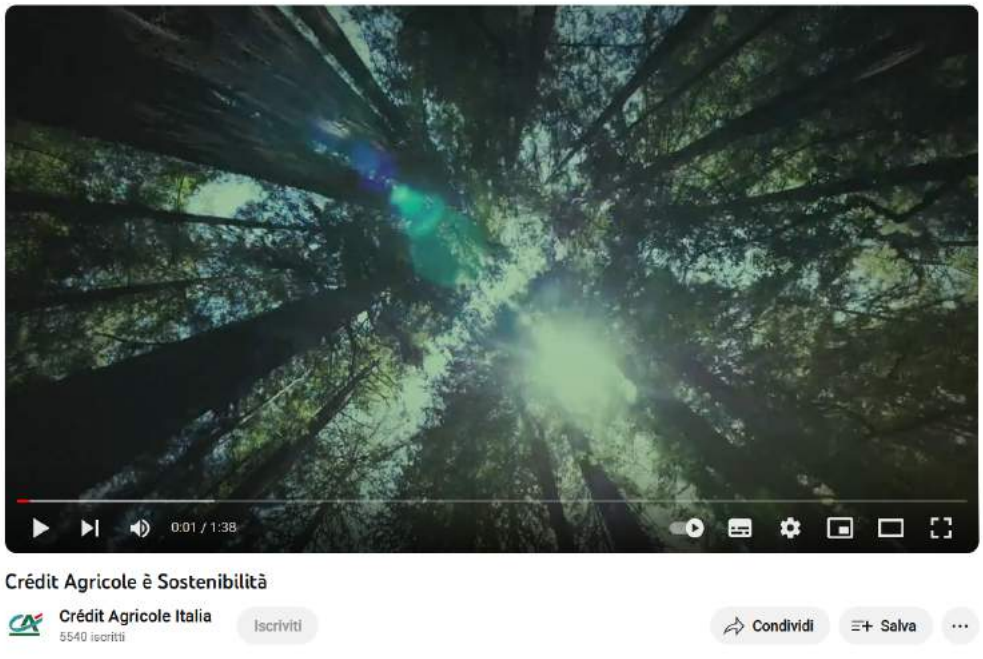


LINKEDIN:
On LinkedIn, there is now the opportunity to showcase your commitment through a dedicated section where you can specify activities aimed at improving sustainable practices within your company.



YOUTUBE:
Create video content on YouTube to explain how sustainability in a bank can be an exciting challenge. Here are some tips to help you create effective video content:

- **Communicate Clear Sustainability Goals:** Start with a video that clearly presents the company's sustainability goals.
- **Interviews and Testimonials:** Interview employees of the company or experts in the banking sector who can explain the details of sustainability initiatives. Human testimonials can make the message more engaging.



Visual Content Quality

A fundamental pillar to ensure successful communication is the ability to create engaging visual content. These contents can take various forms, such as graphics and insights **highlighting progress towards sustainability goals**, photographs and videos telling success stories.
Therefore, paying attention to the content itself can **make a difference in engaging the audience**. Below, we see some visual content used by Flowe and Bunq on their websites:

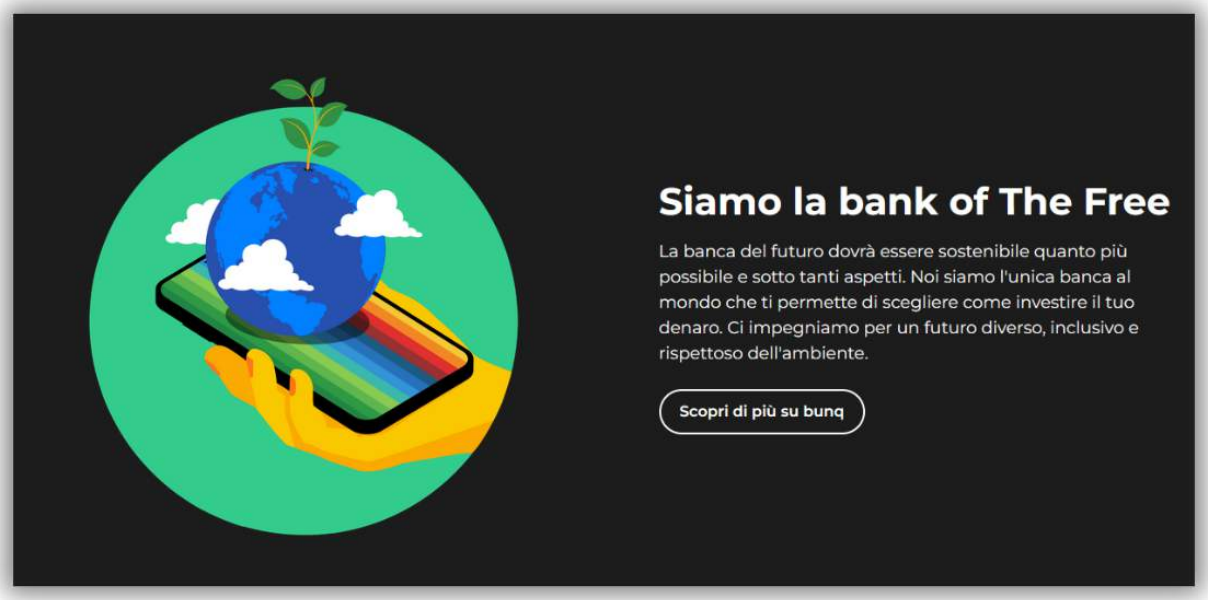




Quality Visual Content







Add a sustainability section to your website

It's a good practice to dedicate a section of your website to sustainability, **detailing each initiative and specific results.**

Creating a dedicated sustainability page is a significant step in **demonstrating the company's commitment to environmental and social responsibility.**

To effectively create this page, it's important to consider several key elements:

1. **Clear presentation**
2. **List of initiatives**
3. **Concrete results**
4. **Success stories**



www.bancaifis.it/en/our-sustainability/

Using a newsletter to communicate green initiatives

Take advantage of the **monthly newsletter** as a tool to communicate and inform users about your company's sustainable initiatives and ongoing projects. **Integrate a dedicated sustainability section**, where every month you can share the progress made, enriching the narrative with concrete data and tangible results.
Additionally, consider the option of including a button or direct link that redirects readers to the sustainability page on your website.

Participate in sustainability-focused awards

Participating in sustainability awards is an extraordinary opportunity to highlight your commitment and achievements in the field of social and environmental responsibility.

These recognitions not only value the company for its sustainable initiatives but also inspire other organizations to follow the path towards a greener and more responsible future

For example, our client UnipolSai **ranked 1st for the Best ESG Project ESG** at the IKN Italy Insurance Awards and **3rd in the "Social, Sustainable & Responsible" category** at the Innovation in Insurance Awards 2023.





How not to fall into greenwashing?

Measure and make your sustainability actions verifiable!

In the #WhoCaresWhoDoes survery conducted by GfK in 2020, 36% of Italian households stated that they had stopped buying products or services due to their negative impact.

That's why the results achieved through sustainability must be true and measurable. What does this mean in concrete terms?

To avoid falling into greenwashing, or in this case, **Digital greenwashing** in sustainability communication, it's crucial to adopt authentic, transparent, and verifiable communication.
Here are some suggestions for doing so:

- **Be honest and transparent:** Communicate with honesty and transparency, presenting data and information accurately and completely.
- **Use Concrete and verifiable data:** These data should be measurable and based on actual results, such as carbon emissions reductions, energy savings, or actual recycling quantities.
- **Refer to Certifications and measurement frameworks:** Seek certifications recognized by third parties to confirm the company's genuine commitment to sustainability.

DISCOVER THE ENVIRONMENTAL CERTIFICATIONS

08. Future Perspectives in the Banking Sector

In this final chapter, we will examine future prospects in the banking sector, focusing on key aspects of service digitalization and their impact on traditional banking practices..

What does the future hold for the banking sector? This question has driven us to closely examine current trends and try to outline an answer. Here's what companies should focus on today for a greener and more responsible tomorrow:



Green Finance: the future financial landscape, banks will play an increasingly active role in promoting green finance. This trend reflects the growing commitment to sustainability and environmental responsibility. Banks will develop a wide range of **financial products specifically designed to channel capital into projects and initiatives that promote environmental sustainability.**



Advanced Technologies: Technologies like apps, digital payments, and smartphone services have become indispensable for everyone. Financial applications will become even more advanced, offering personalized and intuitive solutions for portfolio monitoring, secure remote payments, and **support for social and ecological initiatives**.



Regulatory Framework: In parallel with technological advancements, rules and regulations are being introduced to ensure that innovation is managed responsibly. Environmental considerations are central, and **in 2024, further updates on sustainability are expected, including mandatory reporting of undertaken initiatives.**
The European Union plays a significant role in defining the sustainability framework, with **the European Financial Reporting Advisory Group (EFRAG)** establishing new requirements. These requirements include sustainable transparency, EFRAG standards, and accessibility obligations.



Growth of ESG-Related Professional Roles: Companies will be increasingly incentivized to expand their workforce with highly specialized professionals in the ESG (Environmental, Social, Governance) sector. These individuals will help **guide companies through complex changes and emerging challenges**, ensuring legal compliance, optimizing operations, and promoting sustainable initiatives.



Sustainability in Digital: in the years to come, a crucial trend will be **the integration of sustainability into the digital realm.** Given the growing use of technology in every aspect of our lives and business activities, it will become more important to **consider the environmental and social impact of digital solutions.** Companies will be called upon to develop and adopt sustainable digital practices, reducing energy resource consumption, carbon emissions, and material consumption.

MEASURE HOW SUSTAINABLE YOUR WEBSITE IS



Increasing Role of Artificial Intelligence in Business Processes: AI is already revolutionizing the banking sector by automating repetitive tasks and improving the accuracy and efficiency of decision-making. In the future, **artificial intelligence will be used to develop new products and services, personalize customer experiences, and enhance security.**



Financial Inclusion: one of the most significant trends for the future in the banking sector is the heightened **focus on financial inclusion**. Banks are increasingly recognizing the importance of extending their services to segments of the population traditionally excluded from the financial system. This commitment to financial inclusion translates into initiatives aimed at reaching low-income communities and small businesses that may have difficulty accessing traditional financial services.



The future prospects in the banking sector related to sustainability indicate a greater integration of ESG criteria in daily operations, a growing commitment to climate sustainability, and increased corporate social responsibility. These developments will contribute to creating a more sustainable, ethical, and resilient banking sector.

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MEASURE HOW SUSTAINABLE YOUR WEBSITE IS

SUSTAINABILITY GLOSSARY

WHAT'S THE CARBON FOOTPRINT OF AN EMAIL?

WHY ESG IS THE FUTURE OF DIGITAL MARKETING

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Karma Metrix
Energy Efficient Website

Karma Metrix

Karma Metrix the 1st digital sustainability journey, chosen by top brands, that measures, improves and communicates the environmental impact of a website.

The CO2e emissions of web pages are measured using an innovative patented algorithm. The measurement is then certified with the Karma Metrix seal, which attests to and confirms the commitment made by companies.

How sustainable is your website?

DISCOVER IT ON OUR WEBSITE

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