



# Banca Popolare di Sondrio

## Support for the Global Compact

Banca Popolare di Sondrio, a cooperative bank group, found the roots of its socially responsible behavior right in the reason of its establishing on 1871: to meet the financial needs of the local population and to promote financial literacy and financial inclusion.

Such character has been developed through the years focusing on the dynamics of the **global changes and the local needs**; foundation of BPS corporate social responsibility is based on the cooperative bank spirit reinforced by the following three pillars:

- ❑ management and skilled **human resources** committed to meet the needs of families and SMEs, sharing values, strategic vision and company's policies (see "Annual Report 2004" - page 85, "enhancement of our human resources" – page 52 and 56 International Unit – page 71 human resources).
- ❑ deep affinity with territories of origin and **environmental issues** (see "Annual Report 2004" pages 82, "The Vine Terraces of Valtellina")
- ❑ a large number of **shareholders** tending to reach **stakeholders** number (see "Annual Report 2004" page 85, 86 "Shareholder's equity").

In this view, Banca Popolare di Sondrio banking group is committed to support UN Global Compact Ten principles as drivers of its action towards stakeholders (see "Annual Report 2004" on page 57 – Work in Italy account, page 81 Ethics and Solidarity).

## Actions

Following the bank policy on financial inclusion and "non-discriminatory" access to credit services, several ad-hoc banking services and products have been launched.

**Migrants:** Adhering to the issues on "migrant remittances" coming from Sea Island G-8 Summit 2004, World Bank Annual Report 2003 and UN Initiative 2004 sponsored by Presidents Lula (Brasil), Chirac (France), Lagos (Chile) and Zapatero (Spain) on innovative instruments of finance for development, several agreements with banking institutions in developing countries have been settled. Such agreements are expected to facilitate remittances and reduce the relevant costs. The agreement settled in 2004 with Banque de l'Habitat du Senegal became a case study of International Organization for Migration (IOM) as an innovative instrument to foster responsible economical growth and socially sustainable development.

Pursuing to migrants' issues, our institution opened in 2004 two multi-ethnic branches in Rome and Brescia, where a number of products and services tailored for migrants financial needs are available (including low cost products as bank accounts, remittances, phone cards, micro credit for consumers, paying and credit cards, etc.).

The financial inclusion and financial literacy of migrants represent a challenge for Italian banking system for the following reasons:

- Economic citizenship is an important part of migrants integration in the country of destination;
- Migrants are often young workers and their savings are a good target for long term profit of banks;
- Migrants need specific bank services such as remittances, considered as a powerful way to promote development in the countries of origin of migrants' flows.

(see Annual Report 2004, page 52-53 – International Unit and page 57 - Services)

**Patti Chiari** (Clear Pacts): our institution is adhering to a number of initiatives launched by the Italian Banking Association (ABI) in the framework of social banking action named Patti Chiari. Such actions are aimed at creating an innovative and transparent relationship between Italian credit institutes and their customers. Banca Popolare di Sondrio is now committed to improve transparent communication and standard skills of human resources in order to reach an high level of awareness of their customers in the following three fields:

- low risk bonds
- structured bonds
- evaluating criteria for credit facilities to SMEs

(see “Annual Report 2004” page 23)

**Banca Popolare Etica Scarl:** our minor shareholding reflects the fact that we share, with this bank based in Padova, the ethical principles based on civil solidarity, sustainable development, and social and environmental responsibility (see Annual Report 2004 - page 48).

## **Results**

**Activity towards migrants:** the number of migrants served by our network is growing especially where multi-ethnic points have been established and remittance agreements with banking institutions in developing countries are increasing. A meeting with Peruvian migrants, one of the largest community of migrants in Italy, has been organized in Rome on July 2004, opened by General Director of the Bank, in order to learn from them how to tailor products and services in order to meet their financial needs.

**SCRIGNOfacile:** our project “Accessible e-bank”, providing internet banking services to disabled persons, has been awarded with the “Il Cerchio d’Oro dell’Innovazione Finanziaria 2004” award (“The *gold circle* of the financial innovation 2004”) in the category of “technology application” (Annual Report 2004 - page 67 and 92).