



## BNP Paribas branches go greener

BNP Paribas Welcome & Services branches have won a Business Innovation award in the "Sustainable Development" category for their ISO 14001 environmental Certification. This reflects French Retail Banking's ongoing commitment to helping the environment in four key areas: energy consumption, building works, paper consumption and waste management. Here to talk about it today is Charles LAVIALLE, who is Branch Organisational Support Director with responsibility for the Welcome & Services programme, which is run by French Retail Banking.

Charles, you received the award for this project along with Nathalie LEMAIRE (QRC), Jean-Paul PERRIN (Welcome & Services), Bernard PIEYRE (ITP/IMEX) and Jacques PETIT (ISO Group). Can you tell us more about it and particularly how it is innovative?

The project is innovative quite simply because it is the world's first. A retail banking network has had its local branch roll-out process certified: this means that any new branch opened according to the Welcome & Services model is automatically ISO-14001 certified. Naturally, approval of this kind is granted only after a thorough audit carried out by a third party, which attests that the way in which we roll out this programme complies with environmental standards to which we have made a number of commitments.

### How does this benefit customers?

It's important to understand that these days our customers expect their bank to be environmentally responsible, just like any other business they deal with. Consequently, explaining that we are aware of environmental issues demonstrates that BNP Paribas is committed to corporate social responsibility and that the environment is one of our major concerns.

### What advantages are there for the Group?

This initiative has enabled us to develop partnerships with a number of companies and organisations, helping BNP Paribas to be more strongly rooted at the local level. In addition, it makes it possible to involve employees in a broader process. For instance, as part of this 14001 programme, we are also working on waste management, with all our teams on the ground making our local branches even cleaner and greener!