



An effective communications strategy for a *global initiative to create the sustainable banking system of the future*

## Case Study: United Nations Principles for Responsible Banking

The *United Nations Environment Programme Finance Initiative (UNEP FI)* is a strategic public-private partnership between UNEP and the global financial sector with a mission to support sustainable finance. It brings together more than 230 financial institutions including banks, insurers and investors. Based on experience establishing sustainability principles for both the investment and insurance sectors, it was clear to *UNEP FI* that the banking sector could benefit from its own set of principles. A group of 28 member banks including Barclays Bank, ING and our client



PRINCIPLES FOR  
**RESPONSIBLE  
BANKING**

Nordea took leadership in their development. The Principles offer banks strategic guidance on aligning with society's goals, as expressed in the Sustainable Development Goals and the

Paris Climate Agreement. Junxion was engaged to develop the global communications strategy to generate awareness, excitement and commitment to the Principles.



Thank you so much for your tremendous work on the Principles for Responsible Banking communications. ***Thanks to you we've been able to develop a compelling narrative and messaging*** and produce communications materials and tools that have enabled the founding banks to effectively communicate on the Principles in their countries and within their banks and supported a very successful launch of the Principles. THANK YOU!!!"

–Simone Dettling, *Banking Lead, UNEP FI*

# Junxion created awareness, excitement and commitment to the Principles for Responsible Banking from launch until the Principles become available for signature.

## The Business Challenge

In the decade since the collapse of Lehman Brothers signaled the fragility of the global banking system and its central importance to society, the banking industry has focused on re-building trust with investors, governments, employees and their customers. At the same time, the accelerating green transformation of the world's economies, and changes in consumption and societal expectations are demanding banks rethink their business models. As the next decade approaches, it's clear the banking industry has to play a key role in meeting those expectations. This is why 28 leading banks came together to establish the Principles for Responsible Banking. Junxion's challenge was to develop a communications strategy that would position the Principles as the framework for the sustainable banking system of the future.

## How We Helped

Junxion worked with the 28 founding banks and *UNEP FI's* banking team to develop a communications strategy that every organization could apply in its own context.

With collective action needed for the Principles to have the most impact in the banking sector, we articulated the communications approach as one of building a coalition of support. And to build momentum in the ten months between the Principles launching for public consultation and becoming available for signature at the UN General Assembly in September 2019, we conceived the idea of Endorser status. By endorsing, banks and other financial organizations can signal their support for the initiative and help build momentum.

With these building blocks in place, we developed the overarching narrative about the Principles, and the value propositions and key messages for each audience. We established the main channels for communication, created the overall PR strategy and structured and wrote the Principles for Responsible Banking section of the *UNEP FI* website. To seed engagement

in the run-up to the launch, we encouraged and supported the 28 founding banks to make videos of their CEO speaking in support of the Principles. We bundled up all the narrative and key messages with infographics, press releases and social media posts in an Activation Toolkit. These tools make it easy for all founding banks to communicate regularly and consistently about the Principles.

## Measuring Success

All 28 founder banks and *UNEP FI* signed off on the communications strategy, overarching narrative and key messages. *UNEP FI* and the founding banks have embraced the approach of building a coalition of support and are using the toolkit to communicate effectively about the Principles, both to their colleagues and to the wider banking community in their own countries.

Within 12 weeks of launch, 21 banks had endorsed the Principles, joining the 28 founding banks. And more than 15 stakeholders from the wider financial industry had also declared their official endorsement of the Principles initiative. The sustainable banking system of the future is on its way.

