

Fair Finance Guide International

*Mobilizing people
to help reform bank policies and practices*



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Oxfam Novib/Fair Finance Guide International

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What is the Fair Finance Guide?

- CSR performance assessment system for banks
- Interactive web tool to stimulate clients of banks to help reform their bank
 - Policy revision (desk research)
 - Practical case studies
 - Dialogue, learning, development
 - Campaign
- A race to the top!

Fair Bank Guide Netherlands

- Since 2009
- Oxfam Novib - with other NGOs: Amnesty International, Friends of the Earth NL, Animal Welfare Organisation, Peace movement, Workers Union
- 5 year anniversary
- Successful case studies and campaigns on: tax avoidance, GHG emissions, human rights, nuclear and controversial arms, transparency, land grabbing



EerlijkeBankwijzer.

Tax Avoidance Campaign (2014)

- Lobby/media campaign
- Research report
- Press release (free publicity)
- Stunt on public location
- Social media: tweets & posts
- Support from supporting organisations



Tax Avoidance Campaign (2014)



Results of 5 years Dutch Fair Bank Guide

- **13 case studies**
(controversial/nuclear arms, electricity, clothing, mining, pork, transparency, animal transport, etc.)
 - **165 policy improvements**
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- Website:
 - **402.334** unique visitors
 - **17.017** complaints to banks
 - **31.557** clicks on 'change banks' button

Around 10% took action: message to bank to improve policy or change bank

- Media:
 - Radio & TV: **48 items**
 - National newspapers: **238 articles**
 - Regional newspapers: **176 articles**



Why international?

Biggest banks worldwide (assets value in billions of US dollars)

| | | | |
|-----|---------------------------------------|---------|----------|
| 1. | Deutsche Bank | Germany | 2,805.50 |
| 2. | Mitsubishi UFJ Financial Group | Japan | 2,641.22 |
| 3. | HSBC Holdings | UK | 2,637.22 |
| 4. | Industrial & Commercial Bank of China | China | 2,607.75 |
| 5. | BNP Paribas | France | 2,545.34 |
| 6. | Credit Agricole Group | France | 2,514.81 |
| 7. | Barclays PLC | UK | 2,430.74 |
| 8. | Japan Post Bank | Japan | 2,363.15 |
| 9. | JPMorgan Chase & Co. | USA | 2,320.33 |
| 10. | Royal Bank of Scotland Group | UK | 2,246.52 |
| 11. | Bank of America | USA | 2,181.45 |
| 12. | China Construction Bank | China | 2,107.21 |
| 13. | Bank of China | China | 2,046.37 |
| 14. | Mizuho Financial Group | Japan | 1,995.57 |
| 15. | Agricultural Bank of China | China | 1,993.25 |
| 16. | Citigroup Inc | USA | 1,944.52 |

Why international?

Biggest banks worldwide (assets value in billions of US dollars)

| | | |
|-------------------------------------|-------------|----------|
| 17. Sumitomo Mitsui Financial Group | Japan | 1,726.21 |
| 18. Banco Santander | Spain | 1,712.05 |
| 19. ING Group | Netherlands | 1,656.88 |
| 20. Societe Generale | France | 1,592.72 |
| 21. Lloyds Banking Group | UK | 1,548.00 |
| 22. Groupe BPCE | France | 1,540.24 |
| 23. UBS | Switzerland | 1,514.15 |
| 24. Wells Fargo | USA | 1,333.80 |
| 25. UniCredit S.p.A. | Italy | 1,244.75 |
| 26. Credit Suisse Group | Switzerland | 1,108.61 |
| 27. China Development Bank | China | 992.00 |
| 28. Goldman Sachs | USA | 951.00 |
| 29. Rabobank Group | Netherlands | 947.62 |
| 30. Nordea Bank | Sweden | 925.83 |
| 31. Commerzbank | Germany | 921.83 |
| 32. Norinchukin Bank | Japan | 872.07 |

Relative Global Importance Japanese Banks – Global ranking

2. Mitsubishi UFJ Financial Group
8. Japan Post Bank
14. Mizuho Financial Group
17. Sumitomo Mitsui Financial Group
32. Norinchukin Bank

Fair Finance Guide International

7 Countries – all launching Dec 2014-Feb 2015:

- Netherlands
- Brazil
- Indonesia
- Sweden
- Belgium
- Japan
- France



**Ambitions for expansion:
US, UK, China, India, Norway, Finland,
Vietnam, Thailand, Singapore and more**

Other FFGI activities

- 7 national focused Guides, but international collaboration on:
 1. Research & Methodology
 2. Website & Communication
 3. Campaign & Mobilization
- Consumer Protection & Financial Inclusion will be included in near future

Japan

- 1st of 7 countries to launch their website and present their first baseline study: TODAY

For further information

On behalf of Fair Finance Guide International Network:

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