



# Sustainable Development Dynamics

Dear reader,

**A**s you are aware, BNP Paribas issues every year a Corporate Social and Environmental Responsibility (CSER) Report, along with its so called "Annual" Report, more "traditional business-oriented" which includes also the comprehensive Financial Statements of our Company for the previous Fiscal Year.

It nevertheless seemed to us that in the field of Socially Responsible Investment (SRI), as it happens regarding the business-related items, you would like to be in touch with companies on an uninterrupted basis. We are therefore delighted to present you with this issue of "Sustainable Development Dynamics", a periodic information tool regarding the achievements of BNP Paribas in the field of Corporate Social and Environmental Responsibility/Socially Responsible Investment (CSER/SRI).

Our ambition in this process is to keep you posted of all the facts and events (and not only the "big things") occurring in the everyday life of our Company in these matters (whether they are related to corporate governance, sponsoring, quality, environment, human rights, ethics and compliance, ...), for you to be really associated with the way CSER/SRI is "living and well", as a truly integrated part of the way BNP Paribas is conducting its business for a value creation process in the interest of all its stakeholders.

We wish you a good reading of this 18<sup>th</sup> issue of SUSTAINABLE DEVELOPMENT DYNAMICS.

PS: Should you not (or no more) be the person dealing with CSER/SRI matters within your firm, we thank you to be kind enough to pass this publication to the persons involved, as well as to keep us informed of such changes, so that the next messages could be correctly routed.

## SHOW YOUR COMMITMENT WITH FRB!

The French Retail Banking (FRB) core business is offering BNP Paribas cardholders the possibility to bear the colours of their commitments completely free of charge! As part of its CSR policy and in support of several associations, FRB is giving BNP Paribas customers the chance to enjoy its "Own image" option free of charge. This option allows users to personalise their credit card with "solidarity" visuals that are co-branded with charitable associations: Action against Hunger, Foundation of France and Institut Pasteur. For each visual chosen from the solidarity theme, BNP Paribas donates 12 euros to the chosen charity. Customers can subscribe to the option at any time, even before their card expires, and they don't even have to change the PIN code!



## BNP PARIBAS IS SECOND-BEST EMPLOYER IN FRENCH-SPEAKING SWITZERLAND



BNP Paribas is the second-best employer in French-speaking Switzerland, according to a survey recently carried out by "Bilan", the region's leading economic magazine. To find out which companies treat their staff most generously, Bilan conducted a poll among 500 companies. This time, in order to be more objective and to take into account certain remarks, Bilan decided to create four new award categories: Multinationals, Corporates, SMEs and Public/Semi-public organisations. Companies were assessed on criteria such as remuneration, continuous training, flexi-time management, corporate and social responsibility, equal opportunities, and holiday/other leave. BNP Paribas in Switzerland came joint second (with Nestlé) in the "Multinationals" category (behind Procter & Gamble).



## CIB SUPPORTS MEDICAL RESEARCH

In the framework of the Group's philanthropy policy, shaped by the BNP Paribas Foundation, the Corporate and Investment Banking core business has renewed its partnership with the Institut Pasteur for the third year running. As such, BNP Paribas will continue to fund medical research carried out in 20 countries by institutes in the Institut Pasteur International Network and laboratories working with the Institut Pasteur in Paris. More than €1.3 million has been earmarked for research into infectious diseases and vaccinations for measles and HIV (France), hepatitis C (Japan, Spain), malaria (Brazil), tuberculosis (Netherlands), polio (Russia), dengue fever (Hong Kong) etc. The international dimension of this partnership, the criteria for excellence, innovation and quality attached to the projects supported in each of these countries reflect BNP Paribas' commitment to corporate social responsibility.

## CONTINUED SUCCESS OF THE EDUCARE PROGRAMME IN ITALY

On the back of the success of BNL's EduCare programme launched in 2009, the Italian bank's Corporate division decided to extend the programme to corporate clients. The educational programme, initially aimed at BNL's individual clients, is now available to corporate clients via a programme dubbed "Corporate EduCare". Clients are invited to workshops to help them make informed financial decisions using the bank's tools. During these free workshops, BNL aims to explain difficult concepts to clients. In the framework of the Corporate EduCare programme, the bank is organising seminars on various topics chosen for company executives, who are not always familiar with financial services and offers. BNL is the first Italian bank to offer this type of initiative.

## AMONG THE TOP 3 CAC 40 COMPANIES

On the occasion of the International Women's Day, Capitalcom (a French financial communication agency) published the results of its 6<sup>th</sup> annual barometer of gender diversity within CAC 40 companies. BNP Paribas came out in the top 3. This result was the fruit of numerous measures taken by the Group to favour the recruitment of women and professional equality in career management, to allow its employees to enjoy a healthier balance between their professional and private lives. This commitment is part of BNP Paribas' diversity policy.

## LAUNCH OF MICROSTART IN BRUSSELS

In partnership with ADIE (a business development association), BNP Paribas Fortis and the European Investment Fund, microStart inaugurated its first micro-credit agency in Brussels. microStart, a unique concept in Belgium, grants individual and joint micro-credit loans of between €1,000 and €10,000 to people who have been excluded from traditional bank credit and who wish to create or grow an independent business. microStart aims to serve around 400 new clients per agency and per year from 2012. microStart has SCRL (limited liability cooperative society) status and has a community-based vocation aiming to achieve operating breakeven in order to fulfil its long-term mission of serving under-privileged individuals. Following a two-year pilot period and depending on the business plan, new agencies in the Flanders and Wallonia regions of Belgium will be opened.



## BNL SPONSORS ITALIAN ART

BNL (the Group's Italian bank) is sponsoring a major exhibition of the famous Italian Renaissance artist, Lorenzo Lotto, at the Scuderie del Quirinale museum in Rome. BNL's sponsoring goes beyond the financial aspect because the Italian bank has also loaned the gallery one of its most valuable paintings "Judith with the Head of Holofernes" from its private collection. Finally, to reflect its commitment to preserving Italian art, BNL is co-financing the restoration of 13 Lotto paintings (12 of which are on display at the expo).



## CREATION OF FINANCI'ELLES, A NEW PROFESSIONAL NETWORK FOR WOMEN IN FRANCE

At the initiative of the BNP Paribas MixCity association, women from the banking, finance and insurance sectors have decided to create Financi'Elles. Financi'Elles brings together female executives and their networks spanning eight financial institutions in the sector: AXA, Barclays, BPCE, BNP Paribas, Caisse des Dépôts, Crédit Agricole CIB, HSBC and Société Générale. The idea is to bring together the women and networks of these companies to favour a culture of inter-company networking, an exchange of best practice and also diversity.

## BNP PARIBAS SIGNS THE "WOMEN'S EMPOWERMENT PRINCIPLES"



BNP Paribas signed the United Nations "Women's Empowerment Principles" (WEP) which provide concrete recommendations for empowering women in the workplace, on the employment market and in the wider society. By signing these principles, the Group confirms its commitment

to a path of continuous improvement, and joins a community that shares best practices on implementing the WEP Principles. This new commitment confirms the Group's constant efforts in professional equality at the international level that includes the respect of the culture and legal environment in each country.

## BGL BNP PARIBAS OBTAINS THE SRE LABEL

BGL BNP Paribas has obtained the SRE certified label. BGL BNP Paribas is the first corporate bank in Luxembourg to have received this label granted by the INDR (national institute for sustainable development and socially-responsible enterprises) and created by the UEL (union of Luxembourg-based enterprises). Moreover, it is the only national label granted in Europe. This label is recognition of several years of active commitment in numerous areas: equal opportunities, diversity, corporate governance, philanthropy, etc. In addition, initiatives will be renewed and stepped up in 2011: short-term secondments, new partnerships with NGOs, educational projects, a vast communications campaign for SRI products in the Retail Banking network.

## STUDENTS AND RECENT GRADUATES VOTE BNP PARIBAS AS AN IDEAL EMPLOYER

The *Universum 2011* rankings, measuring the attraction of French companies on the job market, have been published. This year, BNP Paribas was voted the 6<sup>th</sup> preferred employer (9<sup>th</sup> in 2010) by business school students and recent graduates, and secured its N°.1 spot for French banks. According to the rankings, the most important criteria for students were:

- i) professional/private life balance;
- ii) prospects of an international career;
- iii) stimulation of intellectual challenges.

Once again, BNP Paribas was considered as a benchmark employer among students and young graduates.

## BNP PARIBAS UK ARRANGES A LOAN FOR FAIR FINANCE

BNP Paribas has signed a landmark financing deal with Fair Finance, a not-for-profit organisation that aims to bring affordable borrowing to many people across London. £1 million (€1.1 million) of financing is being provided to Fair Finance by BNP Paribas and Société Générale to fund small personal and business loans. Fair Finance aims to combat 'financial exclusion', which is a significant problem in London. People on low incomes, the unemployed and single mothers can often find it very difficult to access normal banking arrangements and may have to revert to borrowing from fringe lenders that can charge very high rates of interest (often exceeding 400%). BNP Paribas worked closely with Société Générale to grant Fair Finance a 5-year fixed rate loan. This is BNP Paribas' first microfinance deal in the UK.



## CORTAL CONSORS LAUNCHES *INVESTIR UTILE 8*

Cortal Consors, the Group's subsidiary specialised in savings and online brokerage, has launched *Investir Utile 8*. Customers have to register on the website [www.cortalconsors.fr](http://www.cortalconsors.fr) for an investment in a selection of 14 funds including SRI (Socially Responsible Investment) funds at a reduced entry fee of 0.5%. The entry fees will be matched by Cortal Consors and partner fund management firms, up to 2% of the total amount. The entry fees will be donated entirely to the GoodPlanet Foundation, which will earmark the money to a reforestation project in Colombia as a way of contributing to the fight against global warming. It is the 8<sup>th</sup> *Investir Utile* operation since 2006. These initiatives have backed environmental projects in countries such as Chile, Cambodia, India, and Mali.

## BNP PARIBAS BECOMES THE TITLE SPONSOR OF THE "BNP PARIBAS WORLD TEAM CUP"

BNP Paribas has become the title sponsor of the "BNP Paribas World Team Cup", the International Tennis Federation (ITF)'s most prestigious wheelchair tournament. This new partnership signed for a five-year renewable period, will take effect from 2012.

The development of wheelchair tennis is an important area of BNP Paribas' sports sponsoring strategy. In 2009, BNP Paribas became the official partner of the International Wheelchair Tennis Championship, thus giving its commitment an international dimension. Today this new partnership with the "World Team Cup" highlights the Group's growing commitment to this area of tennis.

**BNP PARIBAS**  
WORLD TEAM CUP  
WHEELCHAIR TENNIS



## CONSUMER CREDIT REFORMS - CETELEM KEEPS YOU INFORMED

Within the framework of France's consumer credit reform, known as the "Lagarde law", Cetelem has decided to add a number of training modules to its informative website [www.moncreditresponsable.com](http://www.moncreditresponsable.com). These user-friendly modules are enriched with animations, videos and street interviews. The objective is to explain simply how the reforms will affect borrowers and recall the main principles of how loans and interest rates work. The law was passed in 2010 and the last series of measures entered into force in early May 2011. It represents an important reform which will shape the consumer credit sector going forward. This text is fully in line with the policies of BNP Paribas Personal Finance, via its Cetelem brand, which has been promoting responsible® credit for many years.

## BNP PARIBAS GROUP CORPORATE PHILANTHROPY SUPPORTS MORE THAN 500 PROJECTS IN 2010

The BNP Paribas Foundation has launched a large-scale survey on the corporate philanthropy projects supported by the Group worldwide in 2010. For the first time there is very good visibility of the Group's philanthropic work. Last year, 41 countries, representing 95% of the Group's headcount, launched or renewed projects, demonstrating BNP Paribas' commitment to the society as a whole and local communities. More than 500 projects supported by BNP Paribas' foundations, business lines and/or countries were identified in the survey, for a total amount of €21 million. BNP Paribas' corporate philanthropy policy, shaped by the BNP Paribas Foundation, focuses on five main areas: culture, solidarity, education, medical research and the environment.



## MILLIONTREESNYC: FOURTH ROUND

For the fourth year running, BNP Paribas supported MillionTreesNYC, whose ultimate objective is to see a million new trees planted in New York City by 2017. With support from the Bank, MillionTreesNYC has already planted 448,276 trees across the city. The half-way target of 500,000 trees should therefore be achieved in the course of the year.

## BNP PARIBAS HOSTS AN EVENT TO SHOWCASE THE ANNUAL ACHIEVEMENTS OF ISO-CERTIFIED IT SPECIALISTS

BNP Paribas held an event at the Bank's campus in the Paris region, during which 35 delegations and more than 280 specialists gathered to define the priorities of ISO (International Organization for Standardization) standards in Information Systems. This was an opportunity for the Group to highlight its frontrunner position in terms of certification. Note that BNP Paribas is the first ISO/IEC 20000 -and ISO 9001- certified banking group, with more than 90 ISO certifications obtained worldwide.

## CORPORATE PHILANTHROPY PROGRAMME: CLIMATE CHANGE

As part of the Group's ongoing efforts to combat climate change, the BNP Paribas Foundation has just launched a new programme in close cooperation with the Corporate Social Responsibility Delegation. With an annual budget of €1 million, this Corporate Philanthropy programme is intended to promote research into climate change, its main factors and the consequences it could have for our environment and our way of life. In order to select the projects to support, the CSR Delegation and the Foundation have set up a scientific committee. Chaired by Philippe Gillet, Vice-President of the Ecole Polytechnique Fédérale in Lausanne (Switzerland), the committee is made up of eminent researchers including Joanna Haigh (Imperial College London) and Jean-Pascal van Ypersele (Institute of Astronomy and Geophysics at the Catholic University of Louvain).

## CETELEM MEDIATION SERVICE PUBLISHES FIRST REPORT

On 1 January 2010, as part of its policy on responsible® lending and customer satisfaction, Personal Finance, which operates in France mainly under the Cetelem brand, decided to set up an independent in-company mediation service for customers. This was a 'first' for a company specialising in personal finance services. One year after, the mediator, Marie-Pierre de la Gontrie, has published her first activity report. She received appeals from 700 customers during the year 2010 and was able to give a response totally or partially in favour of the client in 45% of these cases, while 32% of the replies were purely of an explanatory nature.

## BNP PARIBAS REITERATES ITS COMMITMENT TO THE ENVIRONMENT

As part of the Group's ongoing commitment to help combat climate change - including signing up to the Climate Principles, setting up a Climate Change Steering Committee, and publishing a set of Environmental Responsibility Commitments - the BNP Paribas Foundation has decided to launch a new programme of close cooperation on climate research, in tandem with the Group Corporate Social Responsibility Department. To get all employees more closely involved in this work, the Group is making an appeal to all staff to vote for their favourite project from among four climate change research projects being supported via Group Corporate Philanthropy. The Staff Award will confer an extra €50,000 worth of support on the winning project, on top of its share of the total €3 million being allocated to the four projects over a period of three years.



## RECOGNISED AT THE AGM AWARDS 2011 FOR CAC 40 COMPANIES

The presentation ceremony for this year's AGM Awards (*"Grand Prix de l'Assemblée Générale 2011"*) created by Capitalcom (a French financial communication agency), took place in the presence of Xavier Bertrand, Minister for Labour, Employment and Health, Jean-Paul Agon, CEO of L'Oréal, and Philippe Marini, Senator-Mayor of Compiègne and General Rapporteur of the French Senate Finance Committee. The Jury's Special Award, and the second Jury's Award were presented to BNP Paribas for the quality of its presentation of the Group's strategy and explanation of the business model, as well as its developments in human resources, risk management and governance.



## BNL COMMITTED TO MICRO-CREDIT IN ITALY

BNL has requested authorisation from the Bank of Italy to buy into the capital of PerMicro, the largest micro-credit company in Italy. PerMicro offers small loans to people excluded from the traditional banking system and wishing to start a business. It also lends to families with essential housing, health, or educational needs.

In addition to the financial aspect of its commitment, BNL also plans to create business and operational synergies by setting up *PerMicro points* at certain BNL branches located in neighbourhoods where there is a high proportion of unemployed workers and immigrants. These *PerMicro points* will promote micro-credit activities and will provide a place to meet clients.

## BNP PARIBAS AND ITS FOUNDATION SUPPORT JAZZ

The BNP Paribas Foundation is one of the few patrons of jazz, supporting musicians for almost 15 years. To demonstrate its ongoing commitment in this area, the Group sponsored the 19<sup>th</sup> edition of the Jazz Festival in Saint-Louis (Senegal's second-largest city) through its local subsidiary BICIS (International Bank for Trade and Industry of Senegal). The BNP Paribas Foundation also sponsors the "North Sea Jazz" festival, which takes place in the Netherlands, and the "North Sea Jazz for Kids" festival, a parallel event catering to children. The BNP Paribas Foundation has recently sponsored two other festivals: Jazz à Saint-Germain-des-Prés in Paris and Jazz à l'Etage in Rennes.

## UKRSIBBANK SUPPORTS THE "SILVER COIN" CAMPAIGN IN UKRAINE

For the second consecutive year, UkrSibbank in Ukraine is supporting the *Silver Coin* campaign to support a programme which helps children suffering from Down's syndrome with speaking and reading skills. The campaign, which was launched in partnership with the Ukrainian Down Syndrome Organization (UDSO), will allow Down's syndrome children to develop their personality, attend school, and better integrate into society.



## BNP PARIBAS FORTIS SIGNS A CHARTER ON CUSTOMER SATISFACTION

BNP Paribas Fortis signed a charter on customer satisfaction, an initiative of Test-Achats, working alongside Vincent Van Quickenborne, the Belgian Minister for the Economy and Simplification. Created in 1957 by volunteers, Test-Achats promotes and protects the interests of consumers, brings solutions to their problems and advises them on their rights. By signing the charter, BNP Paribas Fortis demonstrates its commitment to customer satisfaction and complaint handling. It also emphasises the various banking channels it offers to customers (branches, contact centres, internet banking, etc.).

## "COUP DE POUCE": RESULTS OF THE SECOND SESSION

Staff were asked to submit a project in which they were personally involved, and there was a good response. The *Coup de pouce* ("Helping Hand") steering committee met on 30 June to deliberate and select 21 projects out of the 29 submitted for entry. Each winning project will benefit from a non-renewable amount of up to €4,000. The grants awarded during this second session will total €56,800. The winning projects span the following areas: health and disabilities (48%), international humanitarian actions (24%), education (19%), and community initiatives in France (9%). The *Coup de pouce* programme favours charities in which employees from BNP Paribas in France are already heavily involved as volunteers. Following the success in France since its launch in 2003, the programme is run today in several countries where the Group is present. Belgium, Spain, Italy, Luxembourg, Switzerland, Morocco and Portugal have thus initiated their own *Coup de pouce* programmes.

## FOURTH YEAR OF BNP PARIBAS AWARDS FOR PERSONAL PHILANTHROPY

The Grand Prix and the Jury's Special Prize, which honour outstanding initiatives by major philanthropists, were awarded by BNP Paribas Executive Management for the fourth year on 21 June. The Grand Prix was conferred on the Koç Family, whose Vehbi Koç Foundation supports culture, education and health. One of Europe's largest, the Foundation also plays an important role in encouraging the establishment of other charitable foundations in Turkey. The Special Prize went to Peter Carey, co-founder of the Cambodia Trust, for his work on behalf of people with reduced mobility in South and Southeast Asia. The winners were chosen by an independent jury made up of experts from the spheres of art, culture, business and NGOs. BNP Paribas Wealth Management was one of the first private banks to get involved with philanthropy, creating the Awards in 2008.

## BNP PARIBAS MOVES UP IN THE VIGEO RANKINGS

Thanks to its 59/100 rating, up 5 points since the last assessment in October 2009, BNP Paribas now ranks N°2 out of a total of 57 banks assessed by Vigeo, one of Europe's leading extra-financial rating agency. It measures the performance and risks of companies in six areas of Corporate Social Responsibility: Human Rights, Human Resources, Environment, Business Behaviour, Corporate Governance and Community Involvement. This rating enables BNP Paribas to be included in the benchmark indexes for Socially Responsible Investment (SRI) funds designed to meet the needs of investors seeking long-term performance and security. The main indexes are ASPI, Ethibel Excellence Global and Ethibel Excellence Europe.



## A SOCIAL COMMITMENT WITH "MICROFINANCE SANS FRONTIÈRES"



The association *Microfinance Sans Frontières* (MFSF), was launched in 2007 by a retiree from BNP Paribas. It has two main objectives at the international level:

- i) bring the experience of a leading bank to microfinance organisations needing technical support,
- ii) enable employees to get involved in voluntary work by using their skills in community projects in developing countries.

Active in several cities (Paris, Brussels, New York, Buenos Aires, London and Lisbon), MFSF counts around 210 volunteers worldwide and has carried out more than 70 technical support missions in more than 20 countries, essentially in Africa, but also in Asia and Latin America. In order to share knowledge, conferences are held every three months for the *Ambass'Adores de la Microfinance*, the internal community of BNP Paribas volunteers involved in microfinance.

## BNP PARIBAS SUPPORTS FINANCIAL EDUCATION

The Group has stepped up its commitment in the areas of schooling and training, in France and at the international level, by supporting a large number of programmes such as financial education. It is important that people gain an understanding of financial culture, as part of their general knowledge, in order to build their personal and professional future. Across the Group, the number of projects is multiplying in this area, e.g. Educare in Italy (BNL), Startin' Finance in Luxembourg (BGL BNP Paribas), budget training courses run by the Cetelem Foundation and "Parlons Vrai" (straight-talking) workshops organised by French Retail Banking (FRB). More recently, in the Netherlands, the Group has been supporting a financial education course dubbed *LEF* (Life and Finance). Its purpose is to help teenagers to understand and master basic budget tools to enable them to adopt responsible financial behaviour. The Group will support this initiative over the next three years.

## BGL BNP PARIBAS: EXEMPLARY IN THE AREA OF WASTE MANAGEMENT

BGL BNP Paribas has been awarded the *SuperDrecksKëscht® fir Betriber* "diploma" which recognises a company's efforts made over five consecutive years in the area of waste management, an area in which the bank has already obtained several certificates. To receive the label, a company must respect a strict waste management policy. Created in 1993, the *SuperDrecksKëscht® fir Betriber* label is certified in accordance with the internationally-recognised ISO 14024 standard. It is awarded by the Ministry of the Environment and the Chamber of Trade to Luxembourg-based companies that put in place an extensive waste management system. Inspections take place once a year to control that companies are respecting the various criteria. Companies that hold this quality label for five consecutive years are presented with a "diploma". This was the case for BGL BNP Paribas.



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