PRO-ECOLOGICAL ACTIVITIES IN POLISH FINANCIAL INSTITUTIONS ON THE EXAMPLE OF SELECTED BANKS

Katarzyna Kubiszewska[1]
Agata Czyżewska[2]

Abstract

The character of the role that banks play in the economy provides them with an opportunity to positively affect the environment on multiple levels. The article aimed at characterising and evaluating pro-ecological activities occurring in financial institutions in Poland. It compares pro-ecological activities undertaken by three different banks operating on the Polish market: BOŚ Bank SA, BNP Paribas Bank Polska SA and PKO Bank Polski SA. Based on the conducted analysis, the author's division of environmentally friendly initiatives undertaken by banks was proposed.

Keywords: bank, ecology, corporate social responsibility, CSR.

1. Introduction

In times of the climate crisis, the approach of individuals, institutions and organisations towards issues related to the environment and ecology is changing. Citizens modify their daily habits – they save energy and water, recycle waste, as well as analyse the environmental impact of a company when making purchase decisions. Aware of their expert, legislative and advisory role, the government and international institutions impose guidelines and obligations on business entities to reduce their negative impact on the environment. Enterprises influenced by social expectations and regulations are introducing changes into their day-to-day functioning, as well as the overall business strategy. Many of these activities positively affect the environment, but the question of whether they are motivated by the need to protect,

[1] Wydział Zarządzania i Ekonomii, Politechnika Gdańska / Faculty of Management and Economics, Gdańsk University of Technology, kku@zie.pg.gda.pl

[2] agacia.czyzewska@gmail.com

DOI: 10.19253/reme.2020.01.004

gain economic profit, or a desire to be seen in a positive light among the stakeholders remains unanswered.

Due to the character of their role in the economy, banks have the ability to undertake pro-environmental activities on multiple levels. The article aimed at assessing how banks use the concept of greening in their activity. It evaluates the activities of three different banks operating on the Polish market: BOŚ Bank SA, BNP Paribas Bank Polska SA, and PKO Bank Polski SA. As a result of the analysis, the author's division of pro-ecological initiatives undertaken by banks in a parallel, rather than sequential manner was proposed:

— products and banking activities under the banner of ecology,
— promotion of pro-ecological attitudes,
— the green bank, or the bank's ecological economy.

The article was divided into four parts. The first part involves the problem of corporate social responsibility, while the second was devoted to the issue of ecology as an element of the banks' social responsibility. The third part of the article includes the presentation of the research method used, i.e. the case study, while the fourth discusses the results of the analysis in light of the previous research.

2. Corporate Social Responsibility

The concept of *Corporate Social Responsibility* (CSR) is an issue that is frequently described and analysed in the source literature. Due to the broad spectrum of the problem, the authors attempting to define CSR focus on various aspects of the agreement existing between an enterprise and the society within which it operates.

According to the guidelines of the European Commission, corporate social responsibility is a concept, under which companies voluntarily take into consideration social and environmental issues in their business activities, as well as interactions with the stakeholders. Being socially responsible indicates not only fulfilling legal expectations but also advancing one step further and investing in human capital, the environment, as well as relations with the stakeholders (Green Paper 2001).

Referring to one of the earliest theories, corporate social responsibility encompasses four levels of social expectations towards an organisation at any given time, including the economic, legal, ethical and philanthropic ones (Carroll 1975). Socially responsible enterprises voluntarily accept the responsibility for the impact of their activities on internal and external stakeholders and the environment. By pursuing economic and social objectives, enterprises take part in the co-creation of social prosperity and sustainable development (Stefańska 2014).

With regard to the intensity of challenges encountered by contemporary enterprises, CSR is defined as the response of business entities and societies to social problems and environmental destruction occurring all around the world. Apart from being negative consequences of past actions, the challenges observed on a global

MOST WIEDZY Downloaded from mostwiedzy.pl

scale may also become barriers standing on the way towards the further development of an enterprise (Clement-Jones 2004).

It is worth to note that the concept of corporate social responsibility adopts different definitions in various parts of the world. For instance, according to Japanese philosophy, the concept of CSR is related to "tripartite satisfaction" – during the creation of a socially responsible policy of an enterprise, it is necessary to focus on the three levels: the seller, the buyer and the society (Takahashi 2009). If the stakeholders from one level are not satisfied, then the enterprise is not regarded as socially responsible.

Today, it is possible to talk about social responsibility of enterprises already during the creation of a strategy, even before the commencement of business activity. According to this concept, in the process of planning a strategy, the company voluntarily takes into account social and environmental interests, as well as invests in relations with groups of stakeholders. Responsible management may lead to the creation of an added value, which contributes to establishing a positive image of the company and may determine its market success (Sabat 2009). Therefore, CSR is an investment that will generate benefits for years to come.

The idea of corporate social responsibility obliges the company's management to select actions and decisions beneficial for the company's own interest, as well as ones that contribute to the protection of and increase in social welfare. I view of this definition, it is possible to distinguish 2 aspects of CSR:

— protection – refraining from harmful activities that could bring profit to the enterprise,
— multiplying social welfare – improving the quality of life of society (Majkut, Wojcik 2015).

During the creation of a strategy for conducting business activities based on social responsibility, the enterprise focuses on 4 areas of operation: the market, the workplace, society and natural environment. The market on which the company operates is represented by customers, competitors and suppliers – business partners. From the customer's perspective, a product or a service should be consistent with the information provided by the manufacturer, as well as their own opinion and expectations. By involving the customer in the process of creation of a product or a service, a lasting relationship is built, which may expand the business to new products or markets (Majkut, Wojcik 2015). That is how the company may distinguish itself from the competitors and motivate them to perform socially responsible activities. Cooperation with socially responsible business partners leads to the acquisition of mutual image-related benefits and inspires trust. Today, customers are willing to pay more for an environmentally friendly and ecological product or service bought from a manufacturer that works ethically.

In the workplace, accountability is directed towards the employees. These days, the workplace has a significant impact on individuals and their lives. Therefore,

MOST WIEDZY Downloaded from mostwiedzy.pl

responsible companies invest in their human resources, take care about their health and safety, as well as provide conditions in which the employees can develop and derive satisfaction from performed tasks, without necessarily increasing their economic efficiency (Rok 2001; Walczak-Duraj 2002).

The third area influenced by an enterprise is society, regarded as the collection of all individuals affected by its actions. The task of a socially responsible business consists in improving their quality of life. Activities undertaken in this particular area should focus on identifying and solving social problems by maintaining contact with representatives of the community and introducing new initiatives (Rok 2001).

The last area affected by the CSR activity is the environment. In their conduct, the companies should comply with ecological and environmental regulations. However, this is not enough to regard them as responsible, that is why the enterprises should undertake pro-environmental initiatives, particularly in areas in which they affect the environment. Every business contributes to the environmental degradation to a greater or lesser extent, thus the activities aimed at protection of the said environment should be incorporated into the company's strategy (Gołaszewska-Kaczan 2009). In that way, it is possible to nullify the negative impact of the company's own activities and improve the quality of the environment through pro-ecological education programmes intended for employees and the local community.

3. Pro-environmental Changes in Banking – Motivators, Benefits and Areas of Changes

Out of 10 principles of sustainable development included in the report of the United Nations, as many as 3 refer to the environment. Enterprises that operate within the global economy should:

— support a preventive approach to environmental challenges;
— undertake initiatives to promote greater environmental responsibility;
— encourage the development and diffusion of environmentally friendly technologies (Global Corporate Sustainability Report, 2013).

The financial sector is one of the most important in the global economy, therefore the representatives of this sector take the natural environment into account when creating their operating strategies, while making investment decisions, as well as in their day-to-day activities. Greening at all levels of banking operations is an element of the corporate social responsibility strategy of banks and financial institutions.

The greening of banking activities is influenced by many components of its internal and external environment. According to L. Dziwago (2010), the most important factors motivating banks to act in accordance with the ecological requirements are:

— legal regulations
— beliefs of the board of managing directors, shareholders or employees,

MOST WIEDZY Downloaded from mostwiedzy.pl

— yield of pro-ecological projects,
— pressure from business partners,
— pressure from the society,
— environmental risk.

G. Borys (2000), on the other hand, divides the motivators of pro-ecological change into direct and indirect premises. Banks are indirectly influenced by global trends of socio-economic-environmental relations, which, sooner or later, force the financial institutions to green their activities. The indirect premises are the development of social ethics, dynamic changes in the economy, as well as pressure and growing importance of ecological policy. The direct premises influencing banks to engage in pro-environmental activities are monetary and non-monetary benefits that result from the postulated or actual greening of their operations.

Direct monetary benefits include:
— benefits of greening the operations,
— benefits of new green banking products and services,
— benefits from the competitiveness of green institutions
— benefits from absorbing new innovative markets and customer segments.

Non-monetary benefits are:
— creating a positive image in the eyes of customers,
— increased acceptance of the institution by local and regional authorities,
— increased innovation potential thanks to greater identification and engagement of employees,
— generational change in management and, as a result, new styles of management and behavior (Borys, 2000).

The increased public interest in the subject of environmental degradation is contributing to the changes in many areas of banking activities. Banks, like other business entities, in their day-to-day functioning and with their long-term decisions, can act responsibly in terms of ecology or they can consciously expose the natural environment to destruction. According to G. Borys, the development of pro-environmental banking can take place on three levels: the functions of banks, their corporate economy and the role of financial institutions in the economy. The activities undertaken as part of the functions performed by banks are related to:
— offering and delivering financial services,
— offering and implementing services of locating and storing financial resources,
— offering and executing payment and settlement transactions.

While making a decision on whether to grant a loan, banks have the possibility to assess the environmental impact of the planned project. The undertakings that adversely affect the environment may be rejected, and preferential loans may be provided for environmentally friendly business ventures. Similarly, when accepting deposits from enterprises or executing payments, banks are able to refuse to

MOST WIEDZY Downloaded from mostwiedzy.pl

cooperate with business entities that degrade nature. Also, when making decisions regarding investing capital, the environmental risk associated with a certain project may be assessed.

Banks, in their everyday operations, make decisions about managing company resources. Like any other business entity, they consume energy, water, office materials, generate waste or use combustion engine vehicles. To reduce the negative impact on the environment, banks can opt for energy-efficient heating and lighting systems, energy-saving machines and devices, reduce the amount of produced waste or choose vehicles that emit less exhaust fumes. Additionally, banks that act more pro-ecologically have the opportunity to become advocates of future generations because the activities they undertake presently have an impact on the situation of the next generations (Borys, 2000).

4. Research Methodology

To achieve the research goal presented in the introduction, the so-called case study research method was used for three selected banks operating within the Polish banking market. Those are: BOŚ Bank SA, BNP Paribas Bank Polska SA and PKO Bank Polski SA.

The study covered those selected business entities to discuss their concepts and activity strategies related to ecology in the daily operation of the banks. The selection of the institutions for the research is not random. BNP Paribas Bank Polska SA and PKO Bank Polski SA represent two large financial groups with different origins of capital: French and Polish respectively. BOŚ Bank SA is an example of a bank which, established in the early 90s of the the 20th century, undertook to finance projects in the field of environmental protection, indicating this goal as the most important one.

The advantages and positive effects of the undertaken actions as well as the potential concerns related to the activities were presented using critical analysis. A detailed description of a specific case allowed to draw conclusions regarding the reasons and outcomes of the use of the ecology concept in the implementation of financial activities by banks, and it will enable a wider adaptation of a given business model by the banking market.

Through detailed analysis of the information and data on selected banks operating in the last decade on the Polish banking market, three types of activities were specified, which, using the concept of ecology, fit into the term of corporate social responsibility. The first type of activities are those focused on granting loans and credits to borrowers for ecological purposes, for projects that will contribute to the improvement of the environment, hence the proposal for the name "Banking products and activities under the banner of ecology". The second scope of activities implemented by banks are operations concentrated on promoting pro-ecological

MOST WIEDZY Downloaded from mostwiedzy.pl

attitudes among employees and in society. The activities in this area are directly involved in the CSR strategy and are called "Promotion of pro-ecological attitudes". The activities of the third type concern implementation by banks, as business entities, specific projects in the field of operating activity, which should have a direct impact on the protection of the natural environment, therefore they are called "Green office policy".

5. Research Results

5.1. Banking Products and Activities under the Banner of Ecology

A bank that identifies its offer with environmental protection is Bank Ochrony Środowiska SA (BOŚ), a strategic orientation of which indicates a willingness to take advantage of any opportunities arising from the potential of the niche market which is financing projects associated with the protection of the natural environment. The vision of retail banking on the horizon of 2020 (Ecological Report of BOŚ SA, 2019) is addressed primarily to a rich and demanding client, active and interested in ecology. The offer is characterised by simple, eco-friendly procedures and modern service, which also contributed to winning by BOŚ SA the Ekolaur award in 2018. The bank offers its clients a wide variety of products supporting investments of a pro-ecological nature. Owing to the cooperation with the National Fund for Environmental Protection and Water Management, as well as with regional Funds for Environmental Protection and Water Management, the customers of the bank have the privilege of preferential solutions in the form of an interest-rate subsidy, capital or convenient terms of repayment of debts thanks to longer loan terms. During 25 years of operation of Bank Ochrony Środowiska SA, it has granted pro-ecological loans for over PLN 17 billion and has financed investments worth approximately PLN 50 billion. The share of green loans accounts for 35% of the total financing provided, and in the corporate area alone it is over 45%. Thanks to the financial support of BOŚ in the years 1991–2017, investments in the field of atmosphere protection were implemented of a total value of more than PLN 37 billion, and loans were granted for this purpose accounting for over 68% of the total amount of all pro-ecological loans (Turek, 2017).

BOŚ supports the development of the renewable energy market by granting loans for renewable energy technologies, their construction, expansion and modernisation. Within 10 years, financing was provided for the construction of installations with a total capacity of 1 GW, which constitutes 20% of the total number of wind power stations in Poland. The outcome of over 25 years of the environmental protection policy of the bank in the field of waste management is the creation of the potential to dispose of over 7 million tons of waste per year (Ecological Report of BOŚ SA, 2019). At the same time, loans for a total amount of PLN 800 million

MOST WIEDZY Downloaded from mostwiedzy.pl

were provided for thermal modernisation with a premium from the BGK Thermal Modernisation and Renovation Fund (Turek, 2017).

In 2016, while implementing its recovery program, consisting of i.a., focusing on servicing business entities and financing pro-ecological investments, BOŚ granted almost 1.5 thousand green loans, 92% of which were targeted at corporate clients. In the same year, more than 2,500 pro-ecological investments, co-financed by loans with a total value of over PLN 4 billion, were completed and handed over for use (Ecological Report of BOŚ SA, 2018).

In 2018, the bank entered into 2,880 new green transactions with a total amount of PLN 865 million, PLN 755 million of which were transactions of entrepreneurs. The year 2019 turned out to be very profitable for the bank, due to the achievement of the highest interest revenue by the entity since its creation (Financial Results BOŚ SA, 2019).

In the first half of 2019, the bank entered into credit and loan agreements (new sales) for the total amount of PLN 2.2 billion, i.e. approximately 86.8% more than within the same period in 2018. At the end of the first half of 2019, the share in the loan portfolio of the bank of the loans granted for the environmental protection activities and supporting sustainable development accounted for 34.89% of the total loan balance which amounted to PLN 4.5 billion, PLN 1.8 million of that amount were the loans granted by BOŚ Group towards financing wind power stations (Financial Results BOŚ SA, 2019).

BNP Paribas Bank Polska SA (BNP), thanks to its product offer, also manifests environmental responsibility. For nearly 10 years, the bank has specialised in financing small and medium-sized RES projects: wind power stations, agricultural biogas plants, small hydro-electric power stations and photovoltaic installations. 40% of Polish owners of biogas plants benefit from the bank's eco-financing (Financial Reports of BNP Paribas Bank Polska SA, 2019). The bank is also a pioneer in the green bond market[3]. In 2016, Poland was the first country to sell such bonds. At that time, the bank itself issued green bonds worth EUR 500 million, and in 2017, BNP Paribas Asset Management, the asset management branch of the bank, launched a fund to invest in such pro-ecological assets. In January 2019, BNP was, apart from the Ministry of Finance, one of the co-organisers of the next issue of those instruments. The funds raised from the issue of green bonds must be allocated to environmentally friendly projects, which in turn are verified by independent entities. There are six sectors that can be financed with green bond funds. They are: renewable energy, low-carbon transport, environmentally friendly projects in the agriculture sector, afforestation, national parks and land rehabilitation.

[3] The first bonds and notes of this type were issued by international financial institutions such as the European Investment Bank (2007) and the World Bank (2008). Later on, such securities were issued by local governments and enterprises.

MOST WIEDZY Downloaded from mostwiedzy.pl

Another example of banks operating on the market of pro-ecological investments is PKO Bank Polski SA corporate group (PKO BP), which financed the Poznan waste incineration plant intended for processing of waste collected from the city and nine neighbouring municipalities. The capacity of the investment amounts to 210 thousand tons per year. The plant will provide an opportunity to stop the waste disposal on local landfills in accordance with the European Directive and the Polish Act on Waste. This is the largest project implemented in the formula of public-private partnership in Poland. Apart from providing funds for waste processing facilities, PKO BP is also the leading bank in financing renewable energy (wind farms), with a market share of approximately 20%. Having acquired certificates validating the energy performance of the property which secures the loan, the customers may expect a lower margin of the "Własny Kąt" (Your Own Place) mortgage loan. Since April 2019, customers may also apply for the "Eko Pożyczka" (Eco Loan) to purchase and install photovoltaic equipment. To take advantage of the preferential pricing, it is necessary to provide documentation validating the purchase and installation of equipment for at least 85% of the loan amount within three months from the date of obtaining funds.

In April 2019, PKO Bank Polski SA and PKO Bank Hipoteczny SA were the first financial institution in Poland to join the Energy Efficient Mortgages (EEM) pilot project. The project aims at creating standardised, pan-European solutions for energy-efficient mortgages granted to finance the energy-efficient apartments and houses.

5.2. Promotion of Pro-Ecological Attitudes

As part of initiatives promoting the pro-ecological attitudes, BOŚ takes part in the Solution Wind[4] campaign, which is closely connected to the bank's ecological specialisation. Furthermore, the bank joined the Polskie Gwarancje Pochodzenia Energii (Polish Guarantees of Energy Origin)[5] programme, whose concept revolves around promoting green energy and supporting development of the renewable energy sector, including wind energy. Already in 2009, in cooperation with the State Forests, volunteers (consisting of the Bank's employees) carried out the afforestation of valuable natural areas of the Świder Valley.

In 2018, the BOŚ Foundation was involved in the implementation of pro-ecological projects of significant importance for the Bank (The Ecology Report of BOŚ Bank SA 2019):

— Bet on the Sun – promotion of the use of RES micro-systems

[4] Project initiated by the European Wind Energy Association to popularise the concept of RES. Poland is one of five countries invited to participate in this initiative. The remaining countries include the United Kingdom, Spain, France and Belgium.

[5] The programme implemented by the Polish Wind Energy Association which aims at broadening the knowledge about green energy.

MOST WIEDZY Downloaded from mostwiedzy.pl

— Green Bench – greening of urban spaces,
— It's Dirty Here – inventory of illegal landfills in Poland,
— Traditional Orchard – protection of Poland's biodiversity,
— World in Young People's Eyes – education on ways to protect the climate.

One of BNP Group's priorities consists in counteracting climate change, which popularises the environmental and business benefits arising from pro-ecological initiatives. The bank is currently implementing an educational programme entitled Bank of Green Changes (Bank of Green Changes, CSR Strategy of BNP Paribas Bank Polska SA 2018), under which:

1. Eco Challenges – ideas for improving work and private life – are undertaken
2. repository of advice related to ecological issues – the so-called Echonet – was created
3. inspirational meetings related to the concept of "less waste" have been organised
4. eco-volunteering is carried out, as part of which 400 employees and their relatives picked up trash from eight forest locations
5. in 2018, 200 employees sowed flower meadows in Warsaw's Jazdów and Cracow's Mogilskie Błonia
6. the bank promotes the idea of eco-transport, particularly carsharing, car-pooling and cycling

PKO Bank Polski SA attempts to influence customers' ecological attitudes by, among other things, information and education campaigns and encouraging its customers to forego paper bank statements.

5.3. Green Office Policy

The green office policy is a set of operations aimed to directly improve the natural environment. In this regard, attempts are being made to reduce the use of resources such as energy, water and paper. BOŚ fits well within such scope of activities as it conducted a climate audit, as a result of which, it has undertaken actions to eliminate the carbon footprint, i.e. emissions of carbon dioxide to the atmosphere due to its operations. To compensate for the effects of greenhouse gas emissions arising from the bank's various activities, a total of over 11 hectares of land have been afforested.

The BNP Group's environmental responsibility is being implemented through initiatives aimed at the generated waste re-education. In 2016, the use of paper among bank employees decreased by more than 15% (nearly 20% per employee). Additionally, traditional printers were replaced with multifunctional devices and "follow-me-printing" – a solution which provides security and convenience for users, as well as generates real environmental benefits – was implemented. Waste and rubbish is segregated in all bank branches. Efforts are being made to minimise the use of plastic in all areas of the organisation's activity. Moreover, the bank has implement-

MOST WIEDZY Downloaded from mostwiedzy.pl

ed a programme called "Apiary under the Stars", thanks to which 450,000 bees live in nine apiaries located on the roofs of various buildings (Bank of Green Changes, CSR Strategy of BNP Paribas Bank Polska SA 2018).

By limiting the environmental risk, PKO Bank Polski SA raises the level of existing standards and introduces new internal ones. As part of the "eco-office" project, the organisation implements programmes aimed at optimising printouts and reducing paper consumption, saving electricity, recycling used hardware and cell phones, collecting waste paper, batteries and toners, as well as digitalising documents.

5.4. Discussion

Results of the study on ways in which banks use the concept of ecology in their activities validate the research by A. Żołądkiewicz (2015), who conducted an in-depth analysis of activities of selected banks between 2012–2013 with regard to actual initiatives concerning their ecological economy on examples of Bank Millennium SA, ING Bank Śląski SA and Bank Zachodni WBK SA.

The literature on the subject classifies the activities undertaken by banks to protect the environment in a hierarchical manner, as presented in Fig.1.

Figure 1. Hierarchy of activities undertaken by banks to protect the environment
Source: own elaboration based on Dziawgo 2010, p. 39

It results from differences in the amount of labour and capital required to implement various activities (Dziawgo 2010).

MOST WIEDZY Downloaded from mostwiedzy.pl

By researching activities, strategies and initiatives undertaken by banks, it is possible to observe that these organisations apply the concept of ecology in each of these areas and simultaneously indicate that all of them are equally important. Most frequently, banks undertake offer-related activities, as well as address their products and services to a customer who aims at implementing a specific action. In that way, a classification which presents these three scopes as parallel becomes justified (Fig. 2).

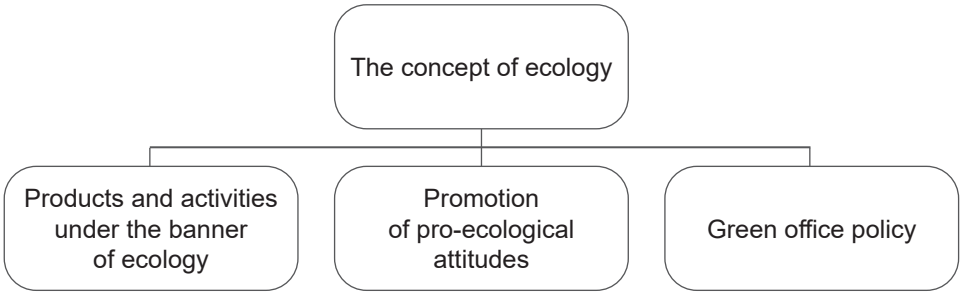

Figure 2. Implementation of ecological concepts by banks
Source: author's own study

Banks are implementing level 2 and level 3 at the same time. Moreover, in order to provide actual support for environmental protection, the extend of the banks' offer (former level 3) should be reinforced by withdrawal from financing environmentally harmful projects, since offering pro-ecological and non-pro-ecological products at the same time is at least questionable from the perspective of CSR focused on the creation of pro-ecological attitudes.

One such example is ING Bank Śląski SA (ING), which decided that it will gradually reduce (until full repayment) the existing credit exposure granted to individual coal power plants by 2025. Until then, the bank will additionally withdraw from financing customers whose businesses depend on steam coal in more than 5%. The bank intends to further funds projects which do not revolve around coal by supporting customers in their energy transition. At the same time, ING will establish new relations with customers whose businesses depend on steam coal in no more than 10% and who adopted a strategy to further reduce this percentage to a level close to zero by the end of 2025 (Environmental Declaration of ING Bank Śląski SA 2019).

6. Conclusions

Many of the changes observed in the environment are attributable to human activity: overexploitation of raw materials, emission of harmful gases into the atmosphere and the lack of actions aimed to mitigate our negative impact on the environment. Being aware of the power and responsibility arising from the character of

MOST WIEDZY Downloaded from mostwiedzy.pl

the role adopted by financial institutions in the modern economy, banks must operate in various fields in order to protect the environment. It is particularly important to reduce funding of environmentally hazardous industries in favour of pro-ecological initiatives.

In the age of consumerism and overproduction, responsible behaviour of business entities affects the way they are perceived by the consumers. Additionally, the rise of media allowed the society to monitor the vast majority of business activities. To a large extent, consumers make purchase decisions based on subjective assessment. Therefore, if companies wish to conduct business successfully, their activities must be guided by the interests of society as a whole, and not merely their own profit.

Banks play a very important role in the economy, they have a great impact on the functioning of many other economic entities. Therefore, the outcomes of their socially responsible or socially irresponsible actions will have an impact on the entire market, society and the environment. Banks, aware of the changes taking place in society, incorporate environmentally friendly initiatives into their development and operation strategies.

The analysis of daily operations and educational programmes of the selected banks (BOŚ Bank SA, BNP Paribas Bank Polska SA, PKO Bank Polski SA) proved that in all areas of their activity they are guided by responsibility towards the environment, i.e. in terms of the product portfolio under the banner of ecology, by promoting pro-ecological attitudes and by developing the eco-economy they become "green banks". It is worth emphasising that the above-mentioned entities implement the environmental policy at all levels of their operation, changing the previous belief that such initiatives are of a sequential nature. The next stage, necessary to create a truly green bank with a positive impact on the environment, will be to move away from financing business projects that have a negative influence on the environment. From the perspective of CSR, banks that focus on building pro-ecological attitudes within their organisations and among stakeholders should not offer green and non-green products at the same time.

References

1. Aluchna M. (2017), *Społeczna odpowiedzialność biznesu a innowacyjność* w: *Czy społeczna odpowiedzialność firmy wspomaga jej innowacyjność*, red. P. Płoszajski, Oficyna Wydawnicza SGH, Warszawa, s. 35–36.
2. Borys G. (2000), *Ryzyko ekologiczne w działalności banku*, Biblioteka Menedżera i Bankowca, Warszawa, s. 23–38.
3. Carroll A.B. (1979), *A three–dimensional conceptual model of corporate performance* w: Academy of Management Review, s. 499.
4. Clement-Jones T. (2004), *Corporate Social Responsibility – Bottom-line Issue or Public Relation Exercise* w: *Investing in Corporate Social Responsibility,* pod red. J. Hancock, British Library Cataloguing in Publication Data, London, s. 5–14.

MOST WIEDZY Downloaded from mostwiedzy.pl

5. Gołaszewska-Kaczan U. (2009), *Zaangażowanie społeczne przedsiębiorstwa,* Wydawnictwo Uniwersytetu w Białymstoku, Białystok, s. 54.
6. Global Corporate Sustainability Report (2013), z: https://www.unglobalcompact.org/library/371Green Paper Promoting European framework for Corporate Social Responsibility (2001) z: https://ec.europa.eu/commission/presscorner/detail/en/DOC_01_9.
7. Korenik D. (2009), *Odpowiedzialność banku komercyjnego,* Difin, Warszawa, s. 18–23, 121–129 Majkut R., Wójcik D. (2015) *Społeczna odpowiedzialność biznesu spółek Skarbu Państwa* w: *Społeczna odpowiedzialność biznesu, podatki, inwestycje,* pod red. Uziębło, s. 23, 27–30.
8. Ornarowicz U. (2017), *Społeczna odpowiedzialność biznesu – między innowacją, kreacją i przedsiębiorczością* w: *Czy społeczna odpowiedzialność firmy wspomaga jej innowacyjność*, pod red. P. Płoszajski, Oficyna Wydawnicza SGH, Warszawa, s. 28–29.
9. Paliwoda-Matiolańska A. (2014), *Odpowiedzialność społeczna w procesie zarządzania przedsiębiorstwem,* C.H. Beck, Warszawa, s. 77.
10. Rok B. (2001), *Więcej niż zysk, czyli odpowiedzialny biznes. Programy, strategie, standardy,* Forum Odpowiedzialnego Biznesu, s. 51 i 274.
11. Sabat A. (2009), *Społeczna odpowiedzialność biznesu szansą na zrównoważony rozwój,* Region Świętokrzyski NSZZ Solidarność, Kielce, s. 9–10.
12. Stefańska M. (2014), *Rola społecznej odpowiedzialności w tworzeniu przewagi konkurencyjnej przedsiębiorstw handlu detalicznego*, Wydawnictwo Uniwersytetu Ekonomicznego, Poznań, s. 6.
13. Takahashi, T. (2009), CSR that Incorporates Local and Traditional Knowledge: The Sampo-yoshi Way. International Corporate Responsibility Series, 4, s. 107–118.
14. Turek R. (2017), *Rola Banku Ochrony Środowiska SA w krajowym systemie finansowania przedsięwzięć proekologicznych*, Zeszyty Naukowe Politechniki Częstochowskiej, nr 27.
15. Walczak-Duraj D. (2002), Ład etyczny w gospodarce rynkowej. Doświadczenia polskiej transformacji, Wydawnictwo Uniwersytetu Łódzkiego, Łódź, s. 308.
16. Żołądkiewicz A., (2015), *Ekogospodarka w działalności banków jako przejaw koncepcji społecznej odpowiedzialności biznesu*, Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, nr 395, s. 418–427.

Dokumenty, raporty i sprawozdania banków:

1. Deklaracja ekologiczna ING Banku Śląskiego SA 2019.
2. Bank Zielonych Zmian, Strategia CSR BNP Paribas SA, 2018.
3. Raport ekologiczny BOŚ Bank SA 2017, 2018, 2019.
4. Sprawozdanie finansowe Banku Ochrony Środowiska SA 2018, 2019.
5. Sprawozdanie finansowe BNP Paribas SA 2018, 2019.

Działania proekologiczne w instytucjach finansowych w Polsce na przykładzie wybranych banków

Streszczenie

Specyfika roli, jaką banki odgrywają w gospodarce, daje im możliwość wielopoziomowego pozytywnego oddziaływania na środowisko. Celem artykułu jest charakterystyka

MOST WIEDZY Downloaded from mostwiedzy.pl

i ocena działań proekologicznych w instytucjach finansowych w Polsce. W artykule porównano takie działania podejmowane przez trzy różne banki funkcjonujące na polskim rynku: BOŚ Bank SA, BNP Paribas Bank Polska SA, PKO Bank Polski SA. Na podstawie przeprowadzonych analiz, zaproponowano autorski podział przyjaznych środowisku inicjatyw podejmowanych przez banki.

Słowa kluczowe: bank, ekologia, społeczna odpowiedzialność biznesu, CSR.

MOST WIEDZY Downloaded from mostwiedzy.pl