

# Bank.Green is building a powerful movement to **decarbonise** the banking sector.



The science is clear: we cannot continue burning fossil fuels. Yet the world's 60 largest banks have poured **\$6.9 trillion into the fossil fuel industry** since the Paris Agreement — and show no signs of wanting to stop.

The continued financing of fossil fuels by major banks threatens global climate goals. At Bank.Green, we're shifting financial institutions toward greener lending by empowering customers to advocate for change. Using collective action and cutting-edge technology, we redirect capital away from harmful projects and towards sustainability, driving the banking sector to support the transition to a low-carbon future.

## Programs & Activities

### Education

- **Bank Ratings & Publishing.** We conduct thorough analysis to rate over 400 banks on their climate commitments and performance. Our methodology provides transparent data to stakeholders and enables most of our other initiatives by setting the standard for sustainable banking practices.
- **AI Automation.** We leverage AI to accelerate our research processes, ensuring that our bank ratings are current and comprehensive. AI also helps to us to maintain an up-to-date list of product features for the green banks we promote, while allowing bank customers to more easily communicate their climate-related concerns to their banks.

### Empowerment

- **Public Engagement Platform.** Our innovative platform empowers bank customers to understand their banks' climate impact, take action with engagement tools, and better align their finances with their values.
- **Accreditation Program.** We aim to recognise organisations that bank with green institutions. Accredited organisations will display our certification, featuring QR codes linking to their bank's sustainability efforts and offering customers a way to show support. This initiative rewards green choices, boosts consumer awareness, and encourages more organisations to switch to green banks.

## Key Metrics

**250k** Website visitors since launch (April 2021)

**£27m** Divested from banks financing fossil fuels, based only on website survey responses.

**450k** Times our bank-checking tool has been used to check a bank's climate impact.

**☆** Earned media in Bloomberg, The Guardian, Forbes amongst others.

## Team

We are led by two former climate activists, united by our passion for leveraging technology to combat the climate crisis. **Albert** is a senior backend developer with experience as research staff at MIT CS & AI Laboratory, while **Zak** has a decade under his belt as a director of a digital marketing agency, influencing consumer decision-making at scale. Our diverse roster includes 45 volunteers, from Peru to Vietnam.

## Looking Ahead

We're focused on improving and scaling our bank ratings, extending our reach to more institutions globally. Concurrently, we are launching our accreditation program among UK organisations, helping them align banking practices with sustainability goals. These efforts will amplify awareness and empower more customers and businesses to drive positive environmental change.