

31 August 2018

Principles for Responsible Banking

Text and Video CEO Testimonial – Brief

About this briefing

This contains:

1. **Purpose and uses:** Why we are asking Core Group banks for video and written CEO testimonials and how they will be used
2. **Content:** questions to steer you in creating great content
3. **Production:** guidance on video production for those who might need it
4. **Sharing assets with UNEP FI:** who and how to send your written and video testimonials
5. **Briefing note for Comms managers:** background FAQs and messaging notes on benefits etc to guide your support for your CEO

1. Purpose and Uses

For UNEP FI and the Core Group of Banks

To create a collection of senior level statements and videos of commitment to, and enthusiasm for, the Principles for Responsible Banking. These will be core communications assets used to raise awareness, increase engagement and ultimately encourage others to endorse the Principles.

We aim to create a launch video and subsequent video assets for social media use. These will be shared with the Core Banks via the Activation Toolkit we are creating. We will not necessarily use one CEO's video in its entirety (please see Production notes below for more).

We will use text testimonials and quotes from the video testimonials in any communications about the Principles such as on the UNEP FI 'hub' web pages about the Principles and in press articles.

For each bank

Each bank can and should use their CEO's testimonial in their own communications about the Principles and general CSR/sustainability communications.

2. Content

This applies to both written and video testimonials.

By answering a series of questions, you will create a script/text. We are asking similar questions to cover a number of related angles.

You do not have to answer every question – they are meant as a prompt and a guide to your writing and interviewing.

Questions to ask the CEO and to prompt a written testimonial

1. Why is [xx bank] involved in establishing these Principles for Responsible Banking?

2. Why is there a need for global Principles for Responsible Banking? What is different about them from existing frameworks? Why are they needed now?
3. Why do you see alignment with societal goals – as expressed in the Sustainable Development Goals and the Paris Climate Agreement – as important to strategically position your bank for future success? What value do these Principles bring to your bank, your shareholders and customers?
4. The Principles also call on banks to publicly set targets and report back on their progress. Why do you think that's an important feature of the Principles?
5. What changes in your bank do you see these Principles guiding or accelerating?
6. How do you see these Principles helping your bank to identify and seize emerging opportunities?
7. The Principles call for banks to align their business strategy with society's needs. What part do you think banking in general can play in building a sustainable future?
8. What would you say to other banks about the Principles?
9. What steps are you planning to take to implement the Principles and increase your bank's contribution to addressing social and environmental challenges?

3. Video Production

Location/setting

- Maybe the CEO is sitting in a meeting room
- There should be something on the table or behind him/her that identifies it as your bank (eg logo, banner etc)
- The background should *not* be too distracting

Set-up

- We are looking for a tight close-up – head and shoulders – of your CEO in the frame
- Film landscape (horizontally) and place the camera level with the CEO
- Fix the camera on a tripod
- Use an external mic (eg a lapel mic) on the CEO
- If you can set the lighting, make it in front of the CEO, but to one side, not head on
- Have the CEO speak just to one side of the camera, ie at a hidden interviewer

Filming

- Test the focus and film and sound quality before conducting the whole interview
- Record both the questions and the answers
- Let the film run on between question and answers so there is 'white space' we can cut into to make the editing easier

4. Sharing assets with UNEP FI

Please produce both a written testimonial and a video.

- Email the written file to fernando.messineolibano@un.org
- Use a digital transfer service such as Wetransfer to upload the file and send to fernando.messineolibano@un.org