**Communications plan**

**UN Principles for Responsible Banking: First reporting on Collective Commitment to Climate Action Progress**

**Tuesday, 8 December**

**All materials under embargo until** **00.01 CET 08 December**

Your bank is a member of the Collective Commitment to Climate Action (CCCA), the largest and most ambitious global banking sector initiative supporting the transition to a net zero economy by 2050. The 38 CCCA banks, representing more than USD 15 trillion in assets, are fast-tracking the commitment all Principles for Responsible Banking signatories have made to align their business strategy with the temperature goals of the Paris Agreement.

On Tuesday, 8 December, UNEP FI will launch a report that summarises the progress that the CCCA banks have made since they made their ambitious climate pledge in September 2019.

We strongly encourage you to amplify our joint message on your websites, social media channels and in your networks as we mark the first reporting of the coalition and also to include the Principles for Responsible Banking in all your communications on your bank’s business and sustainability strategy both internally and externally.

All communications collateral including a link to the report, social media cards, sample messaging and a link to a draft press release is available here: <https://www.unepfi.org/communications-toolkit/>

Password: unepfi

1. **UNEP FI Website**

The report will be available at this [link](http://www.unepfi.org/climate-pledge). More information on the Collective Commitment to Climate Change pages is available here: unepfi.org/climate-pledge

1. **Social Media DO NOT USE until 00.01 CET 08 December**

In the communications toolkit you will find social media cards and messaging for use on your own social media channels is available below. If you wish to translate the social media cards into your own language or include own quotes, you will find the design files in the toolkit.

Please use the following hashtag in all social media. #ResponsibleBanking

**UNEP FI Social Media Account Details**

|  |  |  |
| --- | --- | --- |
| **Twitter Handle** | **LinkedIn** | **Facebook** |
| @UNEP\_FI  | <https://www.linkedin.com/company/united-nations-environment-programme-finance-initiative/> | @UNEPFinanceInitiative |

**Key messages**

The key messages that we want to communicate as part of this campaign are:

* The CCCA banks are putting in place the building blocks towards alignment with the Paris Climate Agreement.
* The CCCA is the most ambitious global banking sector initiative supporting the transition to net zero
* The CCCA is about banks taking tangible action in their lending and services
* The CCCA is the largest group of banks from around the world committed to taking science-based climate action.

**Takeaways for key audiences**

In line with the campaign’s objectives, the Year One Progress Update has been designed to inspire specific understanding amongst its four key audiences, as follows:

**Media/civil society**

The CCCA signatories are demonstrably acting on their commitments to transition to net zero.

**CCCA Signatory banks management and employees**

The CCCA is making action on climate happen – I’m proud we are part of it.

**Investors in a CCCA signatory bank**

Being part of this initiative tells me the bank we invest in is thinking about its long-term success.

**Non-CCCA signatory bank leaders**

This initiative is leading the way on climate action. We might be missing out. Let’s join.

**Messages for use on social media**

About the CCCA in general

* The Collective Commitment to Climate Action. Galvanising banks worldwide to take tangible action on climate change in their lending and services.
* COP26 will be about ratcheting up climate ambition from all parts of society. The Collective Commitment to Climate Action is driving the ambition that’s required from the banking sector.
* Banks from across all six continents have stepped forward and committed to the most ambitious global banking sector initiative supporting the transition to net zero – the Collective Commitment to Climate Action.
* Banks that have signed the Collective Commitment to Climate Action will be setting scenario-based climate targets to drive the full alignment of their portfolios with the objectives of the Paris Agreement.
* Working together is key to being effective and making a real impact. The Collective Commitment to Climate Action.
* The Collective Commitment to Climate Action. The largest, global group of banks committed to taking science-based climate action.
* "I’m proud to work for a bank that is taking bold action on climate change." We are a signatory to the Collective Commitment to Climate Action, the most ambitious global banking sector initiative supporting the transition to net zero.

**About the CCCA 1-year report**

* In the first year since signing, the 38 banks of the Collective Commitment to Climate Action have delivered on their commitment to take concrete steps towards aligning with the Paris Climate Agreement.
* The Collective Commitment to Climate Action is the leading banking sector initiative on climate globally, providing leadership by developing guidance, tools and frameworks to support the transition to net zero emissions by 2050.
* The 38 banks of the Collective Commitment to Climate Action are developing methodologies for assessing portfolio alignment, setting exclusion policies for sectors such as coal and supporting clients to reduce emissions.
* The 38 banks of the Collective Commitment to Climate Action are taking measures towards aligning with the Paris Agreement in 6 areas by:

1. Assessing portfolio alignment

2. Supporting clients’ reductions of GHG emissions

3. Assessing climate-related transition risks

4. Setting and Strengthening exclusion policies

5. Growing their green customer base

6. Building capacity to support the transition

**Quotes from UNEP FI**

"The signatories to the Collective Commitment to Climate Action are a high ambition group."

*Eric Usher, Head, UN Environment Programme Finance Initiative*

“The signatories to the Collective Commitment to Climate Action are driving progress towards international climate goals in the global banking sector.”

*Simone Dettling, Banking Team Lead, UN Environment Programme Finance Initiative*

“Banks that want be climate leaders will have to shift their portfolios into full alignment with the objectives of the Paris Agreement. That is what the Collective Commitment to Climate Action is all about.”

*Remco Fischer, Climate Team Lead, UN Environment Programme Finance Initiative*

1. **Media outreach – please respect embargo of 00.01 CET 08 December**

UNEP FI will contact key global financial journalists under embargo in advance of the report launch and will distribute to a longer list on 08 December.

We recommend that you consider working with other banks in your region on joint media plans. In the past this has proven to be an impactful way to approach the media. Please let us know if you are interested in doing this – we can share the contact details of the banks involved in your country/region. Use the text [here](https://www.unepfi.org/wordpress/wp-content/uploads/2020/12/CCCA-One-Year-Reporting-Press-Release-Template.docx) as the basis for your own press releases.

1. **Communications after the report launch**

We will continue to promote the CCCA report on our social media channels into the new year. We will also promote on social media any media coverage from the signatory banks so please **send us your media coverage**. Contact: alice.cornubert@un.org.

**Next steps:**

* Share your communications plans with us.
* Send us your media coverage, let us know about your social media campaigns and tag UNEP FI social media accounts in your and your personnel’s social media.
* Your contact: alice.cornubert@un.org.

**About the Principles for Responsible Banking**

The Principles for Responsible Banking are a unique framework for ensuring that signatory banks’ strategy and practice align with the vision society has set out for its future in the Sustainable Development Goals and the Paris Climate Agreement. They embed sustainability at the strategic, portfolio and transactional levels, and across all business areas.

200 banks have now joined this movement for change, leading the way towards a future in which the banking community makes the kind of positive contribution to people and the planet that society expects. These banks represent more than a third of the global banking industry. This is a journey of unprecedented scale and scope at a time when such ambition is urgently needed.

Find more information at: [www.unepfi.org/responsiblebanking](http://www.unepfi.org/responsiblebanking)

**Communicating about the Principles for Responsible Banking and your bank**

We have produced an online toolkit for banks’ communications teams to use when talking about the Principles for Responsible Banking. Find communications collateral in the Communications Toolkit at the link below.

We recently celebrated the first anniversary of the launch of the Principles for Responsible Banking. To mark that milestone, we produced a series of videos and online content showcasing the progress made by signatories so far.

All the communications collateral you need to communicate about this exciting initiative including key messages, social media cards, infographics and videos are available here: <https://www.unepfi.org/communications-toolkit/>.

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