

# CASE STUDY

## GETTING TO KNOW THE #GLOBALGOALS

BNP Paribas has been aligned to the UN 17 Sustainable Development Goals since their inception in 2015. Across a 17-month campaign in the UK, we revolutionised the way our staff saw and engaged with the 2030 Decade of Action agenda and helped them to understand the role they play in making a difference.



**BNP PARIBAS**

**The bank for a changing world**

### About the company

BNP Paribas has presence in 68 countries with more than 193,000 employees worldwide and our mission is simple - to contribute to a responsible and sustainable economy by financing and advising our clients according to the highest ethical standards, ensuring we have a lasting positive impact with our employees, our clients, our communities and society at large

We are **"the bank for a changing world"**, helping to create a better future for everyone

### The issue

BNP Paribas is fully committed to the Paris Agreement and the United Nations 17 Sustainable Development Goals (UN SDGs); using them as a guiding force to lead us to undergo a profound transformation of our activities and our impact. However we also knew that not all our staff in the UK knew what the UN SDGs were, or how they could possibly even play a part in helping to achieve them.

We wanted to build a campaign that took our staff on a journey through each goal, ensuring they understood them individually and why they're so important to the future of our planet. We also wanted to show our people how BNP Paribas Group were taking positive action through our own activities and behaviours that were aligned to the ambitions of the Goals.

### What the company did

For our staff engagement campaign to be successful we wanted to bring to life our own CSR strategy, commitments, the stories and actions that demonstrated how we were staying true to our purpose and mission, whilst helping to achieve the UN SDGs.

So across the UK we launched an ambitious internal educational campaign, exploring a new SDG goal each month.

It was important to give context for each goal, so we focused on four things:



1. **The Global picture**
2. **What's happening in the UK**
3. **What is the Bank doing**
4. **How can staff get involved/take action**

Each month, we issued an **email** to all UK staff around these four areas of focus, drawing examples from across the BNP Paribas Group, to provide evidence of the measures and actions we were taking to achieve the Goal of the Month.

We also produced both high quality and **interactive visuals** for each month so staff were constantly drawn to new features and visuals to keep them engaged.

In our Head Office reception, the Global Goals were present everywhere – from **large vinyl displays, physical cubes of each goal, to toilet door posters** sharing facts and figures. There was no surface untouched by the campaign!

Virtually, we hosted an **'intranet takeover'** for the week of each email being sent. Decorating the home page in imagery relating to the Goal and the info we were sharing.

We also amended **staff desktops** in line with the Goal of that month and created **email signature graphics** that could be used by all staff.

Most exciting and engaging of all was the **staff call to action**. A few of our favourites were:

- **SDG 1 – No Poverty:** We put a little basket of hygiene and sanitary products in EVERY bathroom in our offices, with an explanation about the very real difficulties communities within sight of our office faced. A choice between food or toothpaste? Tampons or electricity? We then asked staff to donate items to collection points in each office to go to our charity partners.
- **SDG 3 – Good Health & Wellbeing:** We hosted a Lunch and Learn session with Tobacco Free Portfolios – a non-profit organisation run by oncologists against the funding of tobacco. BNP Paribas divested from tobacco in 2018, because of its damage to the environment, health and human dignity.
- **SDG 10 – Reduced Inequalities:** We hosted a powerful panel session for staff on the refugee crisis, inviting speakers from across industry and sector to address how organisations like ours can make a difference. BNP Paribas Foundation supports refugee projects all over the world.
- **SDG 12 – Responsible Consumption and Production:** We set ambitious targets to phase out single use plastics in our offices across the UK, as well as building a “Sustainable Living Hub” for staff to encourage them to make changes in their personal lives to live more sustainably.

**Here are some examples of our campaign materials:**



**BNP Paribas UK Head Office SDG Vinyl**



SDG 12 Sustainable Living Hub for staff

IMPACTS AND OUTCOMES

- All staff are knowledgeable of the SDGs and what they can do to take positive action
- A growing database of SDG aligned business examples
- Roll out of the campaign beyond UK to other regions
- All activity and communications now SDG aligned and branded (the campaign is embedded into our BAU).

SDG 3 infographic for office displays



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