

### **Short reviews of *Sustainable Finance and Banking*:**

Sustainable Finance and Banking: The Financial Sector and the Future of the Planet

This book by Marcel Jeucken provides an account of banking and finance, their role in public policy, economic performance, commerce and industry, and implications for sustainable development. The author notes that those working in the financial sector are generally unaware of the rationale and pressures for sustainable development and its bearing on their work, while those in the relevant research and policy areas commonly overlook how vital the financial sector is for progress. Jeucken therefore provides a comprehensive account of their interdependence, including why the financial sector is crucial to achieving sustainability and why the "triple bottom line" of commercial, environmental and social success provides a path forward for the banking sector. From a systematic assessment of major banks around the world, he presents an account of current best practice, an analysis of the differences in approach and performance, and recommendations of actions and policies for improved performance that could contribute to sustainable development.

*Published in:* ISSD Linkages Journal, Volume 6, Number 111, December 2001

*Source:* <http://www.iisd.ca/journal/link0611e.txt>

---

Best Books, March - 2002

*Green Bankers*

Sustainable Banking: The Greening of Finance

This comprehensive addition to the debate on sustainable development shows how the financial services sector is responding to the growing challenge of shareholder and stakeholder expectations on social and environmental performance. According to the authors' opinion, given the intermediary role banks play within economies, their potential contribution toward sustainable development is enormous. With rapid globalization, Sustainable Banking argues that improvements are necessary in banks' attitudes toward transparency and accountability with regard to their lending policies. In addition, in order to promote best practices, the leading banks need to start measuring their customers' environmental performance in order to persuade clients that minimum compliance to regulations will no longer suffice. The book finds many shining examples in the co-operative, mutual and social sectors for the big players to emulate.

*Source:* European Business Forum, [www.ebfonline.com](http://www.ebfonline.com)

---

Sustainable Banking and Finance – the financial sector and the future of the planet

Marcel Jeucken

Banks and other financial institutions are crucial role players in any economy. They are also a vital link to achieving sustainable economic development. However, the financial sector remains largely out of touch with the relevance of environmental and social issues to 'bottom line' decisions. Marcel Jeucken, a senior economist working with the Rabobank in the Netherlands, exposes the relationship of interdependence between society, the environment and the financial world, and outlines the critical contribution that financial institutions can make in establishing a true triple bottom line culture.

*Source:* CSR Magazine Europe, April, Nr 1/2, p32

---

## Banken, die Nachhilfe in Nachhaltigkeit geben

Große Banken haben den Umweltsektor lange ignoriert. Sie sollten jetzt nicht dem Trend zur Nachhaltigkeit hinterherlaufen – sie könnten auch vorausgehen. Die nachhaltigen Banken der Zukunft trennen sich nicht von den Kunden, die noch nicht genügend für Nachhaltigkeit tun. Statt dessen bieten sie ihren Kunden Hilfe an, wie sie ihr Geschäft nachhaltiger ausüben können... Das sind einige der Schlußfolgerungen des Buchs „Sustainable Finance & Banking“ von Marcel Jeucken. Der Autor ist Manager bei der Rabobank Group in den Niederlanden. Das Buch beschreibt in englischer Sprache, welche Rolle Banken und Finanzwesen insgesamt dabei spielen, auf dem Weg zum „sustainable development“ voranzuschreiten. Jeucken listet grüne Fonds auf, beschreibt die Umweltrisiken für die Banken, erklärt die internen Umweltbemühungen von Finanzinstituten und erörtert in einem eigenen Kapitel die Umwelt- und Nachhaltigkeitsberichterstattung.

*Source:* Ecoreporter.de, Magazin Nr 09/02, 15-5-2002, pp6-7