



Banque Libano-Française

Established in 1967, the Banque Libano-Française provides banking services across five areas: commercial, retail, investment, private and correspondent. It has 54 branches in Lebanon and other countries, including Syria, Cyprus, France and Switzerland.

A key element of its mission is to “create shared value while supporting community needs and protecting the environment”.



Name: Banque Libano-Française

Country: Lebanon

Industry: Banking

Number of employees: 1341, of which 1136 are based in Lebanon (as at end of December 2014)

What are the benefits of ISO 26000 for the Banque Libano-Française?

Key benefits to date include:

- Reduced energy consumption
- Increased range of products to reach wider audience
- Greater involvement in the community
- Improved reputation
- Strengthened stakeholder relationships
- Greater staff engagement in socially responsible issues

How did ISO 26000 lead to these benefits?

A Corporate Social Responsibility (CSR) Project Team was created to implement the standard, overseen by a CSR Committee that includes senior management. The team undertook stakeholder mapping and a gap analysis according to the recommendations of the standard, with the support of two national experts, and launched a survey to stakeholders to identify what they viewed as key issues to address.

The bank then developed a new strategy, focusing on the key target areas of sustainability: lending, financial innovation, support to the community, environmental, and engagement with stakeholders. These include:

- Developing new products to meet community needs such as those that contribute to the empowerment of women, are accessible to disadvantaged groups and promote entrepreneurship
- Forming long-term humanitarian and environmental partnerships in line with stakeholder needs
- Implementing an environmental management system
- Hiring an environmental specialist and implementing the recommendations of energy and green building audits, such as monitoring fuel usage and reducing work-related transportation
- Reviewing all procedures to ensure that social responsibility issues are reflected
- Integrating social responsibility objectives into each business unit, annual plans, job descriptions and performance appraisals, with KPIs set and monitored
- Amending contracts with stakeholders to follow socially responsible practices
- Conducting a number of awareness-raising activities for staff, including training sessions, an internal newsletter, the inclusion in seminars for new employees, etc.
- Joining the United Nations Global Compact
- Participating in social responsibility panels and promoting their commitment to social responsibility via their Website, Corporate Governance Guide, external media and on screens in their subsidiaries



Photo : Banque Libano-Française

“Social responsibility and sustainability is a long, ever-evolving process. We decided to embrace the journey. Without addressing the triple bottom line and the needs of its stakeholders, companies will no longer be able to sustain in an ever-changing and more complex world.”