

Global Treasurers Perceive BNP Paribas as Top ESG Finance Provider

(24 August 2021 – Global) As ESG based finance continues to experience explosive growth, BNP Paribas is singled out as the global standout provider of sustainable/ESG finance across all products and services.

East & Partners' latest Global Insight report "Finding the Value in Green Banking", to be launched this week, explores the attitudes and behaviours towards sustainable finance of the top 100 revenue ranked corporates across each of eight countries – Australia, Canada, China, Germany, Hong Kong, Singapore, the United Kingdom and the USA.

These direct interviews enabled East & Partners to put together a global ranking of which bank is perceived as the standout performer by global treasurers and CFOs.

Out of the 30 individual providers nominated, BNP Paribas was highlighted as the best stand out provider of sustainable/ESG finance across all products and services according to global treasurers. BNP Paribas has made a concerted effort over the last five years to promote their capabilities in this area with all marketing content underpinned by sustainable messaging. Relative to their peers, on a global scale they stood well above the pack.

Global banks Standard Chartered, Citi and HSBC followed by US bank JPMorgan rounded out the top five. Of greatest concern, or perhaps of greatest opportunity, is the very large one in 10 portion of global treasurers who did not view any bank as being the best, stand out provider of ESG finance.

“Our banks are actually pretty supportive on sustainable financing; this whole thing has come a long way in the past 3 years or so, even with Covid.”

- Group Treasurer, US\$20Bn, UK Logistics Group

While the traditionally 'global' banks dominated the top rankings, it was the Asian and US banks who received top marks for their lack of ESG credentials and inactivity on climate change. China has made its 'greening' ambitions well known, however according to treasurers, Bank of China takes top spot for being the least credentialled and slowest to act on climate change.










Bank of America, Goldman Sachs and Morgan Stanley all took the dubious honour of joint second least credentialled and slowest to act on climate change.

“Although we have been on our sustainability journey for some time, we’re not seeing many of our banks partnering with sensible lending that helps incentivise us further.”

- Corporate Treasurer, US\$30Bn, US Manufacturing Group

Standout Performers & Slowest Responders

Global Ranking

Stand Out Provider		Least Credentialed / Slowest to Act	
1 st	 BNP PARIBAS	1 st	 中國銀行 BANK OF CHINA
2 nd	 Standard Chartered	2 nd	 BANK OF AMERICA
3 rd	 citi		 Goldman Sachs
4 th	 HSBC		Morgan Stanley
5 th	J.P.Morgan	5 th	 MUFG  UBS

Note: Global ranking of ESG position, country variations exist

Source: East & Partners H2 2021 Global Insight Report – Finding the Value in Green Banking (N: 752)

About the research:

East & Partners Global Insight report series explores key issues identified by institutional banking customers as part of the group's long running core research programs including Transaction Banking, Credit, Trade Finance, Business FX, Equipment Finance, Merchant Payments and Customer Sentiment.

This unique global analysis provides timely 'voice of the customer' insights around which banks are getting it right, what's at risk for those failing, who's driving the change and how 'going green' is impacting banking behaviour of the world's biggest companies.

The purpose of this report is to identify and guide East's clients, including banks, financial services providers, regulators, and legislators on key value opportunities, market gaps and competitive advantages emerging within the global institutional banking market.

Direct interviews were conducted with the top 100 revenue ranked corporates in each of eight countries – Australia, Canada, China, Germany, Hong Kong, Singapore, the United Kingdom and the USA. All interviews were conducted on a direct basis with the individual responsible for the treasury and banking function. CFOs and corporate treasurers from 752 out of a defined population of 800 institutional enterprises with annual turnover of US\$725m plus participated in the research without incentive.

About East & Partners

East & Partners is a leading specialist business banking market research and analysis firm. The firm's core expertise is in the provision of analysis and advisory services tailored for the commercial, business and institutional banking markets across Asia Pacific, Australasia, Europe and North America.

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