

Features of the «Green» strategies for the development of banks

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Abstract. Banking Green Strategies in 2023 represent an important trend associated with the active development of environmentally sustainable and socially responsible business practices. Today, when issues of environmental sustainability have become especially acute, more and more banks are focusing on green development strategies that allow them not only to reduce the risks of environmental disasters and improve their public image, but also to generate additional income. Green strategies for the development of banks include several key indicators that are aimed at minimizing the negative impact of banking on the environment and society as a whole. Green banking already has significant experience in the developed countries of the world and is becoming more and more popular. Russian banks are also beginning to show interest in this area, and, probably, in the coming years, green banking will develop more actively in Russia.

1 Introduction

Many works of domestic and foreign scientists reflect the issues and features of «green» strategies for the development of banks [1-18].

Identification of funding sources: the main sources of funding for a green bank can be state budget funds, investments from private investors, and raising funds in international financial markets.

Development of a financing strategy: a green bank should develop a strategy for financing environmentally friendly projects, taking into account the characteristics of economic sectors, as well as the needs of regions and the population in resource-saving technologies.

Building partnerships: A green bank can partner with public and private companies, as well as with international organizations, to implement environmental projects.

Clearing house development: The green bank should establish a clearing house to analyze the environmental situation, develop strategies, and select projects for financing [19-20].

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2 Materials and methods of research

During the research, methods of general scientific analysis and comparison, tabular and graphical visualization techniques of calculations, methods of induction and deduction were used in the formation of conclusions of the study.

3 Results

Scientific studies of the participation of banks in financing the "green" economy indicate that this area of banking is becoming increasingly relevant in the face of global environmental problems and the growing need for environmentally sustainable development.

Banks can play a key role in financing a green economy by providing financial resources for investment in clean technologies, renewable energy development, greenhouse gas reduction, energy efficiency and other projects aimed at reducing negative environmental impacts. One of the important results of scientific research is the fact that green banking products and services are becoming more and more popular among customers, which confirms the readiness of society for environmentally responsible behavior.

However, scientific studies also point out obstacles to the development of green banking, such as a lack of information about the risks and effects of investing in green projects, the lack of standards and methodologies for assessing the environmental performance of projects, high costs for assessing and monitoring green projects, etc.

4 Discussion

Key areas of green banking development strategies may include the following.

Table 1. Key directions of bank development

Green investments	Risk management	Social responsibility	Green products and services
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- Environmentally friendly investment. Banks that are guided by green development strategies invest their funds in environmentally friendly investments such as energy efficient technologies, renewable energy sources, cleaner production, etc.
- Management of risks. Banks that are guided by green development strategies are actively working to improve the system for managing risks associated with environmental problems. They assess their risks related to climate change, pollution and other environmental issues and develop action plans to mitigate those risks.
- Social responsibility. Banks that focus on green development strategies are actively working to increase their social responsibility. They provide financial support to social projects and programs focused on environmental sustainability and improving the quality of life of people.
- Environmentally friendly products and services. Banks that focus on green development strategies [21-30].

5 Participation of banks in financing the «green» economy.

It is also worth noting that different countries have different approaches to the development of green banking and the green economy in general. Some countries are actively promoting green investment and green banking, while other countries may be less interested in developing a green economy.

Thus, scientific research shows that green banking has great potential for development in the face of the environmental crisis and the growing need for environmentally sustainable development.

The green economy includes innovations and technologies aimed at reducing carbon emissions, improving energy efficiency and energy conservation, developing renewable energy sources, sustainable use of natural resources and reducing the environmental impact on the environment.

Banks can finance green economy projects through lending, green bond issuance, investment in green projects and the creation of green investment funds. Some banks also offer green loans and mortgages for green cars and real estate.

One example of the successful implementation of green projects is the Russian Environmental Investments (REI) program, which was launched in 2014 by VTB Bank. The program allows investors to purchase bonds issued by companies engaged in "green" activities, such as the construction of wind and solar power plants or the modernization of production in order to reduce emissions into the atmosphere. The REI program has already implemented several successful projects.

In general, green projects are a promising direction for financial institutions and can bring them both financial benefits and public recognition. However, the successful implementation of green projects requires not only financial resources, but also the right risk management strategy, as well as cooperation between banks, investors and companies engaged in green activities.

6 Green banking: international experience

International experience shows that green banking is already quite widespread in the developed countries of the world. For example, in Europe, green investment criteria have been developed that allow banks to invest in projects that meet certain environmental requirements (see fig.1).



Fig. 1. Green banking of Japan

In Japan, green banking is one of the national priorities, and Japanese banks are actively financing projects for the production of energy from renewable sources, as well as projects to improve energy efficiency.

In China, despite the fact that green banking is still in its infancy, the government is actively supporting this direction and introducing incentives for banks that actively invest in green projects.

It is also worth noting that in recent years, many international banks have begun to implement the principles of green banking in their activities. For example, HSBC, Deutsche Bank, JPMorgan Chase, Citigroup and other major banks have announced their plans to finance green projects and reduce the negative impact of their activities on the environment.

7 The concept of creating a green bank in Russia

The concept of creating a green bank in Russia can be represented as follows:

Defining the goals and objectives of the green bank: The main goal of the green bank is to finance environmentally friendly and energy efficient projects that contribute to the economic development of the country and improve the environmental situation. (see fig.2)



Fig. 2. Banking green

Choice of legal form and structure of the organization: a green bank can be organized in the form of a public, commercial or non-profit institution. Depending on the chosen form, a green bank can be established as an independent organization or as a department within an already existing bank.

Performance monitoring and evaluation: the green bank should monitor the implementation of projects, evaluate their effectiveness and report on the results achieved.

8 Russia's place in the green finance market

Russia, like many other countries, has begun to actively develop green finance in recent years. In 2021, the government of the Russian Federation approved a plan for the development of green finance until 2024, which involves the creation of appropriate infrastructure, stimulation of green investments, support for the development of the green bond market, etc (see fig.3).



Fig. 3. Development of green finance

However, on the world stage, Russia is not yet a leader in the field of green finance. According to the 2020 report of the Climate Bonds Initiative, Russia took only 0.1% of the global green bond market. However, experts believe that the potential for the development of green finance in Russia is enormous, also due to the country's wealth of natural resources that can be used in green projects [31-46].

In general, we can say that Russia is at the initial stage of development of green finance, and in the coming years we can expect active development of this area in the country.

9 Conclusion

Thus, green banking already has significant experience in the developed countries of the world and is becoming more and more popular. Russian banks are also beginning to show interest in this area, and, probably, in the coming years, green banking will develop more actively in Russia.

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