

Brussels, 11 January 2023 – 10.00 a.m.

KBC receives the Terra Carta Seal in recognition of its commitment to creating a sustainable future.

- KBC is one of 19 companies worldwide to have been awarded the 2022 Terra Carta Seal.
- The Sustainable Market Initiative's Terra Carta Seal recognises global companies which are driving innovation and demonstrating their commitment to, and momentum towards, the creation of genuinely sustainable markets.
- Designed by Sir Jony Ive, the Terra Carta Seal embodies the vision and ambition of His Majesty King Charles III and the Terra Carta, as a recovery plan for Nature, People and Planet.
- The Terra Carta Seal is underpinned by Corporate Knights' Annual Global 100 Top Sustainable Corporations List and the wider principles of the Terra Carta.



The Terra Carta Seal, launched at COP26 by His Majesty King Charles III when he was Prince of Wales, recognises global companies which are driving innovation and demonstrating their commitment to, and momentum towards, the creation of genuinely sustainable markets. It is being awarded to companies whose ambitions are aligned with those of the Terra Carta, a recovery plan for Nature, People and Planet, launched in January 2021.

The Terra Carta Seal acknowledges that each industry faces unique challenges in its transition to a sustainable future and they are all at different stages of their journey. And all industries and companies must be supported as they take steps in a more positive direction. At the same time, an accelerated pace is required if we are to achieve a 1.5-degree target, protect and restore biodiversity and benefit the lives and livelihoods of current and future generations.

Johan Thijs, KBC Group CEO commented: *“I’m extremely proud that KBC has received the Terra Carta Seal and very grateful to the Sustainable Market Initiative for nominating us. It’s a clear recognition of the continuous sustainability efforts we’ve made throughout our long history as a financial institution. We’re very much aware of our responsibilities in what are challenging times for society, the environment and the economy as a whole. That’s why we’ve fully embedded our sustainability principles in our business strategy and incorporated them into all our activities and throughout our organisation. We strive to enhance the positive impact of our day-to-day operations and activities on society, while endeavouring to achieve the right balance between business objectives and sustainability targets.*

Nevertheless, our insights move in line with the ever-evolving perceptions and expectations of our stakeholders. Accordingly, we involve them in an open dialogue and provide transparent communication about our ambitions, objectives, projects and initiatives. This approach enables us to get a clear picture of what they consider to be important and allows us to respond better and more proactively to their expectations. Year after year, we raise the bar for ourselves by setting new ambitious climate targets, as we did in 2022, reporting extensively on our sustainability efforts and introducing new and updated policies to address concerns about the environment, biodiversity and sustainability on a larger scale.

Obtaining the Terra Carta Seal is therefore not only a token of recognition that is much appreciated, it’s also a spur to continue along this path.”

Filip Ferrante, Senior General Manager, KBC Group Corporate Sustainability continued: *“We not only substantially raise the bar for our climate-related ambitions, we also continuously strengthen the policy guidelines we apply to our business customers’ activities. At the same time, we support them in their transition to a low-carbon society. It’s worth emphasising that events over the past years have taught us the very harsh lesson that humankind is part of an integral ecosystem and not above it. Both Covid-19 and extreme weather conditions remind us that climate change is very much a reality. By signing the United Nations Collective Commitment to Climate Action, KBC has undertaken – in collaboration with our customers – to stimulate the greening of the economy as much as possible and thus limit global warming in line the Paris Agreement. Not only the climate, but also biodiversity is under threat. In light of this situation, we have adopted a policy on biodiversity that includes specific requirements for sensitive commodities such as palm oil, soy, sugar cane and cocoa, while excluding clearly detrimental activities (such as those impacting certain protected areas). Given our role in society, we are committed to making a clear and lasting contribution in the search for an answer to the challenges posed by these disruptive times.”*

Brian Moynihan, Co-Chair, Sustainable Markets Initiative said: *“The SMI brings CEOs together to work on the shared goals of accelerating our transition to a sustainable future. I congratulate those organizations recognized with the 2022 Terra Carta Seal and thank them for their commitment to sustainable markets.”*

- ENDS –

Notes to editor

About the Terra Carta Seal

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It is being awarded to companies whose ambitions are aligned with those of the Terra Carta, a recovery plan for Nature, People and Planet, launched in January 2021. Read more: <https://www.sustainable-markets.org/terra-carta-seal/intro/>

About the [Sustainable Markets Initiative](#)

In his former role as His Royal Highness The Prince of Wales, His Majesty King Charles III launched the Sustainable Markets Initiative (SMI) at Davos in January 2020 and the Terra Carta at the One Planet Summit in 2021. The Terra Carta serves as the mandate for the SMI.

The SMI is a network of global CEOs across industries working together to build prosperous and sustainable economies that generate long-term value through the balanced integration of natural, social, human, and financial capital. These global CEOs see themselves as the 'Coalition of the Willing' helping to lead their industries onto a more ambitious, accelerated, and sustainable trajectory. Read more: www.sustainable-markets.org

About the [Terra Carta](#)

In his former role as The Prince of Wales, His Majesty King Charles III, launched the Terra Carta at the One Planet Summit in January 2021. The Terra Carta serves as the mandate for the SMI and provides a practical roadmap for acceleration towards an ambitious and sustainable future; one that will harness the power of Nature combined with the transformative power, innovation, and resources of the private sector. Currently there are over 500 CEO-level supporters, including the Commonwealth and C40 cities. The Terra Carta has also served as the inspiration for the Terra Carta Design Lab. The Terra Carta is open to all countries, cities, companies, organizations, and schools who wish to support it. Read more: www.sustainable-markets.org/terra-carta

About LoveFrom and Sir Jony Ive:

Sir Jony Ive and his creative team at LoveFrom created a physical and animated seal engineered with paper that is both simple and beautifully crafted. The design combines a host of natural references including oak leaves, fern, magnolia and honeybees and intricate patterns both in nature and in the arts, creating a visual celebration which reflects the power of and reverence for nature that is at the heart of the Terra Carta. For the Terra Carta Seal, LoveFrom worked with celebrated illustrator Peter Horridge, master printers and paper engineers Imprimerie du Marais and handmade paper specialists The Paper Foundation, founded by James Cropper. Los Angeles-based Method Studios created an animated version of the Terra Carta Seal. LoveFrom is a creative collective of designers, architects, musicians, filmmakers, writers, engineers and artists with studios in London and San Francisco, California.

Sir Jony Ive KBE is a designer. Formerly the Chief Design Officer at Apple, he holds more than 12,500 patents worldwide, uniquely spanning user interface and hardware design. He is the Chancellor of the Royal College of Art.

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