

# Global Alliance for Banking on Values

## WHO

is the Global Alliance for Banking on Values?

We are a not-for-profit alliance of banking leaders and changemakers from around the world. Our members represent innovative banks, banking cooperatives, credit unions, microfinance institutions and community development banks that believe in putting people before profit.

**48,000**  
CO-WORKERS

**\$127 Billion**  
IN ASSETS

**45**  
FINANCIAL INSTITUTIONS

**41 Million**  
CUSTOMERS

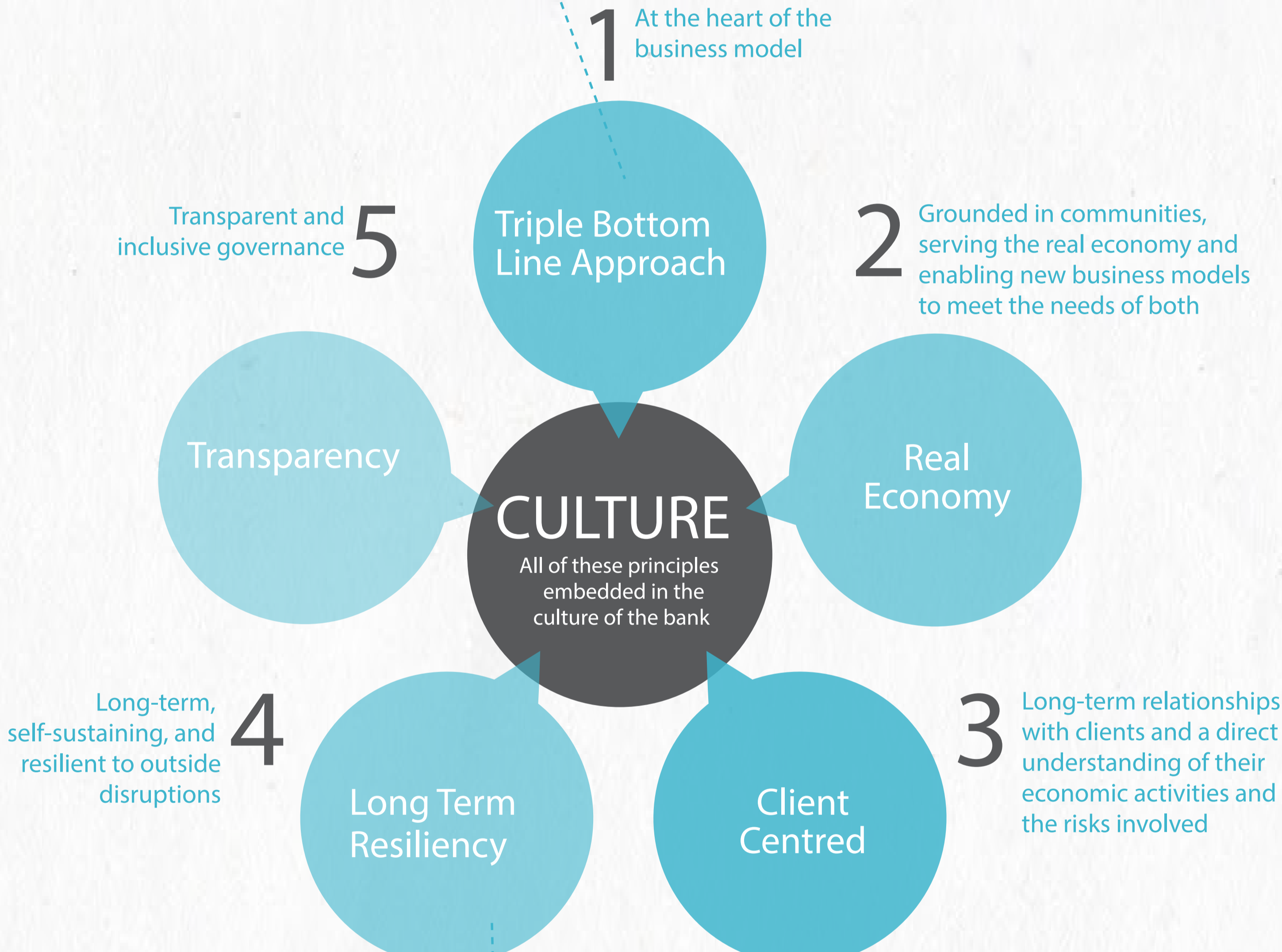
We are creating positive social, economic and environmental change by investing our people, capital and resources in initiatives that make the world a better place.



## WHAT

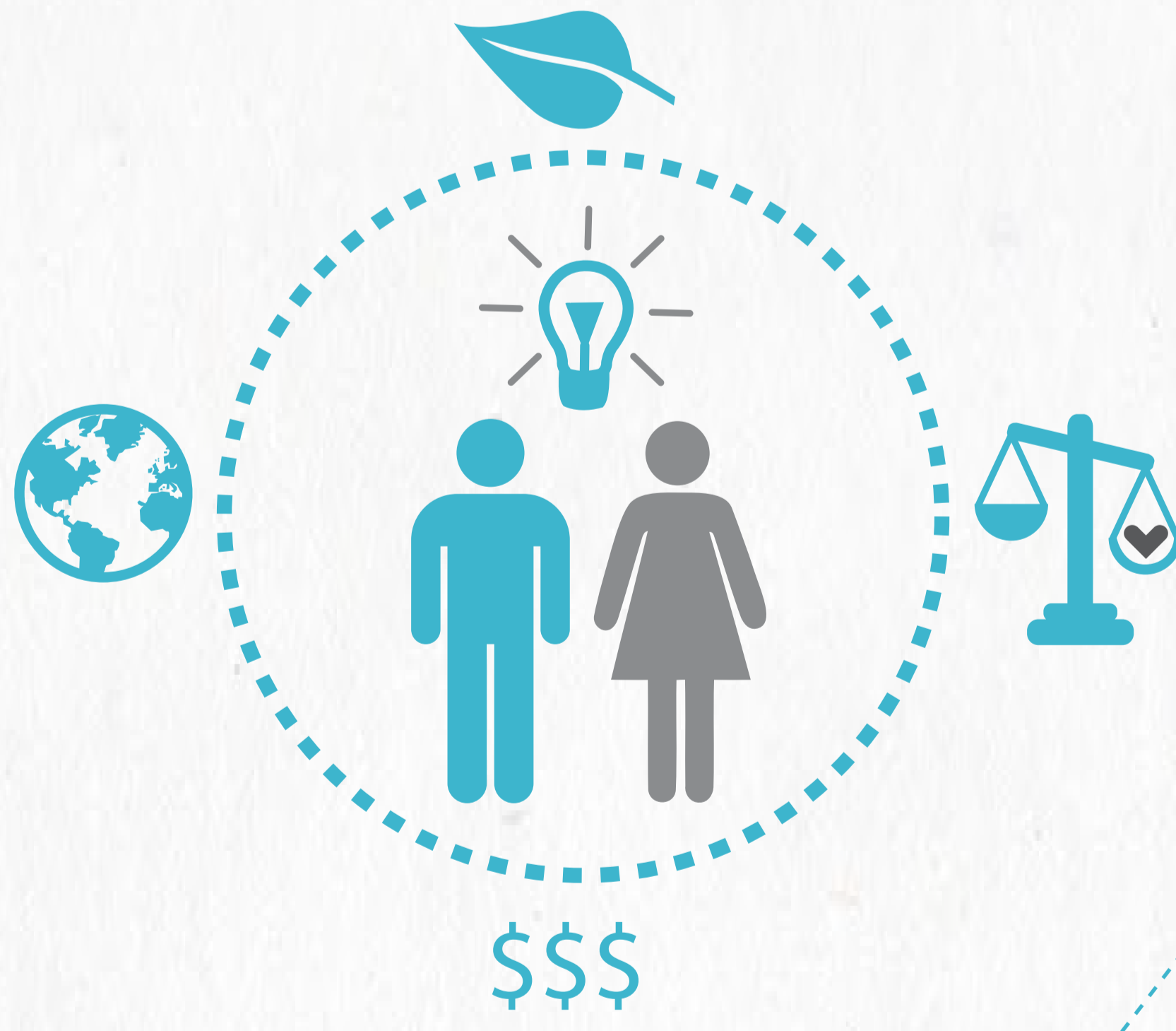
is the GABV approach?

GABV members operate by the Principles of Values-based Banking. These are the fundamental pillars of what's now known as Values-based Banking. It involves...



## WHY

is the GABV doing things differently?



We realise that people increasingly understand the interdependence of the real economy, social cohesion and our natural ecosystem. Banking should be at the heart of this.

So the GABV is leading the change to ensure that banking is better; and banking is a healthy and productive support for people, planet and prosperity.



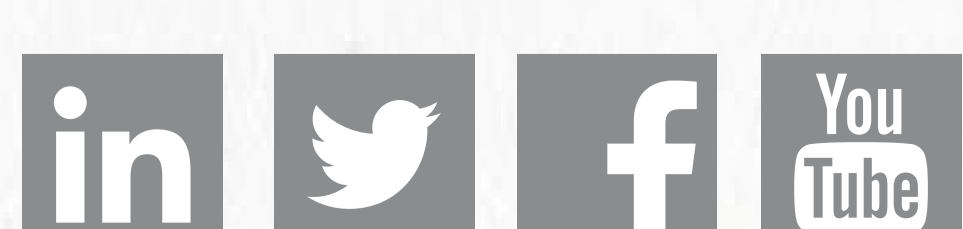
We call this #BankingOnValues



We know that only by changing finance, are we able to finance change.

And that #BankingOnValues means Thinking People before Profit.

Join us to learn more



[www.gabv.org](http://www.gabv.org)  
#BankingOnValues