

# Bluestep Bank.

## Bluestep Bank AB (publ) signs UN Principles for Responsible Banking

**19, January, Stockholm.** Bluestep Bank AB (publ) has become an official Signatory of the *UN Principles for Responsible Banking* – a single framework for a sustainable banking industry developed through a partnership between banks worldwide and the United Nations Environment Programme Finance Initiative (UNEP FI).

The Principles are the leading framework for ensuring that banks' strategies and practices align with the vision society has set out for its future in the UN Sustainable Development Goals and the Paris Climate Agreement. Banks who have signed the Principles commit to be ambitious in their sustainability strategies, working to mainstream and embed sustainability into the heart of their business, while allowing them to remain at the cutting-edge of sustainable finance.

Under the Principles, signatory banks measure the environmental and social impact resulting from their business activities, set and implement targets where they have the most significant impact, and regularly report publicly on their progress.

Bluestep Bank becoming a signatory comes as a natural step in our continued focus on increasing financial inclusion. We want to actively raise the bar for our sector through lowering thresholds for entrance into the banking and housing market and through being a sustainable and transparent bank we strive to financially empower more people. Through signing the Principles for Responsible Banking Bluestep Bank joins 270 other signatories, representing more than 45 percent of the global banking assets, all committed to accepting our role in creating a better society for all and taking responsibility for future generations. This community is focused on sustainable finance, sharing best-practice and working together on practical guidance and pioneering tools of benefit to the entire industry.

This is a journey of unprecedented scale and scope at a time when such ambition is urgently needed to address the major planetary crises of climate change, nature loss, pollution and social issues. Together, these collective efforts will ensure that profitability goes hand in hand with a sense of purpose.

Björn Lander, CEO of Bluestep Bank said:

*"We are proud to sign the UNEP FI Principles for responsible banking. At Bluestep Bank sustainability is at the core of everything we do. We work hard to make the coming generations have access to stability in their everyday finances and to be part of the value creation that is the housing market through seeing the potential in people, rather than evaluating capabilities based on history. We are passionate about enabling inclusion both financially but also in society at large, long term and short term. With the signing of these principles we take on an active leadership role in creating sustainable change."*

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**About Bluestep Bank**

Bluestep Bank is a specialized mortgage bank, a challenger in the Nordic mortgage market and a modern alternative to traditional banks. Bluestep Bank is present in Sweden, Norway and Finland and offers equity release through 60plusbanken. Since 2005, we have enabled financial empowerment of tens of thousands of people, allowing entrance to the housing market and a possibility of regaining control of everyday finances. Bluestep Bank AB (publ) is under the supervision of the Swedish Financial Supervisory Authority. For further information please visit [bluestepbank.com](http://bluestepbank.com).

**More information on the Principles for Responsible Banking:**

**[www.unepfi.org/responsiblebanking](http://www.unepfi.org/responsiblebanking)**