

'HOW NATWEST IS DRIVING SUSTAINABLE BEHAVIOUR CHANGE ACROSS HOMES, LIFESTYLES, AND BUSINESSES'

NatWest

“ The breadth of NatWest’s commitment is market leading and the centrality of sustainability to the bank’s strategy is exemplary, as is the leadership commitment. The cited examples are all impressive and the carbon tracker banking app is especially impressive. ”

- Campaign Ad Net Zero judge.

Challenge

14% of the UK’s emissions come from homes, but often consumers don't understand benefits or costs associated with sustainable choices in their home fittings.

Brief

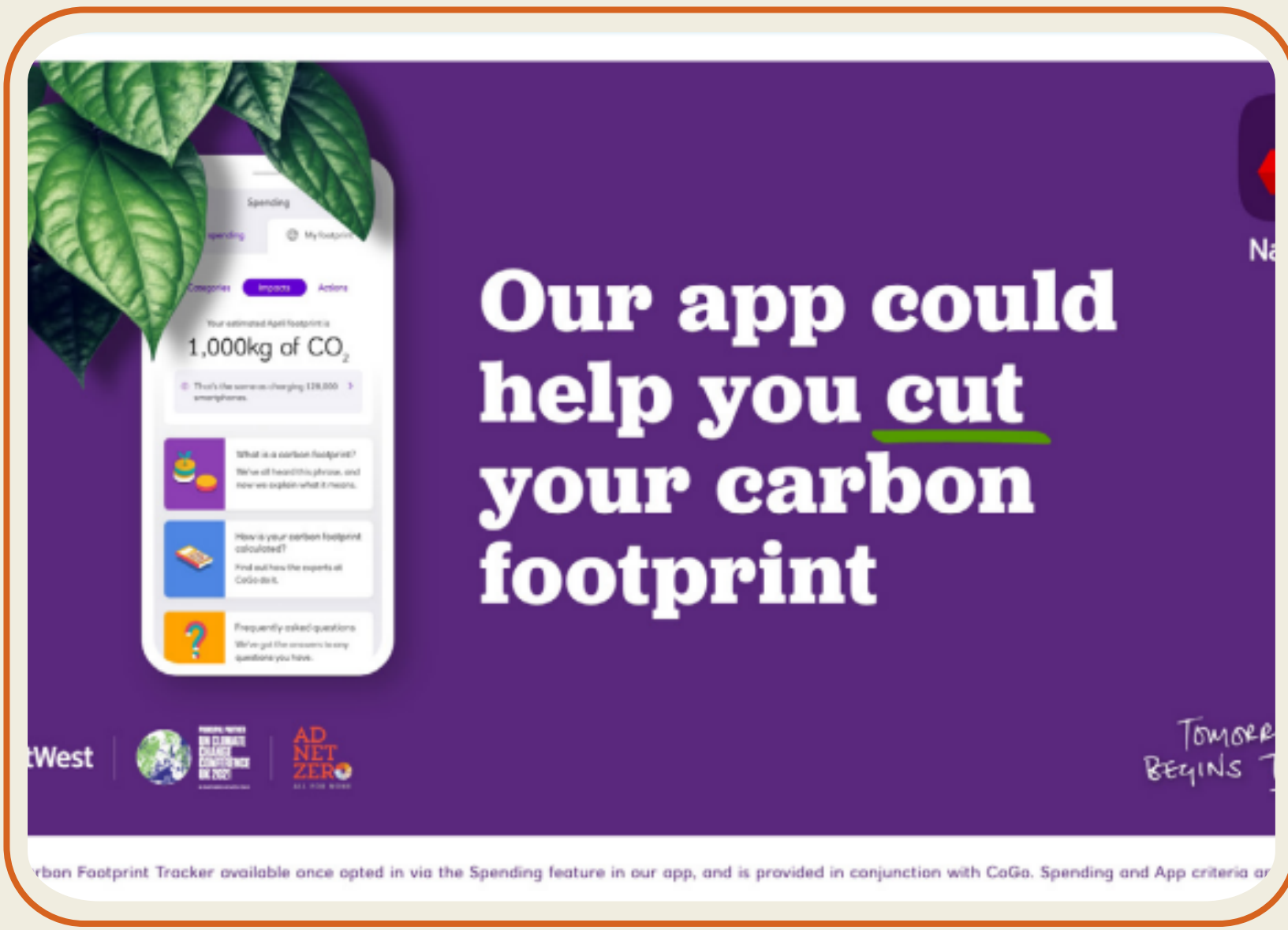
Drive sustainable behaviour change across homes, lifestyles, and businesses.

Solution

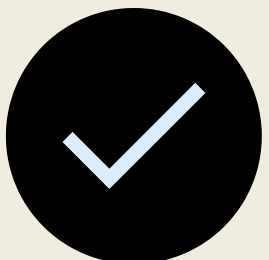
Demonstrate the benefits of retrofits and support customers to transition to energy efficient homes, while helping businesses to evaluate and reduce their carbon footprint.

Execution

- Launched the NatWest Greener Homes Retrofit Pilot.
- Integrated carbon footprint tracking into its mobile banking app.
- Helped customers decipher symbols like 'kg C02e' and what to do with that information.
- Launched the NatWest Carbon Planner, a free digital platform for businesses.



Results



21k customer have committed to a sustainable action via the NatWest Carbon Footprint Tracker.