

## **GREEN BANKING IN THE WORLD AND IN UKRAINE**

Dakher K.

*PhD, senior lecturer of the chair of higher mathematics and informatics of State Higher Educational Institution Ukrainian Academy of Banking of the National Bank of Ukraine*

It's world known that one of the biggest changes that society has experienced in recent years is awakening to the importance of the environment. The main proof of this is coming EcoSummit 2012 that'll bring together the world's most respected minds to discuss wide range of problems. Nowadays warnings that before were dismissed as apocalyptic hysteria are being taken more seriously and there are more and more citizens and companies that are adopting ecologically sustainable measures in their daily activities. There exist corporate social responsibility programs that are being announced by organizations of all kinds, new developments that have led to the rise of the technology known as Green IT and policies in which many companies are obligating their employees to adopt reducing printing and paper consumption.

Green or ecological banking is gaining a great popularity in the world. It's started in the US and the pioneer was Texas Green Bank. It could be said that the banking sector was one of the first to implement "green technology" to establish ecologically sustainable operating policies, banking document management policies which also increased employee productivity and profits. Banks and other financial businesses have been standard bearers in adopting emerging technologies. The most innovative banks opted for document software to eliminate there use of pre-printing banking forms with application that made it possible to design easily any kind of form. The banking industry considers Information Technology as an integral motor of its business. Hence, it has initiated projects including most modern technologies. Server virtualization, adoption of service oriented architecture or opting for business intelligence initiatives are clear examples of the innovation that this sector is advocating. In most cases, these innovations have not only meant optimization of internal processes in bank offices or

increased profits, they have also led to adopting more environmental policies that reduce energy consumption.

With the printing control software solution that modern document software provides, print quotas can be assigned to users and departments and detailed reports can be generated with which an organization can control the amount of resources it consumes in terms of hardware and supplies.

Digitalization reduces the space formerly required for archiving paper. Combined with document management software enabling easy search and retrieval of the electronically stored information, an essential process is gained for achieving authentic ecologically sustainable and profitable banking.

The Web also offers many possibilities and bank take advantage of them to increase their productivity. Real-time document generation on the Internet is another advantage that document software provides. Now in a matter of few seconds customers only have to access a bank portal to make their requests, all in a manner that is environmentally friendly and profitable for the organization.

How to make bank activity “more ecological”? To credit first of all the projects that maintain and restore ecological systems. Ukraine is actively moving in this direction. The NBU has such a credit line and some private banks in Ukraine are developing their ecological programs, such as Privat Bank, Piraeus Bank and others. But the main problem on this way is to involve society into this process. In the UAB students from the very first year of studying discuss the problems of “green” banking during the student scientific conferences and in the nearest future should form Ukrainian bank elite that will bring “green” banking into a new level.

Dakher, K.A. Green banking in the world and in Ukraine [Текст] / K.A. Dakher // Міжнародна банківська конкуренція: теорія і практика: зб. матеріалів VII Міжнародної науково-практичної конференції: у 2 т. – Суми: УАБС НБУ, 2012. - Т. 2. - С. 39-40.