



**GLOBAL ALLIANCE FOR BANKING ON VALUES (GABV) 2025
AFRICA CHAPTER MEETING**

KEYNOTE ADDRESS

BY

**DR. JOHNSON PANDIT ASIAMA
GOVERNOR, BANK OF GHANA**

DELIVERED ON HIS BEHALF

BY

**MR. ISMAIL ADAM
DIRECTOR, BANKING SUPERVISION DEPARTMENT
BANK OF GHANA**

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**The Chairman of GABV,
Financial Partners,
Distinguished Guests,
Esteemed Colleagues,
Members of the Media, Ladies and Gentlemen**

Good morning.

1. Good morning to you all. It is a great pleasure to welcome you to the 2025 Africa Chapter Meeting of the Global Alliance for Banking on Values (GABV). I especially warmly welcome all participants joining us from the continent and across the globe to Accra, Ghana. Your presence does not only enrich this gathering with dignity and prestige, but also underscores the global significance of the discourse before us today.
2. This year's gathering under the theme "Innovating for Impact: Strengthening Regional Collaboration and Resilience through Values-Based Leadership" I believe, reflects the urgent need to show leadership and collaboration in redefining the purpose of banking beyond profit towards inclusion, resilience, and sustainability.
3. Before I proceed, I would like to recognise and thank Opportunity International Savings and Loans Limited for graciously hosting the 2025 edition of the GABV Africa Chapter Meeting and to congratulate you for being the only Ghanaian Financial Institution represented in the African Chapter of GABV. GABV's aim of transforming the financial system through finance that supports a sustainable, just, inclusive and prosperous future for everyone – is truly commendable, and I believe it will resonate well as a call to action for other financial institutions in Ghana to align with such a worthy cause.

Concept of Value-based Banking

4. **Ladies and gentlemen**, today, I am honoured to speak on a transformative agenda that is reshaping the banking industry for the better. Value-based banking is emerging not only as a model that aligns financial performance with long-term societal impact but also a vital movement towards a more ethical, inclusive, and sustainable financial system that puts people and the planet at the heart of its mission. Unlike traditional banking models that primarily focus on maximizing shareholder returns, value-based institutions integrate long-term social, environmental and economic values into their operations.
5. Value-based banking, at its core, focuses on delivering a triple bottom line: people, planet, and prosperity. It is characterized by a commitment to generating positive

social, environmental, and financial outcomes through banking activities. Key characteristics include focusing on the real economy, prioritizing positive social and environmental impact as core to the business model, building long-term trust-based relationships with clients, ensuring resilience and sustainability, practicing transparent and inclusive governance and embedding these values and principles into the corporate culture, leadership, and daily operations of the financial institution.

6. In Ghana, where financial exclusion, youth unemployment, and environmental degradation remain pressing issues, values-based banking offers a pathway toward inclusive growth and resilience.

Challenges in Transitioning to Value-Based Banking

7. Despite its promising attributes, several challenges hinder the widespread adoption of value-based banking in our region. Technology and infrastructure gaps such as the lack internet access, smartphones, or reliable power at rural areas limit the reach of inclusive financial services. Limited scale and market viability also make it difficult for financial institutions to reach rural populations in a cost-effective manner, which is fundamental to inclusive value-based banking. Additionally, high operational costs and the prevalence of informal economic activity increase the risks and expenses linked with credit provision, discouraging banks from serving marginalised groups.
8. Limited financial literacy and low trust in formal banking systems hinder meaningful engagement with customers on value-based financial services. Moreover, the lack of strong incentives or regulatory mandates for environmental, social, and governance (ESG) practices means that many banks remain focused on profit-driven models, with little motivation or structural support to transition toward value-based approaches.

Pathways Forward

9. **Ladies and gentlemen**, to surmount these barriers and unlock the full potential of value-based banking, the Bank of Ghana has developed regulations and incentives promoting ESG compliance, social finance and sustainability reporting within banking frameworks. The Bank of Ghana in collaboration with the Environmental Protection Agency (EPA) and Ghana Association of Banks (GAB) has developed a set of principles for the Banking industry in pursuit of sustainable banking stewardship. The Bank of Ghana's Sustainable Banking Principles, implemented by all banks, emphasise the integration of ESG factors into lending and operational decisions. To support this initiative, the Bank of Ghana with support from the International Finance Corporation (IFC) has facilitated the training of all banks on these principles.

10. Financial institutions should also adopt inclusive, community-driven strategies that prioritize long-term impact over short-term gains. This includes investing in financial literacy, leveraging technology to reach underserved populations, forming strategic partnerships, and embedding ESG principles into their core operations.

Strengthening Regional Collaboration and Resilience Through Value-Based Leadership

11. **Distinguished ladies and gentlemen**, in an increasingly interconnected world, regional collaboration is essential for tackling shared challenges such as economic instability, climate change, and social inequality. Value-based leadership offers a transformative approach to building trust, fostering unity, and strengthening resilience across nations and communities.
12. To maximize impact, GABV should build inclusive platforms for dialogue and cooperation among industry experts, regulatory authorities, practitioners and industry associations to enhance technology and knowledge transfer. Leadership development and capacity building, and promotion of shared ESG values should be enhanced to ensure the effectiveness of financial inclusion initiatives that accelerate progress toward shared sustainability goals.
13. To this end, the Bank of Ghana and the Chartered Institute of Bankers Ghana (CIB) have established a strategic partnership aimed at strengthening ethical standards and professionalism among banking professionals in Ghana. This collaboration forms part of a broader agenda to restore public trust, curb fraud, and build a sustainable banking culture. As a key outcome of this collaboration, the Chartered Institute of Bankers Ghana, with the support of the Bank of Ghana, has developed a Code of Conduct for banks in Ghana as well as an E-learning Programme to promote best banking practices and high ethical standards within the banking sector.

Conclusion

14. **Ladies and gentlemen**, financial institutions have the potential to drive positive changes, foster economic development, and improve financial inclusion. To realize this potential, financial institutions must commit to deploying capital in ways that generate positive social and environmental impact. Importantly, financial institutions should purposefully embed these values within their business models, rather than treat them as peripheral or secondary considerations.
15. This meeting presents a valuable opportunity for all stakeholders to share insights, deepen collaboration, and strengthen our collective economic, social and

environmental impact. After the meeting, I hope you would take some time to explore some of Accra's notable attractions.

16. Let us strive towards the highest standards and aim to build an inclusive financial system that serves the needs of all, rather than a privileged few. In doing so, we become part of the solution to the shared challenges we face.

Thank you for your kind attention.

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