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World Finance 100 Classification

Belfius Bank recognised for its 'Smart Cities & Sustainable Development' programme

Belfius Bank achieved a place in *World Finance* magazine's prestigious 'World Finance 100' listings, thanks to its "Smart Cities & Sustainable Development" funding programme in partnership with the European Investment Bank. Making this award, *World Finance* sought to stress not only Belfius' total commitment to supporting intelligent, inclusive and sustainable projects implemented by local authorities and to promoting the "Smart Cities" approach, but also its "Business-to-Government" approach to assisting businesses working with local authorities.

Each year the British magazine *World Finance* selects 100 companies and personalities in the finance sector who stand out for their practices, their vision, their achievements or their expertise in various fields. The award winners are selected by a jury whose members together boast no less than 230 years of experience in financial journalism, as well as the magazine's readers and subscribers.

Belfius Bank's place within the 'World Finance 100' is as a result of its "Smart Cities & Sustainable Development" funding programme in partnership with the European Investment Bank. In its analysis, the jury considered in particular that this programme, launched at a European première in June 2014, perfectly meets the European Union's climate targets and contributes in promoting the "Smart Cities" approach to overcoming the challenges currently faced by all towns and municipalities in Belgium. The jury also emphasised the fact that this programme falls completely within the global strategy of Belfius Bank that, via its "Business-to-Government" offer, also aims to support businesses working in a structured manner with local authorities. Finally, Belfius advertising on the subject of "Smart Cities" and in particular, in partnership with towns and municipalities, its highlighting of intelligent and sustainable projects funded via the "Smart Cities & Sustainable Development" programme was also a decisive element in making the award.

Smart Cities need Smart Banking ... and the involvement of everyone

More than 70% of Europeans already live in urban areas, a proportion which actually reaches 98% in Belgium! This demographic concentration in conglomerations is an unprecedented source of opportunities but it is also synonymous with major challenges requiring us to rethink our towns and municipalities in order to make them sustainable, inclusive and intelligent. At the heart of this process are the use of new technologies and the key role to be played by companies and all those involved in research and innovation.

Although there is no shortage of ideas, the implementation of projects on the ground too often stumbles at the funding hurdle. That is why, in order to support even the smallest towns and municipalities in this approach and to assist them in finding the most appropriate funding solutions, Belfius and the European Investment Bank introduced the “Smart Cities & Sustainable Development” programme intended specifically to fund their intelligent and sustainable projects in the fields of mobility and transport, urban development and energy efficiency.

This unique programme enhances the range of funding solutions available for implementation of the intelligent and sustainable projects of local authorities, taking account of their wishes and their constraints.

Making our towns and municipalities into “Smart Cities” for future generations is not just the task and responsibility of local authorities. It also assumes a close collaboration with multiple stakeholders: universities, colleges and research centres, businesses, start-ups, platforms for exchange and reflection and so on. There are so many stakeholders which Belfius endeavours to support, inter alia through the Smart City Institute (www.SmartCityInstitute.be), of which it is one of the founding partners, and through its commitment to BELESCO (www.belesco.be), by sharing its expertise and its knowledge of local authorities with the business world, by collaborating with technology companies operating in the field of “Smart Cities” and via specific funding programmes intended for innovative projects or aiming to increase energy efficiency for example in schools and businesses.

Promoting “Smart Cities” also requires active and targeted advertising aimed at highlighting the smart and sustainable strategy of local authorities and their partners. Against that background, Belfius also puts a great deal of effort not only into joining towns and municipalities to advertise their projects and achievements but also into the Belfius Smart City Award competition, the results of which were announced on 2 December.

Dirk Gyselinck, Member of the Management Board of Belfius Bank, is delighted that it has been recognised by *World Finance* for the “Smart Cities & Sustainable Development” programme: *“Making our towns intelligent and sustainable is one of the principal challenges for future decades. This award given to Belfius confirms the pertinence of our approach and our efforts, alongside the EIB, to create a real dynamic around “Smart Cities” and, on the ground, with local authorities and companies, to implement innovative projects in favour of citizens in order to create the towns of tomorrow.*

More info :

<https://youtu.be/oBH8FCr73lg>

https://youtu.be/eD64EeS_Lfl

<http://www.worldfinance.com/banking/smarter-cities-can-and-will-be-built-in-belgium>

About Belfius

Held entirely by the Belgian State, via the Société Fédérale de Participations et d'Investissement (SFIP) / Federale Participatie- en Investeringsmaatschappij (FPIM) Belfius Bank and Insurance carries on its commercial activities in Belgium in three major fields: retail and commercial banking; corporate banking and financial services to the public and social sector; and insurance. With its 150 years of experience in the public sector, via its unique “Business To Government (B2G)” offer Belfius is the first point of reference for companies which, in Belgium, wish to collaborate with that sector, both to implement projects under the “Smart Cities” programme and for other types of project.



The only commercial bank to take part in the European Innovation Partnership on Smart Cities and Communities (EIP-SCC), Belfius is also one of the founder partners of the Smart City Institute, the vocation of which is to stimulate research, training, innovation and entrepreneurship in the field of “Smart Cities”.

About *World Finance*

World Finance is a critically acclaimed bimonthly magazine and a web site offering in-depth coverage and analysis of the finance sector and the global economy. The editorial committee presents printed reports by in-house journalists and correspondents as well as articles by analysts including the most influential of their time in matters of economics and politics, recognised throughout the world for their contribution to leading contemporary thought and our vision of the financial world.

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