

DFCC Bank Encouraging Cycling To Work





‘Achieving Sustainable Work- Lifestyles by 2030’ is one of the big goals that DFCC Bank has identified in its sustainability strategy for 2020 – 2030.

The Bank seeks to advance sustainable workplaces and lifestyles via governance, including sustainable workplace practices and lifestyles for clients and staff in general.

This aim includes a range of elements from promoting diversity and inclusivity to Sampath Bank hosted the Central Bank of Sri Lanka’s (CBSL) MatarataQR event to drive awareness and increase acceptance and usage of LANKAQR, the Quick

Response (QR) code standard in the country. The event’s main objective was to encourage customers to productivity oriented wellness and sustainable consumption and lifestyle practices. In this regard, the new ‘Bike to Work’ initiative, which the Bank’s wellness committee launched, ‘OMMM’, was the latest bank- wide initiative launched to encourage its employees to maintain a sustainable and healthy lifestyle.

This initiative is not a one-off activity as a “Bike to Work” day but organized each month to propagate a healthy lifestyle across the Bank network.

DFCC Bank has also committed to giving cycling high priority by encouraging staff to take on cycling as a hobby. As this was the first time a bank of this magnitude arranged an official cycle to work day, DFCC Bank intends to dominate the country’s cycling space and make it a lifestyle choice. This initiative demonstrates DFCC Bank’s strong commitment to nurturing its staff’s well- being, and it also highlights the financial institution’s stance on caring for the environment.

As cycling to work has an undeniable impact on reducing the Bank’s carbon footprint, the ‘Bike to Work’ initiative aligns well with the DFCC Bank’s focus on ensuring a meaningful and sustainable contribution to climate change mitigation responsible resource utilization. The OMMM initiative, launched by DFCC Bank in 2021, will be introduc- ing many more projects designed to focus on the mental and physical health and well- being of staff and their families. DFCC Bank is ranked amongst Business Today’s Top 30 Corporates in Sri Lanka.