

DFCC Bank Marked World Environment Day with Beach Clean-Up to #BeatPlasticPollution

Posted on



DFCC Bank marked World Environment Day by furthering its 'Life to Marine' initiative, which focused on conserving and restoring marine and coastal ecosystems. This initiative aligns with the Environment pillar, one of the six Es that the Bank focuses on, and the Elderly, Education, Exercise, Emergency Relief, and Entrepreneurship, as outlined in its Sustainability Strategy. DFCC Bank, in collaboration with the Sri Lanka Navy and Eco Spindles, organized an intensive beach clean-up program at the Preethipura Beach, Uswetakeiyawa. Staff, families, customers and locals from the area participated in this event. The event raised awareness about the importance of minimizing plastic and polythene waste in the ocean, aligning with the theme of World Environment Day 2023, #BeatPlasticPollution.

Under the guidance of Thimal Perera, CEO of DFCC Bank and Management Ambassador driving initiatives under the Environment Pillar, DFCC bank has implemented a comprehensive approach covering an environmentally-friendly business model, environmental responsibility programs, and initiatives to ensure resource efficiency.

Each of the pillars of the six Es is driven by a member of the Senior Management Team at DFCC Bank to ensure a cohesive, holistic, and effective approach. This is guided by DFCC Bank's Sustainability Framework and Strategy 2030, which envisions establishing DFCC Bank as the Bank for Green Finance, fostering sustainable work lifestyles, and emerging as the most sustainable bank in Sri Lanka by 2030.

Thimal Perera, CEO, DFCC Bank on expressing about the initiative said, "At DFCC Bank, we believe sustainable practices are paramount to our success as a corporate entity. By adopting an environmentally-friendly business model, investing in environmental responsibility initiatives, and ensuring resource efficiency, we aim to positively impact the environment while contributing to achieving global sustainability goals."

DFCC Bank is ranked among Business Today's Top 40 Corporates in Sri Lanka.