Our Vision

“Growing a Better World Together”

We were founded in 1898 by farmers to support each other’s businesses and give rural communities access to fair financing.

Now we’re one of the world’s largest rural lenders and we remain true to our core mission: to create value for our clients, employees and the rural communities where we work.
Where did we start?

In 2015, the Netherlands introduced a Bankers Oath, where Dutch Bankers were obliged by Law to take.

We recognised the clear connection between the Vision of the Oath, Rabobank’s core values and a number of our planned initiatives to organise, measure and promote a sound risk culture.

Rabobank’s commitment to high ethical and integrity standards is enshrined in our own Code of Conduct.
What did we want to be?

We were attracted by the desire to promote the inherent “good” within the Banking & Finance industry. Strategically, this was to embed a longer term commitment to the organisation, our clients and our industry.

Rabobank, as a cooperative bank, by farmers, for farmers, focuses on treating customers fairly with respect to the provision of our products & services. Ethics and Integrity are a core part of our Culture.

Our Culture framework promotes our Code of Conduct, our Values, the importance of maintaining a learning mindset and using scenarios to bring awareness to our staff around expected behaviours.
How did we get there?

Set a strong tone from the top, with all members of the Executive Team joining as signatories to the Bankers Oath.

Commencing in 2017, we created a “Values” week, held annually across the organisation, to promote our culture and conduct initiatives.

Every year as part of ‘Values Week’, the importance of Ethics and Integrity is reinforced through town halls, team meetings and internal communications. Led by the Executive Team, staff are encouraged to either take the Oath or renew their pledge at this time.

We now have ~30% of our permanent staff as signatories to the Banking & Finance Oath, all voluntary participants, including Danielle Simpson who is one of the Banking & Finance Oath Young Ambassadors in 2019.
Top Tips

Role Model from the top, across the organisation

Align the Bankers Oath to your own Code of Conduct

Make it a part of a regular event

Keep it alive in staff briefings and communications.
Take The Banking and Finance Oath 2019

17/10/2019

With the Week of the Cooperative (WOC) well underway, we are proud to share with you an opportunity to take The Banking and Finance Oath (The BFO), for which Rabobank will cover the cost. By committing to The BFO, you are affirming that you respect the position of trust the community affords us. We are encouraging everyone to consider taking the Oath, irrespective of your role, to acknowledge that we want to continue our strong culture at Rabobank, and commit to a better industry.

For those who have previously taken the Oath and would like to renew, please use the unique renewal link which has been emailed to you (check your ‘junk folder’ if you can’t find the message in your inbox).

In his Final Report, Commissioner Hayne emphasised the need for institutions and employees in the financial services industry to have a clear understanding of what is ethical, of what is efficient, honest and fair, of what is the ‘right’ thing to do. These are the values that underpin the Oath.

If you choose to become a signatory to The BFO, you will be joining a number of your peers and industry leaders in an initiative that aims to increase the consideration of stakeholders and bring more accountability to decision-making across the industry. We are proud to note that Rabobank has the most signatories of any bank (please see the attached article), but we’re also confident we can surpass our current numbers and do even better.

To coincide with the WOC, Rabobank will cover the 1.3 or 5 year signatory fee for all employees who wish to take the Oath this week until close of business Friday, 18 October. You can still take the Oath the Oath after this week, but you will need to cover the cost directly with The BFO.

The BFO is a great conversation starter, so if you choose to take the Oath, please also share its purpose with a friend, colleague, manager or mentor.