



beneficial state foundation

"Building Better Banks" Case Study Series: Comerica Bank

Beneficial State Foundation's mission is to change the banking system for good. These case studies highlight some of the exceptional work banks and credit unions are doing in the areas of Diversity, Equity, & Inclusion, Environmental Stewardship, Good Governance & Leadership, and Alternative Credit Underwriting & Services. We hope that spotlighting mission-driven business and banking practices will inspire bankers to bring similar approaches to their workplaces. Imagination precedes accomplishment, and being a good bank is profitable. [This case study spotlights the exceptional Environmental Stewardship work that Comerica Bank prioritizes.](#)

Industry Challenge for Environmental Stewardship:

Financial institutions remain invested in the success of the fossil fuel industry despite wide recognition of how their activities accelerate climate change and diminish our planet's ecological diversity. Many prioritize maximizing shareholder return over the well-being of our communities and the health of our planet. Banks and credit unions have also neglected to proactively seek out and fund those businesses and projects with a sustainability focus. Let's take a look at how Comerica is building a better bank.



ABOUT COMERICA BANK

Founded in 1849, Comerica Bank demonstrates its commitment to the communities it serves through its strong culture of diversity and inclusion, community involvement, and environmental leadership. Comerica invests in the health and economic development of the communities it serves and has been recognized as one of the nation's most community-minded companies.

LOCATIONS & FINANCIALS

Comerica Bank is headquartered in Dallas, Texas, and maintains retail banking operations across its Texas, Michigan, Arizona, California, and Florida footprint.

- Assets: 73.4 B (2019)
- Assets Growth Rate (YTD): N/A
- Net Income: 1.198 B (2019)
- Return on Equity: 4.27% (2020)
- Return on Assets: 1.68% (2019)
- Net Interest Margin: 3.54% (2019)
- Loan/Deposit Ratio: 91% (2019)
- Tier 1 Capital Ratio: 10% (2019)
- Efficiency Ratio: 52% (2019)
- Texas Ratio: 5.04% (2019)

MIGHTY DEPOSITS

Mighty Deposits is a comparison tool to help the public better understand where their money goes after it is deposited at their bank or credit union.

For every \$100 a customer deposits at Comerica Bank, an estimated \$58 is reinvested in the community. This is 29% higher than the industry average. Overall Community Financing is the most likely place a depositor's money would go at Comerica Bank.



IMPACT HIGHLIGHTS



**30.3% Reduction in
Waste to Landfill
Since 2012 (2019).**



**\$923 Million in Green
Loan Portfolio.**



**33.3% Reduction in
Water Consumption
Since 2012 (2019).**



**56.3% Reduction in
Office Copy Paper
Usage Since 2012
(2019).**



**Has Offered 1,067
Financial Education
Events (2019).**



**65% Women in the
Workplace.**

"Comerica is committed to taking appropriate steps to promote awareness of the risks and opportunities that may be associated with climate change and to adopting responsible behaviors and practices to mitigate the risks associated with global warming."

-Excerpt from Comerica's 2019 Environmental Policy Statement



ENVIRONMENTAL STEWARDSHIP SPOTLIGHT



(Courtesy of Comerica Bank)

Reporting Operational Environmental Footprints

While it is crucial to take steps to reduce your environmental footprint, you have to determine how to measure baselines and impact. Below, Comerica shares their achievements since 2012 and the tools they have used to help measure impact:

- A 48% reduction in greenhouse gas emissions using the Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition).
- A 33% reduction in water consumption through comparing annual water utility bills at each location.
- A 30% reduction in waste to landfills by recording donated items, calculating employee landfill usage, and tracking recyclables, among other things.
- A 56% reduction in paper waste and calculating the paper waste's emissions equivalent using the Environmental Paper Network Paper Calculator Version 4.0.
- A 31% reduction in real estate energy consumption by measuring Natural Gas, Diesel Fuel, Metered, and Estimated Electricity at each location.

"Environmentally responsible practices will create greater long-term value for our stakeholders – our investors, customers, employees, suppliers, and host communities – by reducing costs, reducing risks, increasing revenues, and enhancing our reputation as a good corporate citizen."

-Excerpt from Comerica's Environmental Policy Statement

ENVIRONMENTAL STEWARDSHIP SPOTLIGHT



(Courtesy of Comerica Bank)

Funding Environmentally Beneficial Loans

Comerica Bank is dedicated to expanding its environmentally beneficial loan portfolio, currently at \$923 Million. Recycling, Brownfield Redevelopment, Bio-Gas, Green Buildings, Solar Energy, Pollution Reduction, and Wind Energy endeavors are all included in their environmentally beneficial loan portfolio. There are two key aspects in expanding funding to these kinds of green loans:

1. First, banks must educate employees and loan underwriters on the significance of climate change and their role in financing green loans.
2. Banks must actively seek opportunities to provide financial services to customers that prioritize energy conservation, water conservation, and waste reduction in their business plans.

This expanding green loan portfolio is partially why Comerica was recognized for Newsweek's award for America's Most Responsible Companies (2020), is on Corporate Knights' 100 Most Sustainable Companies in the World list (2020), and won a Climate Leadership Award for Excellence in Greenhouse Gas Management and Goal Setting (2019).

"One of the most impactful things we do is to provide financial services to those businesses driving a more sustainable economy."

-Excerpt from Comerica's 2019 Corporate Responsibility Report



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Thank you for your engagement with this case study on Comerica Bank.

This is part of a series of case studies on financial institutions, published by Beneficial State Foundation.

For information about how Beneficial State Foundation can support your bank's corporate social responsibility strategy, **[please click here to contact us.](#)**

