



Corporate Sustainability Report 2010

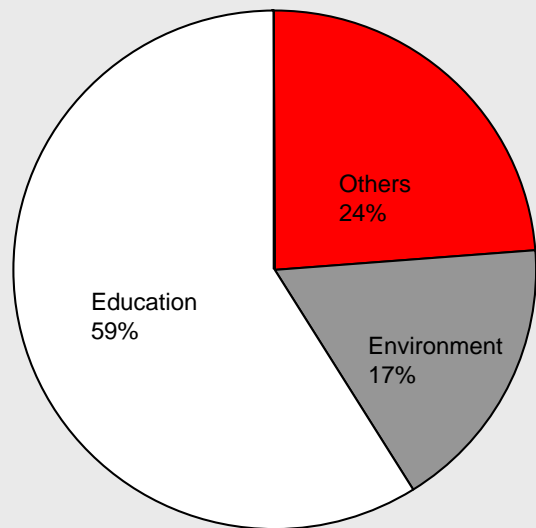


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HSBC's contribution to the community

Total projects	: 20
Total staff volunteers	: 321
Total volunteer hours	: 51,187



Foreword



HSBC endeavours to play its role in the economy and the broader community. By managing our business successfully, and for the long term, we contribute directly to the economic prosperity of the countries where we operate.

Sustainability is integral to our culture, business and people strategies. Our Group Chairman Stephen Green has said "Our goal is to be one of the leading brands in Sustainability".

Our approach to community investment is not just providing funds, rather we prefer the funds to be effective in changing people's lives for the better and also leverage the financial contribution through the hands-on involvement for our staff. That is why globally over 76% of our staff was involved in some form of community activity in 2010. In Bangladesh, this figure is even higher, with 86% of the staff locally participating in some form last year.

I always advocate, personally, to my fellow colleagues to take part in a volunteering activity at least for a day during the year.

HSBC Bangladesh has undertaken various initiatives in the community with particular focus in the areas of education and environment.

This report highlights our Corporate Sustainability initiatives carried out during 2010.

I hope that you enjoy reading and looking through the pictures as much as all our volunteers enjoyed participating in the various community activities.

With you beside us, HSBC aspires to do much more!

Best regards

Sanjay Prakash
Chief Executive Officer
HSBC, Bangladesh

HSBC - The Daily Star Climate Awards



HSBC - The Daily Star Climate Awards 2010: the winners

Climate Change Adaptation
Satkhira District Administration

Climate Change Mitigation
Industrial and Infrastructure Development Finance Company Limited (IIDFC)

Climate Change Research and Knowledge Management
Ms Aneire Ehmar Khan

Green Business Entrepreneurship
Viyellatex Group

Environmental Initiatives

HSBC- The Daily Star Climate Awards 2010

The "HSBC - The Daily Star Climate Awards" was introduced to recognise and promote individuals and institutions that are working towards adaptation, mitigation, running environment friendly business operations and doing research for climate change in Bangladesh.

Winners in four categories were recognised for their efforts to address the impacts of climate change.



Rainwater Harvesting Programme



HSBC, as one of the world's leading financial institutions, is also one of the most environmentally conscious. As a part of its commitment, HSBC has set up rain water harvesting devices in two major schools of Dhaka city - Residential Model School and Rajuk Uttara Model College. Now, over 2200 students benefit from these projects.

The programme has been implemented at HSBC's Dhaka main office building too.

HSBC Climate Championship

The HSBC Climate Partnership is a global five-year, USD100 million programme in partnership with WWF, The Climate Group, Earthwatch, and Smithsonian Institute of Tropical Research. Each year, employees from various HSBC offices are chosen through a selection process and attend a training programme at conservation parks and then transfer their knowledge to a local context through the implementation of projects.

As a part of this programme, in 2010, one of the Bangladeshi climate champions implemented a project where HSBC volunteers planted over 300 varieties of saplings over a one-km stretch in Srimongal, Moulvibazar.



HSBC Young Entrepreneur Awards



Regional Diamond Award

Winner: Bangladesh

Educational Initiatives

HSBC Prothom Alo Language Competition

The HSBC Prothom Alo Language Competition initially started as a quiz contest in 2004 commemorating “Ekushey February” in partnership with *Prothom Alo*, the country’s leading Bangla daily.

With overwhelming response from the participants, nationwide ‘HSBC Prothom Alo Language Competition’ was launched in 2005. The idea was to create a platform which would emphasise the need to learn and use the correct form of the Bangla language as well as create a ground for students and teachers to share their views and have an open dialogue.

Over the last six years, over 50,000 students from more than 900 different schools and colleges across Bangladesh have taken part in this annual programme.

This year, ‘HSBC Prothom Alo Bhasha Protijog’ was held at Bogura, Borguna, Chittagong, Dhaka, Dinajpur, Khulna, Netrokona and Sylhet.



HSBC Young Entrepreneur Awards 2010

The HSBC Young Entrepreneur Awards (YEA) started in Hong Kong in 2000 to encourage creativity and innovation amongst students. Bangladesh has been participating in the competition since 2006.

In YEA 2010, over 375 teams from all over the country submitted their business ideas. 30 teams were selected for the second round who then went through a business skills workshop, and had to submit a full-fledged business plan on their ideas.

Following their submissions, 7 teams were chosen to progress to the Bangladesh Grand Finale. Following their presentations, 3 teams were selected as winners.

Each of the 3 teams received cash prizes from HSBC. In addition, the winning teams took part in a week-long study tour in Malaysia, where the Gold winner team from Bangladesh contested with the winners from other countries in the Regional Grand Finale. In the Regional Grand Finale of YEA 2010, the Gold team from Bangladesh won the Regional ‘Diamond’ award.



School of Hope



Spreading joy amongst the less fortunate

Educational Initiatives

School of Hope

School of Hope, set up by a Dutch NGO, is an educational institution for disadvantaged children living in the slum areas of Gulshan and Badda. Now, over 200 students are taught by 7 permanent teachers in a seven room facility. The school focuses on teaching Maths, English and Bangla following the national curriculum.

HSBC's involvement with School of Hope started in 1997. Since then, the school has received donations worth over BDT3.5 million from HSBC, Bangladesh and educational materials from HSBC UK and HSBC Japan. HSBC, Bangladesh sponsored their annual sports day and music literacy projects, donated old computers from the Bank for the children's learning, helped paint the school, taken the children out for an outing to the zoo and organised many other activities.



Blind Education Rehabilitation Development Organisation (BERDO)

HSBC has been providing scholarships for 30 blind students for past 3 years and this year the number has increased to 50.

Dhaka Art Centre

HSBC provided computers, books, and other audio visual items to set up a resource centre in Dhaka Art Centre.



SEID Trust

HSBC provided educational materials for 200 autistic children through the Trust.

HSBC Kali O Kalam Young Poet and Writer Awards



Winners in 2009-2010

Ahmed Munir
Ahmed Mustafa Kamal
Azizul Parvez

Promoting the literary talents on Bangladesh's youth

Other Social Initiatives

HSBC Kali O Kalam Young Poet and Writer Awards

HSBC, as the world's local bank, promotes the cultural, language and other aspects of the local heritage wherever it operates. It is an integral part of HSBC's global efforts of being the local bank throughout the world.

As part of this endeavour, HSBC in association with the leading cultural magazine Kali O Kalam introduced the HSBC-Kali O Kalam Young Poet and Writer Award in 2008. This award seeks to promote the original literary work of young upcoming poets and writers of Bangladesh..

In 2010, the awards were given in three categories: poetry, prose (novels and stories) and prose (non-fiction, research and play).



Joy of Giving

Sharing iftar during the holy month of Ramadan with the less fortunate was the main part of HSBC's "Joy of Giving" campaign. Over 2500 underprivileged children joined the iftar programmes.

In addition, boxes were set up at all HSBC offices and donations of books, toys and clothing were collected for distributing among 1200 children.

Winter Clothing Drive

The cold bites claim a number of lives each year. HSBC, Bangladesh embarked on a winter clothes collection drive where staff generously donated their warm clothes. We managed to collect over 900 pieces of winterwear including jackets, sweaters, heavy blankets and so forth. In addition, the bank also provided 1300 warm blankets.

A similar drive was taken from the HSBC offices in Sylhet and Chittagong.



Carbon Footprint Management Initiative



Carbon Footprint management initiative

Other Social Initiatives

International Women's Day Celebration

HSBC Bangladesh commemorated the International Women's Day (IWD) by donating 38 sewing machines to disadvantaged women. The ceremony was held at the Banani branch of HSBC Bangladesh. The Chief Executive Officer of HSBC Bangladesh, Mr Sanjay Prakash, handed over the sewing machines to these women. He hoped that through the usage of these machines, they would be able to contribute to the financial wellbeing of their families.

After receiving the sewing machines, some of the recipients not only expressed their heartfelt gratitude for HSBC but also shared their stories with an audience comprised of around 70 HSBC staff.

The sewing machines were funded solely through HSBC employee donations.

Advocate Salma Ali, Chief Executive Officer of Bangladesh National Women Lawyers Association also spoke in the occasion.



Golf Kit Donation

HSBC, Bangladesh presented 12 full sets of Srixon golfing gears to underprivileged female golfers. Sanjay Prakash, HSBC CEO in Bangladesh, officially handed over the golf sets to the disadvantaged, aspiring golfers at Kurmitola Golf Club, Dhaka.



HIV/AIDS/STD awareness training at HSBC Sylhet and HSBC Chittagong

HSBC's global policy on HIV/AIDS/STD has resulted in a HSBC Bangladesh partnership with HASAB, one of the leading NGOs aimed in creating awareness on this issue. HASAB recently organised two training workshops in HSBC Sylhet and HSBC Chittagong where over 60 staff went through an interactive session to broaden their awareness on the issue of AIDS.



Global Initiatives

HSBC manages direct environmental impacts by reducing energy and water use, waste and CO2 emissions. We achieve this by improving the environmental performance of our operations and incorporating sustainability into purchasing decisions. The Footprint Management team guides this process. The team works closely with global Corporate Real Estate, Purchasing, IT and Travel teams to ensure sustainability is integrated into business strategy.

Technology and Innovation

Reducing energy and water consumption, business travel and carbon dioxide emissions, paper use and waste production. This includes piloting innovative and new technologies and working with our suppliers and stakeholders.

HSBC will invest more than US\$28 million in new technologies and trial innovative solutions that exceed best practice to reduce our energy and water use, waste and carbon dioxide emissions.

Current trials include micro wind and solar energy generation; biogas and waste to energy generation; rainwater harvesting; geo thermal power; travel reduction programmes and a paperless office programme.

HSBC has installed photovoltaic and solar thermal panels to generate electricity and hot water in the UK, France, USA Mexico, Brazil, Argentina, and Hong Kong covering a total of 1500 square metres.

Education is the key to prosperity. At HSBC, we seek to open doors of opportunity for young people. The projects we support contribute to the alleviation of poverty through opportunities for success, a positive attitude, and hope for a better future.

Our educational programmes focus on:

- Education for disadvantaged children
- Financial and business literacy
- Environmental education and understanding

A few of our many educational initiatives include:

Future First: Helps children - specifically those living on the street, in care, or orphaned - through education and life skills.

Eco schools: Eco-schools is a three-year programme that builds upon HSBC's long standing commitment to both education and the environment.

HSBC Financial Literacy Programme: In 2005, the HSBC Global Education Trust, HSBC and Students In Free Enterprise (SIFE) - a global not-for-profit organisation - launched a programme to encourage financial literacy.

Rivers of the World: Rivers of the World, launched in 2006, aims to promote cultural understanding among 13 and 14 year-old pupils. Using a river theme, the international project engages students from schools in major cities through art. The students' resulting artwork is displayed in participating cities around the world.

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A pdf version of this report is available at
<http://www.hsbc.com.bd/1/2/cs>

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