



## **Press Release** For immediate release

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### **HSBC and WWF partner to respond to climate change**

**Hanoi, January 27, 2010-** HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) and WWF Vietnam have partnered to launch the ‘HSBC and WWF take action on Climate Change Programme’, or ‘Climate Camp’, to raise awareness of HSBC staff on the impact of climate change in Vietnam.

Sponsored by HSBC and developed by the WWF, over the next three months, Climate Camp will raise awareness of global warming among all 1,000 of HSBC staff in Vietnam, as well as provide specialized training to a selected group of staff, through lectures, interactive exercises and field trips. Moreover, it is hoped that Climate Camp will drive them to initiate action plans to respond to climate change in Vietnam, in both their private and professional lives.

The first module of the programme will be held this week through two seminars on climate change in Hanoi and Ho Chi Minh City. The focus of the programme will be field trips to visit areas which have already felt the impacts of climate change and observe WWF’s conservation work, at Tram Chim National Park in the Mekong Delta, scheduled to happen in March.

“During the last few years, we have made efforts in raising awareness of the staff on environmental protection and climate change. Climate Camp is among the chain of actions that HSBC will work on in 2010 and the first in which our staff can initiate their actions to respond to climate change in Vietnam.” says Matthew Martin, HSBC Chief Technology and Service Officer cum Chairman of HSBC Corporate Sustainability Steering Committee.

Ms Trine Glue-Doan, WWF Vietnam Governance and Climate Change Advisor, says, “Climate Camp is a great opportunity to educate and engage the entire HSBC workforce in learning about climate change, its impact on nature and people, and empower participants to respond to climate change.”

“The effects of climate change are already being felt here in Vietnam, where the average temperature has increased by 0.5 degrees celcius in the last 50 years. Storms and flooding are increasing in severity and frequency as a result.” Ms. Glue Doan continues.

Climate Camp is part of wider ranging efforts by both WWF and HSBC to address climate change. It acts as a focus in HSBC’s environment protection programme and furthers extensive WWF education outlets, such as Earth Hour. The camp also reflects HSBC’s commitment in supporting the community where the bank operates.



## **Notes to the Editor:**

### **About WWF**

WWF, the global conservation organization, is one of the world's largest and most respected independent conservation organizations. WWF has a global network active in over 100 countries with almost 5 million supporters.

WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Climate Camp is part of WWF 's programme to address climate change in the Greater Mekong region, where WWF is working with governments and industry to conserve and sustainably manage 600,000 km<sup>2</sup> of transboundary forest and freshwater habitats in this unique and rapidly changing land.

WWF supports the formulation of Asia's first regional climate change adaptation agreement to provide a legal framework and mechanism for regional cooperation and coordination on climate change.



## About HSBC

### 1. HSBC in Vietnam

HSBC has been in Vietnam for 139 years - the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC launched its local incorporation on 1 January 2009 as HSBC Bank (Vietnam) Ltd. (HSBC Vietnam). The Bank's current network includes one transaction center and four transaction offices in Ho Chi Minh City, one branch and three transaction offices in Ha Noi, and one branch in Binh Duong. HSBC is the largest foreign bank in the country in terms of investment capital, network, product range, staff and customer base.

### 2. The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with about 8,500 offices in 86 countries and territories and assets of US\$2,422 billion at 30 June 2009, is one of the world's largest banking and financial services organizations.

The Hongkong and Shanghai Banking Corporation Limited currently holds 20 per cent of the share capital of Vietnam Technological and Commercial Joint Stock Bank (Techcombank), one of the largest joint stock commercial banks in Vietnam, and 18 per cent of the share capital of BaoViet Holdings, the leading financial insurance group in Vietnam.

Euromoney magazine recently named HSBC as its 'Global Bank of the Year' and HSBC is widely regarded as the world's most valuable banking brand.