

# The HSBC Water Programme



At HSBC, how we do business is as important as what we do. We balance social, environmental and economic considerations in the decisions we make.

*“Water will be one of the most important resources for the world to protect over the next 20 to 30 years. I am heartened by the evidence that the HSBC Water Programme is making a real difference to the lives and livelihoods of people around the world”*

Douglas Flint  
Group Chairman  
HSBC Holdings plc

To support our outlook, we've partnered with three of the world's most respected environmental organisations – Earthwatch, WaterAid and WWF. Our five-year, US\$100 million partnership is providing the necessary scale to deliver water provision, protection and education.

Together, we are providing access to safe water, sanitation and hygiene; we're improving water stewardship and conservation; and we're collecting data on freshwater quality and biodiversity that will help identify solutions to current water threats.

This publication showcases facts and figures, but more importantly it reveals the human stories behind some of our successes.

## Our goals

Across the Americas, Asia-Pacific, Europe, the Middle East and Africa we aim to:

- Ensure new practices and policies are implemented to protect freshwater resources in the Yangtze, Ganges and Mekong river basins, the Pantanal and the African Rift Valley (Mara)
- Take practical conservation action in 1,500km of river and 350,000 hectares of wetland
- Help 1,500 small to medium-sized businesses to tackle water risks, including efficiency and pollution
- Enable 115,000 people to reduce the impact of fishing or farming on water, while potentially improving food security and livelihoods
- Ensure access to safe water for 1.1 million people and sanitation for 1.9 million in Bangladesh, India, Nepal, Pakistan, Ghana and Nigeria
- Support livelihoods by improving the health of communities and reducing time spent collecting water
- Provide water and sanitation facilities in schools and hygiene education, including menstrual hygiene for girls
- Set up freshwater research projects in more than 20 cities worldwide, working with local research partners to address specific local issues
- Engage 7,500 HSBC employees in freshwater quality monitoring and 100,000 more people to learn about water challenges



Asia-Pacific

## In focus: India

**Dr Seema Mahendra is a loving mother, a valued professor and a Ramganga mitra. ‘Mitras’ are community members who are bringing the polluted Ramganga, the main tributary of the Ganges (Ganga in Hindi), back to life.**

Long working hours, family life and many social commitments... nothing ever prevents Seema from helping to restore the river. She's part of a group known as the Ramganga and Ganga mitras, initiated by WWF. The mitras (or 'friends') are doctors, students, farmers, citizens, industrialists and many others who are passionate about conserving the Ganges and the Ramganga and improving the way the water resources of these rivers are managed.

*“No Sunday went by without our father taking us to the banks of the Ramganga. Making mud castles, running across the banks and dipping our feet in the river was a regular ritual.*

*“But now it's changed beyond belief: the murky waters, the stench and the atmosphere of this area is depressing. Going to the river used to be a celebration; now it has turned into a punishment.*

*“I became a mitra because I wanted to help restore the river. Improvements can be achieved by giving the citizens of Moradabad a voice in planning and governance. We can bring issues related to the river to the fore, and collaborate to find solutions.*

*“It's my responsibility to connect my children with nature. Unfortunately, my children don't have pleasant Ramganga memories. But it is in their hands to turn its future around and bring back its life!”*

Europe, Middle East and Africa

## In focus: Ghana

**Vida Alebra says now there's a WaterAid water kiosk near her home in Pobaga, Ghana, she's able to devote more time to her business and caring for her family.**

Vida makes and sells dyed fabric to support her family. Before they had access to safe water close to home, Vida and her two children had to make many long trips to gather water from an unprotected source. When her children got sick from the water they stored, she had to stop working to take them to hospital. With safe water close by, Vida can run a successful business and take care of her family.

*“In the morning, I bathe my children and prepare food for them. Then I fetch water for my business. I use water to heat candle wax for printing, and I soak the material in dye. It is because the water is close that I am able to do this work.*

*“My aspiration now is to train girls who have dropped out of school, and women who have married into this community and do not have any work. Some newly-married women quarrel with their husbands because they cannot provide support. If I am able to give them a craft, it will help them.”*



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The Americas

## In focus: United States

**Volunteer citizen scientist and HSBC employee Peter Tavalacci collects a water sample from the Hudson River, New York. Since doing his one-day training with FreshWater Watch, Earthwatch's global citizen scientist project that's helping to promote freshwater sustainability, Peter has already collected 26 data points.**

*“I've always felt a real connection with nature. HSBC is committed to being the best for its customers in a sustainable way. It provides opportunities for employees to get involved. I work in trade finance and the need for water runs through so much of what we help companies to import and export.*

*“Most of my testing is in Astoria Park in Queens. I really enjoy getting out in my local community. Someone always stops to find out what I am doing and FreshWater Watch always gets a good reaction. Most people thank me for doing it.*

*“I have absolute belief that my collection of data can have big impacts because of the number of people around the world joining in.”*



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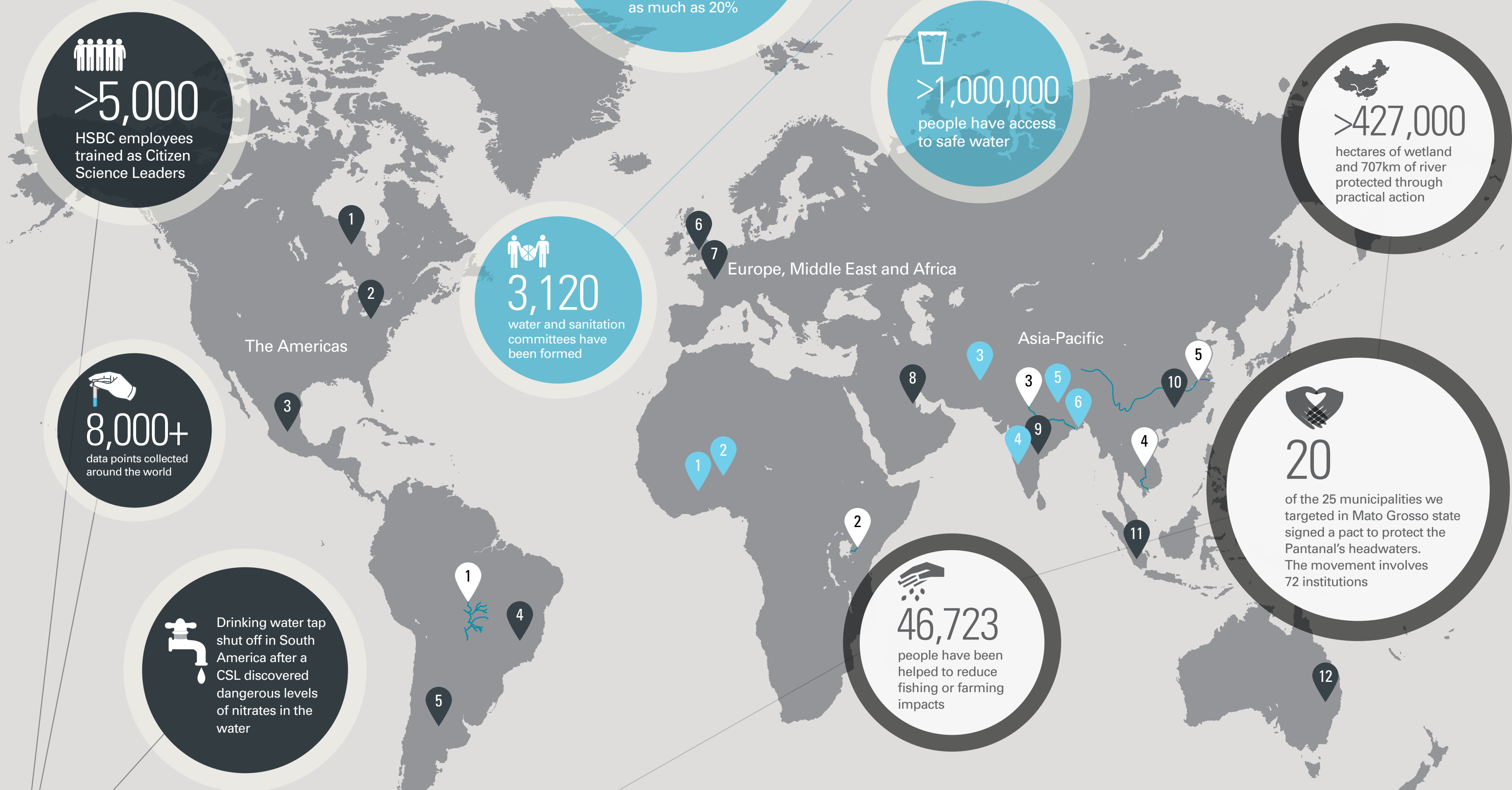
# HSBC Water Programme impact report



# HSBC Water Programme

## Where we work and impacts so far

Since 2012, the HSBC Water Programme has been helping to tackle one of the greatest challenges of our time: we've been delivering water provision, protection, information and education across the world. We're enabling economies to prosper and supporting socio-economic development. We share our findings and research with policymakers, NGOs and businesses worldwide. The work of Earthwatch, WaterAid and WWF has already had a significant impact across the world. As part of the US\$100m funding the HSBC Water Programme is supporting 58 projects in 34 countries. These projects were nominated by HSBC employees.\*



### WaterAid

- We've helped bring safe water, sanitation and hygiene to more than one million people
- Working with local partners and communities, we've set up 3,120 water and sanitation committees
- We've trained 1,476 water pump mechanics
- In the district of Rangpur, Bangladesh, 12 local government bodies have increased their budgets for water, sanitation and hygiene provision by as much as 20%
- 230 HSBC employees have supported WaterAid through volunteering or by taking part in personal fundraising challenges

### Earthwatch

- More than 5,000 HSBC employees trained as Citizen Science Leaders (CSL)
- Over 8,000 data points collected around the world
- Citizen Science Projects established in 32 cities worldwide
- Drinking water tap shut off in South America after a CSL discovered dangerous levels of nitrates in the water
- Enforcement action taken against a company in Asia after CSL findings showed it was polluting a waterway
- FreshWater Watch data shows nitrate levels are higher in running waterbodies
- Algal blooms shown to be occurring more frequently in still waters than in running water
- Water quality shown to be poorer on rivers and lakes with no vegetation on the banks

### WWF

- The five priority places where we're protecting rivers and freshwater resources are home to nearly 1 billion people and some of the world's most endangered species
- 8 years of our influencing work helped bring the UN Watercourses Convention into force in 2014 to protect transboundary rivers
- 170 small to medium-sized businesses are tackling water risks by using water more efficiently and reducing pollution
- Our partnership with the Export Promotion Council for Handicrafts engages 1,000 small metalware companies in Moradabad, India. 40 have committed to assess their water risk
- WWF's Pantanal Springs campaign has reached 1.2 million people
- 36 new fish conservation zones in Laos and Thailand are ensuring healthy fish stocks. They're improving food security and supporting more than 19,000 fishermen and farmers
- 670 critically endangered finless porpoise in the Yangtze and 5 endangered species in the Ganges are benefiting from habitat protection
- 514 farmers are participating in the first 'payment for environmental services' scheme in the Mara basin

Earthwatch	WaterAid	WWF
1 Canada	1 Ghana	1 Pantanal – Brazil
2 USA	2 Nigeria	2 Mara – Kenya and Tanzania
3 Mexico	3 Pakistan	3 Ganges – India
4 Brazil	4 India	4 Mekong – Cambodia, Laos, Thailand, Vietnam
5 Argentina	5 Nepal	5 Yangtze – China
6 UK	6 Bangladesh	
7 France		
8 United Arab Emirates		
9 India		
10 China		
11 Hong Kong, Singapore, Malaysia, Indonesia		
12 Australia		

\* The local water projects are in 34 countries including Argentina, Bangladesh, Bermuda, Brazil, Canada, Chile, China, Egypt, France, Hong Kong, India, Indonesia, Korea, Lebanon, Malaysia, Malta, Mexico, New Zealand, Philippines, South Africa, Sri Lanka, Thailand, Turkey, United Arab Emirates, UK, US, Vietnam. Visit [thewaterhub.org/list-local-projects](http://thewaterhub.org/list-local-projects)