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# Corporate Sustainability

HSBC Jordan

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HSBC 

# Sustainability at HSBC



- Achieving **sustained profits** for our shareholders, developing long-lasting **customer relationships**, valuing our **highly committed** employees and managing the **social and environmental impact** of our business.
  
- HSBC Group Focus
  - Climate change
  - Community Investment
  - Managing our footprint
  - Sustainable Finance



# Climate Change

- We see Climate Change as an opportunity for expanding our banking & investment services to facilitate the growth of areas such as energy efficiency, renewable energy, carbon management & adaptation.
- We have been carbon neutral since 2005 which means our worldwide operations contribute zero net carbon dioxide into the atmosphere.
- We focus on promoting energy efficiency across our operations.
- HSBC sets reduction targets for its energy , water use, waste and CO2 emissions.

# Community Investment

HSBC 

## ■ Education

Our educational programmes focus on:

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



## ■ Environment

- Conservation of terrestrial biodiversity & habitats & Freshwater sustainability
- Raising awareness among employees, customers & the public



**HSBC**  
**Climate**  
**Partnership**

# Community Investment - *Cont'd*



## ■ Community

The HSBC Group makes philanthropic donations, to support global 'flagship' programmes and at country level to support local community focused programmes.

### **Disaster relief**

*The cost of rebuilding lives and communities following a natural or man-made disaster can be enormous. We endeavor to make a donation to help those affected, taking into consideration the scale of the tragedy, the requirements of aid agencies and the extent to which HSBC's employees and customers are affected.*

# Programmes HSBC Supports Globally



## ***Future First***

A global partnership with SOS and other NGOs to help educate street children, orphans, and those at risk from not receiving a formal education



## ***Eco Schools***

Encourages students to change their behaviour to help combat climate change. HSBC employee volunteers support their aspirations for a more sustainable world.



## ***Chevening Scholars***

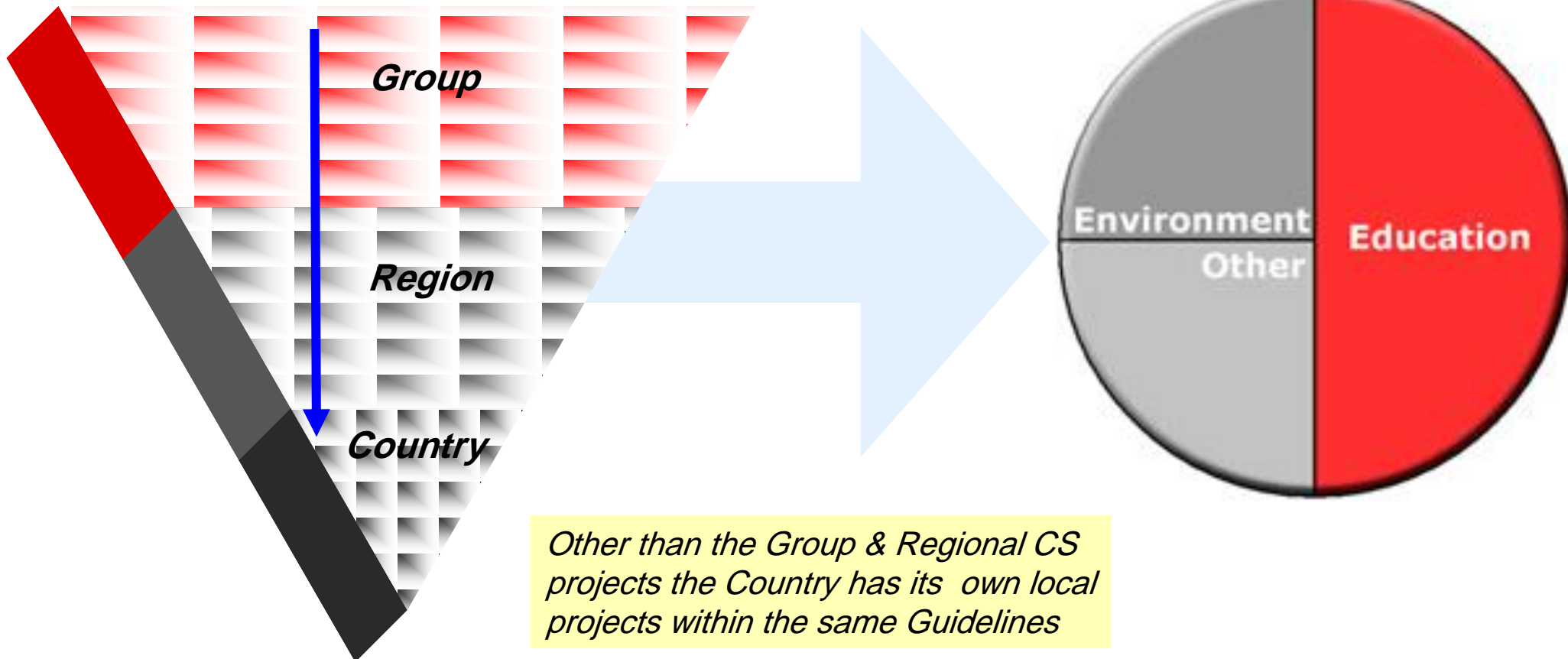
UK government initiative to help build relations between the UK and other countries.

## ***JA More than Money***

HSBC's global financial programme that teaches students about earning, spending, sharing and saving money and potential careers.



# Group – Region – Country Relationship

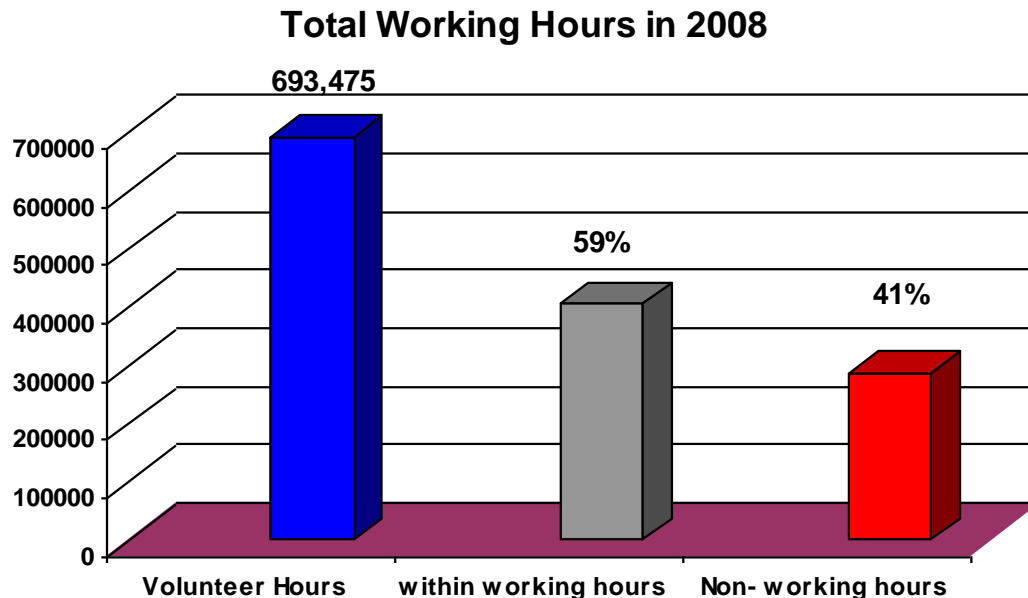


# Our People



## Volunteering

We measure our contributions in both fiscal terms and volunteering hours. By enabling employees in many countries to volunteer during working hours, as well as hours of their own time to support HSBC projects.



*Based on results from the 2008 Global People Survey, shows that colleagues who have been involved with an HSBC-supported community project in the past year have a higher average employee engagement score than those who have not. And this is true in every region.*



# Our Reporting

## WHY ?

Enables us to provide transparency to stakeholders and better communicate our achievements.

## WHEN?

Yearly

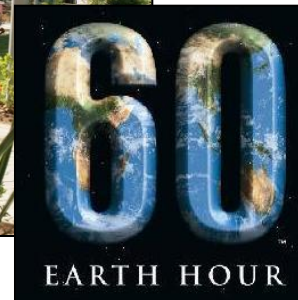
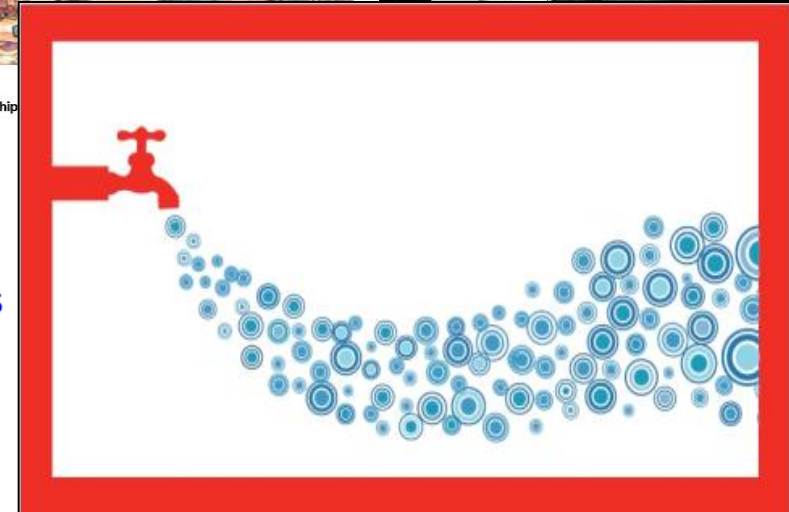
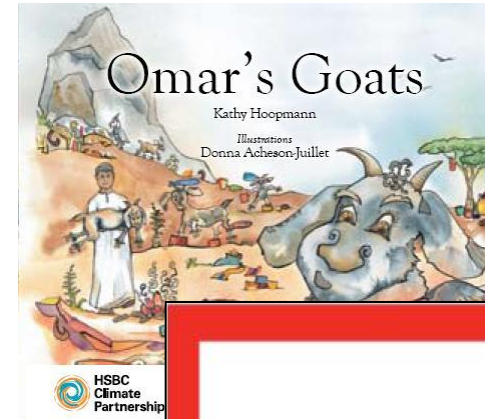
## HOW?

Through the Sustainability Report of which we capture our direct impact data through an online reporting tool. All of this in addition to GPS survey for employee satisfaction

*A network of over 100 staff from our operations in 46 major countries and regions manage the collection and reporting of this data, which covers about 96% of our operation*



# HSBC Jordan - *Education & Environment*





# HSBC Jordan – *Community*

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**Any Questions**

**Thank You**