



HSBC Water Programme impact report 2016



The HSBC Water Programme



“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

Water is life, without it we are nothing. But the water that we drink, use to wash and grow crops is under threat.

Water is at the core of sustainable development. We all need to play our part to protect our natural resources and ensure that everyone, everywhere has access to safe water by 2030. Achieving this ambitious goal requires the public and private sectors, NGOs, and civil society to all work together.

HSBC believes that water is vital to building healthy communities, healthy environments and developing national economies. We believe that how we do business is as important as what we do.

To support this outlook, we've partnered with three of the world's most respected environmental organisations, Earthwatch, WaterAid and WWF, and over 50 other NGOs. Our joint ambition and expertise will make overcoming the water challenge possible.

This publication showcases facts and figures to demonstrate how collective action is bringing about change, but more importantly it reveals the human stories behind our achievements.

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 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



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 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. WWF, WaterAid and Earthwatch are all working in India to improve the way the water resources of these rivers are managed and provide safe water and sanitation to the surrounding communities.

"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 are being achieved by giving the citizens of Moradabad a voice in planning and governance. We are bringing issues related to the river to the fore, and collaborating to find solutions."

© SIMON DE TREVY-WHITE/WWF-UK



In focus: China

"I realised we had been destroying the natural environment to make ends meet," explains Zhang Shiyun, a fisherman turned poacher who now works as a reserve manager at the Yangtze River's Lake Hong. "I took inspiration from this moment of understanding."

Zhang's family fished Lake Hong for generations. But as traditional fishing gave way to unsustainable practices, the fish began to disappear and Zhang turned to illegal bird hunting.

In 2002, supported by HSBC and working with the local community and government, WWF began restoration work on the lake and other habitats surrounding the Yangtze River in China. Soon the water quality of Lake Hong improved, fish stock increased and the wildlife came back. Now, 14 years on, Zhang is the reserve manager. Fishermen are using sustainable practices and working around a closed season, when no one is allowed to fish, to enable stocks to increase.

"The wetland is growing again," says Zhang. "The water has become clearer. Income from fishing has risen dramatically, no matter what species are being fished. The fishermen are now happy and I am happy, too."

© BRENT STIRTON/WWF-UK

Europe, Middle East and Africa

In focus: Ghana

Zuweira Yakuba says now there's a WaterAid water kiosk near her home in Kulnyevula, Ghana, she is able to devote more time to her business and her children are performing well at school.

Zuweira makes groundnut oil to support her family. Before they had access to safe water close to home, Zuweira and her children had to make many long trips to gather water from an unprotected source. When her children got sick from the water they missed out on school. With safe water close by, Zuweira can earn more from her business and her family is healthier.

"I must say that this project is a blessing for us. We couldn't engage in any business activities while we were out searching for water, but now I can process two or three bags of groundnut oil in the time it would take me to process one.

"The water has helped my children's education greatly. When we went far distances to fetch dirty water they did not perform very well in school, but as of now there is improvement in my children's education. In this community no one used to go onto secondary education, but now my children attend the senior high school. Now we have water they are able to go to school early and study."

© WATERAID / NYANI QUARMNE / PANOS

The Americas

In focus: United States

Volunteer citizen scientist and HSBC employee Peter Tivolacci 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."

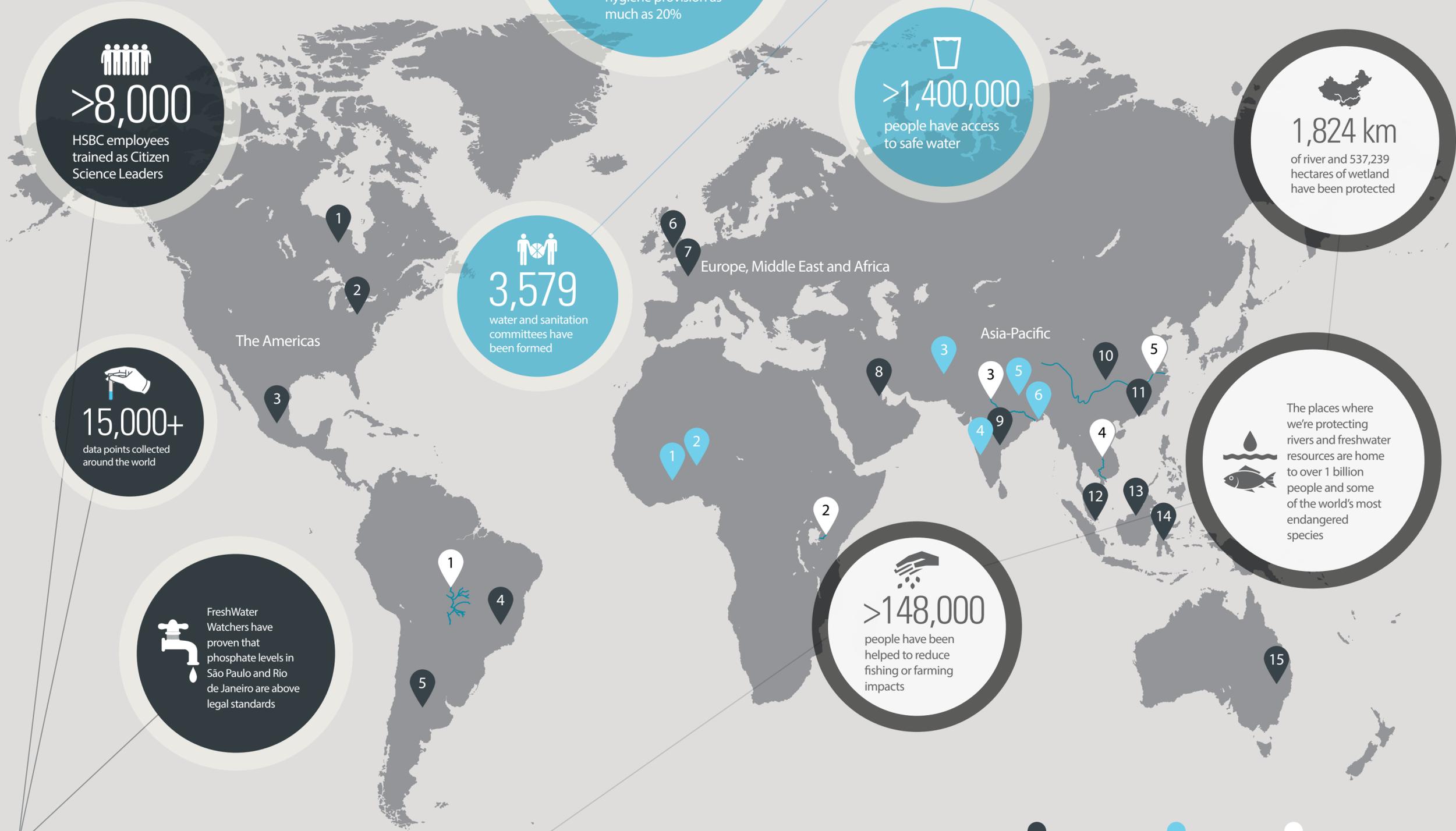
figures correct as at end June 2016
www.thewaterhub.org

HSBC Water Programme

Where we work and impacts so far

The HSBC Water Programme supports lives and livelihoods by tackling the water challenge on a number of levels: water provision, protection, education and scientific research.

Now in its fifth and final year, the US\$100m global water programme demonstrates how long-term collaborative partnerships are making a significant impact across the world. Alongside, the work of Earthwatch, WaterAid and WWF the funding is supporting 62 projects in 35 countries, nominated by HSBC employees.*



>8,000
HSBC employees trained as Citizen Science Leaders

12
local government bodies have increased their budgets for water, sanitation and hygiene provision as much as 20%

>1,400,000
people have access to safe water

1,824 km
of river and 537,239 hectares of wetland have been protected

3,579
water and sanitation committees have been formed

15,000+
data points collected around the world

FreshWater Watchers have proven that phosphate levels in São Paulo and Rio de Janeiro are above legal standards

>148,000
people have been helped to reduce fishing or farming impacts

The places where we're protecting rivers and freshwater resources are home to over 1 billion people and some of the world's most endangered species

Earthwatch

- Over 15,000 data points collected around the world by more than 8,000 HSBC employees trained as Citizen Science Leaders across 36 cities worldwide.
- Drinking water tap shut off in South America after a Citizen Science Leader discovered dangerous levels of nitrates.
- FreshWater Watch data shows nitrate levels are higher in running waterbodies yet algal blooms occur more frequently in still waters.
- In the Great Lakes, North America, more than 13,600 pieces of beach litter weighing almost 5,130 kilograms have been recorded and removed.
- Water quality shown to be poorer in rivers and lakes where there is no vegetation on the banks.
- During three years of testing, the number of water bodies in the Greater Hyderabad Municipal Corporation area of India drastically reduced from 2,200 to 430 because of urbanisation.

WWF

- In China, WWF and a local partner have convened a new forum comprising government, business and civil society groups to collectively tackle pollution and improve management of the Lake Tai basin, which generates more than 11% of China's GDP.
- In Kenya, 42,000 people have been empowered to improve the management of water resources in the Mara river basin.
- 469 small to medium-sized businesses have been supported to tackle water risks, including efficiency and pollution.
- All of the 25 municipalities we targeted in Mato Grosso state in Brazil signed a pact to protect the Pantanal's headwaters. Over 2 million people have been reached by our public campaign to protect the Pantanal.
- 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.

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 3,579 water and sanitation committees
- We've trained 2,785 water pump mechanics
- In the state of Uttar Pradesh in India, menstrual hygiene management (MHM) workshops were held across 27 districts as part of the Clean India Mission. As a result, the state Department of Health has extended its support for MHM across a further 14 districts.
- 279 HSBC employees have supported WaterAid through volunteering or by taking part in personal fundraising challenges

Earthwatch

- 1 Canada
- 2 USA
- 3 Mexico
- 4 Brazil
- 5 Argentina
- 6 UK
- 7 France
- 8 United Arab Emirates
- 9 India
- 10 China
- 11 Hong Kong
- 12 Singapore
- 13 Malaysia
- 14 Indonesia
- 15 Australia

WaterAid

- 1 Ghana
- 2 Nigeria
- 3 Pakistan
- 4 India
- 5 Nepal
- 6 Bangladesh

WWF

- 1 Pantanal – Brazil
- 2 Mara – Kenya and Tanzania
- 3 Ganges – India
- 4 Mekong – Cambodia, Laos, Thailand, Vietnam
- 5 Yangtze – China

* Argentina, Bangladesh, Bermuda, Brazil, Canada, Chile, China, Egypt, France, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Korea, Lebanon, Luxembourg, Malaysia, Malta, Mexico, New Zealand, Philippines, Poland, South Africa, Spain, Sri Lanka, Switzerland, Thailand, Turkey, UAE, UK and Channel Islands, USA and Vietnam.
Visit thewaterhub.org/list-local-projects