



HSBC: Giving Back To The Community

Sustainability at our heart

At HSBC, we recognise our wider commitments to the communities in which we operate and as a result we support a number of programmes as part of our Corporate Sustainability (CS) initiatives. In Bangladesh, we support Climate Adaptation and Mitigation, provide Future Skills - employability and financial literacy, health and disaster support for the community as part of our CS efforts. Here, we are sharing some of the highlights of our corporate sustainability efforts from the recent times.

Climate - Awareness, Adaptation and Action

"Together for Climate" in partnership with DNCC



Mr Md Atiqul Islam, Honourable Mayor of Dhaka North City Corporation along with HSBC, Unilever, BRAC, FBCCI and Garbageman key representatives.

As a part of HSBC's initiatives for sustainability and to act on our responsibilities as individuals and corporates, HSBC Bangladesh has organised its first climate series events titled, "Together for Climate" with support from Dhaka North City Corporation (DNCC) in 2022. This programme brought together the champions of sustainability including start-ups, students, corporates, regulators and policymakers amongst others to drive city-centric climate action by sharing their innovative new climate solutions and success stories.

Tree plantation for greener cities



Mr Md Atiqul Islam, Honourable Mayor of DNCC along with HSBC and Shakti Foundation inaugurates the tree plantation activity.

HSBC in partnership with Shakti foundation and DNCC has initiated a two-year programme on tree plantation in Bosila, Mohammadpur. As a part of this initiative, till date more than 7,000 trees have been planted. The programme will support maintenance and plantation growth in the area with an aim to protect environment, support climate and the ecosystem.

Mangrove plantation - an award winning programme



HSBC staff along with BRAC and BEZA officials plant mangrove trees in Mirsharai, Chattogram.

HSBC in partnership with BRAC has been implementing a project titled "Mangrove Plantation for Climate Mitigation (MPCM) and Alternative Livelihood". The objective of the project was to create 15 acres of mangrove forest in the allocated land of the Bangabandhu Sheikh Mujib Shilpa Nagar (BSMSN), Mirsharai, Chattogram. As part of the initiative, more than 40,000 mangrove saplings have been planted in the BSMSN area in order to offset 492 tons of GHGs emission yearly, providing ecosystem services and livelihood co-benefits to the climate vulnerable people.

HSBC has been awarded "A Better Tomorrow CSR Awards 2022" for the mangrove plantation.



QR code: Watch a video in HSBC's climate initiatives.

Support for flood in emergency and rehabilitation



Mr Ariful Haque Choudhury, Mayor of Sylhet City Corporation with HSBC and BRAC officials inaugurated WASH facility in 3 schools in Sylhet.

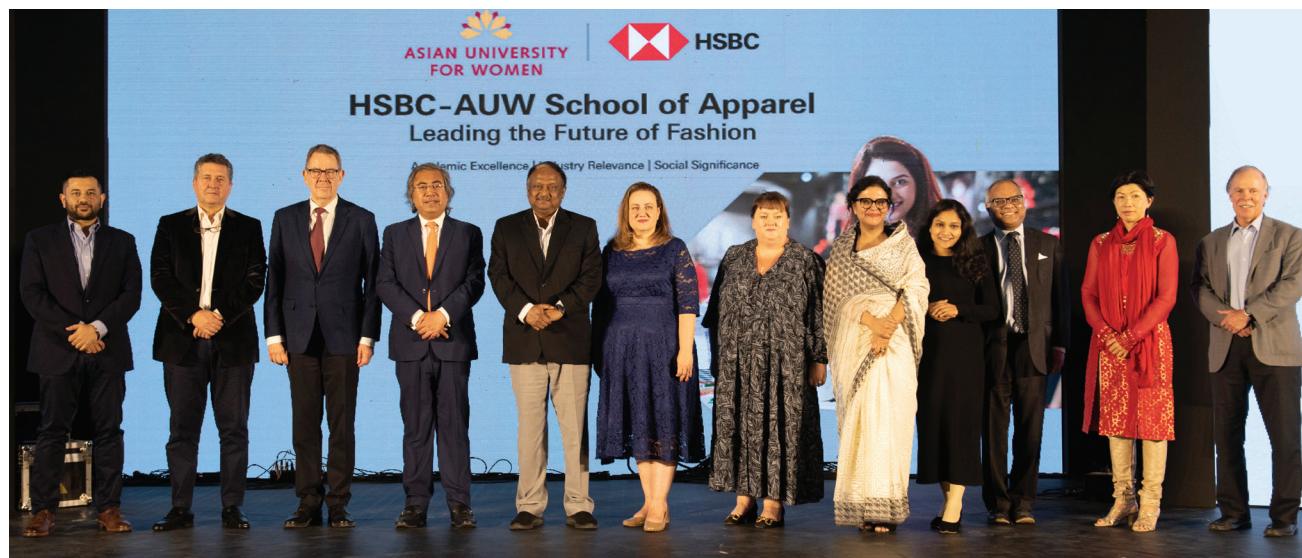
HSBC in partnership with BRAC made an emergency WASH support project for the flood-affected people living in urban informal settlements of Sylhet City, in collaboration with the Sylhet City Corporation (SCC). The major activities of the project were related to repairing and disinfecting 10 tube wells, installing 2 community tube wells which also included water quality testing, renovating and constructing flood-affected WASH facilities in 3 schools (4,217 students and teachers from these educational institutions are benefited by this initiative), and distributing hygiene and dignity kits to 910 affected families.

Climate resilient agro food system

We initiated 'Climate Resilient Agro Food System' to ensure food security amid COVID-19. The project was developed on the concept of Adaptation Clinic which is executed by BRAC with the support of HSBC. By acknowledging the importance of investing in post-harvest infrastructural development the project aims to ensure food security. Adaptation Clinic is a one-stop service centre to promote climate adaptive farming practices, modern food processing techniques to improve shelf life, conserve nutrients and reduce loss and waste of agricultural products. The general objective of this service model, piloted at Chikajani and Chukaibari Unions of Dewanganj Upazila at Jamalpur district. It is dedicated to support relevant, context specific, and realistic agriculture solutions at the community level by implementing a Climate Change Adaptation lens. Adaptation clinic offers a holistic solution to agricultural farming ranging from pre-cultivation measures to post-harvest management. Under diversified elements of the project, a total of 2,500 farmers have been reached with smart agriculture facilities, in one year.

Future Skills - Delivering 21st Century Skills

Launch of HSBC-AUW School of Apparel



Mr Tipu Munshi, Honourable Minister of Commerce, Government of Bangladesh along with key officials from HSBC, AUW and the apparel industry at the inauguration ceremony.

HSBC, in collaboration with Asian University for Women has launched the HSBC-AUW School of Apparel and Retail Management, a one-year Master of Science in Apparel and Retail Management programme on 21 January, 2023. The initiative aims to create a pool of trained women graduates to lead businesses in the apparel sector.

Business Case Competition 2022



Winners of the HSBC-IBA Business Case Competition 2022

HSBC in partnership with the Institute of Business Administration, University of Dhaka organised "Business Case Competition 2022". This initiative is part of HSBC's flagship Future Skills activity in Asia Pacific, and aims to enhance university students' business skills and broaden their global perspectives by taking their education out of the classroom into a live competition format. In 2022, about 200 students from 22 universities have participated in this competition.

Nakshi



With HSBC staff contribution, sewing machines were given to 160 Nakshi trainees.

HSBC in partnership with BRAC has been supporting Nakshi programme to empower women from marginalised and vulnerable communities in Jamalpur (Sadar and Dewanganj). With an objective to facilitate the access to decent employment and increased income, this programme has reached about 640 (320 annually) disadvantaged girls and young women in the last two years. The Nakshi graduates are now involved in local demand-based handicraft and tailoring business for securing better livelihood opportunities. They will also be empowered with entrepreneurship opportunities supported by digital and financial skills training.

Financial inclusion for Cottage, Micro, Small and Medium Enterprises (CMSME)



HSBC staff visits one of the beneficiaries of the project for an impact assessment.

The overall objective of this project is to support the recovery of COVID-19 impacted cottage and micro enterprises (CME) through financial literacy and better money management training. HSBC is in partnership with BRAC to cover 480 such CMSME in Gazipur in a two-year programme. As part of the project, financial literacy training module has been developed for the training of the project beneficiaries. 4 modules have been developed on Decent Work, Money Management, Financial Planning and Debt Management. The project beneficiaries received a 2-day residential training on decent work which includes training contents including labour law, occupational health and safety, fire safety, hygiene, employee management etc.

English and Digital for Girls' Education (EDGE)



EDGE participants attend Financial Literacy session hosted by HSBC staff at HSBC Chattogram Branch

HSBC in partnership with the British Council has established arrangement of community-based peer led clubs to empower the marginalised adolescent girls for English and Digital Learning. EDGE programme is taking place across 4 districts of Bangladesh. Each of the implementation partners operates 50 EDGE clubs accumulating a total of 100 clubs in the project. A total of 2,400 girls (1,200 girls are covered in year 1) are participating in the project; amongst them there are 200 peer group leaders who undertake the functional aspect of these clubs. The beneficiaries of this club belong to the demographic group of 13-19 years old socio-economically marginalised girls.

Health support

Safe motherhood with SAJIDA Foundation

The project is designed to address the challenges faced by the community in Manikganj district where over 80% of deliveries were done at home and only 10% of pregnant women visited a doctor for antenatal care. Through the project interventions, 3,200 households have access to normal delivery centers and pregnant women have access to dedicated transport facilities for movement within the char and outside of the char to reach medical support. A network of traditional birth attendants (TBAs) are trained to assist and counsel pregnant mothers in receiving the professional medical support through the community clinics and referral linkages to facilities outside the char.