

HSBC Joy of Giving – Climate Initiative

[Location]

Shyamnagar, Satkhira, Bangladesh

[Narration in Bengali]

One of the biggest problems for coastal areas is salinity.

As a result, shortage of drinking water is becoming more and more common in different parts of the south.

To ensure pure drinking water in this region, with WaterAid Bangladesh, HSBC is working with different innovation and solution.

[Text on screen]

In partnership with WaterAid

Reached 700,000 people around Bangladesh

Anawara Begum, Beneficiary, Ishoripur, Shyamnagar, Satkhira, Bangladesh

[Speaks in Bengali]

We used to drink water from the pond or rain water.

We are much safer now with this water being available.

It was very difficult to bring water, there were even times when we didn't wash our hands.

[Narration in Bengali]

We also supported 'Women Empowerment Through Water Entrepreneurship (WE-WE)'. Under this initiative, the women entrepreneurs of Dacope have been supported with a water treatment plant.

As a result, many people are getting safe drinking water. Alongside that, the women are also becoming self-reliant.

Shwapna Baidya, Beneficiary, Boropukur, Atuliya, Shyamnagar, Satkhira, Bangladesh

[Speaks in Bengali]

Our area has an abundance of saline water.

We contacted many NGOs regarding how can we drink safe water from all this saline water. We got up to 46,000 taka per month.

This was mainly given for the women of the village who were falling behind to help them move forward in life.

[Location] Mirsharai, Chattogram

[Narration in Bengali]

Following this initiative, in collaboration with Bangladesh Economic Zones Authority (BEZA) and BRAC, we have taken the initiative to plant over 40,000 species of mangrove trees as the Bangabandhu Sheikh Mujib Shilpa Nagar located in Mirsharai, Chattogram.

[Text on screen]

In partnership with BRAC

Ongoing initiative to plant 40,000 mangrove trees

Md Mahbub ur Rahman, Chief Executive Officer, HSBC Bangladesh

[Speaks in Bengali]

Bangladesh is a delta island, which is located way below the sea level.

So this mangrove will not only capture carbon, but it will also help reduce the intensity of storms and floods in the coastal areas.

[Narration in Bengali]

This mangrove will play a vital role in preventing climate change by sequestration and will also act as a shield against natural disasters like cyclones, floods and tidal waves and support habitat for different species.

M Erfan Sharif, Additional Secretary, Executive Member of Bangladesh Economic Zones Authority (BEZA)

[Speaks in Bengali]

I think this is a very inspiring initiative because it will also encourage the non-government investors to come forward to enhance and accelerate our project.

[Narration in Bengali]

For climate mitigation and adaptation, we stand by the people of this country and continue our efforts to bring smiles to their faces.

May Joy of Giving spread light in the lives of people in the effort to keep hope alive.

#JoyofGiving

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