

5 October 2015

HSBC shares the success story of 'Building Rainwater Community Villages' Project

HSBC hosted a workshop in Sungbukgu Office on 1 October to widely share the success of the 'Building Rainwater Community Villages' project it carried out in partnership with Sungbukgu Office and Green Education Center, an environmental NGO.

This project had been implemented in Samduk Village, Sungbukgu, for a year as part of 'HSBC Water Programme' through which HSBC Group supports global environmental NGOs and local charities to tackle water challenges worldwide. Under this project, tanks that have the combined capacity of 31 tons of rainwater have been installed in 7 houses, Kookmin University, Jeungneung Welfare Center, Onteo Children's House and Jeungneung Senior Citizens' House.

At the same time, education on reserving rainwater and gardening with rainwater was provided to kindergartners, elementary school students and the Sungbukgu residents, and the vicinity of the tanks were tidied up. Such activities have helped the project to become a sustainable community development programme.

Martin Tricaud, President and CEO, HSBC Korea, said, "This is a good example where we achieved a success through close cooperation among a private company, a civic group and a local municipal government. We hope this project serves as a benchmark in rainwater preservation efforts and this model spreads to the wider community in Korea."

In Korea, HSBC has long served the community with such programmes as 'HSBC Hope Scholarship,' 'HSBC Microfinance for Social Enterprises,' and 'Aim High Camp,' entrepreneurship programme for middle and high school students. This year, to mark its 150th anniversary, HSBC is making an additional global fund of US\$150m over three years (2015-2017) available to selected local charities. For this, HSBC Korea signed a Memorandum of Understanding with Junior Achievement (JA) Korea and UNEP National Committee of Korea to deliver "Company Programme," an entrepreneurship programme targetted at high school students and "Plant for the Ocean," for Korea's marine environmental protection respectively. These projects will be implemented with grants from the 150th anniversary fund. HSBC Korea runs HAMSA, a staff volunteer group.

###

HSBC in Korea

HSBC has had a long presence in South Korea for over 115 years entering the Korean market in 1897 in Jemulpo (Incheon). HSBC is the leading provider of global banking and market services in Korea, and is one of the largest investors amongst foreign banks in Korea with total assets of 23 trillion won as of June 2015. HSBC Korea was awarded 'Best Foreign Commercial Bank' in Korea by FinanceAsia in 2015, and was voted the 'Best Domestic Cash Management Bank' in Korea for the fifth consecutive year in Euromoney Cash Management Survey in 2014.