

Press Release

23 March, 2015

TITLE: In celebration of World Water Day, HSBC launches global Water Programme in Bermuda

The global HSBC Water Programme is a five year, US\$100m partnership with Earthwatch, WaterAid and the World Wildlife Fund; three non-Governmental global organisations that rank amongst the world's most respected environmental and sustainable development organisations. These partnerships provide the necessary scale to deliver the powerful combination of water provision, protection and education, benefiting communities in need, enabling people to prosper, and driving economic development and growth.

The global HSBC Water Programme funds over 59 water projects in 35 countries. HSBC is pleased to announce that Bermuda is now included as a participant in this global initiative.

Richard Moseley, HSBC Bermuda CEO, states, "We were very fortunate to have secured funding from the Global Programme to support two projects in Bermuda. Both the HSBC Water Programme in partnership with Bermuda Zoological Society (BZS) and the project supported by Green Rock, will reinforce the important message of sustainability with specific focus on fresh water preservation. We are delighted to partner with these local organisations on these important projects which focus on water access, cleanliness and preservation. Access to clean water is a global challenge and we are pleased to be actively involved here in Bermuda in helping to address this issue and educate our community and young people on the importance of sustainable water access."

One of the local projects will focus on the remediation of the Cloverdale and Evan's Bay brackish ponds. These ponds act as a critical habitat for a diversity of wildlife including endemic and endangered species and are also temporary habitats for many seasonal migrating birds. Local studies have revealed that sediments in these ponds contain toxic levels of various contaminants which pose significant threats to pond species and the quality of water in the groundwater below, potentially impacting our fresh water supply. The sources of these contaminants include vehicle emissions, storm water run-off from roadways, and, to a lesser extent, pesticides and cesspits. BZS will focus its efforts on preventing further contamination of the ponds by diverting and filtering the storm water through sumps and treating it with adsorbent materials. Ponds will be cleaned via aeration of sediments to hasten hydrocarbon biodegradation and removal of invasive plant species while improving quality of the water.

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BZS representative, Lynda Johnson, states “We are thrilled to have the support of HSBC for this project. The pilot phase of this local project will consist of the work we will undertake in relation to these two ponds, with a goal to expand to eight additional ponds selected in consultation with the Department of Conservation Services. The first step will be the diversion/filtering/aeration process on the initial two ponds. In addition to HSBC’s two year commitment to the project, this will be further supported by the Bermuda Government’s Department of Environmental Protection who, in collaboration with the Department of Public Works, will also contribute to the maintenance and replacement of the adsorbent materials in the relevant storm water treatment structures, to maintain the reduced levels of contaminants.”

Additionally, over the five years of the Global Programme, HSBC through its partnership with ‘Earthwatch’, will seek to engage 7,500 HSBC staff volunteers worldwide to help facilitate its Water Programme research. The ‘Citizen Scientist Leaders programme’ (CSL) will train employees on how to take measurements of water quality and upload data to ‘FreshWater Watch’ where scientists worldwide can access to help them better understand the quality of the world’s water sources. Employees from HSBC in Bermuda will have the opportunity to participate in this global initiative, collecting data from local ponds.

For the second project, leading environmental charity ‘Global Action Plan (GAP) UK’ and HSBC Bermuda collaborated with ‘Greenrock Bermuda’, introducing the Water Explorer Programme to the island’s schools in January 2015. The programme seeks to engage 9,000 students (ages 8-14 years) across 11 countries over a 2 year period, educating them on understanding where water comes from, how it affects lives and how to take practical action to protect and save water at home, at school and within local communities.

Greenrock Executive Director, Gordon Johnson, states, “The provision of clean water and sanitation for a growing global population in a changing climate is one of the most challenging societal issues we face and it is the young people of today who will face the burden of water challenges in the future. Global programmes such as this, reinforced by collaboration amongst various stakeholders, will only help to drive the message of sustainability here in Bermuda.”

For further details on the Global Water Programmes, the Citizen Scientist Leadership Programme and how you can help, please contact Clesia Realejo, Events, Sponsorship and Community Investment Manager (clesia.m.realejo@hsbc.bm).

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Notes to editors:

1. HSBC Bermuda

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The HSBC Group has a long history of supporting communities where it operates. At HSBC Bermuda, we are aligned with HSBC's global sponsorship and community investment strategies and are committed to supporting programmes and events in the local community. For further information please visit <http://www.hsbc.bm/1/2/about/community>

2. The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from over 6,100 offices in 73 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,634bn at 31 December 2014, HSBC is one of the world's largest banking and financial services organisations.

3. The Bermuda Zoological Society

The Bermuda Zoological Society was chartered in 1978 as the local support charity for the Bermuda Aquarium, Museum and Zoo (Bermuda Registered Charity #179). It funds community outreach projects and public events, award-winning exhibits, world-class animal care, plus top-ranked education, conservation and research programmes – all accredited by the Association of Zoos and Aquariums.

BZS is committed to encouraging future generations become stewards of the natural world through its top-ranked environmental education programmes. It also supports ground-breaking research by their own team of scientists, sharing important data worldwide and participating in international projects critical to preserving fragile endemic species and endangered habitats. BZS is proud of making a world of difference by connecting people to conservation.

4. Green Rock

GreenRock, a local non-profit, has a 10-year track record of managing programmes that educate the community about creating a sustainable future for Bermuda. Green Rock works in collaboration with other non-profits in Bermuda to raise awareness of issues facing the Island's environment and advocates in specific areas related to sustainability: energy, water and waste.

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