

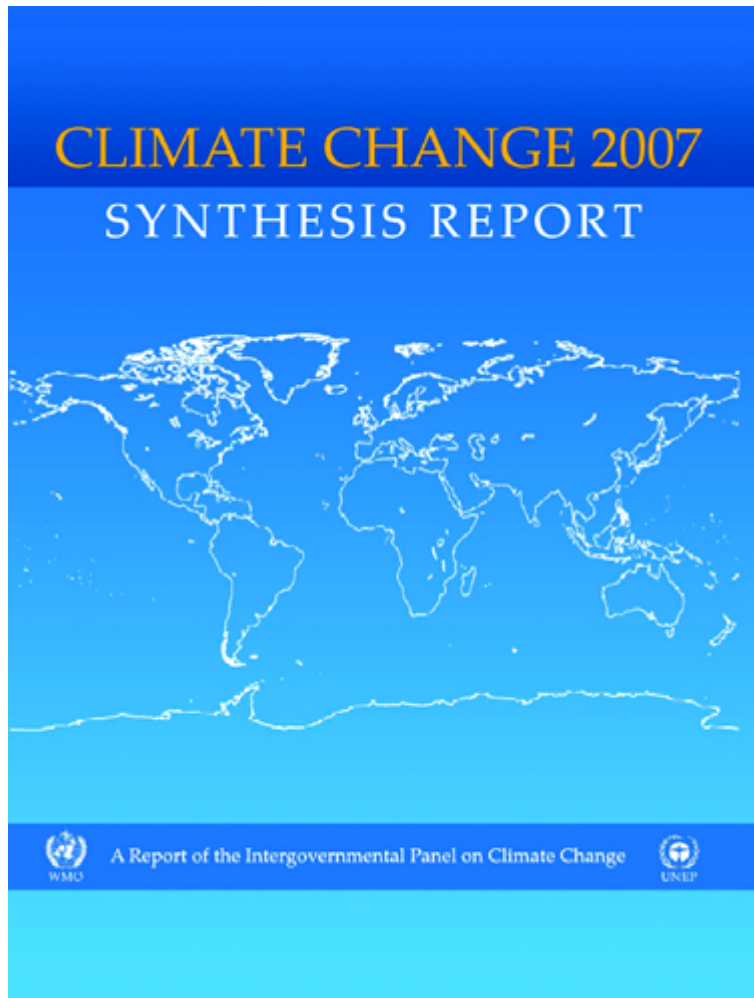
Business and Public Engagement of Climate Change

氣候變化 - 業務連系及公眾參與



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Nature of Climate Change



“Anthropogenic warming could lead to some impacts that are *abrupt and irreversible*, depending upon the *rate and magnitude* of the climate change.”

Lord Stern's Views about Low-carbon Growth



- 2% of global gross domestic product per annum is required to be invested in order to avoid the worst effects of climate change.
- Low-carbon growth path offers way out of economic downturn and now is the time to lay the foundation for a world of low-carbon growth.

HSBC and Climate Change

- Climate change – the greatest economic, environmental and social challenge (risk) facing the world today
- Strategy – A shift to the low-carbon economy
- A low-carbon economy → business opportunities

The Market's Perception of Opportunity

\$117bn

Global Investment in Clean Energy 2007

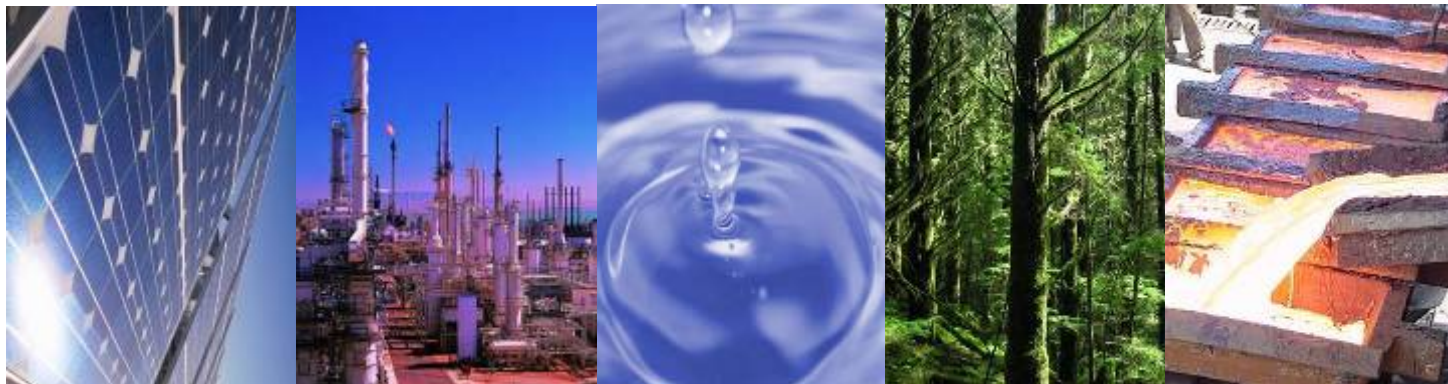
\$85bn

New Investment in Renewable Energy and Energy Efficiency 2007

\$2,000bn

Global Carbon Markets, 2012 (UNEP FI)

Managing Direct and Indirect Impacts



Energy

Chemicals

*Freshwater
Infrastructure*

*Forest Land &
Products*

Mining & Metals

- HSBC – the first global bank to go carbon neutral
- HSBC's Carbon Management Plan – Managed 897,000 tonnes CO₂
- Equator Principles, HSBC lending sector guidelines
- Climate Principles

Business Engagement of Climate Change

Green Credit Card



Green Travel Insurance



Bangalore Climate Change Centre of Excellence

- Implication for HSBC
- Understand scientific, regulatory and economic dimensions of climate change

HSBC GIF Climate Change Fund

- Timely, comprehensive and practical solution for investors
- Invests in companies considered best placed to benefit from developing solutions to climate change challenges

Green Equipment Financing



Engaging the public and our employees

HSBC & Climate Partners

The screenshot shows the HSBC Climate Partnership website. At the top left is the HSBC Climate Partnership logo. A navigation bar includes 'STEP 1 Learning', 'STEP 2 Lifestyle', 'STEP 3 Calculator', 'STEP 4 Action', and 'STEP 5 Sharing'. On the right, there is a login section with fields for 'HSBC Staff ID' and 'Password', a 'Login' button, and a 'Your Region: Hong Kong' dropdown. Below the login section are links for 'Register' and 'Forgot password'. A sidebar on the left contains 'Announcements' (with a 'NEW!' tag and a link to 'Support Source Separation of Waste'), and an 'Event Calendar' for May 2008. The main content area features a 'Climate Partner Mission' banner with a yellow starburst saying 'Let's join up!' and a list of four mission points: 1. We'll learn more about environment, 2. We'll act together with HSBC to combat climate change, 3. We'll share our passion with families and friends, and 4. We'll live a low carbon lifestyle. Below the list is a large orange button that says 'I agree to join >'. To the right of the mission banner are two smaller articles: 'HSBC Wetland Days 2008' and 'Climate change: Resolve it the market way?' by George Leung, HSBC. At the bottom, there is a navigation bar with icons for 'Learning' (Learn how to make change >), 'Lifestyle', 'Calculator', 'Action', and 'Sharing', along with a cartoon character and the text 'HSBC and Climate Partners'.

Since Nov 07, 45,000 people have been registered as *Climate Partners*

- Systematic engagement with local communities and raise public awareness on climate change.
- A platform for **learning, acting and sharing**, so as to facilitate the shift of participants' lifestyle to be greener.
- Hong Kong's first **carbon calculator** – calculation and performance tracking
- **99 tips** on how carbon emissions can be reduced by living a greener lifestyle.

Engaging the public and our employees

Reaching out to the public



'HSBC Wetland Days' for employees and the public to learn about wetland ecology and raise public environmental awareness.



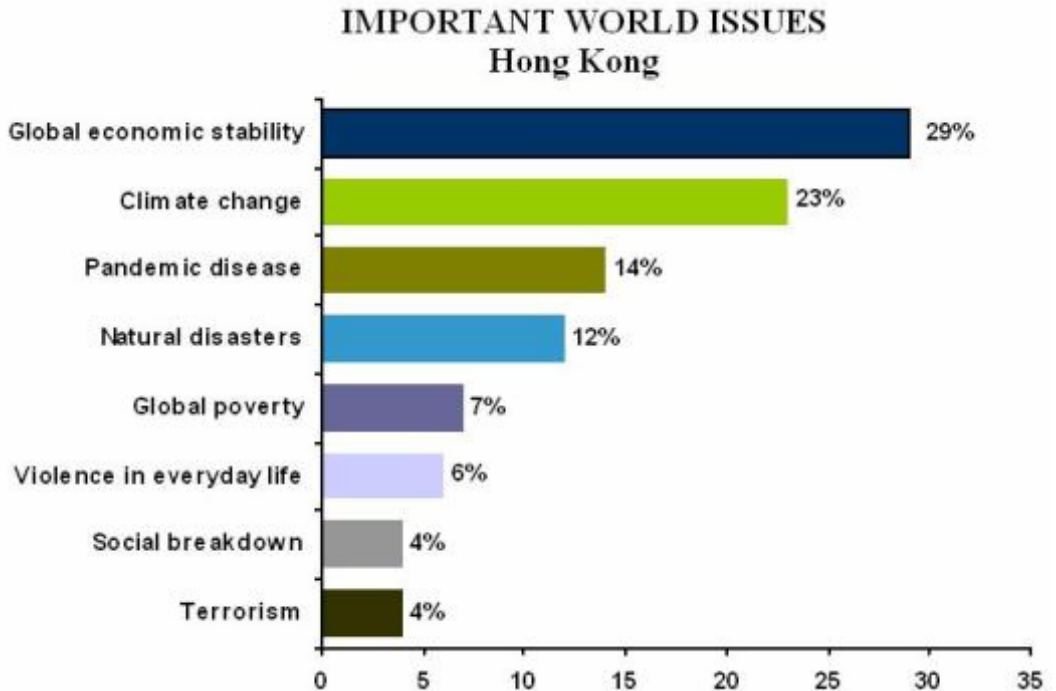
'Discover Eco Hong Kong' aims to increase HSBC staff understanding in local ecology, community, culture and natural heritage.

Understanding what consumers think about climate change

Climate Confidence Monitor 2008

Hong Kong Results

- Second highest to rank climate change as key concern, ahead of Australia, mainland China, the U.S and other surveyed economies.
- 43% of respondents want the government to take the leading role on tackling climate change.



“Climate is Changing, Act Now!” Exhibition

- HSBC is co-organising with the HKO and corresponding government bodies from Guangdong and from Macau.
- To raise awareness on climate change and to call for actions.

「氣候在變化，我們要行動」展覽會 Climate is Changing, Act Now Exhibition

Co-organised by:



HSBC 匯豐

氣候在變化 Our Climate is Changing

Warning of the climate system is unambiguous. Global average surface temperature has increased by 0.54°C in the last 100 years and the rate of warming has accelerated in the recent 50 years.

Signs of Climate Change:

- Increasing global average surface temperatures
- Warming global average sea level
- Interdecadal variability of ocean
- Partial amount changes in different regions

變化的原因 Causes of Change

The warming since the mid-20th century is very likely due to the increase in anthropogenic greenhouse gas concentrations.

三大人為溫室氣體 The Three Major Greenhouse Gases produced by human activities

Rank	Gas	Source
1	二氧化碳 Carbon dioxide (CO ₂)	發電、工業、交通、建築、農業及森林砍伐
2	甲烷 Methane (CH ₄)	農業及畜牧業、垃圾堆填區、沼氣
3	氧化亞氮 Nitrous oxide (N ₂ O)	農業、工業、化石燃料燃燒

溫室效應與全球變暖 Greenhouse effect and global warming

Atmospheric greenhouse gases act like a blanket trapping the earth's surface warmth. If the concentration of the greenhouse gases in the atmosphere increases, the earth will become warmer.

珠三角氣候過去的變化 Observed Climate Change in the Pearl River Delta Region

Over the 100 years of human activity, climate has been significantly changed in the climate of the Pearl River Delta region over the last 50 years. Notable characteristics are:

- Significant temperature rise: In the last 50 years, the average temperature in the region has increased at a rate of 0.21°C per decade. The rate for the Pearl River Delta region is even higher: 0.37°C per decade. Similar warming trends are also observed in Hong Kong (0.27°C per decade) and Macau (0.16°C per decade) between 1951 and 2000.
- More hot days, less cold days: Hot weather has become more frequent while the number of cold days has been declining steadily.
- Large variations in annual rainfall with frequent droughts and floods.
- Warming sea level.

培養低碳生活習慣 Switch to a Low-Carbon Lifestyle

1. 節約能源 (Save Energy)

2. 減少開車 (Reduce Car Use)

3. 減少開水龍頭 (Reduce Water Use)

4. 減少使用塑膠袋 (Reduce Plastic Bags)

5. 減少使用紙張 (Reduce Paper Use)

6. 減少使用電器 (Reduce Appliance Use)

7. 減少使用冷氣 (Reduce Air Conditioning Use)

8. 減少使用電視 (Reduce TV Use)

9. 減少使用電腦 (Reduce Computer Use)

10. 減少使用手機 (Reduce Mobile Phone Use)

11. 減少使用洗衣機 (Reduce Washing Machine Use)

12. 減少使用乾衣機 (Reduce Dryer Use)

13. 減少使用烘乾機 (Reduce Dryer Use)

14. 減少使用電風扇 (Reduce Fan Use)

15. 減少使用電燈 (Reduce Light Use)

16. 減少使用電器 (Reduce Appliance Use)

17. 減少使用電器 (Reduce Appliance Use)

18. 減少使用電器 (Reduce Appliance Use)

19. 減少使用電器 (Reduce Appliance Use)

20. 減少使用電器 (Reduce Appliance Use)

Thank you