

Sustainability at our heart: HSBC

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At HSBC, Corporate Social Responsibility (CSR) is referred as Corporate Sustainability (CS) to recognise the wider commitments to communities in which we operate. The Bank supports a number of community programmes in Bangladesh, focusing its investment for Future Skills and Climate which mostly benefits women and the vulnerable community. In last 10 years, we have reached 700,000 people with safe water sanitation and hygiene. In last 5 years, we have reach 5000 women with skills, financial literacy and entrepreneurship support. We are continuing our efforts for a sustainable future.

Introducing Joy of Giving

During COVID-19, the Bank launched Joy of Giving initiative to reach 100,000 people with food, health and livelihood support. For this, the Bank partnered with non-profits, local corporates, multi-national organization and government institutes to reach beyond 100,000 people with more than 15 partnerships.

Reaching the Climate Vulnerable in Dewanganj

Dewanganj in Jamalpur is among the top 5 natural disaster affected districts in last five years (in terms of severity and exposures). Dewanganj sub-district is adjacent of river Jamuna and Bramaputra. The majority of climate affected households residing in these locations are prone to physical, social, economic and recurrent disaster vulnerability. The last two floods affected more than 800,000 people in 625 villages under 51 unions out of 68 unions in the district. On top of that the COVID-19 pandemic and the frequent lock down impacted the rural economy of Jamalpur, majority of which is associated with handicrafts production and marketing. To tackle these issues and to work for climate vulnerable people, HSBC has partnered with BRAC, SAJIDA Foundation and WaterAid.

Nakshi – paving its way for women empowerment

With BRAC, a project called 'Nakshi' has been initiated which is a solution to empower women from marginalised and vulnerable communities in Jamalpur (Sadar and Dewanganj). This will have improved access to decent employment and increased income. Through this project, 640 disadvantaged girls and young women will be skilled in local demand based handicraft and tailoring for securing better livelihood opportunities. Also, they will be self-empowered through entrepreneurship opportunities, supported by digital and financial skills training. Additionally, each graduate will be vigorously followed-up thrice during the project tenure to ensure that they are engaged in a decent employment or income generating activities.

Support with WASH

With WaterAid, through the project interventions, 2000 poor, marginalised flood affected families under Dewanganj sub-district of Jamalpur district were directly benefited with hygiene package, water preservation pot and rehabilitation of water and household sanitation facilities. Selected poor and marginalised people received access to safe water and improved sanitation facilities through this project. The project beneficiaries were selected through active participation of the community as well as involving respective local government representative to avoid the duplication/overlapping. Widow, women headed households and disabled people got priority in the selection process and it was duly endorsed by the local government institutions.

Livelihood Development

With SAJIDA Foundation, improvement of livelihood and rehabilitation packages for vulnerable households took place in the same region. This included 1000 livelihood recovery packages consisting of livestock and vegetable seeds and 500 homestead gardening packages consisting of fencing and vegetable seeds to vulnerable families who were severely impacted by the floods. The distributions were

done in large open spaces such as public-school fields maintaining all necessary safeguarding and protection measures.

Agriculture officers were appointed for the project to provide advisory services to all households receiving the packages. The officers were additionally trained by SAJIDA's agriculture specialist to provide advisory services that were most relevant to the local context and customised messages to ensure the information were easily understood by all beneficiaries.

10 years of HSBC Water Programme

The HSBC Water Programme in partnership with WaterAid supported communities, schools and local entrepreneurs in climate vulnerable districts to achieve sustainable clean water, decent toilets and good hygiene for the most vulnerable people. In last 10 years, the programme was implemented in Khulna, Rajshahi, Sylhet, Rangpur and amongst others. Tailored approach in communities have been provided such as a piped water network and community rainwater harvesting, small-scale technologies for individual or small clusters of households provided in very remote locations. It was ensured that the design and construction of new toilets and water systems were adapted to environmental challenges, such as building raised structures to protect them from flooding, and that materials could withstand exposure to saltwater and strong winds. Going forward, it has been worked with communities to build local knowledge to manage these facilities sustainably through committees and caretakers. To ensure resources were available for future needs, communities contributed a small percentage of the capital investment – to be kept in a separate bank account as an operations and maintenance fund for any major and minor repairs managed through collection of a nominal fee by the management committee.

The programme emphasis is on sustainable, climate-smart and gender-inclusive initiatives, combined with strong policy advocacy for better services for vulnerable communities, has laid the groundwork for successful replication within and beyond our projects. Key Project outcomes:

- Decent water and toilet facilities installed in 69 health facilities, reaching nearly 550,000 people.
- Over 13,000 students reached with clean water and toilet facilities at school.
- Three women-led enterprises established to provide water at affordable prices.

Conclusion

We are continuing our efforts for the climate vulnerable community and also facilitating skills development for youth. We have worked for education, health and environment support in our 25 years' in Bangladesh. HSBC staff has volunteered in multiple initiatives like mentoring, teaching, planting trees and other community support.



Photo Caption: HSBC Volunteering programme at the Sreepur Village. The employees engaged for financial literacy, green chili plantation, story-telling and sports with the children.



QR code: Watch the video on our Dewanganj, Jamalpur experience.