



*Press Release*

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## **HSBC supports sustainable economy through environmental conservation**

In collaboration with WWF Indonesia, PT Bank HSBC Indonesia encourages industry and people to understand the importance of environmental sustainability as a longterm welfare resource.

**Jakarta, 29 September 2017** –As part of our commitment to support Indonesia’s economic growth, PT Bank HSBC believes in the importance of environmental conservation. It is reflected in a number of environmental programs conducted jointly with WWF- Indonesia for more than a decade, which deals with economic, ecological and social welfare dimensions. HSBC thinks that a new paradigm in the business world for sustainable people’s economy is necessary.

Nuni Sutyoko, Head of Corporate Sustainability, PT Bank HSBC Indonesia says, “After becoming PT Bank HSBC Indonesia through integration, we have a strategic role in contributing to Indonesian people in much wider scope. Our contribution aims to encourage business and to develop people’s economic sustainability as well.

Nuni adds, “We often find business actors who place sustainability as an additional aspect of their business. In fact, sustainability and conservation are mutually related and are major parts to ensure the future business sustainability. By observing environmental conservation, we may create different new economic opportunities such as agriculture and tourism, which are potential to build a long term welfare.”

Together with WWF Indonesia, PT Bank HSBC Indonesia displays a set of sustainable environmental conservation in different parts of Indonesia – from Sumatera through Papua. It includes fishery culture program in the area of world’s reef triangle, shark-whale monitoring program, environmental education and sanitation at Cenderawasih Bay, drinking water through the development of information center and fresh water laboratory at Rimbang Baling, Riau; waste management and sanitation program at Cenderawasih Bay and Labuan Bajo; sustainable oil palm agricultural program in West Kalimantan, as well as environment- oriented marine tourism program in East Indonesia.

**Arnold Sitompul, WWF Indonesia Conservation Director** says, “One of the success factors in conservation may be achieved through ensuring the sustainable people’s economy. We have tried to realise this through the implementation of sustainability principles in a number of sectors such as oil palm, fishery and tourism. Partnership with financial institution and banking such as HSBC has become a part of strategic partnership to ensure that the implementation of sustainability goes in hand with the development of people’s economy.”

Residents at Rimbang Baling is one of the sample of people who are highly aware in protecting their environment. With the support of WWF and HSBC, people start to feel the benefits of protecting rivers and practicing eco tourism for their economy, and leaving forest damaging practices. The similar cultural reforms also start to develop strongly in the oil palm farmers’ education program in West Kalimantan. They are able to gain optimal production to develop their business without destroying the forest.

“We hope that a number of conservation programs that we run jointly can prove and inspire any business actors that sustainability is an important factors in conducting a sustainable business,’ says Nuni.

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