

## Press Release

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### **WWF & HSBC Officiate Water Education Laboratory**

In conjunction with the celebration of the World Water Day, the WWF Indonesia is teaming up with HSBC to launch a Water Education Laboratory at the 'Rumah Panda' learning house in Bandung. It also forms part of HSBC's Water Program. The laboratory serves as a learning place where people get information related to water conservation, especially rivers.

Rivers play an important role in life, not only for humans but also for other living things both within the rivers and in the surrounding land. It is of no doubt that the survival and welfare of people living around riversides depend much on the rivers. Apart from being a means of transportation and a source of daily needs, the communities also rely on river as an economic resource. However, the development of forested areas which pays little heed to the catchment has damaged the ecosystem of rivers, leading to erosion, sedimentation and pollution.

The Living Planet Report (LPR) issued by WWF in 2014 showed that the Living Planet Index (LPI) for freshwater has decreased significantly by 76% during the period of 1970 - 2010. This has resulted in the death of 5 million people linked to waterborne diseases every year. In Indonesia alone, some islands are already experiencing water deficit, including Java, Sulawesi, Bali, and NTT. Although Sumatra still enjoys a fresh water surplus, freshwater sources are being threatened by pollution coming from activities that are not environmentally friendly such as mining, industrial and domestic waste disposal, as well as other social activities. The facts have driven WWF Indonesia to partner with HSBC to initiate a program aimed at raising people's awareness about water.

In the water laboratory, visitors can test water samples taken from their home or other sources to examine the quality of water they consume every day. In addition, visitors also have the opportunity to gain knowledge about the resources and benefits of water, as well as various other interesting things about rivers from all over Indonesia.

Devy Suradji, Marketing Director of WWF-Indonesia, said: "HSBC is a key partner of WWF around world. We share visions and missions to contribute positively to the global community and the planet Earth. The freshwater joint program with HSBC in Rimbang Baling which has been actualized through the opening of the water laboratory at Bumi Panda will provide people, especially children, with information about the importance of water and water condition and the relation of water to life and ecosystem balance. The water laboratory will pave the way for a synergy and collaboration between people in Rimbang Baling and urban communities in an effort to protect freshwater sources which only accounts for 3% of the total amount of water on the planet".

Meanwhile, Nuni Sutyoko, Senior Vice President of HSBC Indonesia said: "Water will be one of the most important resources for the world to protect over the next 20 to 30 years. I am heartened by the evidence that the HSBC Water Programme is making a real difference to the lives and livelihoods of people around the world. HSBC Water program has been running for five years worldwide. A number of global objectives have been achieved, including clean water access now available to more than 1 million people. More than 900,000 people have access to adequate sanitation. A total of 3,120 water and sanitary committees have been formed, and as many as 1,476 water pumps technicians have been trained."

Nuni added that the program involves HSBC employees. “We’ll be getting involved locally wherever we work,” she explains. “People can volunteer for a day to receive education about global water issues, learn about the issues where they live and work, and take part in basic research.”

The water laboratory initiative is part of a larger program for water and river conservation, which is centered at the Rimbang Baling district in Riau. Rimbang Baling is one area that plays a critical role for the sustainability of the ecosystem in the island of Sumatra. Various local wisdoms to keep water resources have persisted in the local community but are under continuing pressure from rampant land conversions into oil palm plantation and illegal mines. This has prompted WWF and HSBC to initiate a campaign for the protection of water resources in the area through a community-based approach that invites people to maintain the natural ecosystem of Rimbang Baling.

### **Ends**

#### **About WWF-Indonesia**

WWF Indonesia is the largest conservation organization in Indonesia and has begun its activities since 1962. This independent foundation has been registered under Indonesian law since 1998. In total WWF Indonesia has 28 field offices encompassing areas from Aceh to Papua, supported by more than half 400 staffs. Since 2006, WWF Indonesia has been supported by more than 54.000 supporters spread all over Indonesia. More info, visit [www.wwf.or.id](http://www.wwf.or.id)

#### **About HSBC Indonesia**

HSBC has operated in Indonesia since 1884 and now the Bank serves its customer through 38 branches in 6 major cities across Indonesia. Supported by more than 3,000 employees, today HSBC Indonesia has grown into Indonesia's leading international bank, offering services in Commercial Banking and Global Banking for Corporate and Institutional Banking, Global Markets for treasury capital Markets as well as Retail Banking and Wealth Management business.

