

Press Release

HSBC & WWF Conserving Marine Life and Biodiversity in East Indonesia

Jakarta, 28 October 2015 – HSBC and WWF launch the ‘Marine Conservation for East Indonesia’ on National Youth Pledge Day, Wednesday 28 October, 2015.

The new programme is targeted at students and local communities in Papua and to provide education for children and empower families for sustainable livelihood.

HSBC and WWF have been working together since 2002 to tackle conservation challenges across the world by helping to support communities, businesses and nature. The long-term nature of the partnership has been an important factor in enabling long-term, sustainable change.

Sumit Dutta, Country Manager and Chief Executive HSBC Indonesia said, “As part of our commitment to the community, we provide financial contributions to community projects across the world. For us sustainability means building our business for the long term by balancing environmental, social, and economic considerations in the decisions we make. This enables us to help businesses to thrive and contribute to the growth and resilience of communities.”

In return, **Dr Efransjah**, CEO WWF Indonesia responded, “WWF Indonesia welcomes this new collaboration with HSBC in enhancing our growing works in East Indonesia on driving sustainable oceans as valuable assets for community livelihood.” Dr Efransjah continued, “In this project, the approach is multi faceted allowing engagement of different stakeholders in addressing the challenges for sustainable outcomes benefiting primarily local community.”

HSBC’s donation is part of a series of community investments being made globally to mark HSBC’s 150th anniversary. Overall USD150 million of additional funding has been committed to community projects over three years (2015-2017) around the world.

Through the ‘Marine Conservation for East Indonesia’ programme, WWF Indonesia and HSBC aim to transform fisheries through more sustainable practice, by improving the operation of marine tourism, combating destructive fishing, and capitalising on local wisdom to strengthen biodiversity conservation in Cendrawasih Bay in Papua as well as providing environmental education to children in remote areas in Cendrawasih Bay using the WWF’s 23 meters wooden board “Gurano Bintang”.

HSBC has partnerships with some of the world’s leading charities, both large and small. A number of these relationships have been in place for more than a decade, enabling funding for long-term programmes which can result in real change.



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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

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 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,572bn at 30 June 2015, HSBC is one of the world's largest banking and financial services organisations.

HSBC's US\$150m community fund

HSBC marks its 150th anniversary in 2015. As part of this, HSBC has made a US\$150m fund available to community projects over three years (2015-2017). More than 140 charities worldwide have been selected by HSBC's management team, based on votes from HSBC employees for charitable themes. The US\$150m fund is in addition to the US\$114m HSBC makes available to community investment programmes globally each year. Further details: www.hsbc.com/150-community-fund