

# press release

FOR IMMEDIATE RELEASE

22 April 2008

## **Standard Chartered Bank Launches “Blue and Green” Campaign in China**

*Supporting the World Earth Day*

22 April 2008, Shanghai – Standard Chartered Bank (China) Limited (“Standard Chartered China”) launches the “**Blue and Green Campaign**” on World Earth Day 2008 as part of its environment protection initiative. Environment protection is a major component of the Bank’s global Sustainability Business Priorities, which involves engagement of its employees, customers and other stakeholders.

Their “Blue and Green Campaign” plan mirrors the global environment strategy which focuses on three interdependent areas for action:

1. **Operational impact:** The Bank will lead by example and reduce the environmental impact of its own operations and activities
2. **Sustainable lending and financing:** The Bank has an objective to be a ‘force for good’ by further integrating environmental stewardship, including climate change, in our lending / credit / business policies, as well as client relationship management and risk approval processes.
3. **Engagement:** Raising awareness among employees and external stakeholders about the consequences of poor environmental stewardship, the importance of environmental protection and what they can do to make a difference.

**Katherine Tsang**, CEO and Executive Vice Chairman, Standard Chartered Bank (China) Limited, said, “As a financial institution, our own environmental impact is

considered relatively small though as a responsible corporate citizen, we are strongly committed to minimising them. We strongly believe that the consequences of our actions have far-reaching impact on the future and we can play an active role in making a positive difference to the environment.”

Some of Standard Chartered China’s environmental initiatives include:

- implementing China’s “No Smoking” policy
- eliminating the use of plastic bags
- providing paper, can and battery recycle bins in the workplace
- selecting environmentally-friendly material for all new offices / branches/ sub-branches
- applying low emission standards for all company pool cars
- setting the office temperature to 26 degree Celsius (summer) and 20 degree Celsius (winter)

In 2007, these initiatives have helped eliminate the use of over 528,000 plastic bags in the Shanghai offices, and collected about 16 tonnes of recyclable material.

Standard Chartered Bank’s aim in building a sustainable business is to deliver value to customers and shareholders whilst helping to address the significant social, economic and environmental issues the world is facing. The Bank is well placed to achieve this in Asia, Africa and the Middle East through its longstanding relationships and deep involvement in these regions.

Standard Chartered Bank also published the Bank’s “Sustainability Report” with its Annual Report in the past two years. To protect the environment, these reports are only available on the Bank’s website ([www.standardchartered.com/sustainability](http://www.standardchartered.com/sustainability)).

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**Notes to editors**

**Standard Chartered – Leading the way in Asia, Africa and the Middle East**

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and the number of employees have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs over 73,000 people, representing 115 nationalities, in more than 1,700 branches and outlets located in over 70 countries. The bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, with balanced income derived from both Wholesale and Consumer Banking.

The group is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity.

In China, the Bank set up its first branch in Shanghai in 1858, and has remained in operation throughout the past 150 years. Standard Chartered Bank (China) Limited is one of the first banks to incorporate officially in China in April, 2007. This demonstrates the Bank's commitment to the China market, and its leading position as a foreign bank in the banking industry.

Standard Chartered China has one of the largest foreign bank networks – with 14 branches (Nanchang branch to be opened), 25 sub-branches and 2 representative offices in China. In 2007, Standard Chartered China was granted the “Top 10 Financial Institution Award” and the “Best SME Services Award” by China CFO World, and has been named the “China's Best Corporate Citizenship” by 21st Century Business Herald.

For more information on Standard Chartered, please log on to  
[www.standardchartered.com](http://www.standardchartered.com)