

# press release

## **Standard Chartered participates in The Million Tree Project to prevent desertification in Inner Mongolia**

Internal “Green Your Flights” programme transforms carbon emissions from business travel into 6,000 new trees

Shanghai, China, 27 April 2010: Standard Chartered Bank (China) Limited has pledged to help prevent the desertification of Inner Mongolia and offset part of the carbon emissions produced through its business travel by joining **The Million Tree Project (MTP)**, organised by Shanghai Roots and Shoots (R&S), a division of the Jane Goodall Institute.

30 staff from the Bank’s Group and Technology Operations (GTO) team headed up to Ku Lun Qi, Inner Mongolia over the weekend to plant 6,000 new trees. Under the guidance of R&S and local tree farmers, the bankers stepped out of their comfort zones and ploughed into tree-planting to do their part for environmental protection.

“In Standard Chartered Bank, we are aware of the impact our business has on society and the environment. Amongst the many initiatives we have under our Sustainable Business agenda, we run a ‘Green Your Flights’ programme within GTO where we pay USD 70 for every flight booking made. Funds raised support projects which help reduce greenhouse gas emissions and offset our collective carbon footprint from air travel. Support for MTP is one of our key initiatives in China,” said David Lynch, Chief Information Officer (CIO), Standard Chartered Bank (China) Limited.

“Technology is playing a major role in making our business and operations environmentally friendly. Our ‘green IT’ and premises initiatives have delivered significant environmental

benefits including a 35% reduction in paper consumption and a 20% year-on-year reduction in energy consumption. Business travel remains an essential part of doing business, especially in such a rapidly growing and geographically spread market like China. Our support for MTP demonstrates our investment in creating sustainable growth. It is also in line with our aspiration to support the China goal of achieving a 40 – 45 % reduction in carbon intensity per unit of GDP by 2020 (on 2005 baseline).

MTP began in 2007 and aims to combat global warming by planting oxygen-producing trees in Inner Mongolia, China. It is designed to improve both ecological and humanitarian conditions of Kulun Qi, Tongliao municipality, Inner Mongolia which suffers from desertification and its consequential sandstorms. The project also encompasses true capacity building as the local population is directly involved with - and benefits from - every step of planting, maintaining and monitoring the trees.

“We are delighted that Standard Chartered Bank is supporting Shanghai Roots & Shoots goal of planting one million trees in the Inner Mongolian desert by 2014,” said Heather Wigmore, Director of The Million Tree Project. “By the end of this month, MTP will have planted 400,000 trees. Partnering with the Forestry Bureau of Kunlun Qi and the local farmers, we ensure that the trees planted are constantly monitored and maintained so that we can achieve project sustainability and our overall ambition.”

Standard Chartered has long-term plans to support the environmental protection efforts in China and this is part of the Bank’s overall Sustainability agenda. This also echoes Standard Chartered’s brand promise to be **Here for good**, which sums up the Bank’s deep and lasting commitment to the people it serves and the countries in which it operates.

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

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 20 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. We have produced seven years of record income and profit, primarily as a result of organic growth.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group earns around 90 per cent of its income and profits in Asia, Africa and the Middle East, from its Wholesale and Consumer Banking businesses. The Group has 1700 branches and outlets located in 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, 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. It employs around 75,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

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 foreign banks to locally incorporate 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 has one of the largest foreign bank networks in China – with 16 branches, 38 sub-branches and 1 Village Bank. Approval for the setting up of the Huhhot branch has been granted and preparation is in progress.

In 2009, Standard Chartered China is named by the *Economic Observer* as the “Best Trade Finance Bank in China”. It also clinched the *Economic Observer's* “Best Innovation in Cash Management” award, *Global Finance's* “Best SME Lending Bank” and the *China Business News' “Outstanding Corporate Award of 2008 Corporate Social Responsibility Ranking in China”*.

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

## **About “Green Your Flights”**

Spearheaded by Standard Chartered Bank’s global Group & Technology Operations (GTO) team, this programme is designed to offset carbon emission resulting from business travel. Offsetting means balancing out the amount of carbon released with an equivalent amount saved through emission-reduction projects.

Since July 2009, GTO teams across eight markets\* with the highest travel incidence contribute a USD 70 “carbon tax” for every flight booking made (applicable for both domestic and international trips). Funds will support projects which help reduce greenhouse gas emissions and offset our collective carbon footprint from air travel. These can include, but are not limited to, projects focused on reforestation, renewable energy, efficient land use, and energy conservation.

Investment and implementation of carbon emission-reduction programme are ongoing. To date, over 20,000 trees have been planted in China, India and Indonesia. The partnership with the Million Tree Project in Ku Lun Qi, Inner Mongolia is a key initiative in China.

*\* China, Hong Kong, India, Korea, Singapore, Taiwan, UK and the US*

## **Shanghai Roots & Shoots**

Shanghai Roots & Shoots (R&S), a division of the Jane Goodall Institute, is an environmental education and community service non-profit organisation located in Shanghai, China. World-renowned primatologist Jane Goodall started R&S to educate young people about environmental issues and humanitarian values. The organisation unites those who hold three values in common: love for animals, care for the community, and devotion to protecting the environment. The programme originated in Tanzania with only 16 students. It now has expanded to 100 countries with a global network of 8,000 groups. In Mainland China, R&S has offices in Shanghai, Beijing and Chengdu.

Shanghai R&S aims to inspire passion for the environment and community service in the children and future leaders of China through sustainable educational programs and hands-on projects.

Since its inception in 1999, Shanghai R&S members have worked tirelessly to educate young people in China about the environment, helping shape their opinions, attitudes and values regarding care for the planet through responsible behaviour and community service.

For more information please visit [www.jgi-shanghai.org](http://www.jgi-shanghai.org) and [www.MTPchina.org](http://www.MTPchina.org).