



# press release

## Standard Chartered's global network comes together to support the Global Goals

### *Standard Chartered China taking concrete actions to contribute to the Global Goals*

- *Investing USD 2 million to continuously address the issue of preventable blindness*
- *Launching two new Dream Centres in Yunnan to improve educational infrastructure*
- *Launching Employee Volunteer Week in 4<sup>th</sup> quarter to support local communities*

**25 September 2015** – Today, Standard Chartered Bank launches extensive multi-channel communications to its 86,000 employees and millions of clients to spread the word about the Global Goals for Sustainable Development. The Bank is proud to be the first, and so far the only global bank among the Founding Partners of Project Everyone, which aims to raise awareness of the Goals, reaching seven billion people in seven days. This burst of activity is designed to highlight the Goals during this period and beyond.

Standard Chartered will be activating the campaign by utilising its branch network, online banking platforms, ATMs, paid media channels and social media channels to reach employees and clients across the world. [A specially designed microsite](#) will take the campaign from awareness to engagement, encouraging staff and clients to vote for the Goal which matters to them most.

In China, Standard Chartered Bank announced a series of initiatives to contribute to Global Goals. The bank has committed to making an investment of USD 2 million in its flagship Seeing is Believing (SiB) program, to continuously address the issue of preventable blindness in China by working with NGOs, local hospitals, government agencies and local communities. A total of USD 1 million will be invested into a National Program of Comprehensive Training for Eye Care at China's county hospitals across 60 counties in Sichuan, Hebei, Shandong and Guangdong. The remaining USD 1 million will be invested in programmes in Yunnan Province, helping to explore a replicable rural eye care model which is sustainable, accessible and affordable for disadvantaged people in the local rural community. In Yunnan, the Bank will also

launch two Dream Center programmes to improve educational infrastructure of local communities and enhance skills of teachers.

**Sir John Peace, Chairman of Standard Chartered plc**, said, “As a Bank, we often talk about the importance of being Here for good. This is not just a brand promise, it is an ethos that we try to live by every day. When we were presented with the opportunity to leverage our global network and our partnership with Liverpool Football Club to make sure that everyone knows about the Global Goals, we recognised this as an incredible opportunity to drive real change and improve the lives of people across the world. We are proud to support this campaign.”

**Jerry Zhang, Chief Executive Officer and Executive Vice Chairman, Standard Chartered China**, noted, “We are tremendously honoured to be partnering with the United Nations to help reach 7 billion people in 7 days to raise awareness of the United Nations’ 17 ambitious Global Goals in China. We firmly believe that each individual and organization can and should play a role in contributing to the Global Goals. At Standard Chartered, we are committed to supporting Global Goals through the projects we finance and the clients we support, and through our community investment and employee volunteering programs. We look forward to continuously collaborating with industry peers, NGOs, government agencies and local communities to make joint and sustained efforts for the ultimate achievement of these aspiring goals.”

Standard Chartered Bank China will also support Global Goals in the last quarter this year, through various volunteering activities. China EV Week 2015 will be officially launched on 19 October 2015 under the theme of “Take Actions to Support Global Goals”. Staff volunteers across 29 cities are planning for series of volunteering activities at local communities, including “\$mart Kids” financial education class for children from migrant schools, “Heart and Eye Theatre” – help visually impaired people enjoy films, Positive Living – share HIV knowledge with public, clean up the community and protect the environment, care for the elderly, etc.

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For further information please contact:

Charles Yan, Corporate Communications Manager  
+86 10 5918 8212  
[Charles.yan@sc.com](mailto:Charles.yan@sc.com)

**Note to Editors**

## **About Project Everyone**

Project Everyone is the brainchild of Richard Curtis with the ambition to tell everyone in the world about the Global Goals so they are best achieved. The project's Founding Partners include Aviva, Getty Images, Pearson, SAWA Global Cinema Advertising Association, Standard Chartered, Unilever, and the Bill and Melinda Gates Foundation.

All over the world the project is being supported by hundreds of television, radio, poster and digital companies, mobile phone and broadband providers, NGO organisations from all sectors, businesses, sports clubs, film and television production companies, record labels, events, magazines and retailers, all of whom have agreed to carry the goals to their fans, customers and users to help them become known all over the world.

For more information please visit [www.globalgoals.org](http://www.globalgoals.org) or [www.projecteveryone.org](http://www.projecteveryone.org)

## **About the Global Goals for Sustainable Development**

The Sustainable Development Goals are at the heart of the ambitious new global agenda that have been agreed and will be adopted by the 193 Member States at the Sustainable Development Summit which will take place September 25th-27th, 2015, in New York at the United Nations. More than 160 world leaders will be in New York to adopt the goals -- which builds on the UN's successful Millennium Development Goals (2000-2015) that have lifted millions out of poverty. This new agenda will build on the successes and go further because it is a universal agenda that will improve the lives of all people around the world.

Through an integrated approach, the goals will tackle the social, economic and environmental challenges to achieve sustainable development to meet the needs of the present without compromising the ability of future generations to meet their own needs. The new Sustainable Development agenda will guide all countries on a path that will transform the lives of all people toward increased prosperity and greater well-being while protecting the environment.

## **About Standard Chartered**

We are a leading international banking group, with around 86,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

For more information please visit [www.sc.com](http://www.sc.com).