

press release

Standard Chartered introduces GOAL *in Ghana*

...repositions “Kicking4Change” to deliver greater benefit to 20,000 adolescents.

Accra, 6 September, 2012 – Standard Chartered today announced the launch of GOAL, a sports-for-development community initiative that provides financial literacy and life skills training to adolescents.

GOAL is a Standard Chartered global community initiative established in 2006 as a pilot in Delhi with an initial focus on girls. It is presently active in six countries. These are China, India, Jordan, Nigeria Zambia and Lebanon.

In Ghana, GOAL, which replaces “Kicking4Change”, will focus on both boys and girls, delivering benefit on the platform of football. The uniqueness of the Ghana project is that it focuses on boys and girls, a development on the pilot program.

This development is in line with the Bank’s efforts to address gender equality and to help boys understand the value a girl can bring.

The introduction of GOAL in Ghana will therefore bring Standard Chartered’s effort in Ghana in the area of Sports-for-development in line with the Bank’s Group-wide effort to deliver greater impact and more benefit to its local communities; help address gender equality and ultimately provide education on key life skills to the youth.

Commenting on the introduction of GOAL, Nii Okai Nunoo, Standard Chartered’s Regional Head of Sustainability for Africa said:

“Football ignites great passion in Ghanaians and we believe that we can leverage on that using the football field as the classroom to deliver financial literacy, HIV/AIDS awareness, Malaria prevention and Communication skills to our future leaders. For us at Standard Chartered, that should be a key contribution to supporting a sustainable future for this country. This is in line with our Here for good agenda in Ghana and across the globe.”

As a result of the introduction, Standard Chartered is partnering “Coaches across Continents” to deliver the project in Ghana. “Coaches across Continents” is a UK- based not for profit organisation that uses football as a vehicle for social development.

Commenting on the new project, Nick Gates, Founder and Global Strategist for Coaches across Continent said:

“Working in partnership with Standard Chartered, we will deliver this exciting initiative by applying our unique football-based concept to train local teachers and Standard Chartered

staff who will in turn train the youth. It is a sustainable design which will ensure that our partnership helps to change the lives of 20,000 Ghanaian youth by offering them a better chance for the future.”

Standard Chartered Bank has over the years won praise and acclaim for its Sustainability agenda. Within the past 3 years, the Bank has won the “Most Socially Responsible Bank” award (2008, 2009) at the Ghana Banking Awards and also the “Best Company in CSR” title at the Ghana Club 100 Awards (2008).

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