



press release

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

The Bank is promoting the #GlobalGoals to clients and staff

01 October 2015, Hanoi, Vietnam – Standard Chartered Bank has just launched 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 one of 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 Vietnam, Standard Chartered is conducting a number of initiatives to raise awareness to support the Global Goals. Standard Chartered Vietnam is spreading awareness messages on Global Goals in addition to having publicised the contributions it has made in these areas, such as having participated and continuing to participate in the country's development process, working with the government, regulators, investors, businesses and people to strengthen the Vietnamese economy, help the country benefit from global and regional trade, grow the banking sector and give more people and enterprises access to financial services. The Bank continues to support clients and customers in Vietnam in helping them to grow their business, generate wealth, create jobs and build a more cohesive society. It has invested significantly in local communities through various programmes focussing on health, financial education and environment, and will continue to do this.

The Bank will also be challenging staff to undertake additional volunteering to support community investment programmes. Bank employees have already been supporting the Radio Everyone recordings and creating their own dance videos to celebrate the Goals.

The Bank is leveraging its sponsorship of Liverpool Football Club to reach an even greater audience. Liverpool FC will raise awareness by swapping the Standard Chartered logo on their shirts for the Global Goals logo for the match on 26 September against Aston Villa FC. Liverpool FC players have been supporting Project Everyone by participating in Radio Everyone recordings and the World's Largest Lesson, and filming their own Dizzy Goals. The Club also welcomed Mekfah, a boy from the inner-city slums of Bangkok, who was given the opportunity to attend a match in Kuala Lumpur and lead the players out onto the pitch as team mascot. [His visit was captured in a powerful film](#) which explores how the Global Goals will tackle inequality and poverty.

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."

Nirukt Sapru, CEO of Standard Chartered Vietnam, said, "We are driving an awareness campaign in Vietnam to communicate the Global Goals to our clients and customers, stakeholders and all staff. Each staff is encouraged to be a messenger carrying the messages to more Vietnamese. The campaign is an unprecedented effort to help make the goals better known across the country, where Standard Chartered has been present since 1904. We bring our international expertise and experience in other growing markets to Vietnam, where we actively contribute to the development of the banking and finance sector."

Mark Devadason, Global Head of Sustainability, Standard Chartered Bank, said, "The Global Goals offer a unique chance to collaborate with other world leading brands and organisations, putting into practice Goal 17 which aims to revitalise the global partnership for sustainable development. With stronger and closer links between government, civil society and the private sector, we can effect tangible and positive change."

Richard Curtis, founder of Project Everyone, said, "The Millennium Development Goals halved extreme poverty across the world. The new Global Goals for Sustainable Development give us the opportunity to end it for good. There's no point in going half way. By making the Global Goals famous we can give them their best chance of working around the world - and help make us the first generation to end extreme poverty, the most determined generation in history to end injustice and inequality, and the last generation to be threatened by climate change."

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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 or 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.

Standard Chartered Bank (Vietnam) Limited

In Vietnam, Standard Chartered's history can be traced back to 1904 when the Bank opened its first branch in Saigon (now is Ho Chi Minh City). We believe in the long term prospect of Vietnam and are fully committed to the Vietnamese market and our clients and customers since coming back to the country in 1990.

On August 1, 2009, we commenced operations in our locally incorporated entity – Standard Chartered Bank (Vietnam) Limited, an important milestone of Standard Chartered's development in Vietnam. The bank currently has more than 850 employees and three branches (two in Hanoi and one in HCMC). The Head Office is based in Hanoi.

We bring our international expertise and experience in Asia, Africa and the Middle East to Vietnam, building a broad business that helps to develop the Vietnamese financial service sector as well as helping clients to develop their businesses. Standard Chartered has acted as the sole Sovereign Credit Ratings Advisor to the Vietnamese Government since March 2012.

The Bank provides a full suite of banking products and services for corporates, financial institutions as well as small and medium enterprises and individuals. We also play an active role in building the communities through many programs that promote social and economic development focusing on health, youth and financial education.

For more information, please visit: www.sc.com/vn and www.facebook.com/standardcharteredVN

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.

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