



# press release

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

*The Bank is promoting the #GlobalGoals to clients and staff*

**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 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, 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.

Standard Chartered Bank Nepal has undertaken number of initiatives to build awareness in support of the Global Goals through Project Everyone. Apart from sensitising government authorities on the subject, the Bank is airing exclusive awareness messages through FMs on Global Goals and the contribution it has made in these areas. The Bank has activated a series of Employee Volunteering activities covering the week by linking the goals viz. Eye Camps, awareness sessions HIV/AIDS, Financial Literacy & Hand Washing sessions, Environmental campaigns, visiting the Old Homes to care and feed the elderly and a lecture to staff on Climate Change. The Bank has also activated its entire communication channels including website, social media, ATMs and other online channels by highlighting the Global Goals. A series of messaging has been done to the Bank's clients through emails.

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.

**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.”

**Joseph Silvanus, CEO of Standard Chartered Bank Nepal** expressed his delight for being the founding partners of this initiative and mentioned that the Bank in Nepal was fully committed in creating awareness around this worthy cause in Nepal.

--- ENDS ---