

# press release

## **StanChart Launches 'P.L.A.N.T. Campaign'**

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**5<sup>th</sup> JUNE 2014 – Lusaka, ZAMBIA: Standard Chartered Bank has today launched the 'People Loving And Nurturing Trees (P.L.A.N.T.) Campaign to commemorate World Environment Day 2014.**

Officially launching the campaign, Musonda Musakanya, Standard Chartered Bank Chief Information Officer said, *"As a bank, we place a huge premium on protecting the environments in which we operate – it is a vital part of our Sustainability Agenda. **P.L.A.N.T.** is a challenge to ALL OF US to plant at least 1 tree to help to tackle deforestation – Zambia's biggest environmental challenge."*

She was speaking during a tree-planting exercise at the National Heroes Stadium in Lusaka where the bank planted 100 trees.

Zambia has one of the highest rates of deforestation in Africa and it is estimated that the country loses between 250,000 to 300,000 hectares per year. With population growth estimated at 3.5% per annum since 1990 (CSO 2010), there has been a corresponding demand for land for various activities, which is contributing to the high rate of deforestation in Zambia.

Ms. Musakanya added, *"At Standard Chartered Bank, we recognize the full extent of deforestation in Zambia. The P.L.A.N.T. campaign demonstrates our commitment to help to address this issue. An integral part of this campaign involves our staff - we have challenged our own staff at the bank to plant at least 1 tree in the month of June and I am confident that we will meet this target."*

Speaking at the same event, Guest of Honour, Hon. Yamfwa Mukanga, Minister of Transport, Works and Supply and Communications, said, "I would like to urge all of us to take an interest in our environment and take measures to help to reduce the scourge of climate change."

Last year, Standard Chartered Bank planted over 1,500 trees across Zambia. Most notably during the UNWTO Conference in August 2013, where 1,200 trees were planted in the Victoria Falls Heritage Park to off-set the carbon footprint of the conference. Furthermore, the Bank's tree-planting went 'digital' in December 2013 using GPS mapping system. This means that the area where the Bank planted trees in Livingstone can be viewed via Google Earth.

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