



The benefits of taking a big bank into a small woodland

Dr Dan Bebber
Head of Climate Change Research
Earthwatch Institute

How big is big?

HSBC is big by many measures

World's largest banking group

World's 6th largest company

\$93 billion revenue

- bigger than GDP of Vietnam, Bangladesh or Morocco

\$2.4 trillion assets

- bigger than Sovereign Wealth Funds of UAE, Norway, Saudi Arabia, and China combined

330,000 employees

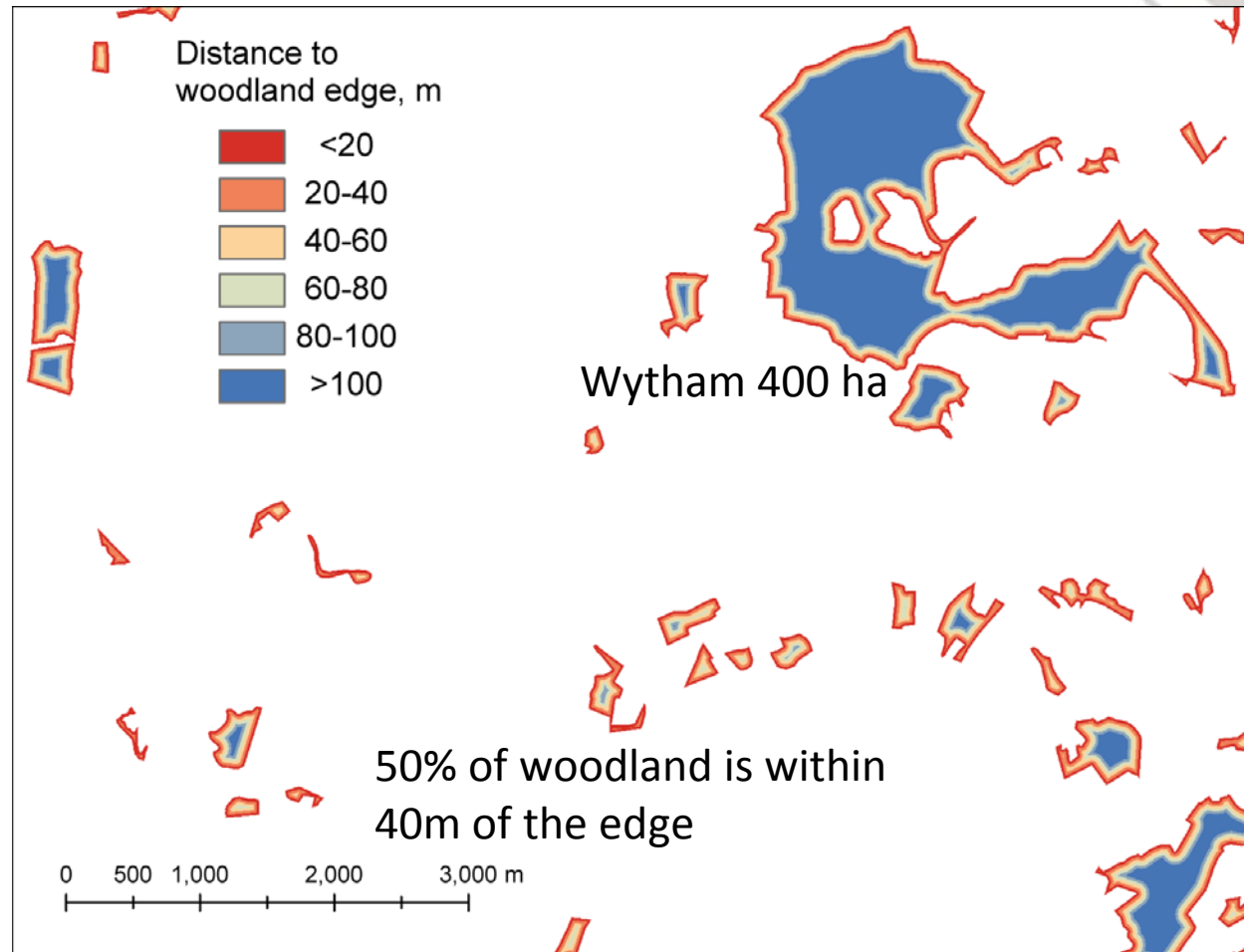
- population of Leicester

HSBC 

The world's local bank

How small is small?

Wytham represents Europe's fragmented forests



HSBC Climate Partnership

5 years, 5 partners, US\$100 million



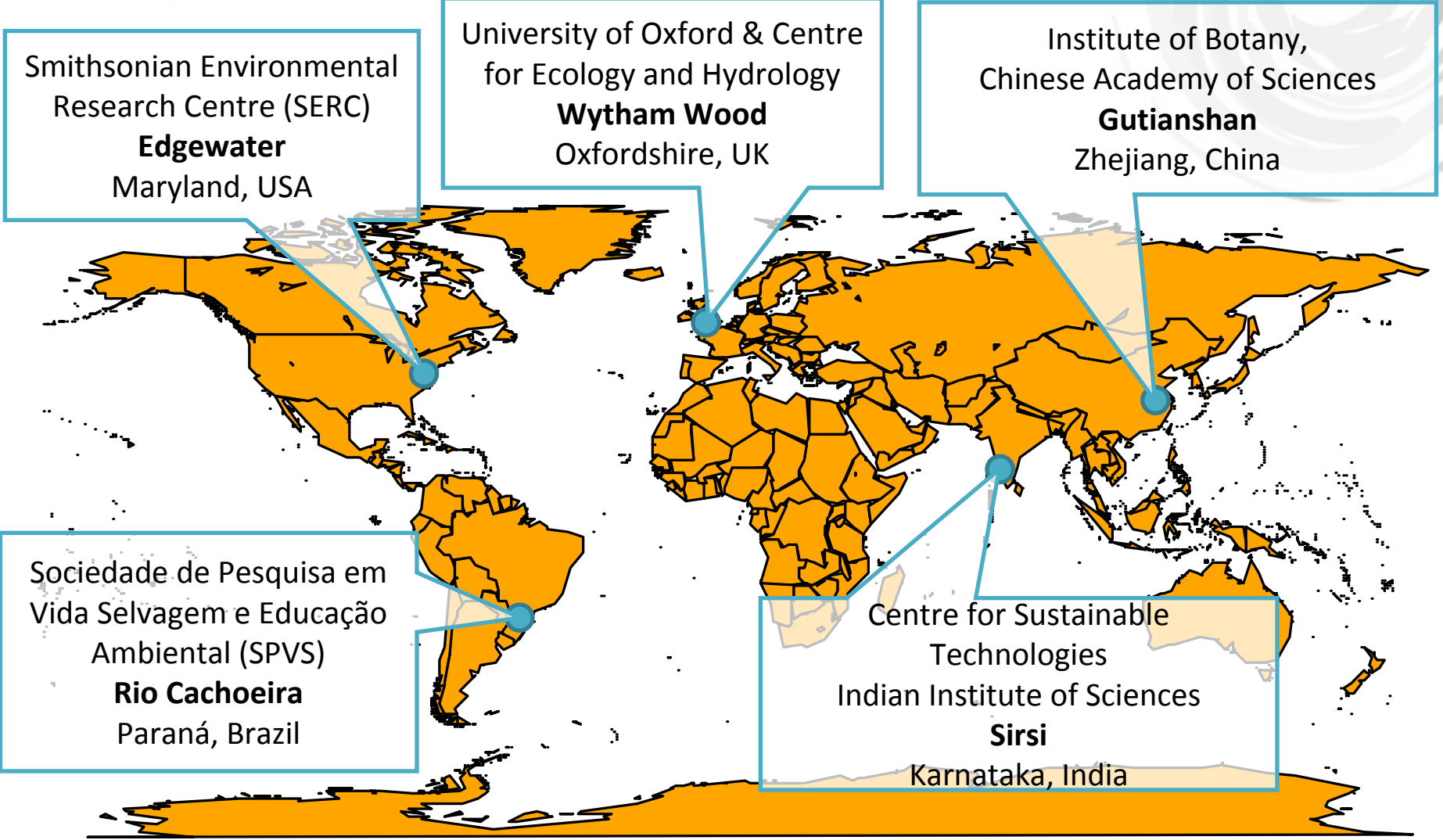
Citizen Science

How do human activities influence forest carbon balance and the impact of climate?



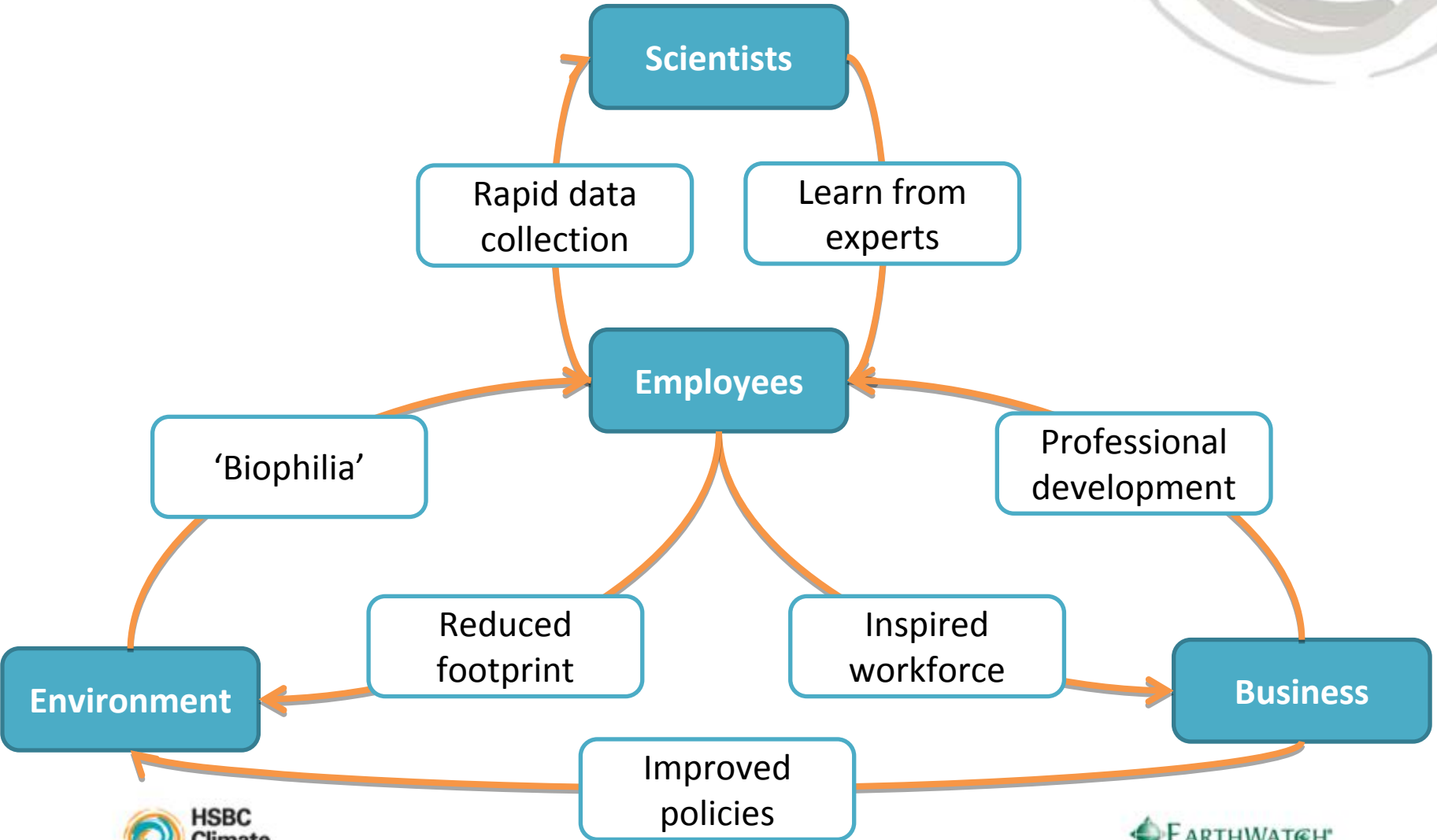
2000 'Climate Champions' globally will assist researchers in monitoring forest dynamics in a network of 1ha permanent plots

Study sites



Multiple benefits

Volunteers, scientists, business and environment



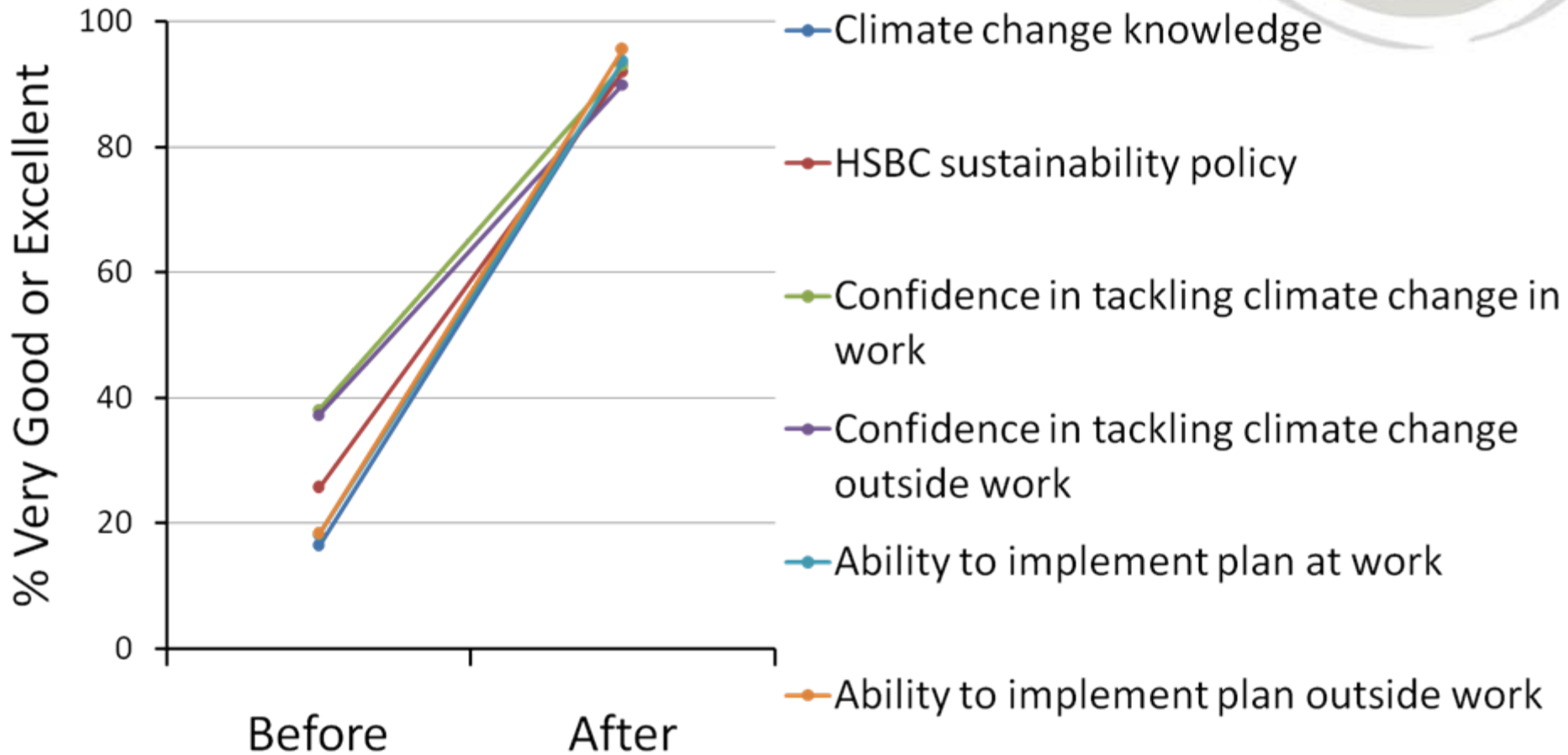
Does it work?

Early results indicate huge benefits

Measure	% “Very Good” or “Excellent”
472 respondents	
The program benefitted me personally AND professionally	100
I feel more connected to the natural world	100
Increased my commitment to deliver a business project	100
Gave me the knowledge and resources to influence others	100
Helped me understand the science of climate change	100
Helped me understand role of HSBC	83

Time in the woods is time well spent

Scores improve dramatically over two week fielding



Further questions

Deeper analysis required to develop citizen science

Engagement

- How does benefit relate to time spent in the field?
- Does fielding yield more benefit than a holiday?
- Will Climate Champions really create change in the bank?

Science

- How can volunteers be most efficiently trained?
- How does data accuracy compare with experts?
- Can good data be collected in a shorter time?

HSBC Climate Partnership

