



# The benefits of taking a big bank into a small woodland

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# How big is big?

## HSBC is big by many measures

**World's largest banking group**

**World's 6<sup>th</sup> 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**

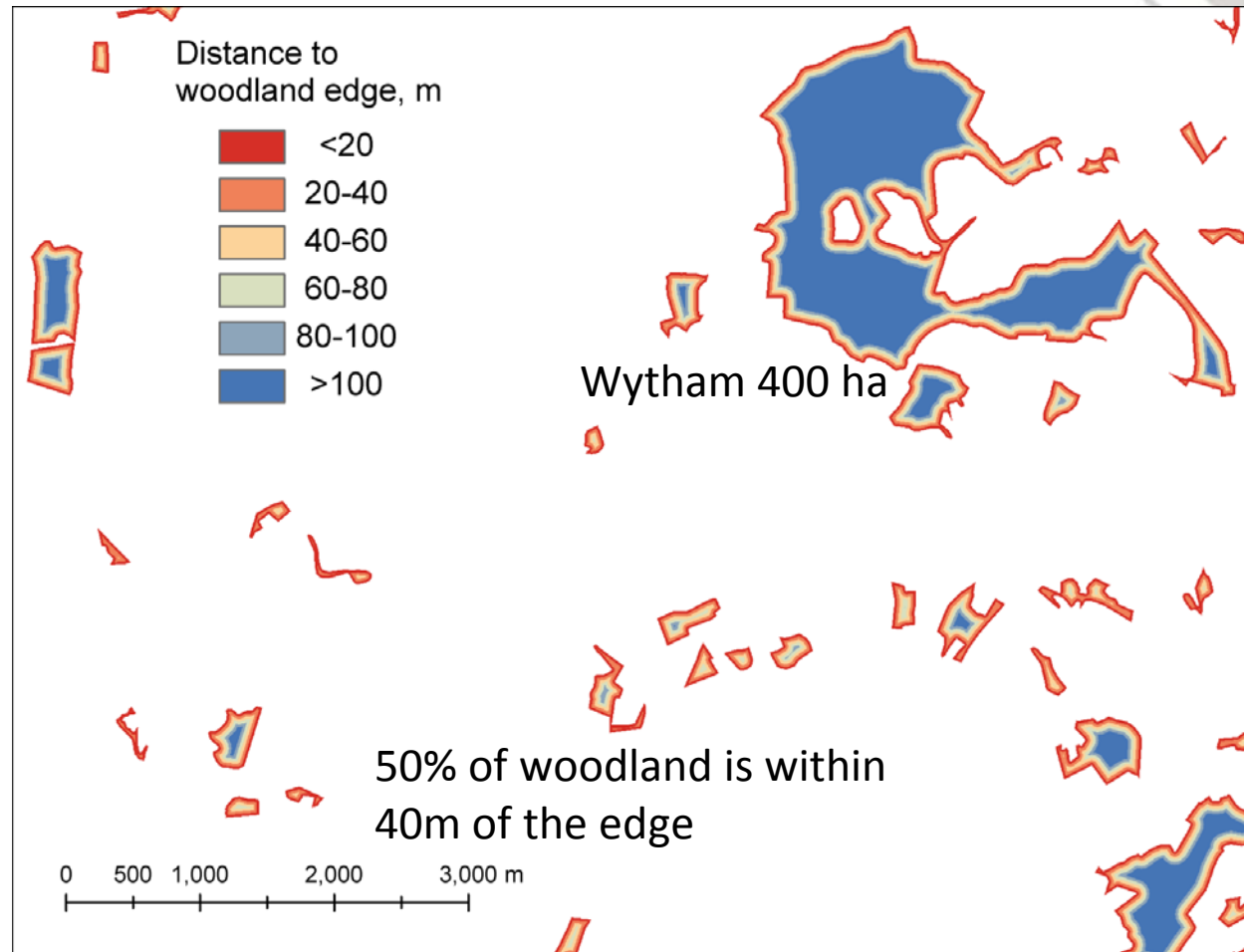
- population of Leicester

**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



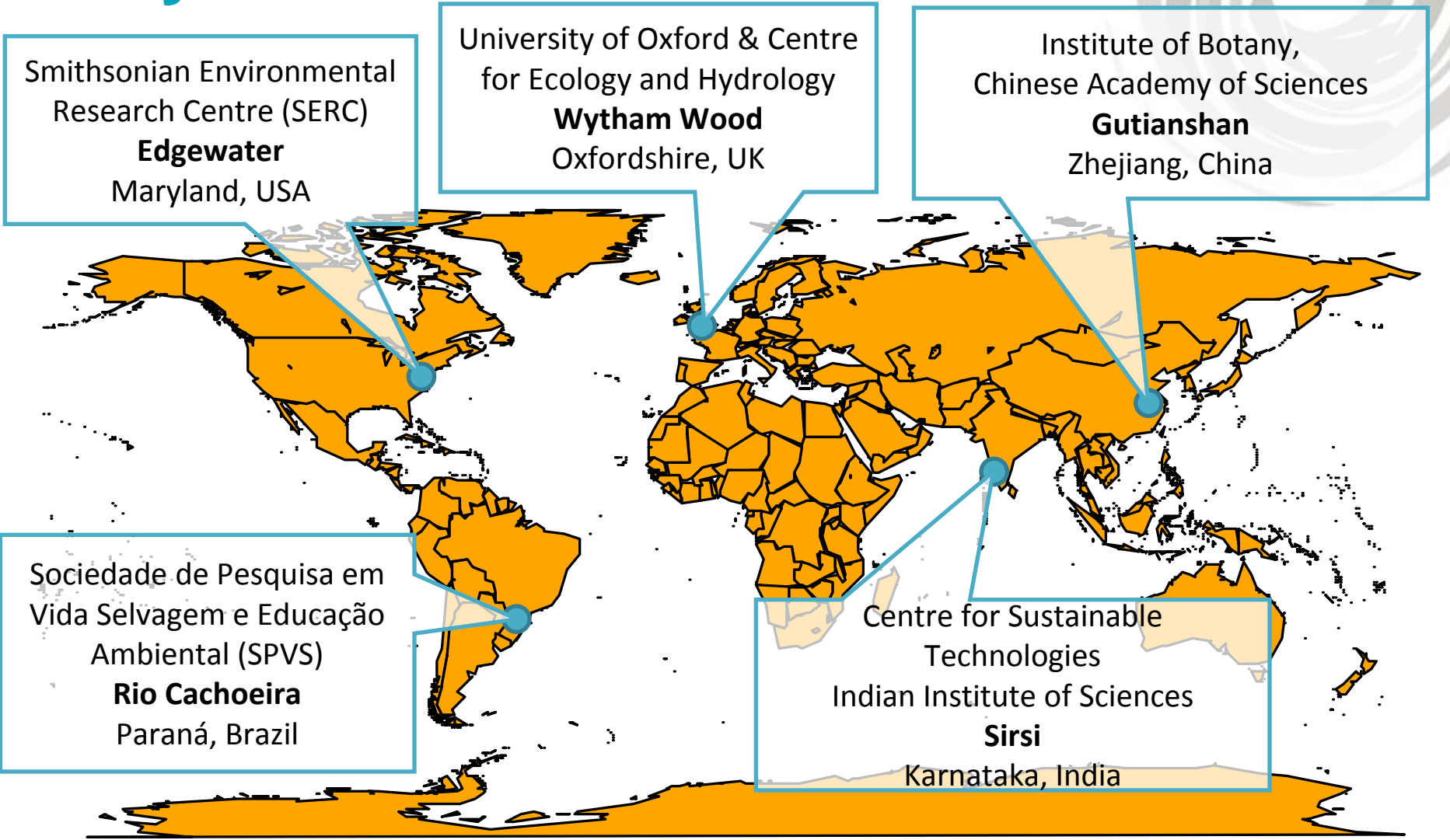
# Citizen Science

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



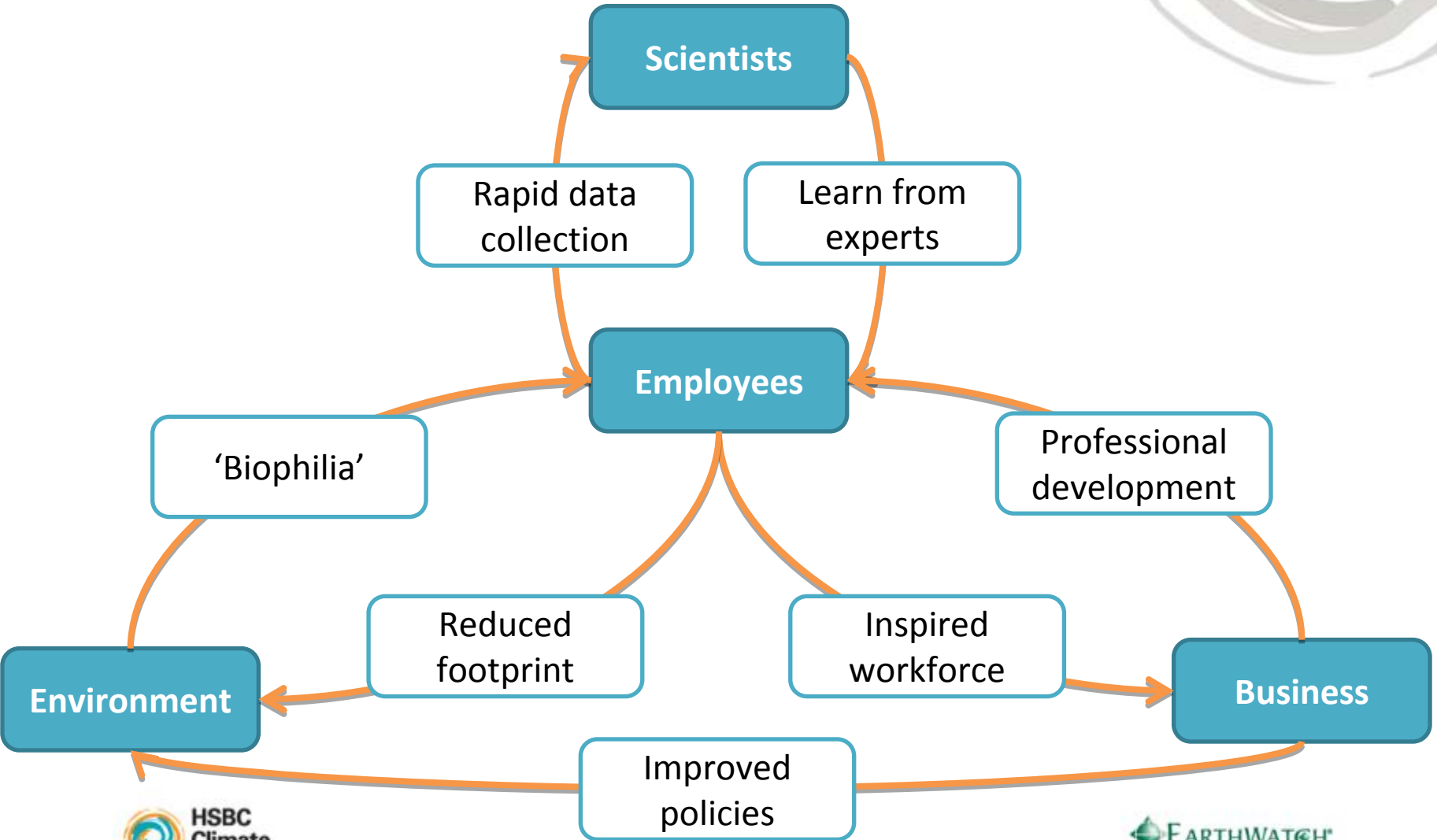
2000 'Climate Champions' globally will assist researchers in monitoring forest dynamics in a network of 1ha permanent plots

# Study sites



# Multiple benefits

Volunteers, scientists, business and environment



# Does it work?

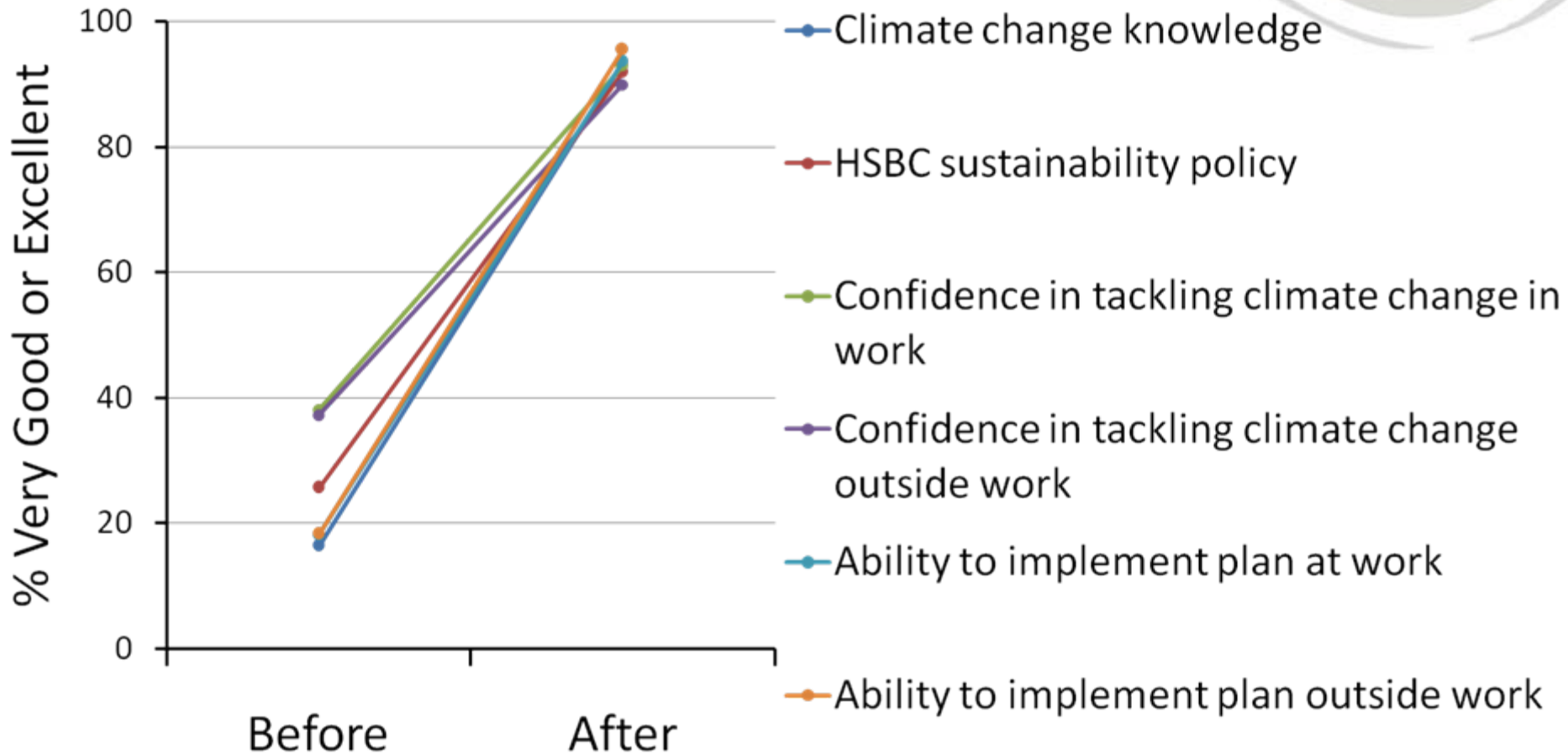
## Early results indicate huge benefits

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

