



Launch of HSBC Climate Confidence Monitor 2009

Frequently Asked Questions

What is the Climate Confidence Monitor?

The Climate Confidence Monitor is a global piece of research carried out by the HSBC Climate Partnership to measure and track consumer attitudes in twelve countries and territories on climate change issues. This is the third year HSBC has conducted the research which measures and tracks consumer attitudes to climate change including an assessment of the levels of concern for the issue and the degree of confidence that enough is being done. The research also reveals the actions individuals are prepared to take in reducing their carbon footprint and the optimism they have that climate change will be stopped.

The countries and territories surveyed were:

- Asia-Pacific: Australia, China, Hong Kong, India, Malaysia
- Europe: France, Germany and the UK
- Latin America: Brazil and Mexico
- North America: Canada, USA

Why has the HSBC Climate Partnership commissioned this research?

The research enables us to better understand the attitudes of consumers towards climate change. By expanding knowledge and understanding of global attitudes towards climate change, HSBC – together with the Climate Partnership - can more fully understand the most appropriate solutions and responses to this pressing global issue.

We are already seeing real trends from the research which will provide meaningful insight in the run up to the UN Climate Change Conference in Copenhagen this December.

What are the main conclusions of the research?

The 2009 research shows that people worldwide want governments to work together to take positive action:

- Nearly two thirds of people surveyed across the globe believe a new international deal to cut emissions is very important.
- The Climate Confidence Monitor reveals a global consensus on emission reduction targets. 79 per cent want to see a commitment to 'meet or significantly exceed' a 50-80 per cent cut in emissions by 2050.
- Despite the global recession seven in 10 people agree addressing climate change is at least, if not more important than support for their national economy in the downturn.

The research sends a clear message to governments preparing to attend the UN climate change summit in December to agree on a clear framework to tackle climate change.

What is HSBC's position on a new global emissions deal?

HSBC wants to see a strong and effective policy framework to tackle climate change, including a firm global commitment to emissions reductions.

Why is a new global emissions deal important to HSBC?

A global deal will lay the foundations of a new form of growth that can transform economies. Strong national and global policies that provide incentives for investment in clean technology, that

price fossil fuels in ways that reflect their true economic and social costs, and that assist consumers in using energy more efficiently, have the potential to unleash a significant pool of investment in the creation of new business opportunities that can serve as a powerful engine for a new era of economic growth.

This transformation will entail a massive shift of industrial and financial resources, and therefore will necessitate a role for financial services institutions such as HSBC. Banks are well placed to assess the risks and opportunities of climate change.

What is the HSBC Climate Partnership?

The HSBC Climate Partnership is a five-year partnership from 2007-2012 between HSBC and The Climate Group, Earthwatch, Smithsonian Tropical Research Institute and WWF. The partnership aims to tackle the urgent threat of climate change by inspiring individuals, businesses and governments worldwide.

Working with these partners, and engaging more than 300,000 employees, HSBC hopes to help address climate change impacts for people, forests, water and cities.

What has the HSBC Climate Partnership achieved?

The HSBC Climate Partnership is already successfully addressing the impacts of climate change. Achievements to date include:

- In 2009, The Climate Group launched the Hong Kong Carbon Reduction Campaign – the first cross-industry effort promoting a low-carbon lifestyle to HSBC employees; co-founded the Mumbai Energy Alliance to implement large-scale energy efficiency projects to reduce the city's energy costs and carbon footprint; and convened Climate Week NYC, a high-profile platform for business, government and citizens to voice their support for a global deal in Copenhagen.
- Since the launch of the HSBC Climate Partnership, Earthwatch has opened five Regional Climate Centres where, to date, almost 1000 HSBC Climate Champions have worked alongside leading scientists to investigate the impacts of climate change on forests and design workplace projects that help HSBC embed sustainable business practice.
- The Smithsonian Tropical Research Institute has implemented a vast global field experiment encompassing nearly 2,000 ha of forest and 3.5 million trees. Across this area that spans 34 countries, STRI is studying the landscape at the scale of individual trees to quantify the benefits – such as carbon storage and water regulation – of forests in a changing climate.
- WWF is working with the Chinese government to extend the work on the central and lower Yangtze Protected Area network to the entire Yangtze River. This will incorporate over 150 protected areas, and the network will be used to provide basin resilience to the impacts of climate change.

Who are the Partners?

The Climate Group

The Climate Group (www.theclimategroup.org) is an independent, not-for-profit organisation that works internationally with government and business leaders to advance climate change solutions and accelerate a low carbon economy. Its coalition of proactive leaders – from government, business and civil society – has demonstrated that emissions reductions, essential to stop climate change, can be achieved while boosting profitability and competitiveness. More companies, states, regions and cities around the world are realising there are significant economic as well as environmental advantages of taking decisive action now. The Climate Group was founded in 2004 and has offices in the UK, USA, China, India and Australia.

Earthwatch Institute

Earthwatch Institute (www.earthwatch.org/europe) is an international environmental organisation whose mission is to engage people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment. Earthwatch was founded in 1971. Earthwatch currently supports over 60 environmental research projects in more

than 30 countries by providing funds and paying volunteers who work alongside leading field scientists and researchers. In the past 30 years, Earthwatch volunteers have contributed 10 million man-hours to research internationally.

Earthwatch funds projects that fit the focus of one or more of the following priority research areas: climate change, ecosystem services, oceans and cultural heritage. Earthwatch works with companies that can demonstrate a commitment to improving environmental performance and has more than 15 corporate partners. Staff engagement and field programmes provide a multitude of opportunities to build environmental knowledge and understanding.

Smithsonian Tropical Research Institute

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WWF

WWF is one of the world's largest and most respected independent conservation organizations, with almost 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Who carried out the research?

The research, commissioned by the HSBC Climate Partnership was based on a 10 question online survey carried out by Lightspeed and analysed by Globescan. A minimum of 1,000 respondents were surveyed in 12 markets: Australia, Brazil, Canada, China, France, Germany, Hong Kong, India, Malaysia, Mexico, UK and the USA. Respondents were selected to be nationally representative in Australia, Canada, France, Germany, the UK and USA. Distribution in Brazil, China, Hong Kong, India, Malaysia and Mexico is representative of the online population in those countries.

When was the research carried out?

The survey was conducted between late July and early August 2009.

To find out more visit: www.hsbc.com/sustainability

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