

Sue Alexander

Senior Manager of Environmental Programmes,
HSBC



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INTERNAL

How our partnership with Earthwatch has developed

*Investing
in Nature*

2002 – 2006 Investing in Nature

- 2,000 staff joined Earthwatch field research projects alongside members of the public and other corporate participants, usually for one week.
- Conducted citizen science with the researchers.
- Expected to complete projects in their workplace or community.

How our partnership with Earthwatch has developed

2007 – 2011 HSBC Climate Partnership



- Over 2,200 staff attended a residential programme.
- Initially for two weeks. A one week option was added.
- At one of five Research Centres setup solely for HSBC across the world, with focus on forests and carbon.
- Curriculum included education on the science of climate change, action planning for business projects and personal action either at home or in the workplace.

How our partnership with Earthwatch has developed

2012 – 2016 HSBC Water Programme



- Target is for 7,500 staff to attend a one day Citizen Scientist training day at one of >30 locations worldwide.
- Curriculum includes the global freshwater challenge and planning for personal action either at home or in the workplace.
- Learn how to take part in a citizen science project, FreshWater Watch, and commit to taking ongoing measurements at a water body locally.

The Citizen Scientist role at HSBC

- Communicates the HSBC Water Programme to colleagues and encourages them to get involved.
- Conducts FreshWater Watch research with colleagues, friends and family and uploads the results.
- Joins a network of Citizen Science Leaders globally via an online community.
- Takes personal action at home or in the office.



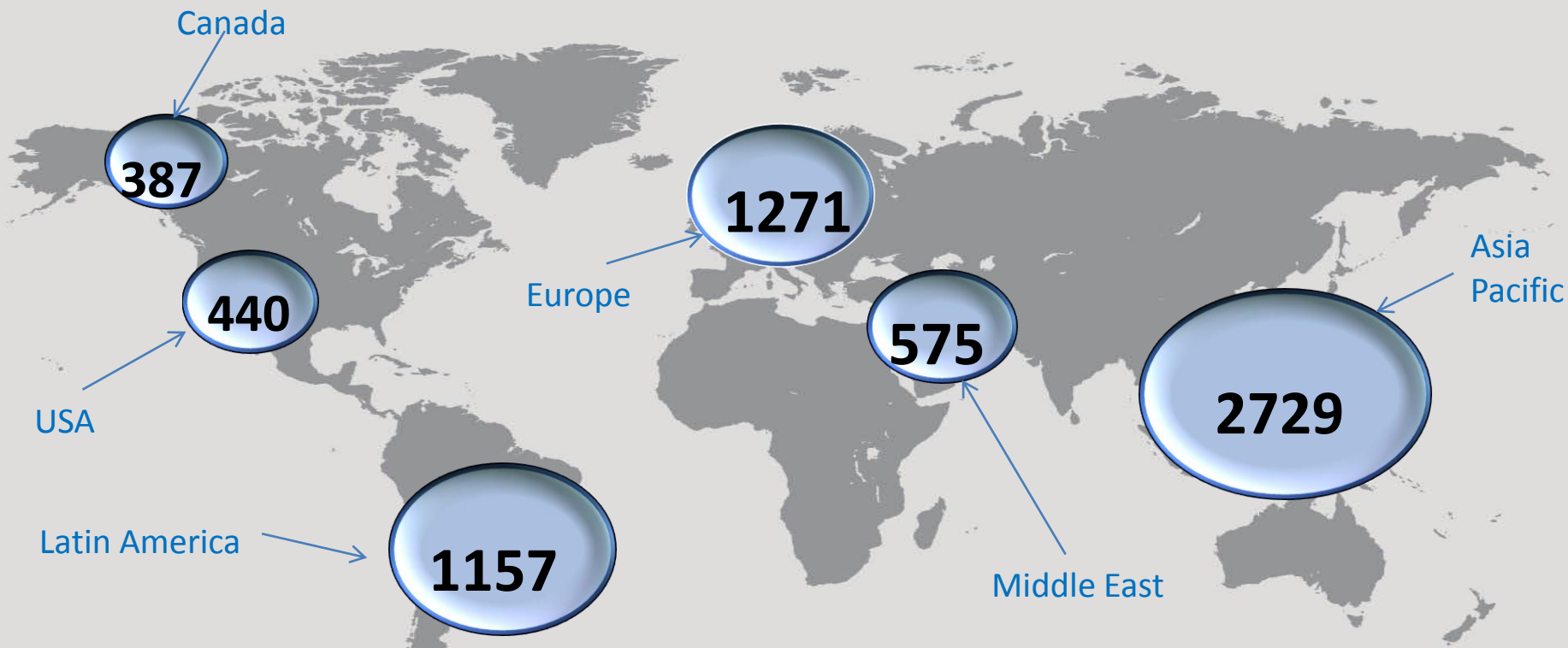
HSBC Citizen Science Leader training locations



A global network of leading freshwater scientists

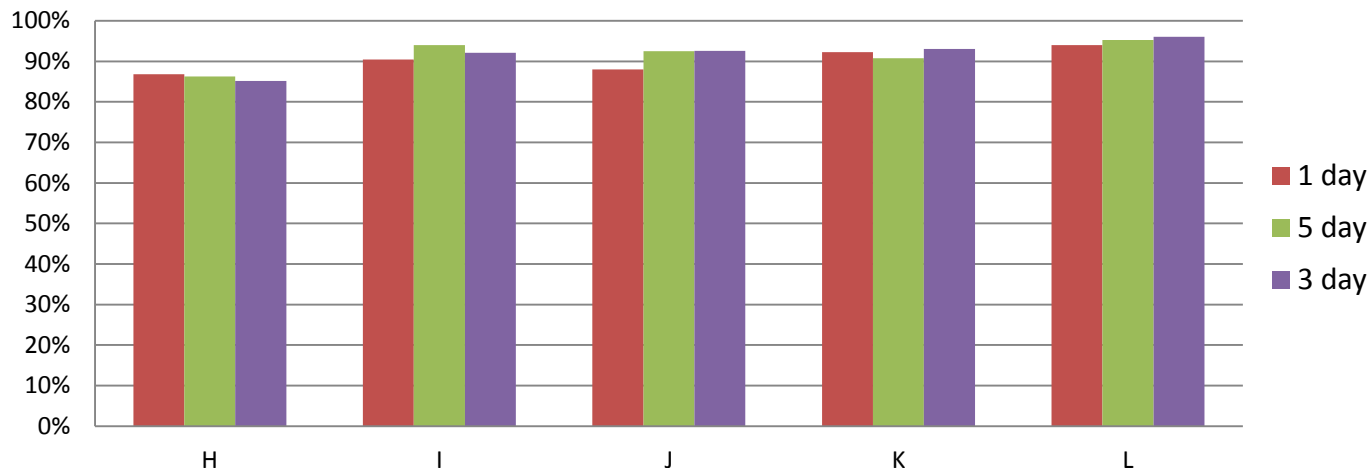


HSBC Citizen Science Leaders around the world



Evaluation scores from FreshWater Watch programmes

To what extent did participation on the project:



H	provide an opportunity for you to make a meaningful contribution to improving the state of the planet
I	increase your sense of personal connection to the natural world
J	increase your confidence in your ability to make a difference towards a sustainable environment
K	increase your commitment to take positive action towards a sustainable environment
L	motivate you to include more environmental considerations in your day-to-day decision making

Why is HSBC supporting FreshWater Watch?

- In June 2012 HSBC commissioned research – “globally the average return on \$1 invested in universal access to safe water and sanitation was just under \$5”
- The importance of water has been acknowledged at two key events in 2015 :
 - The World Economic Forum’s Global Risk Report
 - The Sustainable Development Goals
- HSBC understands the importance of playing its part as a global citizen and supporting communities.

Why does HSBC invest in programmes like this?

- Importance of raising **awareness** with staff of these global issues e.g. managing scarce natural resources. Impacts on business decisions.
- Evidence that staff who have the opportunity to get involved feel more **committed** to the organisation.
- Staff say they are **proud** to work for a company that demonstrates these values.
- Aim to **attract** talent and **retain** good people.
- Programmes offer opportunity to **develop** core skills e.g. leadership, team working, communication skills.

A Citizen Science Leader develops professional skills

...these leadership skills I pick up as an engaged participant in the program are invaluable.

Peter, Senior Product Manager in New York.



A Citizen Science Leader learns about the environment



I share my acquired knowledge... and speak proudly of all my work developed and results achieved. This experience has changed my life and my way to see nature and especially the water, the most important substance to humanity.

Celina, Training Manager in Brazil

A Citizen Science Leader changes personal behaviour

This project has made me change the habits in the use of water at home (and extend it to my family).....as more people know and understand the problems of water in the world, great changes that will protect this precious resource, essential for life, will be achieved.

Pablo, Business Analyst in Argentina



A Citizen Science Leader has pride in the company

As a fairly new employeeI was impressed by the commitment of this company to address various global issues that are affecting the environment.

Ruth, Procurement Manager in Canada

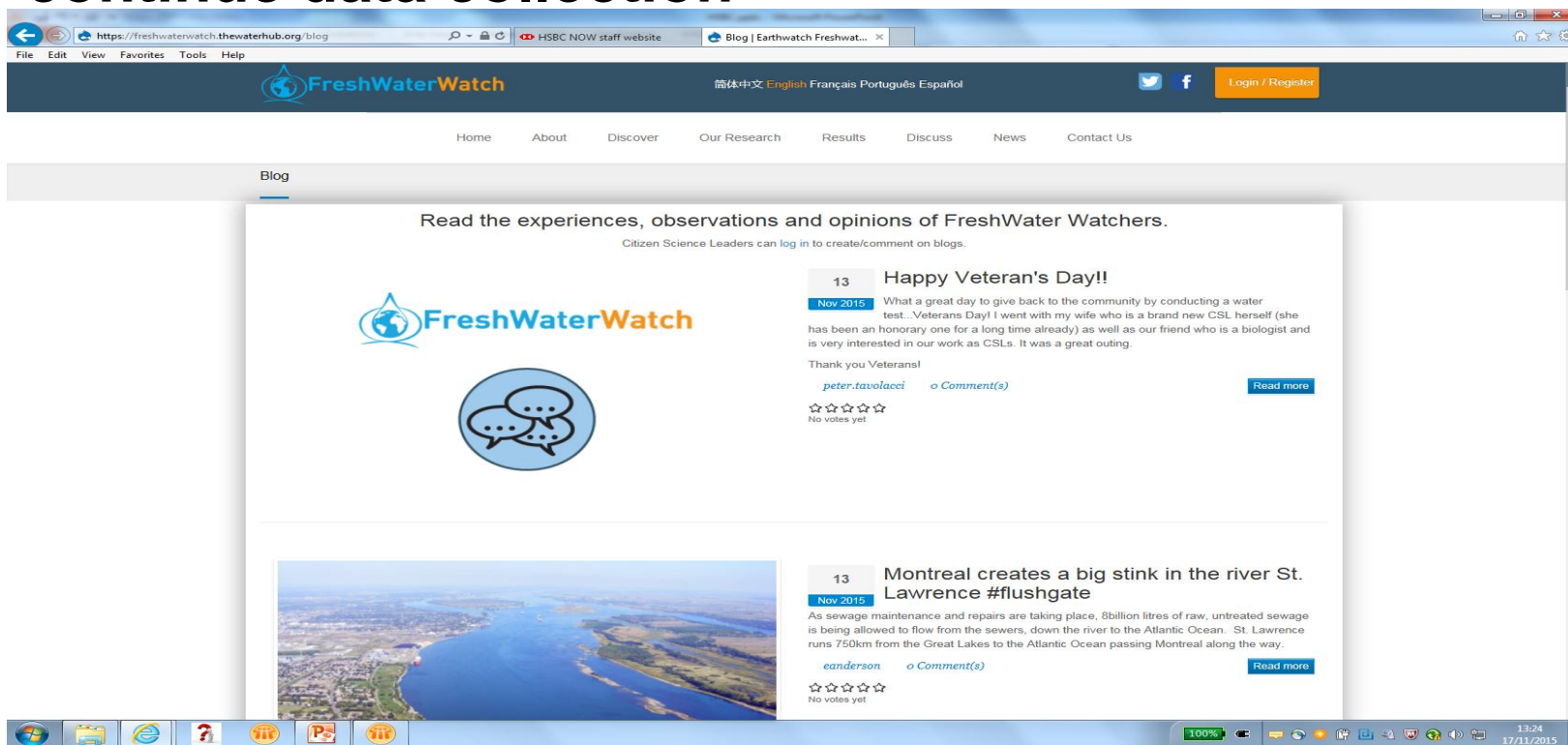


How is the current programme progressing?

- We are entering the final year of our current five year partnership.
- 6,559 Citizen Scientists have been trained so far, in several languages.
- 11,136 data sets are recorded on FreshWater Watch.
- The evaluation score for participants' question, do you "include more environmental considerations in your day-to-day decision making" is >94%

But it's not without challenges.....

Challenges in motivating the Citizen Scientists to continue data collection



Challenges in the quality of data collection

Feedback on your measurement

Feedback

Your dataset indicates that this waterbody has a poor ecological status.

High turbidity harms aquatic life by reducing food supplies, degrading habitat, and impair

This high turbidity level indicates that land use activities in the catchment (e.g. agriculture

Have you identified any such activities? It would be very helpful if you could add this info

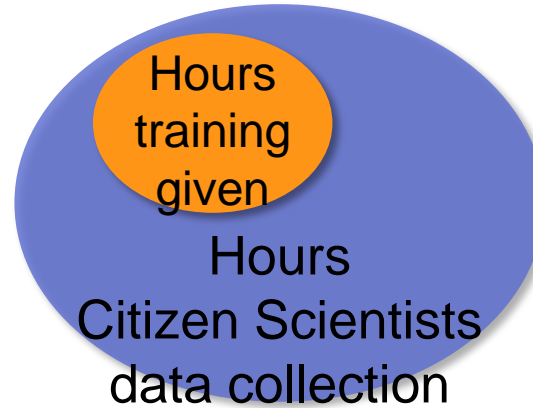
These values are expected to vary throughout the year as a result of weather patterns and
continuing to make measurements.

Statistics on your measurement



In conclusion, is citizen science worthwhile?

...for the scientist?



...for the citizen scientists?

