

## Alliance for the Great Lakes

HSBC has partnered with the Alliance for the Great Lakes for several of its initiatives in Buffalo and Chicago (two of the cities in which we have a large employee base). With a mission to protect and conserve the world's largest freshwater resource by using policy, education, and citizenship involvement, the Alliance trains HSBC employees as leaders within their Adopt-a-Beach program. They partner with Earthwatch, our global partner under the HSBC Water Programme, to educate employees and create beach ambassadors for the Adopt-a-Beach program and Citizen Science Leaders.

Since 2013, the Alliance and HSBC have cleaned 57 beaches in Illinois and western New York, trained 186 Citizen Science Leaders, worked with over 500 HSBC volunteers, and collected over 1,500 pounds of litter on the beach during clean ups.

With the Alliance for the Great Lakes, HSBC employees experience firsthand the interactions between a city and water bodies. "Each visit to Lake Erie's Emerald Beach (Erie Basin Marina) is a different adventure. The number of beachgoers and wildlife change, but the one interesting yet disappointing constant is the litter that exists on the shore. When you see and weigh all of the litter that is collected during each session, you realize that what lies before you are dozens of bad decisions. That's why education and action are necessary to ensure that our waters are clean and safe for all to enjoy" says Jackson Trinh, a manager with HSBC Commercial Banking and trained Citizen Science Leader in Buffalo.

HSBC believes partnering with key stakeholders that work with private sector, policy makers, and researchers is a win-win for all. Not only are employees rolling up their sleeves and volunteering their time to clean up their local beaches, but through education, they are becoming freshwater ambassadors in their communities setting examples for friends, family and colleagues.

