

What Can YOU Do About Climate Change: HSBC Climate Partnership and Citizen Science

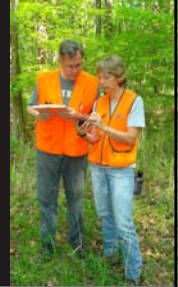
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Outline

- Introduction
- The HSBC Climate Partnership
- Employee Engagement Model
- North America RCC
 - Citizen Science Research
 - Learning Journey
- Accomplishments
- Example Learning Activity



- International non-profit founded in 1971
- Supports scientific field research by offering volunteers the opportunity to join research teams around the world.
- This unique model is creating a systematic change in how the public views science and its role in environmental sustainability.
- >4,000 volunteers annually



Aims and Goals



- A five year program on climate change aimed to combat the urgent threat of climate change by inspiring individuals, business, and governments world-wide to take action.



Climate Partnership



Earthwatch Partnership



Partnership Goals

- Develop a three level learning journey
- Create five Regional Climate Centers
- Research impacts of climate change on temperate and tropical forests
- Engage HSBC employees in citizen science
- Empower individuals to action!



HSBC Climate Partnership

Employee engagement overview

Climate Change Education, Literacy and Empowerment

Championing Change:

creating a network of active Climate Champions who champion climate-change related issues throughout HSBC

Getting Involved:

practical volunteering opportunities on climate change-related issues

Acquiring Knowledge:

internet-based activities



E-Learning

~110,000
HSBC
employees
targeted



Volunteer Projects

- ~22,000 HSBC employees volunteering in local communities worldwide
- Americas
 - Now in Buffalo, Chicago, New York City, Vancouver, Rio de Janeiro, São Paulo
 - In 2008: 1,011 volunteers; >4,000 hours worked



Climate Champions

- ~2,200 Employees field at Regional Climate Centers
- Aims and goals
 - Connect climate change issues to HSBC's business activities
 - Broad based education and awareness of climate change and sustainability
 - Deliver important research data for sustainable forestry management
 - Create a network of empowered Champions who lead activities in the business, community, and globally
 - Stimulate action and sustainability



Regional Climate Centers



North America Regional Climate Center



Employee Engagement Model

Action, Not Apathy!



A Day in the Life

8:00	Breakfast
8:45	Research Briefing
9:00	Field Research
12:00	Lunch
1:00	Field Research
4:30	Research Debriefing
5:30	Learning Session
7:00	Dinner
7:30	Recreation Time



Field Research

Project goals:

- Examine interaction of forest management and climate change
- Study diversity, dynamics and spatial interactions of forest trees
- Determine influence of deforestation on carbon balance at various temporal scales



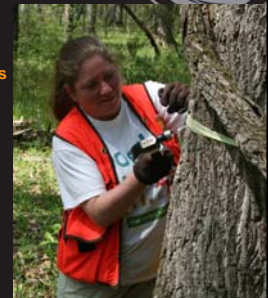
Current Tasks

- Plot installation
- Species identification & mapping
- Tree DBH (>1 cm)
- Coarse woody debris
- Canopy classification
- Stump identification
- Dendrometer production
- Environmental characteristics
- Understory & invasive vegetation
- Leaf litter
- Deer exclosures

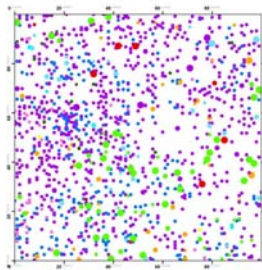


Field Research

- Hands on citizen science
- Long-term data collection
- >21,200 research hours in four years
- Re-connection to the environment
- Understand scientific processes
- Realization of their contribution to science!
- Validation of research data



HSBC Climate Change Project
April 2008
Control Mature Forest Plot #2



Trees Species Surveyed

- Basswood
- Dipterocarp
- Hickory
- Holly
- Ironwood
- Tulip Poplar
- Cedar
- Spruce
- Chinquapin
- Red Maple
- Sweetgum

DBH Categories

- Less than 30 cm
- 30 - 60 cm
- 60 - 110 cm

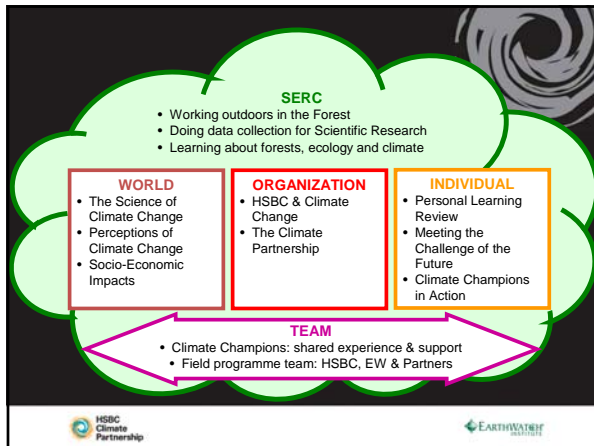
100 x 100 Meter Plot
1316 Trees Measured
11 Species Identified



Learning Sessions



- Learning about climate change and other critical sustainability issues
- Learning about HSBC's position on sustainability and its relevance to the business
- Encourage personal development and empowerment
- Develop action plans to make an impact





Action plans

- Develop individual and team plans to impact sustainability and climate change on multiple scales
- Action plans are S.M.A.R.T.
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Timely
- Recent examples

Feedback


How much do you know about climate change?

- 3.2 → 1.7

Your Intention to take action on climate change


- 1.3

(1 = High; 5 = Low)





"It is now 10:10 p.m., the learning session ended 40 minutes ago, and we are all still discussing the scientific aspects on the changing climate (tonight's learning session topic)."

– Blog excerpt



Sustainability in Practice

- Local and organic produce
- Composting
- Recycling
- Reduce energy during laundry
- Carbon offset for travel

Accomplishments

- Team building and networking
- A sense of ownership
- Empowerment!
- Scientific involvement
- Increased sustainable decisions
 - Action plan examples




Program Spin-offs

- Community Stakeholder Engagement
- Educator Engagement
- Resource Center

"This has been the most incredible experience of my career. I have never felt more plugged into the HSBC community and that my presence in the company is valued and that I can make a difference!" – Kathleen M.




Example Program Exercise

Stakeholder Debate

What is the biggest global risk or opportunity you will allocate your money to?

You represent ONE of the following stakeholder groups:

- Environmental Nongovernmental Organization (NGO)
- Global Corporation
- Government
- Financial Institution



Example Program Exercise

You have US\$1bn to spend on ONE cause or activity.

You must come to consensus as a group about what to spend it on – or lose the money

