



22 September 2015

**HSBC partners with CWF to combat 'nature deficit disorder' amongst 150,000+ Canadians, and WWF-Canada to research 25 major watersheds**

*\*\* CWF, WWF-Canada two of more than 140 charities globally to receive significant contributions from HSBC's global US\$150m community fund\*\**

The Canadian Wildlife Federation (CWF) and World Wildlife Fund Canada (WWF-Canada) have each partnered with HSBC Bank Canada to expand on and deliver environmental education and research programs across Canada.

**Canadian Wildlife Federation's *HSBC Brighter Futures for Wildlife* program:**

This new umbrella program will increase delivery of a range of new, and popular experiential education programming for youth and families in Vancouver, Edmonton, Calgary, Toronto and Montreal.

Wade Luzny, Chief Executive Officer and Executive Vice-President of the Canadian Wildlife Federation said: "Studies show that spending time in nature is good for children's health and improves education results among other benefits. Today's announcement represents a significant financial commitment from HSBC over the next three years, which in-turn will help us increase delivery of some of our most popular and impactful environmental conservation programs to more than 150,000 youth and adults across Canada."

Many of the HSBC-supported programs will be offered at low or no-cost, with programs starting this fall and continuing until 2018. Learn more at: [www.cwfeducation.ca](http://www.cwfeducation.ca)

**WWF-Canada's *Freshwater Health Assessment* program:**

With new program support from HSBC, WWF-Canada will be able to assess 100% of Canada's major watersheds by 2017.

David Miller, President and Chief Executive Officer of WWF-Canada said: "One-fifth of the world's freshwater is in Canada, but the health of these ecosystems – and the freshwater species they're home to – is not widely understood from a national perspective. HSBC and WWF-Canada share a commitment to the environment and innovation, and with their support we're aiming to complete the first national, in-depth investigation of Canada's 25 major watersheds. These assessments will create a roadmap for how we can better protect Canada's watersheds and freshwater species."

As watersheds are assessed, key findings will continue to be made available at [watershedreports.wwf.ca](http://watershedreports.wwf.ca) – WWF-Canada's new interactive web platform. This user-friendly tool will become a core resource to help guide watershed management, the development of new policies and programs, and help Canadians get to know and care about the watershed they live in.

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### **HSBC's 150th anniversary community fund**

To mark its 150th anniversary this year, HSBC will grant US\$150m over the next three years (2015-17) to more than 140 selected local charities from around the world.

Jacques Fleurant, Chief Financial Officer, HSBC Bank Canada and HSBC Executive Sponsor of the Canadian Wildlife Federation said: "HSBC's global, US\$150m community fund is our way of saying 'thank you' to our customers, our employees, and the communities we serve around the world – and here in Canada. Through our support of CWF and WWF-Canada programs and research, we aim to increase environmental stewardship amongst young people as well as make a positive impact on the health of the world's freshwater ecosystems."

The funding is in addition to the regular annual charitable contributions made by the bank. Last fall HSBC employees voted to decide what charitable themes the US\$150m community fund should focus on, and the top themes selected by Canadian employees included education, the environment and children's health. Learn more at:

[www.hsbc.com/150-community-fund](http://www.hsbc.com/150-community-fund)

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### **Notes to editors:**

- 1) 'Nature deficit disorder' - Louv, R. (2005). *Saving Our Children From Nature-Deficit Disorder*.
- 2) **About the Canadian Wildlife Federation:** The Canadian Wildlife Federation is a national, not-for-profit charitable organization dedicated to fostering awareness and appreciation of our natural world. By spreading knowledge of human impacts on the environment, sponsoring research, developing and delivering education programs, promoting the sustainable use of natural resources, recommending changes to policy and co-operating with like-minded partners, the Canadian Wildlife Federation encourages a future in which Canadians can live in harmony with nature. For more information visit [CanadianWildlifeFederation.ca](http://CanadianWildlifeFederation.ca).
- 3) **About World Wildlife Fund Canada:** WWF-Canada is part of WWF (World Wildlife Fund), one of the world's largest and most respected conservation organizations. WWF-Canada has close to 50 years of experience implementing science-based knowledge and research into on-the-ground projects. WWF is creating solutions to the most serious conservation challenges facing our planet, helping people and nature thrive. Visit [wwf.ca](http://wwf.ca) for more information. For more information about WWF-Canada's Freshwater Assessment program, please visit [watershedreports.wwf.ca](http://watershedreports.wwf.ca)
- 4) **About HSBC Bank Canada:** HSBC Bank Canada, a subsidiary of HSBC Holdings plc, is the leading international bank in the country. HSBC helps companies and individuals across Canada to do business and manage their finances internationally through three global business lines: Commercial Banking, Global Banking and Markets, and Retail Banking and Wealth Management. Canada is a priority market for the HSBC Group – one of the world's largest banking and financial services groups with assets of US\$2,572bn at 30 June 2015. Linked by advanced technology, HSBC serves customers worldwide through an international network of around 6,100 offices in 72 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa.