

Key Facts

External benchmarks				
	Units	2014	2013	2012
Interbrand top 100 brand position		33rd	32nd	33rd
Brand value: Interbrand	US\$b	13.4	12.2	19.3
Brand Finance top 500		2nd	3rd	1st
FTSE4Good (since 2001)		Member	Member	Member
Dow Jones Sustainability Index		Non-member	Non-member	Member
Hang Seng Sustainability Index		1st	1st	4th
CDP (formerly Carbon Disclosure Project)	Performance band	A	A	B
	Disclosure score (out of 100)	97	97	86

Community investment				
	Units	2014	2013	2012
Cash charitable donations	US\$m	113.9	116.2 ¹	119.0
Europe	US\$m	65.5	64.7	60.9
Asia Pacific	US\$m	27.8	23.9	26.6
Middle East	US\$m	3.3	5.1	6.8
North America	US\$m	10.4	11.1	12.9
Latin America	US\$m	6.9	11.4	11.8
Employee volunteering in own time	hours	487,055	409,911	461,196
Employee volunteering in work time	hours	303,922	255,925	262,867
Europe	hours	72,445	87,963	89,342
Asia-Pacific	hours	151,434	98,475	101,760
Middle East	hours	3,849	3,792	2,189
North America	hours	27,578	24,505	31,343
Latin America	hours	48,616	41,190	38,233
Value of employee volunteering hours in work time	US\$m	7.4	7.3	7.9
Management costs associated with community investment	US\$m	12.4	12.2	11.5
Total value of community investment	US\$m	133.7	135.7	138.4
Allocation of cash donations				
Education	%	45	49	48
Environment	%	32	30	23
Other	%	23	21	29

Environment				
	Units	2014 ²	2013 ³	2012
Reporting coverage as % of Group	%	93	92	92
Carbon dioxide emissions (after uplift and scale up)⁴				
Total CO ₂ emissions (assured by PwC) ⁵	tonnes	752,000	889,000	963,000
CO ₂ emissions from energy (assured by PwC)	tonnes	633,000	753,000	825,000
CO ₂ emissions from business travel (assured by PwC)	tonnes	119,000	136,000	138,000
Total CO ₂ emissions per FTE	tonnes	2.92	3.43	3.61
CO ₂ emissions per FTE from energy	tonnes	2.46	2.90	3.09
CO ₂ emissions per FTE from business travel	tonnes	0.46	0.52	0.52
CO ₂ emissions per m ²	tonnes	0.16	0.19	0.19
Carbon dioxide emissions per FTE by region (before uplift and scale up)				
Total CO ₂ emissions per FTE				
Europe	tonnes	3.17	3.86	3.88
Asia-Pacific	tonnes	2.93	3.11	3.13
North America	tonnes	2.09	4.31	5.63
Latin America	tonnes	1.91	2.14	2.25
Middle East	tonnes	4.26	4.29	5.08

Environment (continued)

	Units	2014	2013	2012
Environmental resource efficiency (before uplift and scale up)				
Total energy consumption	gigawatt hours	1,356	1,480	1,588
Energy consumption per FTE	kWh/FTE	5,631	6,202	6,481
Energy consumption per m ²	kWh/m ²	297	308	311
Total electricity consumption	gigawatt hours	1,204	1,309	1,408
Primary fuel sources (gas, oil, diesel etc)	gigawatt hours	151	170	180
Total waste produced	kilotonnes	34	39	53
Waste disposed to landfill	kilotonnes	14	15	19
Waste disposed per FTE to landfill	tonnes/FTE	0.06	0.06	0.08
Waste recycled	kilotonnes	21	24	34
% waste recycled	%	61	61	63
Total water consumption	thousand m ³	3,330	3,437	3,977
Water consumption per FTE	m ³ /FTE	13.8	14.4	16.2
Business travel (before uplift and scale up)				
Total business travel	million km	928	904	856
Business travel per FTE	km/FTE	3,854	3,791	3,493
Air travel	million km	776	744	656
Domestic air travel	million km	233	185	237
International air travel	million km	543	559	419
Rail travel	million km	50	42	39
Road travel	million km	87	93	126
Other travel	million km	16	26	36

Notes

- 1 For comparison purposes, currency values have been restated to reflect the position had foreign currency rates remained constant.
- 2 From Q4 2013, we switched from DEFRA's 5-year grid rolling average emission factors to DEFRA's 1-year grid average emission factors. In 2014, the USA and Canada have obtained an enhanced breakdown data for their energy consumption. These changes have contributed to the overall reduction of CO₂ emissions from energy in the 2014 reporting period.
- 3 Our environmental performance data from 2013 onwards cover the period October-September. This enables us to provide data of a higher quality, both quarterly into internal businesses and functions and annually in public reporting.
- 4 A scale up calculation is made on the basis of the FTE coverage rate to account for any missing data component (typically less than 10% of FTE). In addition, emissions uplift rates are applied to allow for uncertainty on quality and coverage of emissions measurement and estimation.
- 5 For data assured by PricewaterhouseCoopers LLP (PwC), please see [HSBC's Reporting Guidelines](#) and [PwC's 'Assurance Report'](#).