

Key facts at a glance, 2015

External benchmarks				
	Units	2015	2014	2013
Interbrand top 100 brand position		37th	33nd	32nd
Brand value: Interbrand	US\$b	11.6	13.1	12.2
Top 500 bank brands: The Banker magazine		9th	3rd	4th
FTSE4Good (since 2001)		Member	Member	Member
Hang Seng Sustainability Index		Member	Member	1st
CDP (formerly Carbon Disclosure Project)	Performance band Disclosure score (out of 100)	B 100	A 97	A 97
	Units	2015	2014	2013
Community investment				
Cash charitable donations¹	US\$m	205.4	110.4	116.2
Europe	US\$m	75.2	64.0	64.7
Asia Pacific	US\$m	104.0	27.3	23.9
Middle East	US\$m	4.6	3.2	5.1
North America	US\$m	18.6	10.0	11.1
Latin America	US\$m	3.0	5.9	11.4
Employee volunteering in own time	hours	414,815	487,055	409,911
Employee volunteering in work time	hours	304,555	303,922	255,925
Europe	hours	60,735	72,445	87,963
Asia-Pacific	hours	177,503	151,434	98,475
Middle East	hours	4,286	3,849	3,792
North America	hours	28,919	27,578	24,505
Latin America	hours	33,112	48,616	41,190
Value of employee volunteering hours in work time	US\$m	7.3	7.4	7.3
Management costs associated with community investment	US\$m	10.1	11.7	12.2
Total value of community investment	US\$m	222.8	129.5	135.7
Allocation of cash donations				
Education	%	37	45	49
Environment	%	28	32	30
Other	%	35	23	21

Note on Community Investment Data

¹ For comparison purposes, currency values have been restated to reflect the position had foreign currency rates remained constant.

Environment

	Units	2015 ¹	2014 ²	2013 ^{3,4}
Reporting coverage as % of Group	%	91	93	92
Carbon dioxide emissions (after uplift and scale up)⁵				
Total CO ₂ emissions	tonnes	771,000 ⁶	795,000	889,000
CO ₂ emissions from energy	tonnes	662,000 ⁶	676,000	753,000
CO ₂ emissions from business travel	tonnes	109,000 ⁶	119,000	136,000
Total CO ₂ emissions per FTE	tonnes	2.97	3.08	3.43
CO ₂ emissions per FTE from energy	tonnes	2.54	2.62	2.90
CO ₂ emissions per FTE from business travel	tonnes	0.42	0.46	0.52
CO ₂ emissions per m ²	tonnes	0.17	0.17	0.19
Carbon dioxide emissions per FTE by region (before uplift and scale up)				
Total CO ₂ emissions per FTE				
Europe	tonnes	2.90	3.17	3.86
Asia-Pacific	tonnes	2.87	2.93	3.11
North America	tonnes	3.78	2.09	4.31
Latin America	tonnes	2.03	1.91	2.14
Middle East	tonnes	3.89	4.26	4.29
Environmental resource efficiency (before uplift and scale up)				
Total energy consumption	gigawatt hours	1,317	1,354	1,480
Energy consumption per FTE	kWh/FTE	5,564	5,624	6,202
Energy consumption per m ²	kWh/m ²	292	297	308
Total electricity consumption	gigawatt hours	1,151	1,202	1,309
Primary fuel sources (gas, oil, diesel etc)	gigawatt hours	165	152	170
Total waste produced	kilotonnes	31	34	39
Waste disposed to landfill	kilotonnes	12	13	15
Waste disposed per FTE to landfill	tonnes/FTE	0.05	0.06	0.06
Waste recycled	kilotonnes	19	21	24
% waste recycled	%	62	61	61
Total water consumption	thousand m ³	2,885	3,331	3,437
Water consumption per FTE	m ³ /FTE	12.2	13.8	14.4
Business travel (before uplift and scale up)				
Total business travel	million km	892	939	904
Business travel per FTE	km/FTE	3,769	3,901	3,791
Air travel	million km	733	778	744
Domestic air travel	million km	212	233	185
International air travel	million km	521	545	559
Rail travel	million km	49	50	42
Road travel	million km	97	86	93
Other travel	million km	13	26	26

Notes on Environment Data

- 1 HSBC's 2015 Annual Report and Accounts (ARA) incorrectly states that we applied the revised Greenhouse Gas (GHG) Protocol Scope 2 guidance market based methodology. We have applied our HSBC CO₂ Emissions Reporting Guidance (available at <http://www.hsbc.com/our-approach/reports-and-documentation>). We will be working with our service providers to integrate the revised GHG Protocol Scope 2 guidance into HSBC's reporting methodology and report using both location based and market based methodologies in future periods.
- 2 Following the release of the revised GHG Protocol Scope 2 Guidance, we decided to use the state-specific eGRID emission factors for our US operations until such time as we obtain supplier-specific emission factors. For 2014, therefore, our reported total carbon dioxide emissions have increased by 43,000 tonnes and our carbon dioxide emissions per FTE have increased by 0.16 tonnes.
- 3 Since 2013, our annual data is prepared for the 12 month period to 30 September in accordance with our internal reporting timetable.
- 4 Since Q4 2013, we switched from DEFRA's 5-year grid rolling average emission factors to DEFRA's 1-year grid average emission factors.
- 5 Since 2012, 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.
- 6 Data assured by PricewaterhouseCoopers LLP (PwC). Please see HSBC CO₂ Emissions Reporting Guidance and PwC Assurance Report (available at <http://www.hsbc.com/our-approach/reports-and-documentation>).

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