

STANDARD CHARTERED BANK- UNITED ARAB EMIRATES

CSR and Financial Education 2014

Seeing is Believing

Seeing is Believing is Standard Chartered's global programme to tackle avoidable blindness. Globally, the Bank has committed to raise USD100 million by 2020 to help eliminate avoidable blindness and visual impairment. The UAE is an enthusiastic contributor and in 2014 staff in the UAE raised over USD178,000 (before bank matching) through various initiatives.

Employee Volunteering

The Bank supports the community through employee volunteering. Each staff member is given 3 days of volunteering leave on top of their annual leave to volunteer in the community. In 2014, staff of Standard Chartered UAE volunteered 1060 days towards the community.

Skills-based volunteering is a key focus and under this programme, Standard Chartered employees volunteer their time to give back to the community by using their knowledge in subjects like Financial Literacy and career mentoring.

Financial Education

Standard Chartered Bank aims to foster positive financial behaviour of young people in the UAE through financial education. The Bank believes that giving people in the UAE the tools and the knowledge they need to manage their finances will create a positive social and economic impact on individuals, their families, and the wider community. Financial education contributes to sustainable economic growth of the country.

In 2014 over 160 dedicated staff volunteers delivered the Financial Education for Youth programme to close to 2100 students.

In 2015, the programme will be extended to public schools with a specially created Islamic Banking module.

Community Initiatives

The Bank has a strong relationship with local organisations like Al Noor Training Centre for Children with Special Needs, Red Crescent, Dubai Foundation for Women and Children and Rashid Pediatric Therapy Center. The Bank supports these organisations through staff volunteers and activities like coaching clinics.

In 2014, during the month of Ramadan, staff raised funds and provided food packages to 300 underprivileged families in partnership with Beit Al Khair and 39,000 daily Iftar meals to 500 labourers in partnership with the Red Crescent.

Standard Chartered celebrated the UAE's 43rd National Day by setting a new Guinness World Record for the largest football mosaic in the shape of the UAE flag measuring 247.5m², with the digital campaign generating over 4 million impressions.

Standard Chartered Dubai Marathon

Standard Chartered has been the title sponsor of the Dubai Marathon since 2005 and remains committed to raising levels of health and community participation of the nation, reflecting what lies at the very heart of the Bank's values. Standard Chartered Dubai Marathon 2014 marked the tenth year of Standard Chartered sponsoring the Marathon. Around 23,000 runners participated and the event attracted regional as well as international runners, including elite runners.

Sustainability indices

In 2013, Standard Chartered was selected for the following sustainability indices:

- **Dow Jones Sustainability Index** – For the fourth consecutive year, we were included in the Dow Jones Sustainability (DJSI) World Index and Europe Index.
- **Carbon Disclosure Project** – We were selected for the FTSE350 Climate Disclosure Leadership Index for the second time. This recognises our performance among the top 10 per cent of companies.

- **FTSE4Good** – We were listed in the FTSE4Good Index which is designed to measure the performance of companies that meet globally recognised corporate responsibility standards.

In the UAE, Standard Chartered has received the Dubai Chamber CSR Label award three years running, since the launch of this award in 2011.

To find out more about Standard Chartered Bank's approach to Sustainability, please click [here](#)