Our CSR Aspiration

We want to be known for having a serious commitment to the environment, economies and communities where we operate
Background

- ‘NetsforLife’ was launched in April 2006 in Zambia.
- To distribute one million Long Lasting Insecticide Treated Nets (LLITNs) to 16 African countries over three years, from 2006 to 2008.
- 8 of these 16 are Standard Chartered Bank presence countries: Botswana, Ghana, Kenya, Nigeria, Tanzania, Uganda, Zambia, Zimbabwe; 8 are non-presence countries [NPCs]: Angola, Burundi, DRC, Liberia, Madagascar, Malawi, Mozambique, Namibia.
- ‘Nets for Life’ is a partnership.
- Standard Chartered committed USD 1 million over three years to ‘Nets for Life’.
- ‘NetsforLife’ focused on providing LLITNs to the most vulnerable people in the selected local communities: primarily children under 5, pregnant women, the chronically ill and the elderly.
- The one million nets were distributed (ahead of schedule in September 2008) and under budget.
Rationale

- Standard Chartered aims at building a sustainable business.
- The Bank has identified four key areas in Africa in which our core business can assist sustainable economic development: namely our governance, environment, social and economic contribution in our markets.
- The Bank’s community programmes are part of our social contribution to Africa.
- These programmes aim to strengthen the relationships between our businesses, customers, local communities and governments while providing opportunities to involve our employees and develop their skills.
- The Bank operates three levels of community investment: global, regional and local.
- ‘NetsforLife’ is the Bank’s regional initiative in Africa.
- Despite the uncertain global economic conditions, Standard Chartered remains committed to its community initiatives in Africa. The Bank believes that it is especially important during times of economic uncertainty to stand by its commitments.
- The Bank operates robust measures to ensure donor money is spent most effectively, through its close partnerships with international NGOs, its own evaluation and monitoring processes and its local expertise and experience.
- In addition to SCB’s financial commitment and on-the-ground support, the Bank has been instrumental in setting up a robust governance structure around the programme and has representation on all the key governance committees.
Progress

- Since April 2006, ‘NetsforLife’ has been launched in 14 countries
- Botswana launched in November 2008 (the final country to complete Phase 1; the launch in Zimbabwe was postponed due to the uncertain political situation).
- One million nets have been distributed (as of September 2008).
- A total of 5,992 malaria agents-local people able to educate their peers on malaria prevention- have been trained.
- Monitoring and evaluation has been initiated in ten countries: Angola, Ghana, Liberia, Kenya, Malawi, Mozambique, DR Congo, Burundi, Uganda and Zambia
In partnership with the Church of Uganda Planning Development and Relief, Coca Cola, and SCB Uganda, the Nets for Life programme donated 50,000 LLITNs to vulnerable communities in Gulu, Northern Uganda—following the opening of the Bank’s new branch there in July.

The number of nets distributed since inception in 2006 to Uganda's four major regions is 166,000.

Speaking at the launch in Gulu, the Chairman of Gulu Local Council 5 (LC5), Norbert Mao, thanked the Bank for resuming operations in Gulu, its commitment to the local community and to the broader reconstruction of Northern Uganda.

Also at the launch, a beneficiary of the 2006 campaign testified that she now annually saves and invests USD 500 in a shop to generate school fees for her three children, which she used to spend on their malaria treatment.
PHASE 2 (2009)

- US$50m to be raised to distribute a minimum of 5 million LLITNs over the next 5 years.
- Standard Chartered Bank and Coca Cola have each committed $5 million over 5 years.
- Standard Chartered’s focus will be to increase staff engagement: training them as malaria agents, allowing them to assist in distribution and education locally.
- The 16 countries in Phase 1 remain the focus; additionally, Sierra Leone and Guinea have been added.
- After consultation with the World Health Organisation (WHO), coverage will shift from the most vulnerable people (primarily children under 5, pregnant women, the chronically ill and the elderly) to 90% coverage.
Key elements of Phase 2

- Absolute conformity to our existing model: no dumping of nets in communities without monitoring or education.
- Focus on Anglican Church delivery channels but now working on other channels as appropriate.
- Focus on core skills of distribution, monitoring and education looking to source nets free of charge from Governments and NGOs wherever possible.
- Over a period of time look to sourcing nets from African producers.
Key Messages

- This is a devastating illness and has a big impact on communities.
- The more people working together the quicker we’ll beat it.
- We continue to look for funding partners who can bring their core competencies which will fit into the current partnership platform. (eg. SCB brings governance and financial expertise.).
What we have learnt through NetsForLife

- Malaria can be controlled and then, in time, eradicated.
- For malaria programmes to be successful, education of affected communities and users of nets and effective ongoing monitoring is essential.
- Faith-based organisations have the networks and outreach to provide on-the-ground distribution of malaria solutions which other types of organisations struggle with.
- Participants in malaria campaigns from all sectors make their biggest contribution through using their core skills, services and networks.
STANDARD CHARTERED BANK UGANDA

IN THE NETSFORLIFE CAMPAIGN IN PARTNERSHIP WITH COCA COLA AND CHURCH OF UGANDA’S PLANNING, DEVELOPMENT AND REHABILITATION PROGRAMME (PDR)

2006 - 2008
TARGET

Area of operation

- Project rolled out in 6 dioceses in Eastern Uganda; Busoga, Bukedi, Soroti, Mbale, Namirembe and Kumi dioceses.
- In each diocese, one sub-county is targeted per district.
- Sub-counties selected with the involvement of the Diocesan and District officials to avoid duplication and overlap.

Expectations

- Teach people about Malaria – causes, effects, management of Malaria patients and ways of controlling it.
- Provide access to insecticide treated nets due to unavailability and high costs.
ACTIVITIES UNDERTAKEN BEFORE DISTRIBUTION

- Formation of malaria control committees,
- Selection and training of malaria control agents,
- Identification of research assistants for the baseline survey and their subsequent training.

Malaria agents undergo training
ACTIVITIES....CONT’D

- Community mobilization
- Training of community members

Community members of Mbale district applaud a trainer
ACTIVITIES....CONT’D

- Registration and verification of target groups/individuals,

Children under 5 years who are beneficiaries.
Distribution of Nets

And the actual distribution of the nets to the beneficiaries who are:

- Children under 5 years of age,
- Pregnant women
- and chronically sick people (people living with HIV/AIDS).

These people were identified with the help of Malaria agents and the Diocesan staff.

ITNS being distributed to registered recipients
After distribution of the ITNS, the malaria agents make surprise visits to the recipients' homes to ascertain if they are using the nets appropriately.

A visit to one of the beneficiary’s home shows she is using the net appropriately.
HIGHLIGHTS OF THE 2006 & 2007 LAUNCHES

The launch began with a press briefing. The press conference was addressed by officials from SCB and PDR.

Staff, guests and the community take to the streets to march as well as create awareness.
The launches have been colorful with children entertaining the guests.
- Dancers proudly display one of the nets to the guests.

- A person lies inside a net to illustrate to the guests the proper use of a net.
An interlude of music to keep the guests entertained.

The Guest of Honor, Minister of Health, Hon. Steven Mallinga hands over mosquito nets to children during the launch as the CEO, SCBU Lamin Manjang looks on.
Staff engagement is high during the Nets for Life launches
The Minister of Health and SCBU CEO deliver speeches during the Launch in Mbale
Thank You

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