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## HSBC makes a splash with 'A Living River' at Gatwick Airport

To mark HSBC's 15-year partnership with WWF, HSBC has commissioned 'A Living River', the world's largest interactive sound installation created in an airport, at London's Gatwick Airport.

'A Living River' is inspired by China's Yangtze River. The Yangtze is truly a living river; vital for its wildlife, and China's people and economy. HSBC and WWF's work to protect the Yangtze began in 2002.

'A Living River' brings HSBC and WWF's conservation work to life through a series of breath-taking images and sounds recorded from 35 locations on the Yangtze. It's an interactive installation and takes people along the 6,300km-long Yangtze River in just under two minutes; providing a fascinating insight to the sounds, people, local businesses and wildlife of the Yangtze.

Like life on the Yangtze River, each experience on 'A Living River' will be different. The installation uses motion sensors to detect the movement of passengers as they walk along the traveller, and these trigger the sounds they hear. Real-time weather information is used, so when it rains on the Yangtze, the rain will be heard on the installation in London.

The concept for interactive sound installation was created by J. Walter Thompson London in partnership with Nick Ryan, leading audio designer.

Chris Clark, Group General Manager and Global Head of Marketing for HSBC, said: *"HSBC's popular jet bridge advertising in airports has been a powerful medium for our Brand - demonstrating our global network through our presence and a chance to relay messages about the world we operate in and the customers we serve."*

*"Our new Gatwick Skybridge installation pushes the boundaries of our Brand experience at the airports further."*

Chris explained, *"It's a chance for us to share some of the investment and initiatives we've undertaken as part of our HSBC Water Programme, this is a cornerstone of our Sustainability commitments and involves thousands of people at HSBC around the world who demonstrate our commitment to the environment and the communities that we serve."*

John Barker, Head of WWF-UK's India and China Programmes, said: *"This installation is a spectacular celebration of the Yangtze and the huge impact WWF has had in protecting the river since 2002, with the support of HSBC. We hope people will be inspired to learn more about the Yangtze's rich natural*

*heritage, its unique biodiversity and the hundreds millions of people who depend on a healthy river for their livelihoods.”*

The long standing partnership between HSBC and WWF has helped deliver a series of positive changes for the environment and the local communities that depend of it. Positive changes made on the Yangtze include:

- educating over 135,000 farmers on sustainable practices
- protecting 240,000 square km of wetlands
- helping 70 businesses to tackle pollution.

The HSBC Water Programme is the latest phase of the partnership between WWF and HSBC, helping to safeguard freshwater resources across Asia, Africa and Latin America.

Chris Clark summarised: *“The WWF and HSBC partnership is 15 years in the making and our work along the Yangtze River with WWF is used in this showcase installation. It has been a wonderful collaboration across our company with some truly exceptional partners. We believe it will make quite a splash.”*

**ENDS**

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## **Notes to editors**

### **About HSBC Water Programme**

The HSBC Water Programme is a five year, US\$100m partnership with Earthwatch, WaterAid and WWF, three NGOs that rank amongst the world's most respected environmental and sustainable development organisations. The programme also funds charities managing local water projects proposed by HSBC employees. These partnerships provide the necessary scale to deliver the powerful combination of water provision, protection and education; benefiting communities in need, enabling people to prosper, and driving economic development and growth.

[www.thewaterhub.org](http://www.thewaterhub.org)

### **The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from over 6,100 offices in 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,572bn at 30 June 2015, HSBC is one of the world’s largest banking and financial services organisations.

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**About WWF**

WWF is one of the world's largest independent conservation organisations, with more than five million supporters and a global network active in more than one hundred countries. Through our engagement with the public, businesses and government, we focus on safeguarding the natural world, creating solutions to the most serious environmental issues facing our planet, so that people and nature thrive. Find out more about our work, past and present at [www.wwf.org.uk](http://www.wwf.org.uk)