

Stakeholders

We understand that it is important to look at our business from our stakeholders' perspective and to find areas where our agendas overlap. This means listening to and working with our stakeholders across the globe and being very clear about our intentions and priorities.

We define anyone who comes into contact with the Bank as a stakeholder. Below we describe some specific groups with whom we are seeking to broaden our relationships and dialogue.

Socially Responsible Investment Analysts

We held an SRI analyst forum in London in 2004 and in 2006. Our intention is to make this an annual event and widen the audience. The Bank engaged 60 key stakeholders including SRI analysts to decide on its seven (7) priority areas to 'building a sustainable business' strategy. We aim to meet each SRI analyst on at least one other occasion annually as well as remaining in regular telephone dialogue.

Professional bodies

The Bank is a signatory to the UNEP Financial Institutions statement and is a joint member of the UNEPFI/GRI Financial Services Sector working group. We also participate in the UK-based Business in the Community corporate responsibility and environmental indices. The Bank is an active member of the UN Global Compact UK working group.

Bank employees

The Bank's approach to sustainability – Building a Sustainable Business – was presented during the Business Leadership Team (BLT) Conference in Singapore in January 2007. The Bank's approach was outlined to 500 of the most senior leaders within the Bank. In 2007, communication will continue across the organisation to build employee awareness and drive participation in core sustainability themes. Graduates recruited in 2006 have already been introduced to the strategy and it will become part of the standard induction programme for all new joiners from February 2007.

Existing and potential shareholders

We communicate with shareholders through our Annual report and Sustainability Review which are sent out at the same time, our Annual General Meeting and through this web site. Our Investor relations team work on an ongoing basis with our major institutional investors.

Customers

We have an obligation to ensure that the customers we serve are treated fairly and are sold products that are appropriate for their needs. For Standard Chartered we believe this is far more than a compliance issue but is central to a creating a sustainable business.

Social and Environmental risks in lending continue to gain prominence and we are working closely with customers to understand how this impacts their business and our opportunity to work with them.

Our Outserve Plus programme is designed to ensure we offer exceptional service to our customers and enhance our operational efficiency. We participate in the Greenwich Quality Index to track the opinions of customers in our Wholesale banking operation, while Consumer bank customer attitudes are tracked independently by Market Probe. See the Customers section for further details.

Business partners and suppliers

The Bank has established systems for embedding Social and Environmental considerations into our procurement processes. The next step is to work with our business partners to improve these systems over time. See the Suppliers section for more information. We held a Supplier Forum in the UK in 2004 and in 2006 to begin the process of engaging our suppliers in our new approach to managing social and environmental risk.

Government

We have worked extensively with the UK Government and other leading UK companies with African interests to facilitate the launch of the Commission for Africa. We are specifically involved in programmes addressing micro-finance for people and communities usually excluded from mainstream banking services, small and medium sized enterprises and HIV/AIDS.

Non-government organisations (NGOs)

We have talked with many NGOs including Global Witness, Banktrack, Friends of the Earth, PLATFORM and the CornerHouse on specific projects and issues. Our approach to working with and talking to NGOs has always been on a deal or issue specific basis. Although this is likely to remain the case, we recognise the importance of understanding how the Bank can contribute to the global and local issues that the NGO community focus on. The Bank engaged 60 key stakeholders including SRI NGOs to decide on its seven (7) priority areas to 'building a sustainable business' strategy.