

# press release

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## Standard Chartered partners UNWTO to plant trees

**Standard Chartered has entered into a partnership with the UNWTO in a bid to make the General assembly a greener one. With the aim of reducing the carbon footprint of the Assembly Standard Chartered together with UNWTO local liaison office and the Environmental Management Authority will plant 1200 trees representing the 1200 delegates who will be at the event in August. The trees will be planted on either side of the two borders and will be done in a sustainable manner to benefit from the activity. The UNWTO will hold its General assembly in Victoria Falls from the 24- 29 of August 2013.**

The tree planting initiative will be launched on the 8<sup>th</sup> of August 2013, prior to the “uniquely African General Assembly”. Trees will be planted in and around the area with a special focus on the Mpisi Village. Mpisi is a satellite village which will be set up as a UNWTO site under its STEP programme, Sustainable Tourism for the Elimination of Poverty. The venue will be a tourist attraction, affording tourists a “local experience” with traditional cuisine, arts and crafts and “votels” set up for accommodation.

Standard Chartered will further extend its support to set up this village on time for the assembly, apart from its tree planting initiative. This sponsorship will enable the setting up of Mpisi with its necessary features in time for August. Employees of Standard Chartered have pledged their support for the cleanup programme which takes place before the assembly at Victoria Falls. Employees will also join the community and the officials of the UNWTO to plant trees on the 8<sup>th</sup> of August in preparation for the much awaited event as a part of the Banks employee volunteering initiative.

Ralph Watungwa, CEO of Standard Chartered Zimbabwe commenting on this partnership stated: “We believe in achieving business ambitions while minimizing our footprint and direct impact on the environment through the continuous strengthening of key environmental measurements and waste reduction programmes. As such our partnership with the UNWTO General Assembly amplifies our belief and ensures that as a country we are environmentally conscious. Our colleagues in Zambia will be planting trees along with us, ensuring that the two host countries will have minimal environmental impact and help reduce the carbon footprint of the assembly.”

The UNWTO STEP board meeting is scheduled to take place during the General Assembly at the Mpisi Village on the 27<sup>th</sup> of August 2013, where the UNWTO delegates will plant more trees during their visit.

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Note to Editors:

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