

# **HSBC & Accenture ESG Case Study**

[Video transcript](#)

**Ed:**

Hi, I'm Ed Broussard, CEO of Mudano, Accenture's data-driven reinvention business. I'm delighted to be joined by Kate Platonova, Chief Data Officer of HSBC, and Charmaine Wong, head of ESG Data.

Kate, one of the things I love about HSBC's ESG approach is you really get data into the decision cycles of the business. Can you tell me a little bit about how ESG data is important to your sustainability agenda?

**Kate:**

The main thing about ESG and sustainability agenda is that if you do not have good data you cannot measure your progress, you cannot really understand the environment you're operating in between our own operations, our supply chain, our customers. So having the right data at the right place at the right time in the hands of the right people is absolutely key for our strategy.

**Ed:**

And ESG data is notoriously complex and constantly evolving. Charmaine, can you tell us a little bit about how you're overcoming some of those data challenges?

**Charmaine:**

Within HSBC we've taken a really proactive approach to have a centre to coordinate all ESG data requirements for the entire bank. What this means is that we can then coordinate, source and also demystify some of the data in a central place so that everyone is speaking the same language.

And then what we also do is build reusable data sets to then make data accessible to anyone. So the time to market for new requirements is quicker. And I think that HSBC has taken a really proactive, important stance in this piece to actually solve some of the complex challenges that we're seeing. We're also working with Accenture to develop agile pods to deal with the ever-changing requirements that are coming our way.

**Ed:**

Brilliant, so bringing everything together and putting it in a single, centralised place so you can act as a utility to the organisation seems core to your strategy. Kate, maybe you could explain why you've taken that approach.

**Kate:**

Of course Ed. So standardisation is the name of the game here. These data sets that we see out in the market are, there's a lack of consistent [02:03 autonomy], there's a lack of standards that everybody would agree on, so in HSBC we're making sure that, as Charmaine says, we are all speaking the language; in a way we're future-proofing ourselves against regulations and different emerging requirements by having this group standard and kind of alignment of all the different data sets, both internal and external.

**Ed:**

That makes a lot of sense, and I guess as we look around the ecosystem I see a lot of big businesses, like HSBC and Accenture, partnering really to kind of solve societal ESG challenges. Can you talk a little bit around, you know, what's important to you about this partnership?

**Kate:**

These partnerships are key to the future. So what we're seeing again in the macro level is that there must be a partnership between public and private sectors, there must be a lot of partnerships built in the private sector to really get us to where we need to be as a planet really, as human beings.

Where we started to look is, first of all, looking at partners that are also committed. So HSBC is incredibly committed to this agenda. We want to lead, we want to help our customers transition. So we need some partners that are equally interested in this topic and equally passionate.

You also need to make sure that you're supplementing your weaknesses and playing to the strengths of your partner and making sure that you're choosing the best in class for this specific area that you're trying to address and the partnership is mutually beneficial. So it's very exciting times.

**Ed:**

Great, and it's really exciting to be working with you. Charmaine, you lead ESG data at HSBC. What's important for the partnership for you?

**Charmaine:**

We need to have partnerships that fill in the gaps that we can't fill. So, for example, in this case ESG expertise to actually build out what we need for the planet and for the bank and having that instant communication to be able to see real time and address problems very quickly as they arise.

**Ed:**

And Kate, you talked about data being at the core of the sustainability strategy and agenda but what's the end game? Like what impact can banks and big banks like HSBC really make on society and the planet?

**Kate:**

Well, first of all, we need to move from commitment to action, so that is, that is where we are right now. With all the different commitments that companies are making, governments are making, it's really time to be measured, to follow through, to see that action manifesting itself in the real world and what's exciting to me is HSBC's in an absolute prime position, not only as a very large institution to transition ourselves to net zero and be more sustainable but to actually help our clients.

We have clients that are in the industries that are desperately in need of that transition. So being able to fund it, being able to help them, to be with them on a journey is what makes me really excited. To help our suppliers, to work with them and to make sure that together we get to the commitments that we need to achieve, we really better the world that we live in and save the planet.

**Ed:**

Thank you, that's been so interesting to hear about what you're doing at HSBC and I think really just demonstrates the impact a bank like HSBC can have, not just on their customers but their supply chain and the wider planet.