

HOW RBC EMPLOYEES HELPED PROTECT WATER

On June 12, 2014, our employees took to the streets, shorelines and local green spaces to help protect water in recognition of RBC Blue Water Day.

Armed with garbage bags, aprons and gardening gloves, RBCers participated in one of three RBC Blue Water Makeover activities - Clean Up, Plant Some Green and Cultivate Awareness. By helping clean streets, creating smarter green spaces, and learning about urban water issues, they're helping to make water swimmable, drinkable and fishable for generations to come.

20,014 EMPLOYEES
721 MAKEOVERS



391
CLEAN UP



171
PLANT SOME GREEN



189
CULTIVATE AWARENESS

24 COUNTRIES



21,104 HOURS VOLUNTEERED



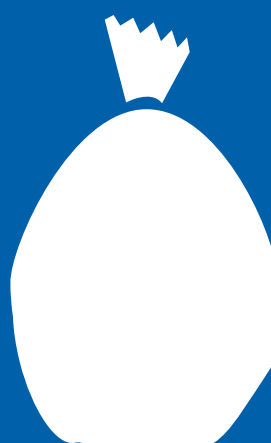
25%

OF EMPLOYEES PARTICIPATED IN A MAKEOVER



2,688 FRIENDS & FAMILY

2,409 CLIENTS



WE COLLECTED

x 4,018

BAGS OF GARBAGE



WE PLANTED

11,770

PLANTS



85%



INCREASED AWARENESS OF WATER ISSUES AFTER THEIR MAKEOVER



RBC Blue Water Project™

Launched in 2007, the RBC Blue Water Project is a 10-year global charitable commitment of \$50 million to help provide access to drinkable, swimmable, fishable water, now and for future generations.

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