



# **Community Investment Year in Review MENA and Turkey**

2017



# Foreword

We are only as successful as the communities in which we operate.

This statement couldn't be truer of the award winning sustainability portfolio that has been delivered across the Middle East, North Africa and Turkey in 2017. Over 140 projects, across diverse areas such as access to education, urban farming, humanitarian aid and financial inclusion have been delivered by working in partnership with experts, universities, scientists, nonprofits and the public sector. We are truly proud of the impact we have made.

Sustainability has always been core to what we do at HSBC but it's how we do it that really sets us apart. We know that we have the expertise in many areas that can complement the important work that is already underway to contribute to sustainable development – and through the passion of our colleagues – we are focused on sharing these skills effectively.

We hope that our support empowers our partners and allows their causes to gain visibility and traction.

I hope you enjoy reading a summary of what has been done in 2017 and as we continue to expand our reach, I look forward to your support.

Together we thrive.



**Sabrin Rahman**  
Head of Corporate  
Sustainability MENA & Turkey

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# Personal Story from our Chairman

## From One End To The Other

*Extracted from his blog, posted on 11 September 2017*

I was in Dubai and had been invited by my colleagues at HSBC Middle East to attend a workshop for young people about finance. Right up my street, you might think. But actually it has been a long year what with one thing and another - no complaints, it's what I do because I want to, although the health bit in the middle was something of a distraction (mending nicely thank you) - and after a particularly taxing week I admit it, I was tired and honestly, less than enthusiastic.

However, I duly turned up with some fellow Directors to participate in this "workshop". It was in a warehouse-like space that was rented out for events like this, and after a general briefing on what was expected of us the attendees came to join us. Sixty of them, boys and girls - aged variously from about 14 up to early 20s. Many of them - but not all - born in the UAE of originally immigrant parents who themselves had been in the UAE maybe for 20 or 30 years. A few recent arrivals from Syria and Palestine. None of them with citizenship they could use, the majority of them without schooling or at best very elementary, from low-income families, a few with jobs - but my goodness, all of them eager and with aspirations and with hope. A hope that was etched on their faces as they sought even the most rudimentary knowledge and took in the sort of advice that said, for example, if you were lucky enough to get a job and receive money, the idea was to resist the temptation to immediately go and spend it. All of it. "Save" was the word of the day.

They were asked to create a future time-line of their lives and put their aspirations on paper taking into account that everything they did cost money, and pointing out that the more attention they paid to learning the better equipped they were to get jobs, and fulfill some of their dreams. The young 16 year old boy on my right said "you know, dreams never come true". I asked him how he knew, and of course he didn't really have an answer but it was a belief borne of the life he had lived so far. I gave him and the others at my table some of the background to my life (readers of my Blog know the history) and said that although I agreed life was made up of many combinations of things including luck and opportunity you also had a part to play in making your own luck. He understood what I was saying although I'm not sure I convinced him - but despite that, he did still want a better future. And he wanted to work for it. And as for the young man opposite me - he will either rise to the top of the pile or sink (and then probably come back up again).

**"They were asked to create a future time-line of their lives and put their aspirations on paper taking into account that everything they did cost money, and pointing out that the more attention they paid to learning the better equipped they were to get jobs, and fulfill some of their dreams."**

He gave a really good impromptu rap performance and was prepared to get up and give a presentation on some of the things we had spent time talking about - with a bit of prompting. But lively - oh yes.

The aspirations were interesting. They wanted to go to college and study; own their own businesses - anything from construction companies to car sales to restaurants. But what I found really interesting was that many of them wanted to devote some of their time and money to helping those who were even worse off than they were. That was a lesson for me - not a lesson from me!



**David Eldon**  
Chairman of HBME

I left the workshop refreshed, energised and humbled. And it was not purely and simply that I had been a part of something that I was not initially looking forward to and realised that I had done something that was truly worthwhile, and clearly I was impressed by the enthusiasm of the young people themselves. But I was also very taken by the dedication of the adults who were giving their time to try and ensure that these children had better lives than their parents, and were in a position to make a difference, including I am pleased to say colleagues from the HSBC team in Dubai who are fully involved and unstinting in their support.

# Personal Story from our Student

## Supporting ambition: Mohamed El Shafei's story

**How HSBC's Public School Scholarship Fund paved the way for a young student from Cairo to get into one of the world's most prestigious law schools.**



Mohamed delivering a speech at HSBC's Diversity & Inclusion event, Egypt

In 2012, HSBC Bank Egypt (HBEG) partnered with the American University in Cairo to establish the 'Public School Scholarship Fund', to support students from low income families to graduate from Egyptian public schools. The scholarship has a special focus on special need students and two visually impaired students were selected as recipients.

Five years on, one of these students - Mohamed El Shafei - dropped in to the HSBC Head Office in Cairo to share his journey since receiving this scholarship.

After graduating from school, Mohamed went on to complete a degree in Political Science and Philosophy, he studied Latin and used his learnings to teach the language to underprivileged children in local communities in Egypt he has recently been accepted to start a postgraduate Law degree at Harvard University in the USA. He is the first visually impaired student to join the prestigious law school.

When meeting HSBC Egypt Executive Committee (HBEG EXCO) members at the Cairo Head Office, Mohamed expressed his gratitude for HSBC saying: "I would never have been able to be the person I am now without your support. There are many talented and very capable people in the world who are unable to study because of financial constraints. I feel immensely privileged to have received the financial support from HSBC. Your generosity is genuine, and it opened a world of opportunities for me. Thank you for making a difference in my life."



# Sustainability

For HSBC, sustainability means building our business for the long term by balancing social, environmental and economic considerations in the decisions we make. This enables us to help businesses thrive and contribute to the health and growth of communities.

In the Middle East, North Africa and Turkey (MENAT), our sustainability strategy is guided by our global strategy and is tied to regional and national priorities.

We focus on three areas: sustainable finance, sustainable operations and sustainable communities. This report will concentrate on sustainable communities and highlight our main achievements across MENAT in 2017.

You can view previous reports and read more about our regional and global sustainability strategy, approach and initiatives at our website: [www.about.hsbc.ae/hsbc-in-the-uae/community](http://www.about.hsbc.ae/hsbc-in-the-uae/community)

## Who We Are

HSBC is one of the largest banking and financial services organisations in the world with 229,000 employees globally as of 2017. We operate in eight countries across MENAT: Algeria, Bahrain, Egypt, Kuwait, Oman, Qatar, Turkey and the UAE.

## Our Purpose

We aim to be where the growth is, connecting customers to opportunities, enabling businesses to thrive and economies to prosper, and ultimately helping people to fulfil their hopes and realise their ambitions.



# Sustainable Communities

We focus our community investment activities mainly on education, the environment and health, the fundamental building blocks for the development of communities.

Our approach is to partner with local non-profit organisations and charities that are making a difference, supporting government initiatives and promoting local culture.

Most importantly, we remain involved in the programmes we support.

We also encourage our employees to give back to the communities in which they live and work through volunteering and have developed policies to support this.

# Our Impact



	2014	2015	2016	2017
Total Volunteer Hours	11,149	10,858	16,304	18,855
Projects Supported*	135	149	152	147
Beneficiaries	104,805	112,060	212,225	131,139

\*Through volunteering or funding



Gardening with Rashid Centre for Determined Ones; UAE



# Collaborations and Thought Leadership

The Corporate Sustainability team are often requested to add their perspective and value to leading regional conferences, events and projects. In addition to presentations delivered at tertiary educational institutions, members of the Regional team have also advised and supported the following:

## **Oman Volunteerism Conference; Oman:**

Presented volunteering and sustainability best practices at the Nshmi inauguration in Oman under the patronage of His Excellency Sheikh Mohammed Bin Said Al Kalbani, Minister of Social Development and Taawon.

## **Dubai Chamber of Commerce PWD Working Group; UAE:**

Working alongside various organisations and government bodies to share best practices and support the empowerment of special needs in the community.

## **The Dubai Declaration on Sustainable Finance Signatory; UAE:**

Launched by Ministry of Climate Change and Environment (MOCCAE) during the UNEP FI 14th Global Round Table, held in Dubai in October 2016, to showcase the UAE's sustainability actions and commitment to support a green economy. As of August 2017, 32 institutions have signed the Dubai Declaration including HSBC.

## **GETEX Gulf Counsellors Forum; UAE:**

Presented with our partners the British Council for over 100 teachers and education counsellors to support students increase their soft skills with lessons from Taqaddam.

## **World Skills Abu Dhabi Conference; UAE:**

Part of a panel discussion on 'Skills Strategies for a Globalized World'.

## **Emirati Women's Day; UAE:**

The Ministry of Economy and Dubai Chamber's Centre for Responsible Business organised an Emirati Women's Day event under the theme 'Emirati Women in Business and Community' and invited Dana Kamali, Senior Manager of Corporate Sustainability MENAT as an active Emirati role model & Corporate Sustainability leader to speak about her role in giving back to the community.

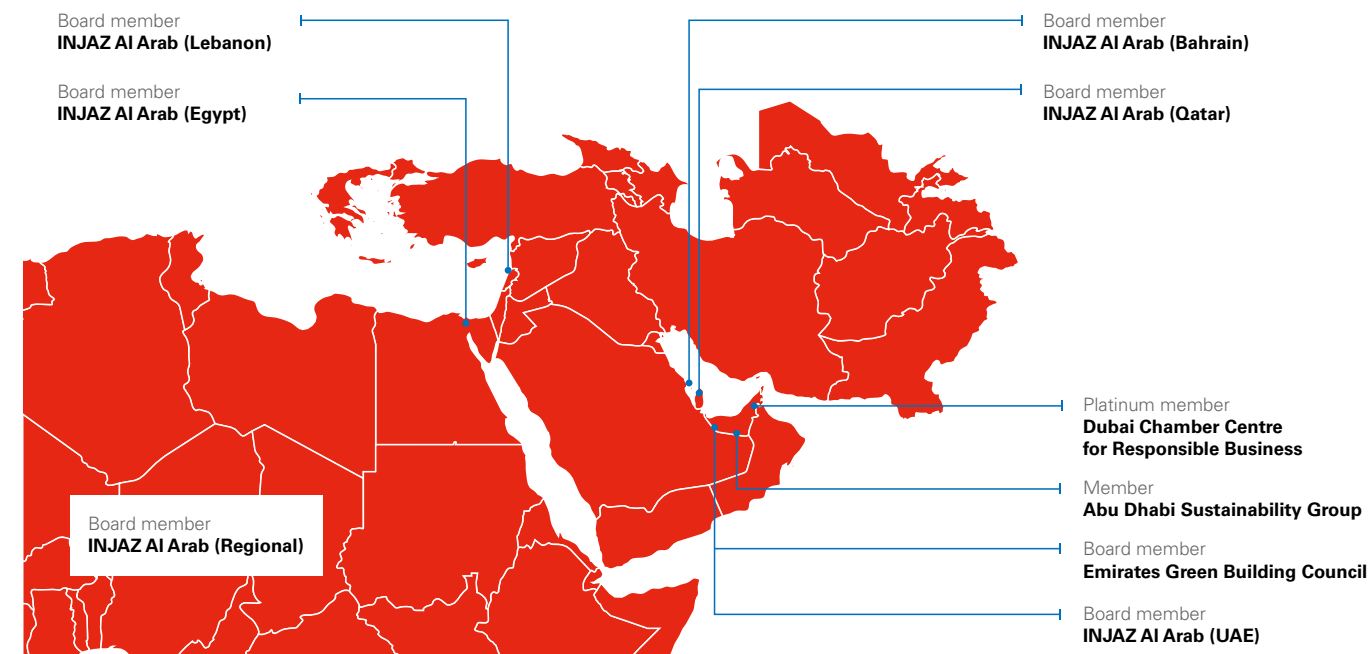


Emirati Women's Day; UAE  
Photo credit: Dubai Chamber



The Dubai Declaration on Sustainable Finance Signatory; UAE  
Photo credit: MOCCAE

# Board Memberships



# 2017 Awards & Recognitions



**Environment Endowment Recognition:** Received from by HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister & Ruler of Dubai for environmental and conservation work of the Water Research Centre in Fujairah, UAE (see page 18) in partnership with EWS-WWF and Fujairah Municipality.



**Global Good Governance Award (3G):** Received for CS governance, transparency and efforts.



**Ta'attheer Best CSR Impact Award:** Received for Taqaddam (see page 26). The Award recognises outstanding programmes and initiatives demonstrating significant sustainable impact that is measurable and innovative.



**UAE Year of Giving Award:** Received from AWQAF & Minors Foundation for supporting and giving back to the UAE community.



**Abu Dhabi Sustainability Group:** Certificate of recognition received for the commitment and promotion of sustainability best practices in the UAE through issuing the annual report.



**Dubai Chamber Centre for Responsible Commerce:** Certificate of appreciation received for contributing to the Dubai Chamber Sustainability Network in the UAE.



**Emirates Energy Recognition:** Received for Egypt's Green Schools Project which was developed to transfer the international best practices of green schools into 30 Egyptian Schools over 3 years and build the capacity of Egyptian children and youth to preserve and conserve the environment with the support of HSBC funding, staff and volunteers.



**Supreme Council for Family Affairs:** Certificate of appreciation for supporting cyber crime safety training for students in partnership with ICDL.

# Volunteer Policies and Rewards

As part of HSBC's commitment to supporting the communities it operates in, employees are encouraged to participate in volunteer activities that engage with and support local communities.

Through volunteering, employees are able to enhance their soft skills, learn about the issues that matter in the community and apply this new knowledge and experience at work.

Various policies and rewards have been implemented by the Regional Corporate Sustainability team to support volunteering. These include:

## **Volunteer Days and Volunteer Leave Policy:**

Encourages and supports greater volunteering across the region. The policy grants employees a minimum of two "Volunteer Days" per year during working hours. The "Volunteer Leave" rewards volunteers with an additional day of paid leave once a staff completes 16 hours of volunteering during a year.

## **Volunteer Awards:**

Given to volunteers or teams who had given their time to projects and local communities.

## **Volunteer Milestone Cards:**

To celebrate and identify staff who volunteered over 10 hours during their time with HSBC. Card colours differ with each milestone reached.

## **Volunteer Shirts:**

Special volunteer T shirts are handed out to distinguish frequent volunteers. The shirt colours correspond with the milestone card colours (see below).



# Volunteer Celebration Night

Corporate Sustainability MENAT hosted the first ever Regional Volunteer Celebration Night to celebrate HSBC's top 2016 volunteers across MENA & Turkey. The event was hosted in the UAE in April 2017 to mark the UAE Year of Giving.

Over 100 colleagues and members of senior management came together to recognize and award top volunteers and celebrate the milestones achieved and contributions made by our colleagues.

These include over 16,000 hours of volunteering, impacting over 300,000 individuals and implementing 84 projects on the themes of environment, education and humanitarian assistance.

The awards were handcrafted by the students of Al Noor Training Centre for Children with Special Needs as part of their vocational training (see below).





# 150<sup>th</sup> Projects

As part of the HSBC 150<sup>th</sup> year celebration, in 2015, HSBC allocated USD 150 million for community projects around the world. These are the projects from the Middle East.



## Children's Shelter at Dubai Foundation for Women and Children

Funded the construction of a new children's wing at the Dubai Foundation for Women and Children (DFWAC). It is the first licensed non-profit shelter in the UAE for victims of domestic violence, child abuse and human trafficking. Her Royal Highness, Camilla, Duchess of Cornwall and Princess of Wales, visited DFWAC to witness the ground breaking event of the new children's villa.

HSBC female volunteers also visited the Centre to hold a fun day with the women and two edutainment days with the children.

The villa will be completed in 2018 and will accommodate up to 28 children. It will include:

- ♦ 1 open playground
- ♦ 8 bedrooms (3 children's rooms - 6 to 13 years; 1 infant room - up to 2 years; 2 caretaker rooms; 2 additional bedrooms)
- ♦ 2 kitchen/dining rooms
- ♦ 2 laundry/ironing rooms
- ♦ 2 study rooms
- ♦ 2 interactive playrooms/living rooms & 2 painting rooms
- ♦ 9 toilets & 1 special needs toilet
- ♦ 2 clinics
- ♦ 2 offices

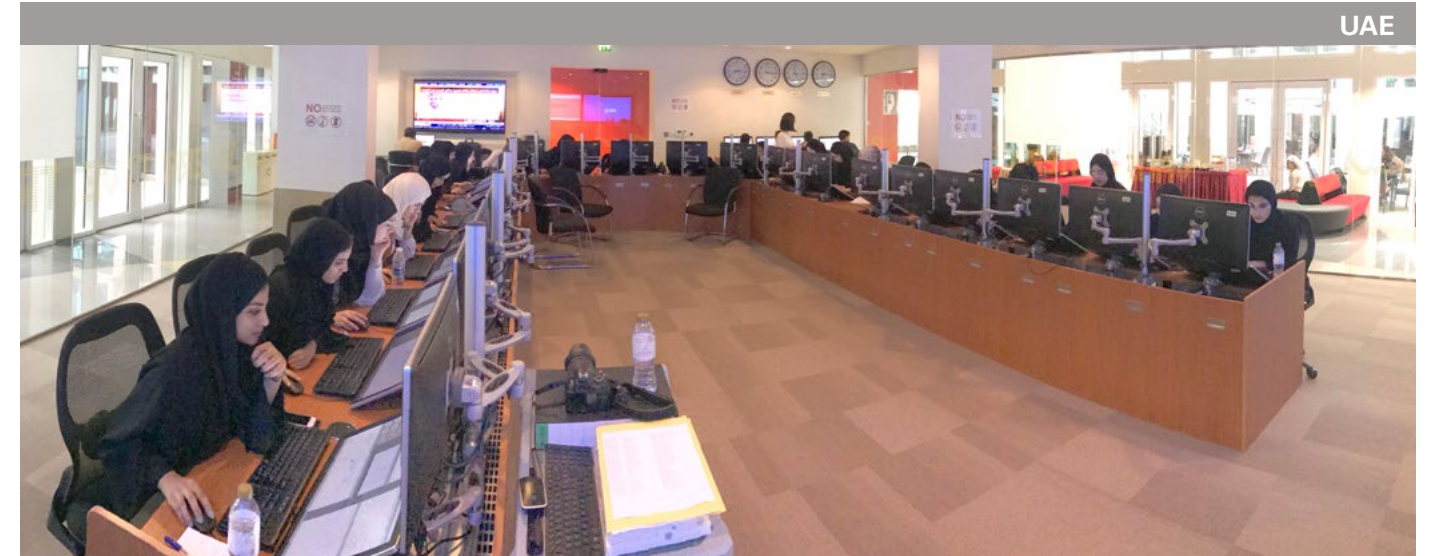


## Building Community Schools in Egypt

HSBC signed a three-year partnership with Misr El Kheir Foundation to build and equip 350 community schools throughout Egypt, providing funds for facilitators training, equipment and infrastructure. This partnership will support the employment of 700 facilitator in remote areas in Egypt to help benefit more than 12,000 pupils aged between the ages of 6-14.

To date, HSBC built, refurbished and equipped a total of 200 community schools in remote villages and hamlets in Egypt that are deprived from any educational services or opportunities, benefiting a total of 7,000 students and employing a total of 400 facilitators.

All schools follow the criteria of the national curriculum, which had been specially developed by UNICEF for the community schools. This creates a more interactive learning environment that emphasizes creativity and participation. The school calendar is especially tailored to the needs and seasonal lifestyle of the village, where holidays and weekends are customized according to market days, harvest seasons, and other locally relevant holidays.



## Interactive Training Room at the American University of Sharjah

Construction of the first interactive trading room in the MENA region at the American University of Sharjah (AUS). The Interactive Trading Floor (ITF) incorporates live tools and softwares to extend theory into practice in a fast-paced, applied environment.

The room is a technologically advanced now 27-seat learning space designed to be a duplication of a real trading floor, including live feeds, industry software and analytical tools. Since the inauguration on February 2016, the ITF has been used as a tool to help the community, students and teaching staff.

These include:

- ♦ 7 data sources available for all (Thomson Reuters Eikon 4, Standard & Poor's Capital IQ, Bloomberg, DataStream, Compustat, Rotman Interactive Traders, Eikon 4 Virtual Trading Room).
- ♦ 9 courses taught in AUS at undergraduate and post-graduate levels have embedded ITF in lectures, projects, research and assignments
- ♦ 5 trading competitions held in the ITF
- ♦ 3 local school student visits to the ITF
- ♦ 2 international school visits to the ITF from China
- ♦ 3 diplomatic (Ambassadors) visits to the ITF (United States of America, Sweden, China)
- ♦ 5 speaker series were hosted by HSBC trading experts benefitting over 100 students
- ♦ 700 students certified by the ITF personnel so far

In 2018/2019 AUS will also be hosting:

- ♦ A trading competition for school students and two-trading competitions for university students
- ♦ Field visits for schools and other universities in the UAE
- ♦ Training sessions for faculty
- ♦ Certification sessions for students
- ♦ Workshops for specific topics in Finance



# HSBC Water Programme (HWP)



HWP is HSBC’s five-year global environmental programme in partnership with three partners – WWF, WaterAid and Earthwatch to provide safe water for 1.1 million people and sanitation for 1.9 million people across the globe. Under this umbrella, MENAT implemented two projects in 2017.

Country	Project	Partners
UAE	<b>Water Research and Learning Programme Wadi Wurayah National Park, Fujairah, UAE</b> <small>*see page 18</small>	EWS - WWF, Fujairah Municipality
Egypt	<b>Food for the Future (FFF) Egypt and UAE</b> <small>*see page 19</small>	Research Institute for a Sustainable Environment (RISE), International Biosaline Agriculture (ICBA)



Wadi Wurayah National Park; UAE  
Photo credit: @EWS-WWF



# Water Research and Learning Programme

## Wadi Wurayah National Park

### Impacts from a 4-year Journey (2013 - 2017)

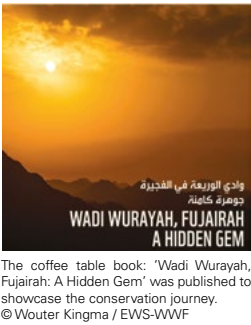
#### Summary



In partnership with Earthwatch, EWS-WWF and Fujairah Municipality, HSBC funded the establishment of the region's first centre Water Research and Learning Programme (WRLP) in 2013 in Wadi Wurayah, Fujairah, UAE.

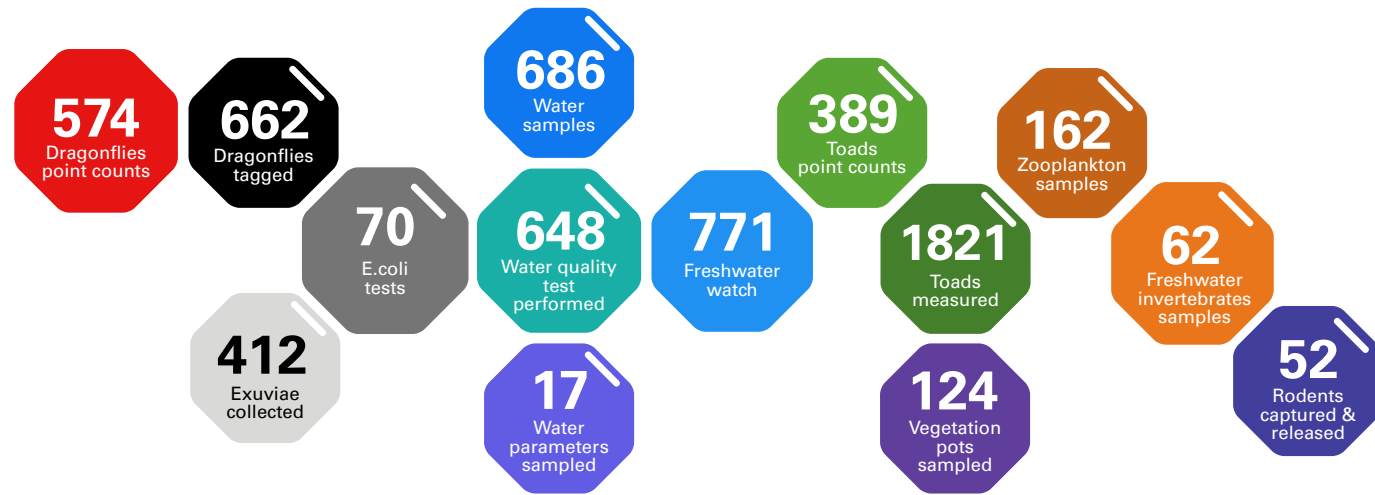
The agreement signed between the 4 parties was the continuation of a long-lasting collaboration between HSBC and EWS-WWF, initiated in 2006 (WWNP), building-up on previous successes that saw the creation of Wadi Wurayah National Park in March 2009, and its recognition in 2010 as a site of international importance for the conservation of freshwater habitats, under the international Ramsar convention.

Acting as a regional hub for freshwater ecological research and learning activities critical to water resource and ecosystem management with the aim to educate and raise awareness on freshwater conversation issues and encourage responsible water usage among residents and citizens of the region, and develop policies and regulations based on relevant scientific knowledge.



The project hosted 924 HSBC participants and family members from 12 countries of the MENA region, students and teacher teams from the UAE and senior leaders from HSBC's global Sustainability Leadership Programme (SLP). Each week, during the cooler months, the participants travelled to the Wadi in teams of 12 and resided at the centre for a duration of 5 days. They volunteered alongside scientists and significantly contributed to data collection for scientific research on the ecology of Wadi Wurayah and learned about water during several lectures held at the Wadi.

The project was the recipient of the Bronze International Business Award in 2014 for CSR Programme of the Year in the Middle East and North Africa.



Main Results from the Ecological Monitoring Component

#### Scientific results

##### Species discovered in Wadi Wurayah, new for the United Arab Emirates:



A rare endemic dragonfly (Urothemis Thomasi): This species, endemic to Oman, was only known from 5 locations in the Hajar Mountains of Oman and 4 locations in Dhofar. Except one record in Dhofar in 1995, all records dated back to earlier than 1990, despite surveys conducted by several odonatologists. While confirming that the species was not extinct, the record of Urothemis thomasi in Wadi Wurayah National Park significantly increased its known distribution range, and stimulated further dragonflies surveys through UAE and Oman.



The Omani Owl (Strix Butleri): A population of Omani Owl was discovered in 2013 in the Hajar Mountains of Oman. Genetic investigations revealed that owl populations from Western Arabia (Yemen, Saudi Arabia and up to the Sinai) attributed to this species has to be described as a new species for science (Desert Tawny Owl, Strix hadorami), while the owl population of Oman has to be considered as the rediscovery of the species described in the late 19th century, but never truly recorded since. Finding the Omani Owl in Wadi Wurayah National Park was a significant contribution to the knowledge of its distribution range.

#### Impacts and outcomes

Funding allocated by HSBC had a much larger impact than running the WRLP programme solely. The financial support to EWS-WWF within Wadi Wurayah allowed for:

- Designing the management plan of the National Park, that was handed over to Fujairah government in January 2016
- Conceptualizing a business plan and proposing a governance structure for the National Park
- Deepening the knowledge on the biodiversity of the park: more than 1,150 species (flora and fauna) have been recorded in the park
- Facilitating research collaboration to inventory of different taxonomic groups: dragonflies through the Hajar Mountains, scorpions, moths, owls and bats
- Deploying a network of camera traps through the National Park to monitor medium size to large size mammals' populations as well as human frequentation; generating critical data for the management of the National Park
- Significantly contributing to the development of the ecological monitoring and research programme in WWNP including:
  - Establishing a long-term monitoring plan of key species and bio-indicator taxa
  - Studying the ecology of the main species of the freshwater ecosystem
  - Monitoring water quality parameters
  - Identifying and addressing the main threats
- Facilitating the signature of an agreement between Fujairah Municipality and the Management of Nature Conservation in Abu Dhabi for the transfer of captive bred Arabian Tahr, that lead to the development of a reintroduction programme of the species in the park
- Preparing a new agreement with Fujairah Government to continue research and learning activities within WWNP
- Applying lessons learned from the establishment and management of the National Park, the ecological research and monitoring to develop a larger scale conservation approach for the whole Hajar Mountains of UAE
- Applying lessons learned from establishing the Water Research and Learning center to develop a larger research and education programme throughout the UAE
- EWS-WWF's continuation of the research and education programme beyond the WRLP in partnership with other local organisations, addressing conservation issues related to the effects of climate change through the Climate Change Research and Learning Programme - CCRLP



## Food for the Future (FFF)



**280**  
HSBC volunteers



**5,600**  
volunteering  
hours



**Beneficiaries:**  
Egypt and UAE farmers  
and community

\*2017/2018 season results

HSBC Food for the Future (FFF) was designed in 2017 to improve food security in the region, empower communities and establish best practice solutions for integrated and sustainable agriculture.

It also aims at raising awareness and transferring knowledge of sustainability, water conservation and food security among all HSBC volunteers, programme participants and stakeholders.

This programme has been developed with Research Institute for a Sustainable Environment American University in Cairo (AUC) and International Centre for Biosaline Agriculture (ICBA) as implementing partners in Egypt and UAE respectively and supported by HSBC funding and HSBC volunteers giving more than 5,600 hours to the project by end of 2017 season.

FFF has ensured sustainable practice and technologies are made accessible and are easy to replicate by the local communities and all project locations also serve as learning hubs for the communities. Involvement of local communities in both countries was also a crucial element in the implementation and sustainability of the programme.

The programme has 3 main elements: Solar Chicken Incubators, Rooftop Gardening and Sustainable Agricultural Farms.



HSBC volunteers celebrating the installation of the irrigation system and solar panels at the farm, Egypt

### 1. Solar Chicken Incubators

- FFF is the first to introduce the solar chicken incubators in Fayoum City.
- It is the fastest source of income generation and food security.
- With 11 solar incubators, FFF contributed to empowering 96 rural women to manage the incubators. They were involved in: training, awareness, planning, finance and management sessions.
- The solar incubators economically empowered 9 poor villages and enhanced rural livelihoods of an average of 520 families.
- This component is very successful and was replicated by other international organizations.



**9**  
villages



**520**  
families



**100**  
rural women



### 2. Rooftop Gardening

- FFF is the first to initiate rooftop gardening in Marsa Allam city, Red Sea, Egypt.
- A city with a population of 8,000 where almost all fruits and vegetables must be transported 300-900 km to reach them, when it does, it is expensive and low quality.
- It enhanced urban agriculture and community gardens by growing food crops on 10 buildings' rooftops as a step towards recovering agricultural lands lost to construction of residential building and urbanization to improve food security. This has impacted 10 different communities.
- The first local market will soon begin providing the community with a reliable sustainable source of food, income and job opportunities as a result of FFF.
- This component is being replicated in another city in the Red Sea (Hurghada).



**10**  
communities



**8,000**  
people



### 3. Sustainable Agricultural Farms

- FFF is building four sustainable agriculture model farms (two in Egypt and two in UAE), bringing degraded farms into production.
- This will impact around 300 farmers as a learning model and more than 1000 families by its production.
- Special educational sessions were also held for 89 farmers to help solve their specific challenges.
- This component provides a replicable model of sustainable farming, sharing best practices from both countries, and introducing advanced irrigation techniques and agriculture to help feed communities without over exploiting natural resources.



**4**  
sustainable  
model farms



**1,000**  
families



**389**  
farmers





# HSBC Youth Opportunity Program (HYOP)



HYOP is HSBC’s flagship global education programme which aims to provide vulnerable and impoverished young people with access to education, life skills and a brighter future. The programme, formerly known as Future First, donated more than USD 40 million to educational projects in 62 countries between 2006 and 2015, supporting 953,000 young people. The bank has committed a further USD 9 million between 2016 and 2018 to the HSBC Youth Opportunities Programme to help marginalised young people realise their potential. Under this umbrella, MENAT implemented 7 projects in partnership with local charities benefiting 6,609 children and youth in 2017.

Country	Project Title	Partners
Turkey	<b>First Lego League (FLL), Bilim Kahramanlari Bulusuyor</b>	Bilim Kahramanlari Dernegi
Egypt	<b>Youth Education to Promote Entrepreneurship &amp; Employment (YEPEE)</b>	Positive Planet
UAE	<b>Tamkeen Programme</b>	Rawafed Center
Egypt	<b>Strengthening Technical Education for Youth Employability (STEYO)</b>	Care International
Egypt	<b>150th Community Schools (Further Support)</b>	Misr El Kheir
Algeria	<b>School Strategy: Remedial Teaching, School Kits &amp; Clothing</b>	SOS Children Village Dharja
Egypt	<b>ICT and E-learning Labs to Empower Vulnerable Children &amp; Youth</b>	SOS Children Village UAE

See page 24-25



First Lego League (FLL); Turkey



Turkey

**First Lego League (FLL), Bilim Kahramanları Bulusuyor**  
Bilim Kahramanları Dernegi

**3,964**  
Children & Youth



**1000**  
volunteers

**13**  
tournaments organised

**469**  
teams

**58**  
cities

FLL challenges children and youth to think like scientists and engineers. The FLL 2017/2018 season theme was “Hydrodynamics”: how we find, transport, use, and dispose of water. Twelve local tournaments and one national tournament was organised between January 2018 and March 2018 for 469 teams from 58 cities in Turkey with a total of 3,964 children and youngsters reached. A total of 1,000 volunteers (judges, referees and tournament volunteers) were engaged in the programme. Tailored trainings were also offered to ensure the members are equipped with the relevant knowledge.

These included:

- 2 volunteer trainings for HSBC volunteers
- 6 tournament volunteers trainings
- 4 judge trainings
- 3 referee trainings
- 4 theme meetings to train 310 coaches



Egypt

**Youth Education to Promote Entrepreneurship & Employment (YEPEE)**  
Positive Planet

**150**  
Children & Youth



YEPEE is empowering 150 youth with entrepreneurial skills and education for job markets in the most vulnerable communities in Egypt (Meny, Assiut, Sohag, Hagaza and Luxor). These include 60 young school alumni who are unemployed and underprivileged, 60 youth with existing microprojects but no previous formal or informal training, 15 unemployed and underprivileged special needs youth and 15 underprivileged female heads of household (under the age of 30) in need of supporting their family.

Through the project, the youth will have access to:

- Financial education and marketing skills training
- Start-up and support coaching for top 7% of participants
- An exhibition for young entrepreneurs to practice the learning under the supervision of coaches
- Two job fairs to expose youth to prospective employers to experience how to seek jobs and communicate with recruiters



UAE

**Tamkeen Programme**  
Rawafed Centre

**55**  
Children & Youth



Tamkeen is a specialised programme which focuses totally on illiteracy, targeting youth aged 14 to 18 who come from low income backgrounds and have not had any formal education or dropped out of school at a young age. Tamkeen focuses on students. It incorporates a holistic approach starting right from the beginning to build their confidence, and at the same time infuse them with core life skills with the aim of reintegrating students into the schooling system and/or supporting them to enter the workplace.

Rawafed Centre focuses on addressing problems at the grass roots level, focusing on fostering empowerment through a comprehensive and holistic approach that addresses educational, creative, physical and psychological needs of youth, through family and community based programmes. They provide a sanctuary for disadvantaged youth where they can learn and grow, so that they can make positive changes in their lives to become responsible and productive members of the community.



Egypt

**Strengthening Technical Education for Youth Employability (STEYO)**  
Care International

**416**  
Children & Youth



The scope of the STEYO programme supported is two-fold; to improve the learning environment within schools with an aim of attracting more students and contributing to an improved quality of education offered within these schools; and to increase students’ practical experience in vocational schools while equipping them with needed soft skills for employment in their respective fields. This will impact a total of 416 students by 2018.

Specific outputs have been put in place to support the programme’s objectives. They are:

- Output 1: Improved building infrastructure and learning facilities of 5 vocational schools
- Output 2: Built capacity and increased awareness of stakeholders (students, schools, community, Ministry of Education, and private businesses) on preserving the learning environment including training on positive discipline and gender awareness, raising awareness on maintaining school renovation and general hygiene issues, arts and sports
- Output 3: Students are equipped with needed soft skills for the job market or new businesses (financial management, fundraising, communication) with training packages designed based on needs assessment
- Output 4: Target group gained practical experience through internships in partner businesses and through renovating of schools within the community

Egypt

**150<sup>th</sup> Community Schools (Further Support)**  
Misr El Kheir

**1,260**  
Children & Youth



Further supporting the 150<sup>th</sup> donation project in Egypt. HSBC purchased the required school equipment for a total of 36 community schools and funded the training of 75 facilitators to be able to deliver the community school curriculum developed by UNICEF, in accordance with the Egyptian Ministry of Education. Read more on page 14.

Algeria

**School Strategy: Remedial Teaching, School Kits & Clothing**  
SOS Children Village Dharia

**121**  
Children & Youth



In 2003, thousands of homes were destroyed due to earthquake in Algeria. SOS Children’s Villages provided food items, hygiene products, sleeping bags, clothes and other items needed by the victims of the earthquake.

SOS developed the school strategy that allowed the school’s students to record the last 4 years a 100% success for students in the various examination levels. This strategy is based on an individual approach with courses tailored support to enhance understanding of the curriculum. HSBC provided funding to support remedial teaching and school kits including bags, school supplies, books and clothing for 121 children and youth of the Village.

Egypt

**ICT and E-Learning Labs to Empower Vulnerable Children & Youth**  
SOS Children Village UAE

**643**  
Children & Youth



Most children and youth in SOS programmes require urgent need for additional educational support to be able to access the job market .

With this project, through SOS Children Village UAE, HSBC setup two ICT and E-learning labs in the SOS Children’s villages in Cairo and Tanta and embedded ICT equipment within 6 youth programmes.



# Regional Flagship Programmes

## TAQADDAM



The MENA region has the highest rate of youth unemployment in the world at 27.2 per cent, according to the World Economic Forum (WEF). Functional Skills such as communication, critical, analytical and innovative thinking were found to be the most important to Arab business leaders, who rated them at 90 percent or above for employable graduates. Together with the British Council and Goodall Foundation, HSBC developed the ‘Taqaddam’ programme in 2015.

Taqaddam means to ‘Move Forward’ in Arabic. It is an innovative seven-week programme that combines online learning with face to face workshops led by UK facilitators and supported by volunteers. It ends with a ‘Make It Happen’ competition for students to utilize the skills learnt to devise an innovative idea that addresses key challenges in the community.

Taqaddam is the first to bring the growth mindset learning to the region for the first time and provides young students with the essential soft skills they need to excel in their learning, life and work. Since 2015, 264 HSBC colleagues volunteered over 1,800 hours to support the students in Taqaddam.

To date the programme reached more than 3,000 15 to 17 year old students, 200 teachers through teacher training and 150 schools across Bahrain, Egypt, Kuwait, Lebanon, Oman, Qatar and UAE. In total, the students attended 67 face to face workshops and completed 49,208 strength missions online.

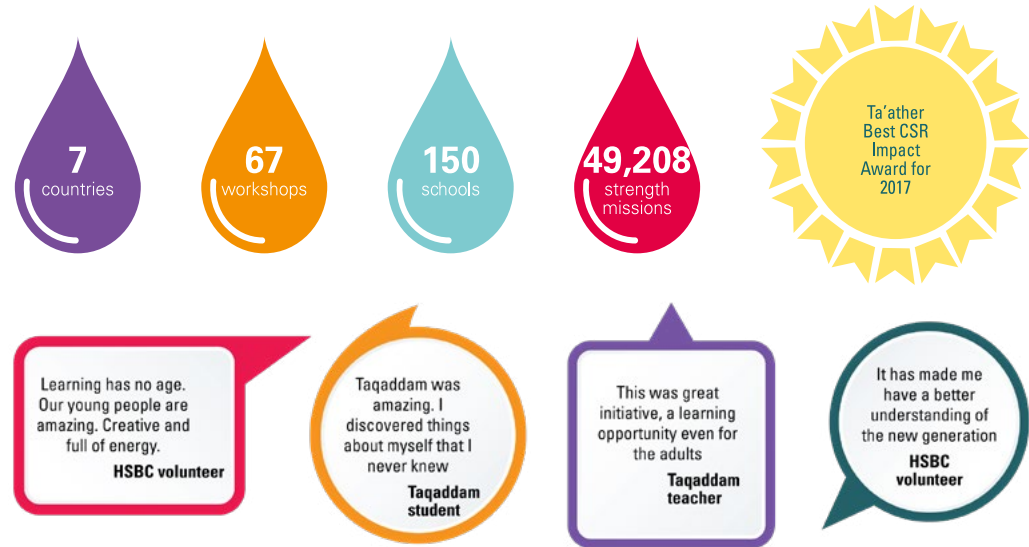
Taqaddam was awarded the Ta’attheer Best CSR Impact Award for 2017.

## Sustainability of Taqaddam

The Ministry of Education in Qatar have embedded selected Taqaddam content in their new national student life skills programme. The Ministry will also invest in training 50 teachers on the new life skills programme and would like Taqaddam to be part of this. The programme is mandatory for students and is delivered across all public schools starting this academic year.

Taqaddam was also embedded as part of the Caledonian College foundation year programme in Oman. The programme is part of the Diagnostic Clinic curriculum supervised by skills academic experts from the college to ensure maximum impact.

Taqaddam was presented during GETEX Gulf Counsellors Forum 2017 in Dubai. The conference provided an opportunity to raise the profile of Taqaddam and engage with over 70 schools counsellors from the Gulf.



Credit: British Council/Taqaddam





# Regional Flagship Programmes

## Ramadan



\*2017 results

Every year, as part of its annual Ramadan celebrations, HSBC MENA runs a 'Help Us Helps Others' campaign helping vulnerable groups in local communities through Amanah funding, donations and volunteering.

This year, a total of 768 staff along with their friends and family volunteered 4,778 hours to support the Ramadan Campaign which reached over 25,000 beneficiaries from across the region through various activities.

These ranged from providing food hampers for underprivileged families to iftar meals for elderly, basic essentials for those less fortunate, Eid shopping with disadvantaged children and edutainment activities with orphans and special needs students in our community among others.

The Ramadan Campaign was the recipient of the Silver International Business Award in 2013 for CSR Programme of the Year in the Middle East and North Africa.



Ramadan Market Fair, UAE

## Hospital Reading Initiative



\*2016/2017 results

The Hospital Reading Initiative is a project aimed at children who spend long periods of time in hospitals, to benefit from the creative and imaginative world of books, whilst enhancing their English and Arabic language proficiency. Through a mobile library provided by HSBC, the children and their families obtain access to a range of English and Arabic children's books which help increase the children's language skills and make reading a fun activity which both the children and their families can look forward to. The library is designed to be fully mobile to enable easy access to child patients who cannot visit the activity rooms.

The initiative channels the energy of volunteers who visit the wards on a regular basis to read with the children and help them experience the joy of reading to support them in their ongoing treatment and recovery.

The Hospital Reading Initiative was implemented in Egypt, Oman and UAE.



### Egypt

In partnership with Alwan wa Awtar, the initiative was launched in 2017 at El Demerdash Hospital and Abu El Reesh Pediatric Hospital. In addition, training was provided to hospital staff members on techniques to encourage children to read via activities and storytelling.

Two more hospitals will be included; one in Alexandria and the other is the Children Cancer Hospital 57357.



### Oman

In partnership with the British Council, the Hospital Reading Initiative 'Once Upon a Time' reached 11 hospitals in Oman between 2016 and 2017.

These include: Royal Hospital, Sultan Qaboos University Hospital, Nizwa Hospital, Sur Hospital, Rustaq Hospital, Sohar Hospital, Quriyat Hospital, Salalah Hospital, Saham Hospital, Samail Hospital and Khoula Hospital.



### UAE

In partnership with Action Care, the initiative was launched in 2017 in the children's activity rooms at the Thalassemia Center in Dubai. The second was set up at the Healthpoint Hospital in Abu Dhabi in collaboration with the "Wanna Read?" initiative.

Two more pediatric wards within the UAE will benefit from the project, totalling four hospitals equipped with eight mobile library units.



# Regional Flagship Programmes

## JA More than Money (JA MTM)

  
**9,600**  
students

  
**> 2,000**  
volunteering hours

  
**1,800**  
volunteers

\*2017 results

JA MTM focuses on financial literacy programmes, emphasizing a strong educational foundation for future financial success.

In MENAT, this is implemented with INJAZ Al-Arab, a regional partner of JA MTM, across Algeria, Bahrain, Egypt, Kuwait, Lebanon, Qatar and the UAE.

In 2017 across the region, 99 HSBC staff volunteered over 2,000 hours in classrooms to interact, educate and impact more than 9,600 students. The students learnt about earning, spending, sharing, saving and entrepreneurship.



## Cyber Crime Safety for Job Seekers

  
**500**  
job seekers

  
**18**  
volunteers

\*2017 results

In 2017, HSBC supported 500 job seekers through the International Computer Driving License (ICDL) Cyber Security certification; providing them with the required skills needed to utilize various online mediums, tools, social media platforms, and smart devices safely and effectively while teaching them how to prevent computer-related crimes and understand trends in cybercrime.

The course focuses on:

- Best practices and industry standards for data security
- Firewalls, data encryption, and other preventative methods
- Digital forensic tools and forensic analysis procedures
- Legal protocols for collecting and protecting digital evidence
- The criminal justice system in relation to cybercrimes

ICDL Collaborated with Human Resources Authorities and Ministries of Human Resources to use their database of job seekers and select, train and certify 500 job seekers in across UAE, Bahrain, Qatar, Kuwait, Oman and Egypt.

Both Arabic and English tests and materials are available for the training programme and successful candidates receive ICDL international certification in cyber security to help increase their job prospects. In addition, the programme has been mandated by the government of Abu Dhabi for all government employees.



## Earth Hour

In support of the Earth Hour campaign, HSBC MENA & Turkey helped shine a light on climate action by turning off their lights in all major building across the region on 25 March, from 8:30pm-9:30pm (local time). In support of environmental conservation, a number of awareness events took place for colleagues focused on raising awareness on climate change and endorse sustainable practices.



Initiatives that took place across MENA & Turkey in 2017 include:

### Algeria

Plants were distributed to all employees to provide a “green touch” on their desks, which would serve as a daily reminder to protect our natural environment. They instructed employees on how they could recycle plastic bottles into plant pots and distributed reusable bags. Green Kids at Work event was also held where staff brought their children to work to participate in workshops on recycling and art, to raising awareness on environmental issues.

### Bahrain and Turkey

Raised awareness of Earth Hour by inviting all staff to switch off the lights at their homes, in order to support the initiative.

### Egypt

Volunteers participated in planting a rooftop garden for the local disadvantaged community of Fayoum, to educate them on sustainable buildings. In the evening, during Earth Hour, they enjoyed a desert safari and a dinner to celebrate the event and raise awareness on the importance of nature conservation and the beauty and richness of Egypt's natural environment.

### Kuwait

A tree plantation was organised in a local school to raise awareness among volunteers and students on the importance of maintaining our forests.

### Qatar

65 staff joined together to raise environmental awareness through movie sessions which featured “Chasing Ice” and “Mission Blue”. In addition, the Bank encouraged staff to car-pool to and from the office by offering an award to those who followed the recommendation.

### Oman

Colleagues joined the Earth Hour Walk at Qurm Natural Park in Muscat to raise awareness on Earth Hour. All the unnecessary lights in the park were switched off during the hour. The event included lectures on how to reduce your carbon footprint along with other activities for staff and their families.

### UAE

In an unusually stormy day, more than 30 volunteers cleaned up a beach in Jebel Ali in the early morning. On the same day, David Kotheimer, Deputy CEO and COO UAE, joined over 80 HSBC staff and their families at Mushrif Park in Dubai, to enjoy a session of African Drums and Yoga in the dark.



# Country Highlights

A total of 147 projects were carried out across the region in 2017 with the support of HSBC funds and/or volunteers. This section highlights one project per country to provide insight on local country programmes.

## ALGERIA : Global School (Green Edition)

HSBC sponsored a 6-week programme for 100 students in Algiers, Blida and Oran in collaboration with AIESEC that consists of:

- Mobilising youth to take action towards environmental issues
- Raising awareness related to the Sustainable Development Goals with a focus on Climate Change
- Promoting simple efficient eco-friendly behaviours
- Encouraging a culture of peace and nonviolence, global citizenship and appreciation of cultural diversity
- The programme takes place in Algiers, Blida, Oran and Constantine and involves a minimum of 100 students per school.



## BAHRAIN : Art-Abled

HSBC partnered with award winning disability artist Rachel Gadsden, to deliver Art-Abled in collaboration with British Council Bahrain.

The programme extended to include 6 disability workshops; held at schools for the visually impaired and autistic centers reaching 50 beneficiaries. A residency programme for regional disability artists and a skills development workshop for artists was also held along with a live bold performance around mental health and asylums with Al Riwaq Arts Space.



## KUWAIT : Shower Beds for People with Special Needs

HSBC Kuwait responded to the needs of the Kuwait Society for the Handicapped (KSH) by providing three showers beds for people with severe special needs.

KSH is the first charitable society in the state of Kuwait that renders services to children with special needs at no cost.

Its primary objective is to provide optimum care to children with specified needs, and to those who are confronted with physical, psychological and social issues.



## EGYPT : Education First

In collaboration with the Education First Foundation, HSBC Egypt trained 1,000 English teachers covering 240 government-owned schools in 7 Regions with the objective of maximizing teaching skills in core subjects. In addition, introducing modern teaching methodology into the government schools system to promote the use of such methods across all the government schools.

All 1,000 English teachers graduated with formal certificates issued by Florida Atlantic University.



## OMAN : Next Generation

HSBC supported an intensive four day “Next Generation” course targeting 72 young people in higher education, job seekers or people in their early years of employment, and has a focus on employability issues, skill-set evaluation, basic work ethics and action planning.

A combination of an extended, shared challenge, integrated with a series of facilitated problem solving activities away from mobile phones takes young people out of their comfort zones, and into a powerful learning environment. The results see young people build core capabilities, gain skills that increase their employability and make a positive difference to the performance of employees.



## QATAR : Springboard Women’s Development

The Springboard Women's Development Programme is designed for women from all backgrounds, ages and stages of their lives. It enables organizations and/or employers to develop females to their fullest potential.

The programme is quick and easy to implement and is often a key component in any gender initiatives and/or diversity initiatives. Through HSBC’s support, the programme is expanded to target 30 unprivileged Arabic speaking women from Civil Society organisations such as Hamad Medical Corporation to help support them in reaching their potential.



## TURKEY : Youth Mentoring Project

HSBC supported the Youth Mentoring Project in partnership with Toplum Gönüllüleri Vakfı (TOG) is a mentoring project for the social and professional empowerment of 180 youth at risk. The project includes:

- 3 training sessions to 90 mentors in 3 cities
- 3 orientation meetings to 90 mentees in 3 cities
- Biweekly one-on-one mentoring sessions between mentors and mentees for 9 months
- 3 workshops with mentors
- 1 summer leadership camp with 60 participants
- 2 manuals for mentors and mentees



## UAE : IT Literacy for Blue Collar Workers

HSBC established an in-house IT mobile room reusing 20 redundant HSBC computers and equipment to deliver a 4-week IT literacy programme developed by the HSBC IT team covering basic computer skills. As the room is mobile, it can travel to different locations within the UAE to help deliver the courses.

In 2017, a total of 3 rounds (of four weeks each) were delivered by 30 of our HSBC volunteers giving 435 hours of their time to this initiative. The programme reached more than 50 blue collar workers from HSBC Supply Chain helping improve their basic IT skills. These included how to use a mouse and a keyboard, opening and closing software files, using e-mails, Word, Excel, PowerPoint and online navigation. One success story includes a doorman security who was promoted to a controller position based on the computer skills learned during the workshop.



# Appendix

## Selected Local Projects

This is a high level summary of main local projects supported. Falling under three main categories:

-  EDUCATION
-  ENVIRONMENT
-  COMMUNITY

### ALGERIA

#### Renovation of the Public Library of Reghaia

HSBC contributed to the refurbishment of the public library of the Centre de l’Education et de Sensibilisation du Grand Public in Algier. The center was launched in 2003 (after declaring the Lake of Reghaia a Ramsar site) and it serves as a public space to promote environmental education of wetlands zones, deliver engagement activities on site, and provide inclusive, innovative & sustainable programmes to kids and young adults.

### BAHRAIN

#### Gardening with Special Kids

The programme offers cognitive and physical benefits to people on the autism spectrum disorder. Taking care of plants can help improve concentration and memory skills. Their self-esteem and social skills improve.

#### Think Pink Campaign

The Bank sponsored the cancer screening of less fortunate women in Bahrain during the month of October to raise awareness of breast cancer.

HSBC Bahrain joined a 10km “Big Ribbon Challenge” initiative which is expected to host 60,000 volunteers.”

### EGYPT

#### Blood Donation

In collaboration with the HSBC Regulatory Compliance team, together with the National Blood Transfusion Services, HSBC organised a Blood Donation campaign which saw more than 150 staff from the Bank donate blood for the Ministry of Health hospitals to meet the increasing demand for donated blood to help save lives.

#### FACE Family Programme

In partnership with Face for Children in Need, HSBC Egypt helped 200 underprivileged youth and children abandoned by their parents, orphans and street children. The project mainly focuses on supporting the children to reintegrate back into their families or find a

faster family (Kafala family). In partnership with Face for Children in Need, HSBC Egypt helped 200 underprivileged youth and children abandoned by their parents, orphans and street children. The project mainly focuses on supporting the children to reintegrate back into their families or find a faster family (Kafala family).

- The elements of the project include:
- Protection of children living without family are & provision of shelter
  - Medical care and access to specialised medical services (speech therapy, hearing difficulties, and special psychological needs)
  - Ongoing emotional care, specialised counseling and psychological support
  - Non-formal education for children under school age & educational support and registration into public school for all children
  - Recreational, arts & sport activities for the children
  - Cultural and social activities to encourage interactions with other children and with the community
  - Outings, week end trips and sea summer camps
  - Support for children to identify family members or to prepare a placement into foster family (Kafala family)
  - Systematic and continuous training and capacity building of FACE staff members and management
  - Technical support to Egyptian authorities to improve the system of placement into foster care (Kafala)

#### Winter Aid Convoy

Implemented a winter convoy targeting the communities living in the South Red Sea with harsh weather conditions and who are vulnerable and exposed to illness due to extreme poverty and improper shelter. The aid focused on simple solutions that are deployable for large numbers; distributing blankets, installing rooftop insulation, repairing water pipe connections, and providing boats & fishing equipment.

#### AUC Public School Scholarship Fund

HSBC Egypt funded the education of 2 visually impaired students at The American University in Cairo (AUC), under the Scholarship Fund. Both students graduated in 2017 with one of the sponsored students accepted to continue

post-graduate studies at Harvard Law School – the first blind student to join the prestigious programme (see page 5).

#### Qulaan Housing

HSBC staff volunteers assisted in the transformation of the last firshermen village in the Red Sea coast to become the first sustainable village. Volunteers helped with solar panels installation and house renovation.

#### MENAT Back to School Packing

During the MENAT Executive Committee (EXCO) visit to Egypt, they joined Egypt’s EXCO team in a ‘Back to School’ packing activity, to help less fortunate students start the new academic year on a positive note. This activity included packing all necessary school items and stationery required for the duration of the academic year for 350 students. Afterwhich, HSBC Egypt’s staff volunteers from remote branches distributed the packs to students on their first day of school.

#### The Egyptian Advance Society for Persons with Autism and Other Disabilities (ADVANCE)

In partnereship with ADVANCE Society, HSBC sponsored the education of 21 Autistic children who’s parents cannot otherwise afford Advance’s specialized and intensive programme. The programme includes a wide range of life span remedial, educational, vocational and rehabilitation services necessary for persons with disability, in order for them to proceed towards independence and better integration within the community.

#### Green Schools

HSBC volunteers spent a 4 Days Volunteering trip in Farafra Oasis in the Western Desert to deliver the Green School curriculum in 3 different schools and help raise awareness on the importance of waste management to the local community.

### KUWAIT

#### Khalifa School

Khalifa School, founded in 1988, is recognized as the first private educational institution for special needs students in Kuwait. HSBC Kuwait CEO and staff celebrated Kuwait National Day with the children. Together, they

coloured the Kuwait Flag and the HSBC logo on a big board and sang the Kuwait National Anthem.

### OMAN

#### Damaniyat Underwater Cleanup

A collaboration between HSBC Oman and HSBC UAE to conduct a diving underwater cleanup of Damaniyat Islands sea bed. The Daminyat Islands are a Natural Reserve in Oman with important sea life, the island shelters the largest nesting population of Hawksbill turtles in the country.

#### Al Reef Women Food Production

The Bank sponsored 6 women from rural areas in the Al Dhakiliya Governorate to expand and increase the food items produced by them such as pickles, spices, dairy products, biscuits and handmade soaps under the supervision of the Ministry of Agriculture & Fisheries. The women’s main source of income for their family depends on the sales of their products. The Dar Al Atta’a (DAA) organization would help them market these products outside their region of residence, by creating new marketing channels and helping them with their branding, packaging and presentation. DAA will also enroll the women in courses to enhance their financial literacy, which in turn will help them run their businesses more efficiently.

#### Dar Al Hanan

In collaboration with Oman Cancer Association, the bank supported cancer patients and members of their family in completing the required treatment by providing a home for patients from outside the capital. The support came after it was noted that children suffering from cancer residing outside Muscat do not return for their outpatient treatment at the Oncology departments at the Royal and Sultan Qaboos University Hospital.

While they are inpatients, within two weeks of stabilisation they are discharged to continue as outpatients. It is during this period that many patients do not return to continue their treatment due to a lack of affordable accommodation facilities. HSBC volunteers will be part of the edutainment programme and will visit Dar

Al Hanan once a month for story telling and activities.

#### Cancer Awareness Walkathon

As part of its commitment to participate in various activities and events that contribute to the development and wellbeing of the society, HSBC staff participated in the 14th Annual Cancer Awareness Walkathon, organised by the Oman Cancer Association (OCA). The walk took place at Qurm Natural Park, and was aimed at spreading awareness on breast cancer. The walk, which is held annually as part of the global Breast Cancer Awareness Month, witnesses the attendance of a large number of volunteers, who gather to show their support to the campaign.

#### Dar Al Atta’s Charity Treasure Hunt

The Treasure Hunt is a charitable social activity to fundraise for various programmes carried out by the association. This year, the treasure hunt raised OMR 21,700 for the school meals for the underprivileged students.

Through the Treasure Hunt, teams of five talented people from the same corporate embark in a brain storming and physical quest that eventually leads to the treasure in an entertaining yet competitive journey. The event builds commination skills and gives colleagues the opportunity to boost team ethics outside their work place.

#### Start Up Oman

The programme aims to provide a unique experiential learning experience to Omani entrepreneurs. Under the theme “Challenging the Nature of Entrepreneurship”, we set out to change the way Omani entrepreneurs approach their businesses by subjecting them to Oman’s beautiful but challenging natural environment. Explorers and entrepreneurs have so much in common - risk taking and adventure are core elements of their DNA.

Over the course of 4 days, selected SME business leaders learn skills that are crucial to thriving as an entrepreneur.

#### Sign Language Course

Supported a two weeks course on how to use sign language to help deal with family members who suffer from a hearing disability.

### TURKEY

#### Antolian Scholarship Programme with Koç UNIVERSITY

HSBC supported 3 students under the Anatolian Scholarship Program which highlights the educational prioties of disadvantaged youth and presents an innovative financing strategy to provide collaborative means for corporate engagement. Expanding the frontiers of higher education in Turkey, Koç University’s Anatolian Scholarship Program is designed to offer affordability and provide wider access to high quality education. Launched in 2011, the programme is specifically intended to reach out to successful students from economically disadvantaged families in the country’s rural and developing provinces.

#### Support Today for The Future

Support Today for Future is a project that supports the affected families of the Mine explosion in May 2014 in Soma, Manisa, Turkey – a disadvantaged area with limited access to education. Mother & Child Education Foundation (AÇEV), provides preschool education to 70 children aged between 3 and 6.

### QATAR

#### Annual Exhibition for Items Created by Students with Special Needs

By partnering with Qatar Society for Rehabilitation for Special Needs, HSBC supported the buying of raw material to be used by students with special needs to create artwork, drawings, clothes and stationary item. Recycling objects are also used to create these items. The support included a space to display the items for visitors to purchase. Volunteers also had the opportunity to interact with the students throughout the year, through scheduled sessions, and assist them during the making of the items.

#### Inclusive Sport

Supported a teacher training programme to introduce Physical Education (PE) teachers to a range of techniques for children with disabilities to be included in mainstream physical education classes. Working with the Youth Sports Trust and the Supreme Education Council, the British Council will provide 100 PE teachers across Qatar with the skills, techniques and approaches to include over 800 children with disabilities into their classes.



# Appendix

## Selected Local Projects

This is a high level summary of main local projects supported. Falling under three main categories:

-  EDUCATION
-  ENVIRONMENT
-  COMMUNITY

### UAE

#### START Art

With the support of 108 HSBC volunteers, Start Art hosted weekly Sunday & Monday Art Mornings helping encourage 60 special needs children in Al Noor Centre and Dubai Autism Centre to express themselves through arts. These workshops help children augment their critical thinking, problem solving and cognitive development through arts and are in line with the UAE Vision 2021. Together, volunteers spent a total of 299 hours with the children.

A final Start Art workshop event was also held at the end of the year to celebrate the partnership and produce art.

#### Blood Donation

Alok Gupta from HSBC led the blood donation initiative. He collaborated with Dubai Blood Donation Centre in Latifa Hospital to help save lives with a little help from our volunteers. A total of 183 staff attempted to donate with 116 successful donations received.

#### Fujairah Education Council

Partial sponsorship of two university students to complete their studies in the field of Finance.

#### Hygiene Packs for Seafarers

HSBC IT, RBWM and Operations provided, packed and distributed 3000 gift packs with Mission to Seafarers containing basic essentials such as hygiene items, sport sacks, cap, socks, face towel and sandals to the seafarers whose ships are anchored in the UAE waters. Over 60 HSBC staff and their families also volunteered to wrap and distribute the packs. In addition, HSBC Legal partnered with Clifford Chance to purchase and distribute 800 gifts for the seafarers of the port.

#### Smart Idol

A total of 18 HSBC volunteers spent 114 hours supporting blue-collared workers with SmartIdol. The initiative aims to find the finest talent amongst blue collar workers whose salaries are less than 2,500 AED and give them a platform to exhibit their hidden talent to the world. Winners are given a year long opportunity with training and performance through different corporate events to nurture their talent and help make their life self-sustainable through their passion.

#### International Coastal Cleanup

HSBC's volunteers participation in the International Coastal Cleanup day activity organized by Dubai Municipality. The event consisted of cleaning a Marine Reserve beach in Dubai. 15 HSBC staff joined volunteering a total of 63 hours for the cause.

#### Running for Rwanda

Six HSBC colleagues from MENAT with 14 other HSBC colleagues from around the globe joined the RBWM initiative Running for Rwanda where they supported the Urukundo Foundation, a leading humanitarian foundation which includes an orphanage, a school, farm, sewing centre and dental clinic for the surrounding community of Urukundo.

HSBC staff volunteered as teachers of geography and culture lessons, refurbished parts of the orphanage facilities and provided support and advice to increase the efficiency and impact of the foundation. They also developed material that could be used by the administrative staff in the daily operations such as codes of conduct, financial models and fundraising/ social media engagement strategies.

Prior to their trip the volunteers undertook various fundraising initiatives including a run from Dubai Internet City to Emaar Square and a bake sale in the UAE. They raised over AED 40,000 and donated it to Dubai Cares for early education development of Rwandan schools.

#### Toy Drive

During the Toy Drive campaign, 969 toys were donated by staff across the UAE. HSBC volunteers segregated the toys in Emaar Square and with the support of Mission to Seafarers, distributed them to the seafarers across Dubai Creek who have requested them as gifts for their children back home.

#### Gift of Giving

Through Gift of Giving, HSBC supported 550 less fortunate children and youth, orphans and those with special needs during the month of Ramadan by bringing them educational and value based activities, spread happiness, and provide 'Back to School' gifts with the support of 98 volunteers over the month. An edutainment element also included experiencing occupations and financial literacy in real world simulations through a two-hour visit to KidZania.

#### Walk for Education

Supporting the 'Walk for Education' through volunteering and joining the walk. It is an event sponsored by Dubai Cares, which invites the entire UAE community to walk in support of millions of children worldwide who walk long distances and struggle daily to go to school. The registration fees gathered from the walk go towards supporting education.

#### INJAZ Entrepreneurship Master class (EMC)

Sponsoring EMC with INJAZ Al-Arab which introduces students to the concept of self-employment and entrepreneurship. They engage in exciting activities with volunteers that are meant to expand their horizons and direct their thinking towards their professional future in a fun way.

#### Literacy for Life with Actioncare

A total of 19 HSBC staff volunteered for 200 hours within the school year to help 200 students complete the Literacy for Life programme supported by HSBC in National Charity School Dubai & Manar Al Iman School in Ajman. The programme provides disadvantaged high school students with an opportunity to gain higher order literacy skills, information and web literacy, practical digital skills, critical thinking, business writing, visual presentation, and functional literacy.

According to World Economic Forum, employers highlight that these skills are often underdeveloped due to limited extra-curricular opportunities within school, as well as teaching methods that do not encourage critical thinking, problem solving, leadership or effective communication. HSBC volunteers also attended the career fair at the National Charity School to share work experience and insights with the students.

#### Mawaheb - Frida Kahlo Art Exhibition

In collaboration with Mawaheb for Beautiful People, HSBC sponsored the Frida Kahlo Art Exhibition with art materials and exhibition support. Mawaheb is an art studio for adults with special needs aged 16+. The students undertake research and teachers guide them in this process to create both 2D and 3D art. The art is then placed on products such as: bags, cushion covers, note books, phone covers which can be sold commercially in their shop of which a percentage of the proceeds go to the students. The project

will conclude in 2018 with an exhibition in HSBC Tower.

#### Smart Bags with Sheikh Mohammed Bin Rashid Foundation (MBRF)

The Smart Reading Library Bag is a portable library that includes interactive material, stories and interactive books to facilitate learning, reading, and teach mathematics, science, social studies, astronomy and the Arabic language. The bag includes a smart pen that reads out louds when placed on the words of the book. It also contains smart cards to teach children about family issues, the Qur'an, prayers, and stories of the Prophets.

The Bag provides an opportunity of self-education for less fortunate children and refugees who lack access to education or reading programmes. HSBC purchased 400 Smart Reading Library Bags and staff volunteers travelled to Ras Al Khaimah and Umm Al Quwain to distribute the bags.

#### Ramadan Market Fair

The second annual Market Fair for workers was held with the support of colleagues, customers and students from across the UAE. More than 600 volunteers along with their families and friends came together over the span of two days to provide basic essentials to 2,500 blue collared workers.

At HSBC, we celebrate Ramadan every year by supporting communities across MENA through Amanah funding, donations and volunteering (read more on page 26).

#### Manar Al Iman Furniture Donation

Manar Al Iman is a Charity School in Ajman for underprivileged children. The number of students in the girls section has increased with over 600 Syrian refugee children. As a result, the Manar Al Iman School had to build a new wing to accommodate for the students. HSBC was able to equip the school with furniture in time for the new school year.

The furniture included:

- Student classroom essentials: 500 tables and chairs for students, 25 classroom lockers, 4 lab lockers, 20 boards, 25 data shows, 20 projector screens, 70 computers with furniture for computer lab, 10 laptops and the library essentials.
- Teachers' essentials: Tables and chairs (12 for meeting rooms, 18 for teacher's

rooms and 18 for teachers in the classroom.

#### Hydroponics Garden for Rashid Centre for the Determined Ones

HSBC supported the Hydroponics Garden to empower students with the latest scientific methods of gardening, producing high-quality produce for staff and parents of students as well as the public. Rashid Hydroponics Glass Garden is the first project of its kind built in Dubai and the UAE within the community of schools, disabilities and other Special Needs Centres.

#### Water for Workers

Water for Workers was a campaign led by one of the Dubai Chamber partners, "The Sameness Project." During the hot summer, 40 HSBC staff along with other volunteers from the community distributed 10,000 bottles of water and 10,000 "we care about you" facecloths to the workers of Dubai.

#### Eid Shopping with Red Crescent

Eid is a festival of celebration that marks the end of Ramadan and the joy of Eid also involves wearing new clothes. Instead of purchasing clothes for them, as is the tradition everywhere, orphans and underprivileged children are paired up with volunteers and go shopping together. Two weeks of afternoon shopping was organised with Red Crescent and Red Tag to help 500 less fortunate children shop for Eid clothes.

#### Financial Literacy on Wheels - Esref Sah

Delivering financial literacy workshops to around 3,000 school students aged 15 to 18 in a mobile bus. Training topics include the basics of budgeting, saving, spending and borrowing. Additional customised workshops are also delivered to special needs students and youth.

#### SmartMedic

SmartMedic is an initiative by SmartLife Foundation that, in collaboration with Aster, provides a free medical check-up to over 250 blue collar workers in Dubai. The funds provided by HSBC were used to screen the workers with the help of 18 HSBC volunteers giving 162 hours of their time to support the initiative.

#### Al Ihsan Medical Complex Equipment and Expansion

Due to the increase of walk-in patients with kidney failure at the current Al Ihsan Medical Complex in Ajman, demand for dialysis machines is becoming crucial to ensure their survival and support, especially since the condition requires lifetime dialysis support and ends with loss of life.

Dialysis costs approximately AED5,000 per week in other hospitals and Al Ihsan Medical Complex is one of the only medical providers in the UAE that can assist these less fortunate patients at no cost. HSBC supported the Complex with 2 Dialysis Unit Machines.

In addition, Al Ihsan is establishing a new branch of their Medical Complex in Ras Al Khaimah where they expect to support nearly 5,000 patients in the first year alone. HSBC supported the one time purchase of medical equipments that would benefit the patients for a long time.

The equipment are:

1. Automatic Hematology Analyzer Machine
2. Autoclave
3. Urine Analyzer
4. Automatic Biochemistry Analyzer
5. ESR Machine
6. Centrifuge
7. Automatic ECG Machine (3 channel)
8. Portable Ultrasound Machine

HSBC also donated unused and unexpired medicines received from staff. These medicines are collected by Al Ihsan Charity for use at their Medical Complex.

#### Mercithon- Walk for Hope

Supporting the walk with over 50 HSBC volunteers along with their friends and family. The 5km walkathon called 'Mercithon' was organised by The Samaritan Ministry of St Mary's Catholic Church in association with Emirates Red Crescent to support the patients from Lebanon, Syria, the Philippines and Pakistan who are unable to meet their medical expenses.

#### Rehabilitation Equipment for Khorfakkan Club Expansion

Supported the Khorfakkan Club with the purchase of rehabilitation equipment for around 250 special needs people to help improve their physical capabilities, stimulate new skills and improve their mobility.



Join our external Volunteer Mailing List to receive updates and volunteering opportunities with HSBC:  
Email **mena.ca@hsbc.com** with the subject “External Volunteer”

Follow us on Facebook and Twitter to keep up to date with our Corporate Sustainability events.

Turkey

@HSBC\_TR

@HSBCTurkiye

Egypt

@HSBC\_EG

@HSBCEG

UAE

@HSBC\_UAE

@HSBCAE

A summary of our 2017 Facebook posts are shown below.

HSBC UAE

December 7, 2017 ·

Happy International Volunteer Day (IVD)! IVD reflects the importance of recognising the contributions of volunteers as first responders in times of crisis under the 2017 theme #VolunteersActFirst. Here. Everywhere.

We are very pleased to announce that HSBC Bank Middle East have signed an agreement with Humanitarian Leadership Academy to deliver a Humanitarian Essentials training to HSBC staff across MENAT during 2018 providing staff with the required skills to support humanitarian response efforts in their community/region.

To read more about our support in the community, click here: <http://grp.hsbc/6184D1n2o>

HSBC UAE

24 March 2017 ·

Little things can make a big difference. Here are some tips on how you can play your part in preventing climate change. #EarthHour

HSBC UAE

June 19, 2017 ·

Over the last 8 years HSBC volunteers, in partnership with EWS-WWF and the Fujairah Municipality, have been helping to restore Wadi Wurayah, one of the UAE's last freshwater sources. For all those interested in joining our efforts and making a difference, here's your opportunity. Visit [www.hsbc.ae/volunteer](http://www.hsbc.ae/volunteer) and enter your details for a chance to be the next invaluable volunteer at Wadi Wurayah.

HSBC UAE

May 8, 2017 ·

Nestled within the Hajar mountains, Wadi Wurayah is a rare natural beauty and one of the UAE's last freshwater sources. Over the last 8 years, in partnership with EWS-WWF and the Fujairah Municipality, HSBC volunteers have been helping to restore it as a home for endangered species. As a result of these efforts, Wadi Wurayah now thrives as a sanctuary and source of life.

Stay tuned to our page if you are interested in volunteering at the Wadi.

HSBC UAE

June 6, 2017 ·

In the spirit of giving, over 200 HSBC employees, clients, and school students came together to host a Market Fair for UAE's workers. The event is one of many HSBC Ramadan initiatives that have already benefited over 150,000 people across the Middle East. Here's to supporting one another and continuing to grow as a community. Ramadan Mubarak!

HSBC UAE

September 6, 2017 ·

"Education is the most powerful weapon you can use to change the world" Nelson Mandela. Watch how HSBC provided opportunities to more than 50 students through an intensive and unique literacy programme called Tamkeen. #UAEYearOfGiving

HSBC UAE

22 March 2017 ·

This #WorldWaterDay we're proud to announce the extension of the HSBC Water Programme that helped 1.5 million people worldwide. Find out more about our #WaterStories here <http://bddy.me/2nRpLDI>

Meet the team

**Sabrin Rahman**  
Head of Corporate Sustainability MENAT

**Dana Kamali**  
Senior Manager of Corporate Sustainability MENAT

**David Ramos**  
Manager of Corporate Sustainability MENAT

**Dominique Ghazar**  
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Corporate Sustainability Manager MENAT





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