

HSBC UAE
Community Investments
Year in Review - 2014



Sustainability at HSBC

As one of the world's leading banks, we have a responsibility to create, build and sustain our local communities and environments and encourage changes now for the benefit of generations to come.

We are committed to the principles of corporate sustainability – sustained profits growth, building enduring customer relationships and managing the social and environmental performance of our operations.

Our community investment focuses on partnerships and philanthropic activities in the areas of education, community and the environment. We place significant importance on ensuring that our activities are also effective in developing employee engagement, stakeholder perception and brand value.

During 2014, 1464 of our UAE staff contributed 4782 hours of their time towards the community.

This document highlights the main projects carried out in 2014 (it does not cover all projects run throughout the year). For the purpose of this report, we have divided our projects under two main categories. 'Flagship Projects and Donations' represent projects carried out across the MENA region, while 'UAE Projects and Donations' represent UAE specific projects.

2014 Awards and Recognitions

CSR Excellence Award

Gold Winner

HSBC has been honoured to have been awarded the CSR Excellence Award in 2014. The Bank was recognised by the Arab Organisation for Social Responsibility for outstanding social responsibility efforts in the community and our contribution to the promotion of social responsibility in the Arab World.

Dubai Chamber of Commerce

CSR Label

HSBC Bank Middle East was first awarded the Dubai Chamber CSR Label in 2012. This award recognises sustainability practices that have exceeded best practice standards as set by the Dubai Chamber of Commerce.

In order to receive this label, all bank policies, procedures and practices related to issues such as supplier relations, diversity, remuneration, transparent advertising and community relations were assessed and measured by the Dubai Chamber of Commerce.

International Business Award

Bronze Winner

HSBC Middle East was honoured to be awarded Bronze Winner in the Corporate Social Responsibility Programme of the Year in the Middle East and Africa category for helping launch the Middle East's First Water Research Centre in Wadi Wurayah National Park, Fujeirah. The Bank was selected from over 3,500 nominations from across the region.

The Research Centre is designed to involve HSBC staff from across the MENA region in hands-on freshwater research activities and a series of complementary classroom learning sessions. The goal of this engagement is to support the field research efforts and provide staff with the opportunity to learn more about global and local freshwater issues, and form personal plans to protect and preserve freshwater in their own lives.

More information is available under subheading 'Water Research and Learning Centre Middle East', page 5.

Sheikh Nahyan Bin Mubarak Al Nahyan

HSBC Bank Middle East received a recognition plaque from the Sheikh for supporting the expansion of the Future Centre for Special Needs.

More information is available under subheading 'Early Intervention Programme', page 6.

The United Nations Organization for Education, Science and Culture (UNESCO)

UNESCO selected EWS-WWF's environmental education project Eco-Schools, supported by HSBC, to be showcased at the World Conference on Education for Sustainable Development (World ESD) in Japan. Eco-Schools is an internationally acknowledged programme which encourages outstanding environmental practices in local schools, and was recognised as one of the five best educational programmes for sustainable development at the conference.

More information is available under subheading 'Eco-Schools', page 6.

Flagship Projects and Donations

Bankers without Borders

Bankers without Borders is a partnership with Grameen Jameel whereby our staff are matched with micro finance institutions in developing countries based on the skills needed for particular projects. HSBC was the first bank in the Middle East to support the programme when it began in 2012.

A total of 99 staff across the MENA region (including 71 from the UAE) registered with Bankers without Borders to give their time to projects around the world.

Earth Hour

HSBC has participated in Earth Hour since its inception in 2007. The Bank has committed to raising awareness and switching off non-essential lights for the Hour. In the UAE, 628 staff and their families in Dubai and Abu Dhabi took to the streets to take part in the annual Earth Hour walk led by UAE CEO Abdulfattah Sharaf. HSBC's significant staff attendance to the event has been recognised by both the Dubai and Abu Dhabi Municipality.

HSBC also launched the "Beyond Earth Hour Photo Competition" to continue in its support. The winner of this award received energy saving light bulbs and water saving aerators for their entire home. Abu Dhabi branch also secured the third annual HSBC Green Branch Award by demonstrating a 29% reduction in electricity (well above the 10% set challenge). This award is presented by the Bank to the branch that achieves the most energy savings through their efforts.

Click [here](#) to view the video "Dubai Earth Hour 2014 with HSBC ." - YouTube.

Future First Toy Drive

Each December, HSBC organises a Global Toy Drive to support charities working with underprivileged children. Staff contribute by donating toys, puzzles, games and books.

In 2014, all HSBC branches in the UAE contributed to the initiative. A total of 12 boxes and 3 large bags of new and used toys were collected by staff. These items were then delivered to the Dubai Foundation for Women and Children, the first non-profit women's shelter in Dubai.

INJAZ Al Arab

INJAZ Al Arab harnesses the mentorship of Arab business leaders to help inspire a culture of entrepreneurialism and business innovation among Arab youth. Across the region, five country CEOs were a part of the local Injaz boards during 2013/2014 (Bahrain, Egypt, Lebanon, Qatar and UAE).

Through our board memberships, HSBC added value to the programmes implemented in the countries and the governance of the organisation. Across the MENA region, HSBC volunteers helped deliver programmes such as JA More than Money, Innovation Camp and Entrepreneurship Masterclass.

In the UAE, 18 HSBC volunteers gave over 135 hours to deliver Entrepreneurship Masterclass and Innovation Camp workshops to pupils around the Emirates.

The Entrepreneurship Masterclass introduces students to the concept of self-employment and entrepreneurship. It helps participants identify key entrepreneurial attitudes and understand the main issues and practicalities of business start-ups. At the end of the workshop, groups of students led by HSBC volunteers present their business plans with the winners awarded certificates for both their ideas and presentation skills.

In the Innovation Day Camp, students are encouraged to find the most innovative solution to a business challenge through various critical thinking and problem solving exercises. The camp provides an opportunity to engage in interactive activities with corporate mentors working together on solving the business challenge and making entrepreneurial learning fun.

Flagship Projects and Donations

Kids Read

HSBC's flagship literacy programme in MENA directly impacted over 75 schools across nine countries in 2013/2014. In partnership with the British Council, 135 of our volunteers contributed 567 hours in more than 30 community events across the Middle East; reaching over 10,000 children in our communities. The aim is to promote literacy through hands on activities, in addition to equipping teachers and parents with the tools needed to promote reading. Kids Read is the first comprehensive literacy programme to be rolled out concurrently across the region by HSBC.

The programme is endorsed and supported by Ministries of Education across the region and by bodies abroad. Kids Read was quoted in the Foreign Affairs Committee of the UK Parliament as 'a programme which the UK Government can use as a response to the Arab Spring'. It was also the recipient of the Silver International Business Award in 2012 for CSR Programme of the Year in the Middle East and North Africa.

Pink Month

More than 60 HSBC UAE staff, their friends and families joined thousands of dedicated campaigners for the 18th annual Safe and Sound Breast Cancer Awareness charity walk. Internally, 4 branches across the UAE hosted a fundraising and awareness raising Pink Day where employees were encouraged to learn more about breast cancer identification and treatment.

Matched by the Bank, HSBC staff raised a total of AED45,000. The money was donated to Friends of Cancer Patients for the purchase of a Pink Caravan - a mobile screening truck that travels the UAE all year long providing easy access to support and education.

Ramadan

HSBC's 'Help Us Help Others' 2014 campaign was held as part of the celebrations for Ramadan in coordination with over 14 charities in the MENA. Under this campaign, HSBC delivered one of the largest single projects led by a financial institution benefitting over 29,000 individuals over the course of the month through donations, HSBC funding, and over 3000 staff volunteer hours.

Together, HSBC staff donated time, money and resources to help vulnerable groups in their local communities including orphans, migrant workers, the elderly, and less fortunate families across nine countries.

Additionally, HSBC UAE held the largest food packing event in the country. 311 volunteers spent eight hours creating 2500 food hampers containing basics such as rice, flour, sugar, tea and lentils. The hampers were distributed by Al Ihsan Charity and Dubai Charity Association to families in need across the Emirates.

Other activities in the UAE included fundraising to provide 2000 iftar meals to labour camps daily. Staff also came together over the course of three weeks to prepare hygiene packs for labourers. Each pack contained rubber sandals, phone cards, hats, combs and shampoos as well as other necessities.

In collaboration with Actioncare, HSBC volunteers also entertained 470 orphans and underprivileged children from various local charities.

HSBC has been organising Ramadan activities for the last five years. In 2013, the Bank received Silver International Business Award for 'CSR Programme of the Year- Middle East' for its efforts.

Click [here](#) to view the video "Volunteers unite in Dubai for Ramadan charity drive"- Gulf News.



Flagship Projects and Donations

Water Research and Learning Centre, Middle East (WRLC)

While the Middle East region is known for having very limited freshwater resources, Wadi Wurayah in Fujairah is one of the very few areas in the UAE where freshwater is present all year round.

In partnership with Earthwatch and EWS WWF, HSBC has funded the establishment of the region's first water research and learning centre. Acting as a regional hub for research and learning activities critical to water resource and ecosystem management, the Wadi Wurayah Research and Learning Centre is the first of its kind in the Middle East. Teams of 12 HSBC volunteers from across MENA travel to Fujairah every week to work alongside international scientists to help gather data on water (for the duration of 5 months every year over 4 years).

During 2013/2014, the centre welcomed over 300 staff from across the region for the five day experience.

Working alongside EWS-WWF, HSBC hosted the first student and teacher team from Delhi Private School and Al Ittihad Private School to the WRLP programme. Based on the strong, positive feedback received from the team, the Bank aims to send more student teams during 2015 (more information is available under sub-heading Eco-schools).

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

UAE Projects and Donations

Al Hemam Training Centre and National Day

Al Hemam is a unique educational organisation for academic remediation skills, life training and job skills based in Ajman, UAE. The Centre has been established to help poor and illiterate youth reach their potential providing them not only with educational advantages but skills that will help them become confident individuals.

HSBC sponsored the Tamkeen programme- the first programme of its kind to focus entirely on illiteracy, targeting youth who have not had any formal education. Tamkeen concentrates on 55 students aged 14 to 18 who come from low income or no income family backgrounds with the aim of reintegrating students into the schooling system. Al Hemam was successful in re-enrolling 10 children into schools in partnership with the Sharjah Social Affairs Department. Eight of the twelve Tamkeen graduates have also been recruited by established companies in the UAE. They are now employed as information management officers, receptionists, typists, assistant teachers, and call centre agents.

Furthermore, the Bank encouraged the students to use the skills learned at the Centre and incorporate them into the business world. To do so, HSBC hired students from Al Hemam to provide tea and coffee, henna painting, and face painting at HSBC's National Day event. The students were also given two booths to sell their products and artwork with all funds raised matched by the Bank and donated to the Centre.

Blood Donation

Partnering with Latifa Hospital, HSBC ran a blood donation with the aim of collecting blood from staff, which once categorised will be used to save lives across the UAE.

Building Capacity in the Non-Profit Sector

In March 2014, HSBC co-hosted a Capacity Building workshop in partnership with local corporations to help build the non-profit organisations' capacity in fundraising approaches, increase understanding as to what corporations expect and how to enhance media coverage in both traditional and social channels.

Early Intervention Programme

HSBC has supported a two-year expansion plan to help the Abu Dhabi Future Centre for Special Needs add two more classes in Academic Year 2013/2014. This increases the total number of Early Intervention Programme classes to five.

The Centre provides education and support to 195 students aged 3 to 20. The Bank was awarded a recognition plaque from Sheikh Nahyan Bin Mubarak Al Nahyan for this project.

Eco-Schools

HSBC is a key supporter of Eco-Schools, an internationally acknowledged programme that awards schools a Green Flag accreditation for excellent environmental practices. Eco-Schools has been implemented in 45 primary and high schools throughout the UAE. Twelve Eco-Schools have been awarded the Green Flag to date.

Working on the themes of energy, waste and water, students followed the Eco-Schools' methodology to drive reduction in energy, waste and water consumption in their schools. A 'Save Energy' competition organized as part of the World Day of Action by Eco-Schools resulted in the two winning schools receiving the opportunity to attend the five-day Water Research Centre and Learning Programme at Wadi Wurayah. The students worked alongside scientists to help with research on water resource and ecosystem management.

The Eco-Schools UAE programme was also selected by UNESCO as one among the best five programmes on education for sustainable development in the Arab region, and showcased at the World ESD conference in Japan on November 2014.

More information is available under subheadings 'The United Nations Organization for Education, Science and Culture', page 2; and 'Water Research and Learning Centre Middle East', page 5.

UAE Projects and Donations

Funday Sunday

Funday Sunday is a free of charge, scheduled calendar of engaging events for children with special needs. HSBC volunteers spent 150 hours supervising and engaging with more than 170 children from across the Emirates in fun learning experiences.

Sharjah National Charity High School

HSBC has donated 1,050 student desks and white boards to help set up the new National Charity High School in Sharjah. The school was built to cater for over 1,000 underprivileged students who were on a waiting list to continue their high school education.

30 volunteers from across the Bank worked together to furnish and equip the school with learning materials such as desks before the school year began in September. The project involved painting the walls and windows, decorating and refurbishing the classrooms.

HSBC Toastmasters at Manar Al Iman School

HSBC was delighted to be invited to Manar Al Iman School to support its life skills classes.

Hosting a speech contest was the students' opportunity to put their presentation skills into practice. The Bank's top Toastmasters spent time with the students to judge and provide feedback on their presentation skills.

Click [here](#) for more information about Toastmasters.

Seafarers and National Day Wrapathon

For the third year running, in partnership with Angel Appeal, HSBC donated, wrapped, and distributed 1000 gift packs in March containing daily essentials to the seafarers whose ships were anchored in the UAE waters. Many of those onboard do not get the opportunity to go ashore. It is common for those seafarers to go through long periods of isolation and loneliness, unable to communicate with family and friends at home.

Accordingly, the packs which included hygiene products such as T-shirts, toothbrushes, toothpastes, razors, soaps, and energy bars to provide comfort and entertainment to those individuals.

For National Day, HSBC sponsored an additional 6,100 gifts for the seafarers. Working alongside the Angel Appeal, 69 HSBC staff helped wrap the gifts at Festival City Mall. The gifts were then distributed by the volunteers and Angel Appeal staff across several UAE ports.

International Computer Driving License (ICDL) Summer Camp

HSBC has renewed its partnership with ICDL GCC Foundation for the third year in a row to reach a new city, Umm Al Quwain. The aim of the programme is to empower 200 orphans and underprivileged youngsters between the ages of 14 and 18 in the Northern Emirates with essential skills in social media and cyber safety.

The initiative represents a unique partnership between a number of educational authorities, charities, ICDL GCC and HSBC. It aims at bridging the digital gap for youth from impoverished backgrounds and helping them to engage responsibly and safely in today's connected society.

UAE Projects and Donations

Insight Dubai Conference

The HSBC sponsored conference brought together 60 international female college and university students from a large variety of countries to meet with 60 students from HCT-Dubai, Women's Campus to test their leadership skills in real-world simulations of global organisations.

This conference, which takes place over five days, has a distinctive Arabic and Islamic theme specifically focusing on women, education and intercultural exchange. Activities in the conference included intercultural intelligence training, role playing in a Sharia Court case, and discussed important global issues. Panel discussions regarding local issues such as leadership of women in the Middle East and the United Arab Emirates in particular, as well as site visits to the Federal National Council, Sheikh Zayed Grand Mosque, and Heritage Village enhanced the experience.

Special Care Centre Expansion

The Special Care Centre, a nonprofit school for children with special needs approached HSBC to support its expansion to a larger premises. The new location in Al Bahja, Abu Dhabi, can accommodate over 140 students with special needs. HSBC supported a classroom at the new Centre to accommodate for the students on the waiting list.

Special Needs Future Development Centre (SNF) Vocational Training

HSBC introduced and funded a paper making and screen printing vocational training programme for 35 special needs students under the art and craft unit at the Dubai Special Needs Future Development Center. Such art classes are found to help students with perceptual, cognitive, emotional, intellectual and aesthetic growth, as well as improving their fine motor skills, eye hand coordination, group work and vocational skills. The young adults are taught according to their strengths and these vary from simple to complex craft activities.

The items made are then put up for sale at various bazaars to help endorse the training programmes.

Teaching English Live and MOVE

In partnership with Actioncare, HSBC sponsored and provided volunteers to teach UAE Charity School students from Manar Al Iman School and National Charity School. The classes aim to build confidence in communicating in English and developing students' personal potential, communication skills, and project planning skills.

Representatives from across HSBC also took part in the first National Charity School Career Fair held in Dubai to help instill a desire in the students for work life and civic responsibility. The fair, organised through the MOVE programme, saw representation from several prominent companies in the UAE.

HSBC was able to positively impact 420 students over the course of 2014.

Water for Workers

In collaboration with PepsiCo and the Sameness Project, HSBC staff handed out bottles of water and "thank you" facecloths to labourers working out on Dubai construction sites.

The main aim of the Water for Workers initiative is the engagement and interaction between those handing out the water and the workers receiving it. The day included a small chat on the benefit of water and a thank you for the excellent work the labourers do for the community in building a better tomorrow.

Walk for Education

More than 100 HSBC volunteers along with their friends and families joined an 8,000-strong group of participants of all ages and nationalities at Dubai Cares' Walk for Education. The fifth edition of the annual 3km walk held at Jumeirah Beach Park, was organised by Dubai Cares to highlight the significance of quality primary education in developing countries.



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