

# **HSBC UAE**

## **Community Investments**

### **Year in Review – 2015**



# Sustainability at HSBC

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, our sustainability strategy is guided by our global strategy and is tied to regional and national priorities.

We have three areas of focus:

- Sustainable Finance – we anticipate and manage potential social or environmental risks that may arise through our lending and investment activities. We also support our customers in making the shift to a lower-carbon economy by financing activities such as renewables and efficient transport
- Sustainable Operations – we have committed to cut our annual carbon emissions from 3.5 tonnes per employee in 2011 to 2.5 tonnes by 2020
- Sustainable Communities – we work with leading charities to support community projects

You can read more about our global sustainability strategy, approach and initiatives on our [global corporate website](#).

## Community Investment

We focus our community investment activity mainly on education, 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, and we remain involved in the projects we support.

We also encourage our employees to give back to the communities in which they live and work. We have developed policies in collaboration with Human Resources further supporting our staff to get involved.

To help you gain an insight on this, the HSBC Corporate Sustainability Year in Review 2015 has been created to highlight our main achievements, progress, partnerships and selected projects implemented throughout the year has been created.

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.

# 2015 Awards and Recognitions

## Princess Haya Award



HSBC Bank Middle East is honoured to be awarded the Princess Haya Award for Special Education for Outstanding Corporate Social Responsibility Excellence.

The Award highlights excellence in the field of special needs practices, particularly in support of special needs educators, therapists, management, caregivers and parents.

HSBC MENA was recognised for its work with a number of partners, institutions and government bodies across the region. The Bank was also recognised for its work in advocating the integration of children with special needs into mainstream education.

## Dubai Chamber of Commerce



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.

## Abu Dhabi Sustainability Group (ADSG)



Certificate of Recognition from the Abu Dhabi Sustainability Group for the commitment, promotion and reporting of sustainability best practices in the UAE.

# 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.**

There are a total of 102 staff across the MENA region registered in the Bankers without Borders database to donate their time to projects around the world. 71% of the volunteers are from the UAE, 17% from Egypt and 7% from Qatar.

## Projects Completed

### 1- Al Karama Treasury Management (microfinance in Morocco)

UAE staff visited and worked with Al Karama in Morocco to streamline treasury and cash management functions, and to ensure that these functions are executed in an efficient, sustainable and appropriate manner.

- Hours Contributed: 220

### 2- Risk Management Training (microfinance in Cairo)

UAE staff delivered Risk Management training for microfinance institutions in Cairo and conducted the post-course progress review with the participants with the aim of measuring impact and identifying where follow-up would be needed.

- Hours contributed: 80

### 3- Strategic Choices for JANA (microfinance in KSA)

UAE staff worked with JANA board members to develop a one day brainstorming session with the board members of the microfinance institution JANA, based in Saudi Arabia. He developed the institution's strategy and created a unified vision and mission.

- Hours Contributed: 20

## 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. More than 250 of our buildings across 35 countries fell into darkness as we marked the global annual Earth Hour event that aims to unite people in protecting the planet.

**Across MENA, HSBC has planted 9,000 local trees/seedlings - that is one tree for every employee in the region.** In the UAE, 259 staff and families spent 846 hours planting 4,500 Ghaf seeds in partnership with Goumbook. Education focused tours and activities supported the overarching environmentally conscious themes.

# Flagship Projects and Donations

## Future First Toy Drive



HSBC organised the Future First Toy Drive to support disadvantaged children in the community. Employees were asked to bring both used and new toys, and the response was impressive. Overall more than 1,000 toys were collected in Algeria, Bahrain, Egypt and UAE.

In most of the countries, the new toys were distributed by our volunteers in children's hospitals and used toys were sent to several charities across the countries. In the UAE, with the help of our branch managers, we received over 800 toys including 268 new toys. An engagement session was held with a volunteer who was also professional gift wrapper. She taught our staff the art of gift wrapping and together, they wrapped all the new toys.

A volunteer session was also held at Dubai Hospital where 12 volunteers spent a morning with the children. The morning included storytelling, games and gift giving of new toys. HSBC staff also walked across different floors of the hospital to visit the children in their rooms and giveaway toys and storybooks. The positive feedback received by the hospital was very rewarding for the volunteers and the team. The rest of the toys were donated to Al Ain Hospital, Dubai Foundation for Women and Children and Dubai Centre for Special Needs. **HSBC UAE was globally awarded a certificate for Best Toy Drive Communication from HSBC Group.**

## INJAZ Al Arab



INJAZ Al Arab harnesses the mentorship of Arab business leaders to help inspire a culture of entrepreneurship and business innovation among Arab youth. **Across the region, five country CEOs are part of the local Injaz boards during 2014/2015 (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, HSBC volunteers gave 20 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.

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



In partnership with the British Council and Ministry of Education, Kids Read was the first comprehensive literacy programme developed and rolled out concurrently across the region by HSBC. Over 13 countries in the Middle East and North Africa region are taking part in Kids Read every year. Developed in 2011, the campaign has helped thousands of children develop basics of reading that would definitely reflect on academic performance and leisure time patterns.

Kids Read has been a huge success not only amongst the schools and our staff, but amongst the wider community. With the help of 400 HSBC staff volunteering more than 2,000 hours, Kids Read has directly impacted 90,000 students and 2,000 teachers in 250 schools across 9 countries promoting literacy through fun hands-on activities since 2011.

500 teachers have received training focusing on strategies for reading, assessing reading and how to further integrate reading into their existing curriculum. All schools have received books, reading activities and materials such as reading passports and reading plans for classroom learning. 20,000 story books focusing on the importance of financial literacy, volunteerism, the environment and arts and culture were donated.

'Kids Read' also hosts four community events every school year for the wider public. This includes storytelling and arts and crafts activities as well as a workshop for parents on helping their children learn English.

**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. Due to the success in MENA forty new schools signed up in Asia in October 2014, also supported with grants from HSBC.**

## Ramadan



HSBC's 'Help Us Help Others' 2015 campaign is held as part of the celebrations for Ramadan in coordination with over 14 charities in the MENA. Under this campaign, HSBC delivers one of the largest single projects led by a financial institution benefitting over 20,000 individuals over the course of the month through donations, HSBC funding, and over 1000 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.

In the UAE, HSBC held the largest Ramadan food packing event in the country by offering staff the chance to give back to our communities and those in need on Saturday June 6th at Dubai Centre for Special Needs.

Over the course of eight hours, 169 volunteers joined by Deputy Regional CEO Robin Jones and Deputy UAE CEO David Kotheimer, created 2500 food hampers containing items such as rice, flour, sugar, tea, milk, macaroni, vermicelli, oil and lentils. Each hamper provides iftar meals to a family for five for the duration of Ramadan. The hampers were distributed by Al Ihsan Charity to families in need.

# Flagship Projects and Donations

In collaboration with Actioncare, HSBC volunteers also entertained and provided iftar meals for over 480 orphans and underprivileged children from various local charities across the Emirates.

Through donations, other activities in the UAE included partnering with the Islamic Affairs for Charitable Contribution to help provide 4600 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.

**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.**

## Nepal Disaster Relief



HSBC Group donated USD 250,000 to the British Red Cross and USD 250,000 to SOS Children's Villages to help relief efforts. The donation to the Red Cross will support the charity's relief work, while the contribution to SOS Children's Villages will be used to help children find their families. The money will also fund longer term care for children left orphaned by the disaster.

In the Middle East, HSBC mobilised support in two ways:

1. We collected 100 boxes full of nonperishable food items, household items and baby items donated by staff in the UAE. Thirty volunteers spent took part in the segregation of items and the delivering of boxes to the Red Crescent.
2. As a part of UAE's annual Ramadan packing event (see above), HSBC integrated a separate element where children aged 5-12 took part in creating personalized cards and helping pack 2000 care packages with their parents for children affected by the earthquake. There were contributions by Oman and Qatar and the UAE towards funding this initiative. **A total of 6,500 gifts were donated to Emirates Red Crescent containing meals, juice, snacks, dental hygiene products and colouring sets.**

# 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).

To date, the Centre welcomed over 500 staff including the Deputy Regional CEO and Regional Heads from across the region for the five day experience.

Working alongside EWS-WWF, HSBC hosted the first student and teacher team from Eco-school Competition winners 'Al Ittihad Private School' and 'Delhi Private School' to the WRLP programme in 2014 (more information available under sub-heading Eco-Schools). Based on the strong, positive feedback received from the team, the Bank sent more student winners from 'Our Own English High School for Girls in Sharjah' and 'The Central School in Dubai' during Fall 2015.

**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.**

For the first time this year, a group of Oxford Professors, who are leading academics in the fields of environmental sciences, were invited to the UAE by the Sheikh Mohammed Bin Rashid Foundation to assess the state of the natural environment. As a part of their visit, HSBC invited and hosted the professors at the Regional Water Research Centre in Fujairah. They also met with Robin Jones, Regional COO and Deputy CEO to learn more about HSBC's commitment to the environment.

The purpose of the visit was to have a preliminary overview of the built and natural environment of Dubai as part of a potential major study of the environment that will allow Oxford to build an appropriate skeleton framework timeline for the programme of major research.

# UAE Projects and Donations

## Al Hemam Training Centre



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

HSBC UAE sponsored the Tamkeen programme- the first programme of its kind to focus entirely on illiteracy, targeting 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.

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. Because of this initiative's success, the Centre is now marketing its students' products across the business community.

**Since the beginning of 2014, fourteen of the Tamkeen graduates have won positions in well-established companies. They are now employed as information management officers, receptionists, typists, assistant teachers, and call Centre agents. Fifteen of the Tamkeen graduates will also be sitting for their 10th grade NIOS certificate in 2016.**

## Beach Clean-up and Reef Check



Emirates Diving Association (EDA) has been organizing Clean Up Arabia since 1995, a voluntary campaign that aims to monitor the health of our ecosystem and clean the UAE's, as well as other GCC countries' dive sites and beaches. This is part of the Clean Up The World program that is promoted and managed by the United Nations Environment Program (UNEP).

HSBC UAE supported the project in Umm Al Quwain through funding and 79 volunteers who took time out of their weekend to help:

- Engage with the community to make a difference.
- Rid the environment from pollution.
- Encourage positive attitudes by practice and participation.
- Support with data collection and research\*.

A Reef Check training course was also held for the HSBC Dive Club to help support the environment. Over a course of 4 days, 11 of the members were trained in Dubai and the East Coast.

**Data collected is reported to Ocean Conservancy's International Coastal Cleanup (ICC) and used in educating the public, businesses, industries and government officials about the marine debris problem.**

# UAE Projects and Donations

## Beat Cancer Campaign



During the month of October, HSBC ran a donation matching scheme and awareness raising activities across the main branches. The funds were donated to the Friends of Cancer Patients and went towards the purchase of a Pink Caravan - a mobile screening truck that travels across the UAE all year long providing easy access to support and education.

## Beat Diabetes Walk



Landmark Group hosted the seventh edition of the Beat Diabetes Walk at Dubai's Zabeel Park in November to engage with 15,000 members of the community, spread awareness about diabetes and raise funds to support Al Jalila Foundation with diabetes research and healthcare in the UAE.

HSBC was a silver sponsor of the walk with 83 of our staff and families attending. The event's activities included free blood glucose testing for participants, exercise sessions, healthy breakfast amongst others. Fun activities like yoga, zumba sessions, live bands, DJs and a children's zone with games like football, basketball, and boxing were also available.

## Blanket Drive for Refugees



Winter in the Levant made life in refugee camps even more miserable for people living in makeshift tents. To help with the cause, a group of six HSBC staff along with Corporate Sustainability initiated a Warm Blanket Fundraising Drive to support the Red Crescent UAE in their efforts to provide comfort to refugees in Jordan. With the help of HSBC staff, over 2,000 winter wool blankets were donated to the refugees.

## Blood for a Good Cause



Two staff members with the help of the Corporate Sustainability team initiated a Blood Donation Drive across Emaar Square, DIC and Bur Dubai in collaboration with Dubai Blood Donation Centre in Latifa Hospital to help save lives. Overall, 277 staff participated in the drive with a final 194 able to donate. The donation process itself took 5 to 7 minutes for each with the remaining used for filling the necessary forms, resting and enjoying refreshments afterwards.

# UAE Projects and Donations

## Car Free Day



The Car-Free Day initiative, in its sixth year, coincided with the UAE's National Environment Day, and saw 200 government offices and private companies including HSBC UAE participating in the green drive in an attempt to make it one of its biggest environmental initiatives and also mark the UAE's National Environment Day.

## Camp Create with Future First



Funded by HSBC, Camp Create is a 5-day activity-based language learning camp which helps children gain confidence and interest in communicating in English on a variety of themes; as well as express themselves through arts and crafts, drama, games and activities. The programme is designed to make language learning an enjoyable experience and provides a platform for building English communication skills, developing creativity, teambuilding and social skills.

- **Day 1: Cultures around the World:** The 7 continents, cultures and traditions around the world.
- **Day 2: Nutrition and Fitness:** How bodies work, and the importance of fitness and good nutrition.
- **Day 3: Environment:** Recycling and saving on water and electricity.
- **Day 4: Drama and art:** Self-expression through drama, music and art.  
This day ends with a creative performance by the children.
- **Day 5: Excursion day:** The camp ends with a four hour excursion to an artistic, entertaining, or educational venue in Dubai.

## Clothes Collection Drive



The Regional Service Delivery team at HSBC led a Clothes Collection Drive in celebration of World Women's day. The drive with the slogan "One act of kindness for you... Many smiles for them..." required staff to donate new or second-hand clothing. The event proved to be a success with 752 items of clothing donated to the Dubai Foundation of Women and Children, the first licensed non-profit shelter in the UAE for victims of domestic violence.

## Furniture Donation



HSBC donated 800 office chairs to Al Ihsan Charity. The Charity provides financial, in kind and health assistance for all limited-income members of society and rehabilitate them to be a vital and permanent power in Society.

With the help of 18 enthusiastic staff members, the items were moved from the storage area to the Charity's truck. The donated furniture is used to cover the needs of less fortunate families who are not able to buy furniture for their home needs.

# UAE Projects and Donations

## Eco Schools UAE: A Five Year Sustainability Journey (2010-2015)



Eco-Schools is worldwide initiative designed to educate and engage students, teachers and parents alike in sustainable lifestyles within the school community and beyond. This global environmental certification programme is pioneered by the Foundation of Environmental Education (FFE) and is spread through 61 countries to date.

In the UAE, Eco-Schools is operated by Emirates Wildlife Society (EWS-WWF), and supported by the Ministry of Education. This programme was introduced in the country in 2010 and continued for five years until 2015. Currently there are 45 participating schools in the country.

### Eco-Schools Process

The Eco-Schools framework encompasses Seven Steps that any school can adopt. It encourages students to take leadership of the implementation process in their schools. As Eco-Committee members, students encourage their colleagues and families to implement simple innovative ways that helps conserve our natural resources and promote sustainable lifestyles.

### Successful Projects

Through simple, yet effective techniques such as using AC discreetly in the classrooms, recycling grey water to the maximum extent possible, turning the lights off when not needed, strict control on use of paper in schools, collecting water left in drinking bottles and ablution facilities to be used in irrigating the schools' green areas, schools succeeded in reducing their water consumption by an average of 41.6%, and energy consumption by an average of 17% in the last year.

Some of the other innovative measures taken by the schools include students and their families adopting designated areas within the school backyard to grow native plants, leftover food being collected by students and used to feed animals, both at home and school, and dedicating maximum organic waste to composting for the schools' gardens.

### The Final Green Flag Awards Ceremony

After a minimum of one year of participation, an evaluation of the success of these initiatives and the methodology is undertaken, and the whole Eco-Schools programme for each school is assessed. Recognition of the success of an Eco-School's initiatives happens through a three tier system where schools are awarded either bronze or silver certificates before getting the Green flag. The Green Flag is an internationally acknowledged symbol for environmental excellence.

In a celebratory ceremony on June 10, 2015 in Dubai, a Green Flag award ceremony was organized to recognize accomplishments by some of the participating Eco-Schools. A drumming session with Dubai Drums was also held to commemorate the achievement. Five of the eleven schools were awarded for the second time, and six new schools entered the prestigious list, bringing the total up to 18 Green Flag schools in the UAE.

- Newly Awarded Schools: Al Qeyam Model Basic Cycle Schools for Boys- Dubai, Emirates International School Meadows- Dubai, GEMS World Academy- Dubai, Kindergarten Starters, Dubai, Ras Al Khaimah Academy- RAK, Umm Al Moomeen Secondary School for Girls- Fujairah
- Eco-Schools renewing their flags: Athen Basic Cycle School for Girls- RAK, Al Shola Private School for Girls-Sharjah, Bint Al Shatee Basic Cycle School for Girls- UAQ, Dubai International Academy, Our Own English High School for Girls- Sharjah

# UAE Projects and Donations

## International Computer Driving License (ICDL) Summer Camp



ICDL and HSBC collaborated for the fourth consecutive year and trained 114 children from Dubai and Sharjah on fundamental digital skills and cyber safety knowledge while offering them international certification on the same. This programme aims at bridging the digital gap for youth from impoverished backgrounds and helping them to engage responsibly and safely in today's connected society.

While ICDL initially trained children from the Northern Emirates, for the first time, the programme expanded to Dubai with a total of 64 children participating. ICDL also conducted a cyber-safety report as a result of the programme. **This report will be published all shared with all concerned educational authorities and law enforcement organizations in the region in April 2016.**

## MOVE and English Live



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. Through these programmes, HSBC was able to positively impact a total of 420 students.

Representatives from across HSBC also took part in the 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.

The Fair provided an opportunity for students to explore a range of jobs and career paths, as visiting professionals shared their knowledge and experience of the job portfolio and the qualifications required. Additional booths were set up to help students develop their CVs and practice job interviews with Human Resource professionals.

The event proved to be a success with positive feedback received. Actioncare reported that a girl from the school, after talking with one of the HSBC staff, shared her excitement about willing to join university after high school- she was against the idea of continuing her studies before the talk.

## Renovating the National Charity School



HSBC helped renovate the National Charity School in Ajman and teach the students the value of volunteering and giving back to the community. The HOST team of 42 volunteers worked together to help renovate the school before the school year ends in June. The project involved painting the walls of the school, planting and landscaping.

# UAE Projects and Donations

## Seafarers and National Day Wrapathon



Joining forces with the Angel Appeal, HSBC donated 1000 gift packs in March and another 5000 during National Day for seafarers whose ships are anchored off the coast of Dubai. The gift packs bought were wrapped and distributed by many teams across the Bank including RBWM, Service Delivery and Change Delivery and the Expat team. These contained items such as shirts, slippers, hats, toothbrushes and toothpaste, razors, soap and deodorant.

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.

## Start Art



Supported by HSBC, Start Art hosted weekly Monday Art Mornings with 6-10 HSBC volunteers per session helping encourage special needs children in Al Noor Centre and Al Manzil Centre in Dubai express themselves through arts.

Start Art also participated in Street Nights in Al Quoz where our HSBC volunteers helped paint a bus with children from the UAE community. Together they drew and painted the story and journey of START to share the journey of special needs children with the wider community. The event was a lovely evening of arts, crafts, food and music with over 5,000 members of the community visiting.

## Sustainability Movie Series: The True Cost



For the first time in the region, the cinema experience came to HSBC's MENA headquarters with the screening of 'The True Cost'.

The True Cost is a story about clothing. It's about the clothes we wear, the people who make them, and the impact the industry is having on our world. The price of clothing has been decreasing for decades, while the human and environmental costs have grown dramatically. The True Cost is a ground breaking documentary film that pulls back the curtain on the untold story and asks us to consider, who really pays the price for our clothing?

Filmed in countries all over the world, from the brightest runways to the darkest slums, and featuring interviews with the world's leading influencers including Stella McCartney, Livia Firth and Vandana Shiva. Watch the trailer [here](#).

# UAE Projects and Donations

## Medicine Drive Campaign to Celebrate World Health Day



HSBC celebrated World Health Day from April 8 to April 16 by applying HSBC's REDUCE (re-use and recycle) programme to an unusual field: Medicine. The campaign collected unexpired, leftover 1,053 medicine boxes and over 70 medicine sachets from staff across the UAE for re-use.

All medicines donated have been sent to Al Ihsan Charity for use at their Medical Centre which treats over 100,000 less fortunate people free of charge every year.

## Middle East MUN Conference (MMUN)



MMUN is an effort to promote Model United Nations in the Middle East. Teaching students as young as 9 years about collaboration, compromise, debate, diplomacy and sustainability.

The topic of the conference supported, was Renewable Energy, and was well received by the young students. The HSBC sponsorship helped MMUN train 556 students and 35 teachers. HSBC also invested the valuable time of 32 volunteers to make a difference and help in coordinating the activities.

Participating in this conference helped the Emirati students to change their mindset to become global citizens and create awareness regarding sustainability from the grass root level. The young students stepped up with ideas and proposals which were original and thought provoking.

## One Step at a Time, No-Lift Day for Healthier Employees



Beyond a Bunch of Workers, BBoBs - a group of individuals at HSBC, passionate about sustainability teamed up with Corporate Sustainability and HR Wellbeing to launch "one step at a time - no lift day". Its purpose was to promote healthy habits at the office, such as taking the stairs instead of the lift. The team also ran a competition which resulted in winners receiving an HSBC branded pedometer to further support the habit.

The initiative was a great success, the team commented:

"It was great to see you all actively participating. Some of you take the stairs daily anyway, others some times and a handful said it's their first time! The good news is, since then some of you said you are taking the stairs more often now. If this event made a difference in developing some healthier habits (like taking the stairs), then the objective has been met. Green fact: if we all stopped using the lifts for 1 year, we would save the CO2 that 300 trees absorb in 10 years!"

# UAE Projects and Donations

## Spectacles Drive



One employee wanted to make a difference by giving others the chance to see the world the way we do. In collaboration with Corporate Sustainability, HSBC held the first ever spectacles collection campaign. The campaign collected over 35 used and new spectacles across HSBC. The spectacles were donated to Al Ihsan Charity to be distributed at their Medical Complex among those who cannot afford to buy them.

## Walk for Education



A total of 85 of HSBC staff with their families joined thousands of Dubai residents in Dubai Creek Park in February for the annual 'Walk for Education'. **The charity walk, organised by Dubai Cares, has been set up to highlight the average distance children in developing countries need to walk to school.**

Through entrance fees and donations the charity supports underprivileged children to overcome obstacles in their pursuit of education. The participants enjoyed the walk, Zumba classes, bull riding, dancing and many more activities.

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