



Refurbishment of National Charity School, UAE

# Community Investment Year in Review

## MENA and Turkey

2016



# Foreword

Community has been at our heart for over 150 years.

As a leading global financial services institution, it is imperative that we take into account our footprint and the impact in the communities in which we operate.

HSBC has played an active part in helping deliver education programmes, funding infrastructure and helping support those in need across the region for over 70 years. We have been a part of the rich fabric of the Middle East and North Africa, something we are proud to continue today.

The private sector brings a wealth of knowledge and insight which, if leveraged fully, can be a strong driver of sustainable development. We have worked with social, environmental and educational policy makers, contributed towards national and regional priorities and most importantly, ensured that our programmes are grassroots led.

From refurbishing community schools in Egypt to tackling food security in the UAE- the range of community causes HSBC has contributed to over 2016 has truly been remarkable. It is this portfolio of work that has redefined the real value we can bring.

Sustainability, both in how we do business and how we operate is core to our strategy. It is the strategy that has and will guide us as we continue to share prosperity and make tangible impact.

I hope you enjoy reading our community investment report for the Middle East, North Africa and Turkey and I look forward to sharing more successes in the upcoming year.



Sabrin Rahman  
Head of Corporate Sustainability  
MENA and Turkey

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# 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, 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 MENA and Turkey (MENAT) in 2016.

You can read more about our global sustainability strategy, approach and initiatives on our global corporate website: [hsbc.com/sustainability](https://www.hsbc.com/sustainability)

## Who We Are

HSBC is one of the largest banking and financial services organisations in the world with over 200,000 employees globally. We operate in nine countries across MENAT: Algeria, Bahrain, Egypt, Kuwait, Lebanon, Oman, Qatar, Turkey and UAE.

## Our Purpose

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

## Our Strategic Priorities

We aim to be the world's leading and most respected international bank. We will achieve this by focusing on the needs of our customers and the societies we serve, thereby delivering long-term sustainable value to all our stakeholders.








# 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.

# Impact

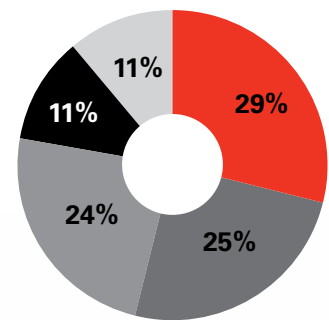
	2014	2015	2016
 Total Volunteer Hours	11,149	10,858	16,304
 Projects Supported*	135	149	152
 Beneficiaries	104,805	112,060	212,225

\*Through volunteering or funding

# Employee Volunteer Survey Results

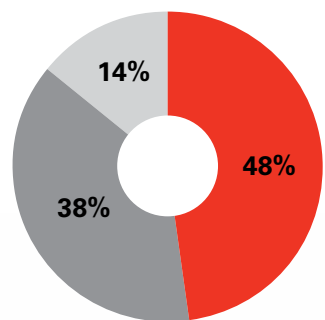


How often do you give your time to charitable causes or community projects?



- Once a week
- Once a month
- Once every 3 months
- Once every 6 months
- Once a year

How do you prefer to volunteer?



- No preference
- Non skills-based volunteering (e.g. practical, hands on)
- Skills-based volunteering (e.g. using my professional skills)





# 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:

## Dubai Foundation for Women and Children; UAE

Joined two working groups to safeguard children's rights sharing best practices related to prevention of women abuse and harassment in workplace.

## Higher Colleges of Technology; UAE

Participated in working group to review university courses in Human Resources and Corporate Sustainability in order to align them with business needs and the private sector.

## Oman Cancer Association (OCA) Volunteering Course; Oman

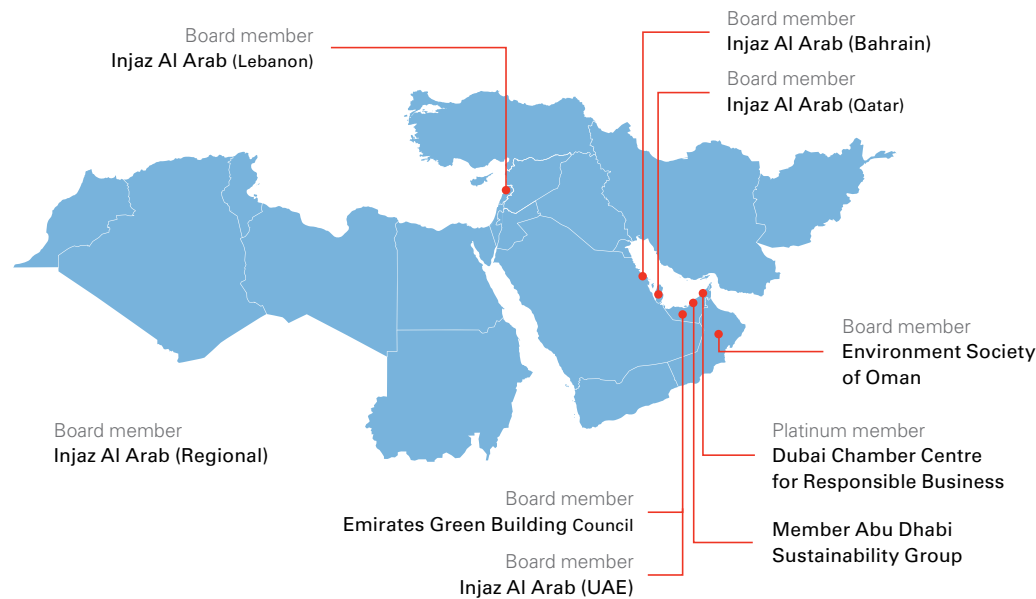
Delivered a session at the OCA conference to share best practice, encourage volunteering, and build a database of 'certified' volunteers who can support NGOs on future projects/initiatives in Oman.

## Schools Now! Empowering leaders, teachers and students; UAE

Participated in a panel discussion on Taqaddam and its role in equipping student for the new world of work. Taqaddam equips young people with enduring personal and professional strengths and skills that will enable them to lead successful and fulfilling lives.



# Board Memberships



# Awards

- International Business Award, Gold** for CSR Programme of the Year in the Middle East and North Africa for Sustainable Water and Waste Management (SAWA) in Lebanese Communities. The three year project was launched to promote water conservation and reduce municipal water consumption in six public schools and two SOS villages.
- Dubai Chamber CSR Label** for sustainability practices that have exceeded best practice standards as set by the Dubai Chamber of Commerce.
- Abu Dhabi Sustainability Group** certificate of recognition for the commitment and promotion of sustainability best practices in the UAE.
- STEM Award (Science, Technology, Engineering and Math)** from the Enterprise Summit CSR Market Place 2016 for the First Lego League in Turkey. In collaboration with Association of Science Heroes, student teams design, build and programme a robot using Lego Mindstorms technology to tackle world challenges such as food safety, recycling, energy and then compete on a table-top playing field.



# Regional Volunteer Week

Corporate Sustainability launched a ‘Volunteer Week’ campaign in February where various activities took place to recognise the achievements of our volunteers and share volunteering opportunities for staff to take part in 2016. New policies and reward mechanisms were also introduced during the week. Some highlights include:

- 1. Volunteer Registration:** Over 1500 staff joined the volunteer mailing list, demonstrating their keenness to support volunteering in 2016.
- 2. Volunteer Days and Volunteer Leave Policy:** Launched to encourage and support greater volunteering across the region. The policy supports a minimum of two volunteer days per year and an additional day of paid leave once a staff achieves that milestone.
- 3. Leading by Example:** Country CEOs from Oman, Lebanon, Egypt and the UAE shared stories about their involvement in volunteering and how HSBC supports its local communities.
- 4. Volunteer Awards:** Handed out to volunteers or teams who had given their time to projects and local communities.
- 5. Volunteer Milestone Cards:** Launched to celebrate and identify staff who volunteered over 10 hours during their time with HSBC.
- 6. Activity Tasters** for staff included:
  - Local charity fairs in Algeria, Oman, Qatar and the UAE
  - Activities with special needs children in Bahrain, Lebanon and UAE
  - Art and activities with children who lost their homes in the Mokattam earthquake in Cairo, Egypt
  - National Day activities with special needs children in Kuwait
  - Creation of a rooftop garden in Egypt
  - A renewable energy debate with students in Dubai and a Green Branch Award for Abu Dhabi MEFCO
  - A weekend beach clean-up in Qatar

### Volunteer Milestone Cards



RED: 10-100 HRS

GOLD: 101-200 HRS

PLATINUM: 201-349 HRS

BLACK: 350+ HRS

# 150th Projects

As part of the HSBC’s 150th year celebration, HSBC allocated USD 150 million for community projects around the world. Below are the three key projects in MENAT:

### EGYPT



### 1. Building Community Schools in Egypt

HSBC signed a three-year partnership with Misr El Kheir Foundation to build and equip 200 community schools throughout Egypt, providing funds for education and infrastructure. This partnership supports the employment of more than 700 staff in remote parts of Egypt to help benefit 12,000 pupils aged between the ages of 6-14.

To date HSBC has built 50 schools and enrolled 1,512 less fortunate students in the schools. All the schools follow the criteria of the National Authority for Quality Assurance and Accreditation of Education (NAQAEE) for community schools and abide by the Ministry of Education’s curriculum and system.

### UAE



### 2. Children’s Shelter at Dubai Foundation for Women and Children

HSBC funded the construction of a new children’s wing at the Foundation. 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 with (from right to left) Afra Al Basti, *Director of DFWAC and Member of Federal National Council*; Abdulfattah Sharaf, *Group General Manager, UAE CEO*; Sabrin Rahman, *Head of Corporate Sustainability MENAT* and Dana Kamali, *Senior Manager of Corporate Sustainability MENAT*.

### UAE



### 3. Interactive Trading Room at the American University in Sharjah

HSBC supported the construction of the first Interactive Trading Room in the Middle East at the American University of Sharjah. The Interactive Trading Room (ITR) at AUS is a technologically advanced 24-seat learning environment designed to be a duplication of a real trading floor, including the same live feeds, industry software and analytical tools.

400 students have used the ITR for assignments and course requirements and eight courses at undergraduate and post-graduate levels have embedded the ITR in their assignments, classes, research and certification. Five speaker series were hosted by HSBC trading experts benefitting over 100 students. A trading competition also took place with 41 AUS students trading against each other along with HSBC experts.



# Global Programmes

Programmes implemented in MENAT with the support of HSBC Group funding.



## 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 2016.

- 1. Water Research and Learning Centre:** See page 14
- 2. Food for the Future:** Focuses on food security and establishes best practice solutions for integrated, sustainable agriculture across Egypt and UAE- increasing yields, efficiently using all resources and by-products, adding value by reusing water, producing energy and fertiliser from waste in an effort to identify ways to improve food security through enhancing urban agriculture and community gardening. This project has been implemented in partnership with the American University of Cairo (AUC) and the International Center for Biosaline Agriculture (ICBA).



## HSBC Youth Opportunity Programme (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.

Launched in 2016, HYOP is donating USD9 million over three years (2016 – 2018) to charities around the world. From children in care, to child refugees and those displaced by conflict, these donations will help support some of the most marginalised young people in society.

Under this umbrella, HSBC funded scholarships in three SOS villages across Lebanon benefiting 851 children and implemented three projects in partnership with local charities.

- 1. ACT III- Action for Children of Today:** Gives disadvantaged children between the ages of 7-15 an opportunity to develop themselves, reach their potential, and improve their psychosocial well-being through a varied and rich informal educational programme.
- 2. Teach for Lebanon:** Recruits promising graduates from leading universities to initiate a national movement for educational equity by working for two consecutive years in schools that serve underprivileged students.
- 3. Positive Planet:** Contributes to the socio-economic empowerment of refugees and hosting communities by building and running sustainable income generating businesses.



## Injaz Al Arab- JA More than Money (JA MTM)

JA MTM focuses on financial literacy programmes, emphasising 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 2016, 123 HSBC staff volunteered 1069 hours in classrooms to interact, educate and impact more than 9300 students. The students learnt about earning, spending, sharing, saving and entrepreneurship.



# Regional Flagship Programmes

## Water Research and Learning Centre

Wadi Wurayah UAE  
2013 - 2016



**635**  
volunteers



**15,240**  
volunteering hours



The UAE and MENA  
citizens, ecosystems  
and freshwater bodies

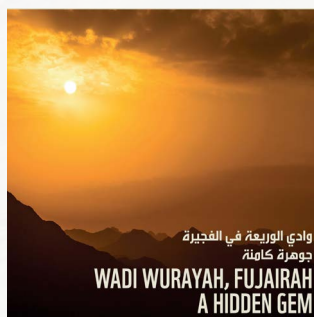
In partnership with Earthwatch, EWS-WWF and Fujairah Municipality, HSBC funded the establishment of the region's first Water Research and Learning Centre in (WRLC) 2013 in Wadi Wurayah, Fujairah, UAE.

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

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). The Centre also hosted students and volunteers from external organisations.

The five year programme will conclude in 2017.

**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.**



The coffee table book: 'Wadi Wurayah, Fujairah: A Hidden Gem' was published to showcase the conservation journey.

© Wouter Kingma / EWS-WWF





# Regional Flagship Programmes



TAQADDAM

**117** volunteers

**1010** volunteering hours

**1234** students  
**80** teachers  
**58** schools

Taqaddam meaning ‘move forward’ in Arabic was developed by HSBC and British Council in collaboration with local education bodies to equip students with a wide set of soft skills for learning, life and work, that will enable them to lead successful and fulfilling lives. The innovative learning programme curriculum ran over a seven week period and was broken down into several stages, which comprise of online learning, and two face to face workshops with the support of HSBC volunteers. Six countries participated in the pilot year of Taqaddam - Bahrain, Egypt, Kuwait, Lebanon, Qatar and UAE.

The ‘Future Ideas’ competition was hosted as part of the final phase of the programme and had students working in teams to devise an innovative idea that addressed key global challenges related to the environment, health or community well-being.



over **700** volunteers



**3,400.5** volunteering hours



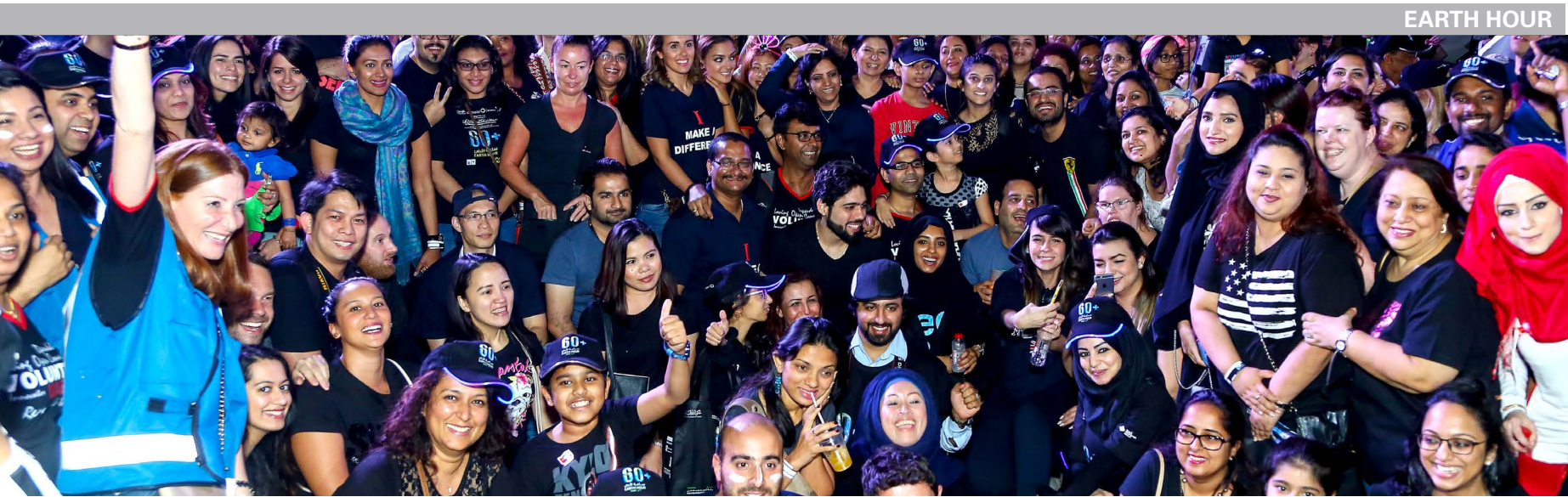
**33,547** individuals

Every year as part of its annual Ramadan celebrations, HSBC MENA runs a ‘Help Us Help Others’ campaign in collaboration with multiple charities across 8 countries in the region with the support of Amanah and community funding.

Working with leading charities, this year HSBC benefitted 33,547 individuals directly through 27 separate projects under the campaign across the region.

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



EARTH HOUR

**631** volunteers

**1,922** volunteering hours

Communities across the region

Earth Hour is a worldwide grassroots movement uniting people to protect the planet.

HSBC buildings across the region turned off lights from 20:30 to 21:30 to show our support for the global event run by WWF, one of our leading environmental partners. Colleagues across MENA also were involved in various activities to protect our planet.

The activities ranged from planting trees in schools, creating recycled lanterns with children, setting personal pledges for a better environment, holding awareness presentations, joining local walks and producing environmental arts and crafts with special needs students.



# Country Highlights

A total of 152 projects were carried out across the region in 2016 with the support of HSBC funds and/or volunteers.

This section highlights one project per country to provide insight on local country programmes.

## ALGERIA: Erridha

ERRIDHA is a campaign against cataract, to help recover sight. Cataract is one of the first reasons for loss of sight in Algeria (14%). With the approval of the Ministry of Health and support from HSBC, Lions Club Blida la Source purchased a portable machine to reach rural area in the countries and offered more than 200 surgeries and unlimited eyes consultations to the population in the south.

## BAHRAIN: Hygiene Packs for Seafarers

Piracy, shipwreck, abandonment and separation from loved ones are just a few of the problems merchant seafarers face. HSBC supported Mission to Seafarers by providing 500 hygiene packs to help and support the men who face danger every day to keep our global economy afloat.

## EGYPT: Saving Egypt's Water

Egypt faces a number of water challenges in its natural and urban environments. HSBC supported the southern Red Sea coast in partnership with the Research Institute for a Sustainable Environment (RISE), part of the American University in Cairo. 'Saving Egypt's Water' project distributed drinking water tanks to the Ababda nomads living in Wadi El Gamal and painted new drinking water station established in the coastal community of Abu Ghusun.

## KUWAIT: Bayt Abdullah Children's Hospice

Bayt Abdullah aims to provide the highest standard of multi-professional, specialist, pediatric palliative care and support to children with life limiting & life threatening illnesses who are residing in Kuwait. HSBC sponsored the purchase of highly specialised published medical resources, to create a medical library to further develop and advance Pediatric Palliative care. The library will support, educate and be a point of reference for practitioners and clinicians in the field. Additionally, in collaboration with the Ministry of Education, the library will be a main research hub for medical students in Kuwait.

## LEBANON: Irrigation Water Network in Deir El Ahmar UNDP

The project supports organic farming in Der Al Ahmar and provides 50 farmers with an essential irrigation canal. This provides water by doubling the cultivated area to reach 200 acres and guaranteeing continuous and sustainable production.

## OMAN: Differently Able

Colleagues from HSBC attended a workshop related to the integration of people with special needs in the workplace and the practical difficulties faced in their everyday life. The workshop was conducted by a team from the Oman Association for the Disabled (OAD) in collaboration with the British Council.

About his experience in the workshop, Andrew Long, CEO of HSBC Bank Oman, said, "As part of our corporate sustainability objectives, we



remain committed to raising our staff awareness around disability and the challenges people with special needs face. Through our partnership with Oman Association for the Disabled and the British Council, we aim to take a further step in our diversity and inclusion agenda at the bank, and contribute to a wider community awareness around the need to support people with special needs."

## QATAR: Job Shadow Day

HSBC Qatar hosted 11 high school students for a special Job Shadow Day at the Bank's headquarters in Doha. The joint effort between Injaz Qatar and HSBC gave the students the opportunity to learn more about the banking and finance industry in an attempt to broaden their knowledge and help them with future career decisions. The students had the opportunity to meet Abdul Hakeem Mostafawi, CEO of HSBC in Qatar, during a special interview session in his office. The students also had the opportunity to ask questions and gain a better understanding of the systems and processes within a financial organisation. They also learned how various business teams served different customers and how functions supported businesses to reach their objectives.

## TURKEY: Down Café

Down Café employs youth (between the ages of 18 and 25) with Down Syndrome and their mothers to operate the coffee shop. HSBC Turkey supports the cafe by offering free shuttle buses every Tuesday for staff to enjoy coffee or lunch there.

## UAE: Action Care

HSBC supported a broad range of programmes with Action Care which includes the following:

- **Read My World (RWM) and Literacy for Life (LFL):** *RMW* provides primary school students with an opportunity to develop foundational literacy skills through a stories and educational activities centered on relevant themes of health and child obesity, the environment, diversity and cultural awareness. *LFL* provides disadvantaged high school students with an opportunity to gain higher literacy skills, information and web literacy, practical digital skills, critical thinking, business writing, visual presentation, and functional literacy to support them in their education, life and in career.
- **Ramadan Gift of Giving:** Ten Ramadan events across the UAE included fun educational activities under the theme of 'Social Inclusion' to support the UAE Vision 2021. The events brought together 126 HSBC volunteers and 645 underprivileged children from various charities and schools, including orphans and children with special needs, to spend a memorable evening together.
- **Refurbishment of the National Charity School:** HSBC enabled the refurbishing of 50 classrooms with 1,500 study desks and chairs and 40 SMART boards at the National Charity School in Dubai through a financial contribution. A total of 37 HSBC employees and their families volunteered their time to assemble and install the items in the classrooms. In addition, a total of 41 HSBC volunteers and their families painted a mural wall in the girls' sports section of the school.



# Appendix

## Selected Local Projects

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



EDUCATION



ENVIRONMENT



COMMUNITY

### ALGERIA

#### Earth Hour



More than 30 colleagues joined our partner NGO Sidra at the “Palais de la Culture - Moufdi Zakaria”, to mark Earth Hour. Many activities were conducted during the day such as Young Green debaters, a presentation from the UN related to climate change and a discussion panel with experts from the Ministries of Environment and Energy.

### BAHRAIN

#### Alia for Early Intervention



HSBC colleagues collaborated with Alia for Early Intervention Centre to support children with autism through art projects and gardening.

#### Environmental Film Competition



The Environmental Citizenship Program of Bahrain Women Association for Human Development, celebrated World Environment Day on 5th of June under the theme “Go Wild for Life” to highlight illegal trade in wildlife. HSBC also sponsored a film competition to raise awareness of the importance of species conservation.

#### Bahrain Relay Marathon



HSBC Running Club participated in the ‘37th Marathon Relay’ and undertook fundraising for various charitable causes.

### EGYPT

#### Qulaan Volunteering Trip



In collaboration with the Research Institute for Sustainable Environment (RISE), volunteers assisted in the installation of a water filtration station. In order to make drinking water more readily available to the nomadic tribe of the Ababda, who live as sheep and goat herders in the Wadi El Gamal National Park, HSBC volunteers along with RISE team distributed

a total of 100 water tanks to the Ababda up to 30 km into the wadi – a three hour drive off road into the valleys in order to find the small family tents, located kilometers away from each other.

#### RISE Flagship Project



In 2016, HBEG and RISE implemented a complete waste management system in 3 villages; provided access to water for irrigation in 5 villages, implemented green school curriculum in 5 nurseries/schools; installed 7 water filtration stations in the Western Desert and South Red Sea; in addition to introducing the concept of rooftop/vertical gardens in 6 nurseries/schools.

The RISE Flagship Project included two components:

1. Sustainable water management and recycling in green schools and villages
2. Access to clean water for underprivileged Egyptian villages

#### Dandara Volunteering Trip



HSBC volunteers went to Upper Egypt to support the Flagship project’s first Green Schools Component. Volunteers assessed the schools and conducted an awareness session to the school’s students in Adayma about the different layers of soil. Members of the community helped volunteers build vertical gardens, recycled gardens from plastic bottles, sorting bins with four divisions and rotating composters that will be included in the environmental education of the schools.

#### Development of a Montessori School in El Hadaba El Wosta



Renovated 10 classes to be able to host older children and develop the Montessori curriculum for pre-school and elementary age group. All beneficiaries are underprivileged children living in “El Hadaba El Wosta” in the Mokattam Hills, who had been displaced by the 1992 earthquake.

#### South Red Sea Development- Supporting the ABABDA



By partnering with HEYA, HSBC was able to provide the following services to the local’s living in “South Red Sea”:

1. Access to fresh potable water through the installation of water distribution network for Abu Ghoson houses
2. Provision of shelter for Qulaan homes
3. Purchase of 10 fishing boats and 6 solar cooling units for 7 different villages allowing them to have sustainable source of income.

#### Blood Donation



For the third year, HSBC together with the National Blood Transfusion Services, organised a Blood Donation campaign which saw 88 staff from the Bank donating blood for the Ministry of Health hospitals to meet the increasing demand.

#### World Environment Day



HSBC and RISE celebrated World Environment Day under the theme “Recycling Day” for both adults and kids. During the day volunteers were required to assist in manufacturing recycled furniture and toys to be used in the Water Education Center in El Heiz (Baharia Oasis) and Nurseries in El Heiz and Dandara.

#### Supporting Quality Education for Less Fortunate Children in Zarabi, Assiut



Providing 300 less fortunate children with full education support to be able to continue their primary education at the school. Additionally, providing the school with resources to implement active learning methods while promoting community and stakeholders’ participation in supporting the educational process in the school.

#### Public Schools Scholarship Fund



Sponsorship of two visually impaired students to complete their education at the American University in Cairo.

#### Specialised Nursery and Rehabilitation Center in Alexandria



The project gives the opportunity for at least 140 underprivileged children with hearing disabilities to attend Nida’s newly established specialised nursery and rehabilitation center in Alexandria, the first governorate in Nida Society’s geographic expansion plan. Alexandria is the 2nd largest city in Egypt with a population of 5 million and an estimated 500,000 thousand people with disabilities.

#### FORSA – Orphan Youth Development Programme



In partnership with Wataneya Society NGO; HSBC continued sponsoring FORSA, a youth development programme tailored for orphans to help them develop the required skills and knowledge that employers look for. FORSA aims towards raising the self-esteem of young orphans living within orphanages, to be able to positively integrate into the society. In 2016, the programme helped a total of 120 youth orphan and caregivers.

#### Water Education Center



Establishing the Water Education Center as a hub for education on water, environmental conservation, renewable energy and sustainable living. It aims to raise awareness among farmers, youth, tourists, entrepreneurs, engineers and technicians from agricultural companies across the Western Desert. The classroom, which is equipped with modern teaching technology, is also used as a training facility for both local residents and visitors to the oasis also providing water awareness and education.

Designed as a sustainable building with renewable energy and water recycling facilities, the Center also acts as a water exhibition and forms part of a larger scale plan to turn El Heiz into a travel destination focusing on sustainable water use and showcasing El Heiz’s and the Western Desert’s rich natural and cultural history. HSBC volunteers helped finish the displays and attended the soft opening for local community partners in Al Heiz.

### KUWAIT

#### Scholarship for Underprivileged students



Sponsored six gifted students to support them in undertaking the final stages of their high school diploma.

### LEBANON

#### Scholarship for Underprivileged Students



Teach a Child provided the resources needed for 38 families in need to enroll and keep their children at school.

#### Myschoolpulse



Myschoolpulse provides psychological and medical support to sick children and their families who are unable to attend school. The current group of children taught suffer from illnesses including leukemia, immunodeficiency, lymphoma and brain tumours.

#### Specialised Classrooms Project



HSBC sponsored specialised classrooms for students aged 7-14 years of age, who are diagnosed with mental disabilities in partnership with the Al YOUNBOUH. The sponsorship equipped 2 classrooms with the necessary furniture, interactive boards and learning materials.

#### Pediatric Autorefractor



HSBC sponsored a portable pediatric autorefractor for the Lebanese Association for Early Childhood Development.

#### Christmas Orphans Celebration



HSBC staff engaged with underprivileged and orphan children to celebrate the festive season with face painting, arts and crafts along with various activities.

### OMAN

#### Mobile Library Hospital Reading Project



In partnership with The British Council, HSBC supported the opportunity to help children who spend lengthy amounts of time in a hospital to benefit from the creative and imaginative world of books, whilst enhancing their English language proficiency.

Through the support of volunteers, the project reaches children at a time when their needs and comfort are so essential – in a way that brings the community to them. Reading opens up a world of opportunities for children and is a springboard for other learning. It also contributes to obtaining the transferrable life skills that children require by exposing them to other cultures, attitudes and ideas, as well as developing language skills and critical thinking skills.

#### Special Needs Education Online & Face-to-Face Training Programme for Government School Teachers



Teaching English Special Needs Education is a course that has been designed to support teachers catering to children with a range of learning needs. The course will guide them to develop an inclusive approach in their classroom.

#### International College Environmental Public Speaking Competition



HSBC sponsored the 5th International College Environment Public Speaking Competition. The public speaking competition module was designed by the Environment Society of Oman and serves as a platform for future generations to express their concerns about the environment and develop ways to protect it.

#### Environmental Kids Stories



HSBC raised environmental awareness in children by sponsoring the publishing of 2,000 children’s story books around the environmental issues facing turtles in partnership with the Ministry of Environment and Climate Affairs.

#### Blood Donation



HSBC together with the Ministry of Health and Oman Blood Bank, organised a Blood Donation campaign for HSBC staff.

#### Frankincense



Frankincense has played an integral part in the Omani heritage and culture and has been the main source of income for the Dhofari people for centuries. Frankincense trees have also played important environmental roles: they grow on marginal land not suitable for ordinary agriculture, protect the soil from erosion, produce good biomass and provide shade. Frankincense is harvested by tapping the trunk and branches of the Boswellia sacra tree.



# Appendix

Sponsored by HSBC, this long-term research project had, in the past, focused on four experimental research locations in the Governorate of Dhofar and aims to determine the right frequency of cutting to produce a good yield without adversely harming the trees.

### Cancer Awareness Walkathon



HSBC colleagues joined thousands of people from the community at the Cancer Awareness Walkathon which was organised by the Oman Cancer Association (OCA), as part of its Pink Ribbon initiative to spread awareness about cancer.

## QATAR

### Academic Empowerment



Academic Empowerment is an educational assistance programme offering school scholarships for 26 students from underprivileged families across 10 different schools with the support of Qatar Red Crescent. The programme focuses on education as an important pillar of development in line with the Qatar Vision of 2030.

### 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.

### Blood Donation



HSBC together with the Blood Doner Center and the General Hamad Hospital, organised a Blood Donation campaign for HSBC staff.

## TURKEY

### WWF Bird Observation Tour



Volunteers undertook a bird observation tour with WWF Turkey specialists to learn about bird species and the migration routes of birds.

## UAE

### Early Intervention Programme at Future Rehabilitation Centre



HSBC supported the enhancement of Early Childhood Intervention through Level 1 programme which targeted 40-50 special needs children between the ages of 2-8 and their families. Its main objective is to ensure that the foundation skills of the students are in place at this age to strengthen their preparation for the development of skills for later years. This supports the UAE Vision 2021 for social inclusion. HSBC volunteers also visited the Centre and enjoyed art activities and a game of football with the students.

### Ajman Club for Disabled



Purchased a truck to transport special needs athletes' equipment from the various centres to the Ajman Club for Disabled and back. There are currently 250 special needs individuals from Ajman, Umm Al Quwain and Ras Al Khaimah registered with the Ajman Club for the Disabled where they join sports activities and compete in international tournaments.

### Walk for Education



Supporting the 'Walk for Education' with over 100 volunteers. It is an event sponsored by Dubai Cares, which invites the entire UAE community to walk in support of millions of children worldwide who struggle daily to go to school.

### START Art



With the support of 340 HSBC volunteers, Start Art hosted 86 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.

### Desert Fox – Manzil & British Council Children's Book Project



To celebrate the UAE Year of Reading, Desert Fox brought together selected students with disabilities and volunteers from both UAE & UK to jointly create the first ever international children's story book written & illustrated by children of varied abilities. The aim of the

story is to highlight the positivity of the UAE and Arab culture by promoting cross cultural acceptance of difference particularly in the area of disability.

### Mawaheb



HSBC volunteers enjoyed art activities with special needs students of Mawaheb from Beautiful People in the culturally rich Bastakiya area of Dubai. Mawaheb, which means Talent in Arabic, is a space where special need artists from 16 years and above can learn artistic skills and develop their self confidence in a relaxed environment. The team worked with the Mawaheb artists on a big canvas to create a joint masterpiece.

### Tamkeen



Sponsored the 2015/2016 Tamkeen programme with Rawafed Development & Learning Centre- 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.

### ICDL Arabia Summer Camp



HSBC funded ICDL Arabia's 2016 summer camp titled 'Empowering Youth in Literacy through Reliable Online Research' for 169 youth aged 14 -18 in Dubai and the Northern Emirates. Students attending the camp were trained and certified on ICDL Social Media and Cyber Safety certification programme. Students were selected from UAE Red Crescent, Supreme Council of family affairs, TRA and Ministry of Culture.

### Eco-Schools



Implemented the Eco-schools international programme in 55 schools to raise environmental awareness and encourage behavioural change such as reducing water and power consumption, and reducing waste and biodiversity.

### Special Care Centre



HSBC supported the Special Care Centre classroom for 100 students between the ages of 11 – 18 years old with individualised transitional programmes in line with UAE Vision 2021 for special inclusion. This includes sensory integration development, behavioural management tools, cognitive,

fine and gross motor skills, language development skills and arts and crafts. HSBC volunteers also visited the Centre to engage with the students and join them in Edutainment Activities, Learn & Play Activities and Art & Craft Activities.

### Water for Workers



Water for Workers was a campaign led by '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.

### Injaz Entrepreneurship Masterclass (EMC)



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

### Underwater Clean-up with Emirates Diving Association



In collaboration with nine divers from the HSBC UAE Diving club, an underwater clean-up took place in Fujairah to collect debris that has made its way into the sea. Like beach cleanups, underwater cleanups are important in maintaining the beauty and cleanliness of the water, as well as the safety and health of the animals and plants that call it home.

### Ramadan Market Fair



HSBC held the first ever largest Ramadan Market Fair event in the country by offering male and female migrant workers the chance to enjoy a day of free shopping and choose a variety of items based on their needs. The items available/recommended are based on interviews with the camps and employees. The workers also had the chance to receive free medical checkups and take part in fun games prior to their departure. The market fair was managed by HSBC volunteers, including senior management. The following day, HSBC volunteers and their families packed the remaining gifts for those workers who are based outside Dubai. In total, over 200 volunteers were involved in this fair and 2,500 workers were reached across the UAE.

### Ramadan Eid Shopping



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, the 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 150 less fortunate children shop for Eid clothes.

### National Charity School ESKC



Sponsorship of four students from the National Charity School to join the Emirates Inter School Karting Competition 2016-2017

### Hygiene Packs for Seafarers



HSBC provided, packed and distributed 6000 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 70 HSBC staff also volunteered to wrap and distribute the packs in UAE flag colored shirts in celebration of National Day.

### Beat Cancer



During the month of October, HSBC hosted a Beat Cancer Campaign for less fortunate women at the Al Ihsan Medical Complex in Ajman. This included awareness sessions on Breast Cancer and free screenings for women with the support of Friends of Cancer Patients.

### The Gobi Challenge



100 colleagues across the world with 7 from MENAT trekked 100 kilometres across Mongolia's Gobi Desert in October to raise funds for WaterAid. Together, they overcame sub-zero temperatures and challenging terrains to raise a phenomenal 305,712.81 USD.

### Kilimanjaro



One HSBC volunteer participated in the Kilimanjaro trekking challenge to raise funds for Al Jalila Foundation in support of individuals without limbs by providing prosthetics for amputees in the UAE.

### Community Development in Livingstone, Zambia



Two of our UAE staff participated in a self-funded volunteering trip to Livingstone, Zambia along with 10 other colleagues from our UK offices. The trip was organized by the UK Graduate Programme in coordination with African Impact which runs volunteering programmes across Africa. The volunteers spent one week in Livingstone where they assisted children in developing themselves, helped teachers increase the quality of education, and inspired the local community through fun team activities. They also had the opportunity to visit Victoria Falls and enjoy some of the tourist activities that Livingstone had to offer.

### Caracal Challenge



Participation of 100 HSBC volunteers with their families for the 1st charitable event of its kind, a 15 km desert walk honouring Emirates Wildlife Society's 15 years of local conservation work and raising funds for environmental conservation.

### Beat Diabetes Walk



HSBC, the Silver Sponsor of the 'Annual Beat Diabetes Walk', invited over 100 staff and their families to join the walk, enjoy fun competitions, zumba and yoga at Zabeel Park.

### Medicine Drive Campaign to Celebrate World Health Day



HSBC celebrated World Health Day by hosting a Medicine Donation Campaign. The campaign collected over 1,000 unexpired medicines and medical equipment 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.

### Fujairah Education Council



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



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

A summary of our 2016 HSBC UAE Facebook posts are shown below.

**HSBC UAE**  
Published by Chimene Medlej [?] · December 21, 2016 · 🌐

In the aim of raising funds and awareness for terrestrial conservation projects, HSBC joined the Caracal Challenge: a 15 km trek in the Razeen Desert in Abu Dhabi. #caracalchallenge



**HSBC UAE - Caracal Challenge**  
01:16

**HSBC UAE**  
Published by Rayan Sakr [?] · June 12, 2016 · 🌐

In the lead up to the holy month of Ramadan, HSBC held a special event to thank 2,500 workers from across the UAE. Watch the highlights below:



01:50 Thank you very much HSBC bank

**HSBC UAE**  
Published by Chimene Medlej [?] · November 12, 2016 · 🌐

HRH the Duchess of Cornwall witnessed the ground breaking ceremony of the new children's accommodation funded by HSBC as part of the 150th anniversary celebration at Dubai Foundation for Women and Children. Present at the ceremony (from right to left) Afra Al Basti, Director-General of DFWAC, Member of Federal National Council, HRH Duchess of Cornwall, Abdulfattah Sharaf, Group General Manager, UAE CEO, Sabrin Rahman, Head of Corporate Sustainability MENA and Turkey and Dana Kamali, Senior Manager of Corporate Sustainability MENA



01:09

**HSBC UAE**  
Published by Chimene Medlej [?] · March 24, 2016 · 🌐

HSBC UAE helps celebrate earth hour 2016. We hope you join us next year. #EarthHour2016 #EarthHour



**Earth Hour**  
01:09

**HSBC UAE**  
Published by Chimene Medlej [?] · July 4, 2016 · 🌐

A little support for the community goes a long way.  
Eid Mubarak



**Eid Mubarak**  
01:18

**HSBC UAE**  
Published by Chimene Medlej [?] · February 21, 2016 · 🌐

HSBC launches a first-of-its-kind Interactive Trading Floor, in the Middle East, to help AUS students learn about live trading and bridge the gap between theory and practice. Read more on <http://www.about.hsbc.ae/hsbc-in-the-uae> #HSBC150



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