

18 November 2008

## HSBC - MWF Endemic Treasure Hunt

HSBC has a long standing commitment to the environment. We manage our impact on the environment by operating as efficiently as possible and by making wise lending decisions. We also understand that we can do much more. Climate change represents the single largest environmental, social and economic challenge of this century and will impact HSBC's customers, employees, and shareholders alike and it is, therefore, a key focus of HSBC's sustainability strategy.

Locally, we have partnered with The Mauritian Wildlife Foundation (MWF) for five years to fund a conservation and biodiversity project: saving the Mauritian Fody (Cardinal de Maurice).

Lone Raffray, Fundraising Manager, MWF said: "Even though HSBC has been an important supporter of our organisation's work for many years, in the bank there exists a high level of awareness and responsibility towards the Mauritian biodiversity. This is not necessarily the case in many other corporate organisations. Therefore this Endemic Treasure Hunt gives us an excellent opportunity to share our joy and pride in working saving the Mauritian biodiversity."

On Saturday 15 November 2008, HSBC Mauritius, in collaboration with The Mauritian Wildlife Foundation and The National Parks and Conservation Services of the Ministry of Agriculture has organised an **Endemic Treasure Hunt** in the pristine area of Pigeon Wood, Mare Longue National Park.

The participants were HSBC's corporate clients. The objective of this Endemic Treasure Hunt was to further reinforce our relationship with our clients and engage them towards one of our Corporate Sustainability projects. We used a wide range of skill sets from problem solving opportunities to physical agility and to interpersonal dynamics through corporate entertainment.

In the same breath, we are also gave customers the opportunity to discover Mauritius's threatened endemic flora and fauna. In brief, the participants had a questionnaire, where they had to identify endemic as well as exotic plants in the forest, to take photos and attend to many more witty questions, whilst making this session great fun with teams planning, communicating, and solving amazing problems and mind-boggling challenges - All done in a relaxed and enjoyable way!!! Teams all learnt a few things like what the fody call sounds like, that, yes, Ravenale is a pest and how difficult it is to take pictures of butterflies!! ... They also had fun drawing their bankers!!!

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" It was great fun, the organisation perfect, and we were amazed to discover the wonderful treasures we have on this beautiful island- winning was a bonus!!; thank you to HSBC for their innovation and to the wildlife foundation for the amazing work they do!!" said Heba Capdevila Jangeerkhan, HR & Communications Director, Taylor Smith Group.

Stephanie Ip, Head of Corporate, HSBC Mauritius said enthusiastically: "At HSBC we view Corporate Social Responsibility in the same way we do Corporate Banking: that is it's not just about writing cheques or providing funding but about building long term partnerships and sustainable future. The Endemic Treasure Hunt enabled us to do a different sort of Corporate Entertainment, one with an environment perspective to it! It was fun to build a bird's nest with the clients and to try to imitate the Fody's song! More seriously, we all realised that our real Treasure is the unique fauna and flora around us and each of us must do our bit to preserve it!"

We now believe that it will create the opportunity to do the same exercise for our HSBC colleagues and continue creating awareness around our Corporate Sustainability engagement.

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### **Notes to editors**

#### **1. The HSBC**

In Mauritius, the HSBC Group offers an extensive range of financial services through a network of 11 branches and offices. These services include personal and commercial financial services, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody.

#### **2. The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from more than 9,500 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,547 billion at 30 June 2008, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

#### **3. The HSBC Climate Partnership**

The HSBC Climate Partnership is a groundbreaking, five-year partnership between HSBC and The Climate Group, Earthwatch Institute, Smithsonian Tropical Research Institute and WWF. HSBC's US\$100 million investment – the largest ever corporate donation to each of these four world-class environmental charities – aims to combat the urgent threat of climate change by inspiring action by individuals, businesses and governments worldwide. <http://www.hsbccommittochange.com/>

#### **4. The Mauritian Wildlife Foundation**

The Mauritian Wildlife Foundation is the only local NGO and conservation organisation doing hands-on conservation work in saving the endangered native flora and fauna from extinction in Mauritius and Rodrigues. The organisation has a history of successful species restoration programmes and its recovery of the Mauritius Kestrel, Pink Pigeon and Echo Parakeet has become international textbook cases. The NGO also carries out rare plant and islet restoration and projects in education which compromises eco-tours.

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