



## **HSBC Lends a Hand to 200 Orphans and Underprivileged Kids from the UAE through Digital Learning Summer Camp**

*Partners with ICDL GCC, local Education Zones and Charities to Teach youngsters Key Skills in Social Media and Cyber Safety*

Dubai, UAE (18 August 2013) – ICDL GCC Foundation, an organisation that promotes digital skills and cyber safety across the Gulf region, and leading global financial services organization HSBC Middle East have renewed their partnership for the second year in a row to empower 200 orphans and underprivileged youngsters from Ajman, Fujairah, Ras Al Khaimah and Sharjah with essential skills in social media and cyber safety.

This initiative is launched today the 18<sup>th</sup> August until 5<sup>th</sup> September, and is delivered in form of a Summer Camp; and it is dedicated to educate participants on safety concerns when using social media websites and smart devices. The Summer Camp will offer the students a chance to learn new skills as well as the to socialize with others in a fun learning environment and receive gifts.

At the ICDL GCC Summer Camp in 2012, 72 underprivileged boys and girls from the Emirates of Fujairah and Ras Al Khaimah received ICDL computer skills through funding from HSBC Bank Middle East. The initiative represents a unique and sizable public/private sector partnership between a number of educational authorities, charities, ICDL GCC and HSBC Middle East aimed at bridging the digital gap for youth from impoverished backgrounds and helping them to engage responsibly and safely in today's connected society.

The three week long Summer Camp is coordinated in partnership with (Fujairah Welfare Association; Fujairah Education Zone; Fujairah College; Ras Al Khaimah Education Zone; Ras Al Khaimah Red Crescent; Al Ihsan Charity Association; Sharjah Social Empowerment; and Sharjah Education Zone). The training and test services is delivered by each of Fujairah College and the National Institute of Vocational Education (NIVE) in Dubai.

The Summer Camp will also include a group of national job seekers in partnership with Sharjah Human Resource Department that will go through the ICDL international certification programme.

Director General of ICDL GCC, Mr. Jamil Ezzo highlighted the robust and durable partnership it has managed to create and strengthen over the years with members of the regional corporate community. "We are very grateful to HSBC Bank Middle East for continuously supporting this noble endeavour. We've always believed that the task of effectively nurturing the next generation's talent and upgrading their digital skills is a collaborative effort – a responsibility shared by the government and private entities including educational institutions, non-profit organisations and corporations," he said. Ezzo added 'HSBC's generous help received by our Summer Camp initiative since 2012 is a reflection of its strong commitment to the local society and its support to good causes through CSR initiative'.

Ammar Shams, Regional Head of Corporate Sustainability at HSBC Bank Middle East added "We recognize the importance of sustainable development in this part of the world and young people are key for future success. We are proud to support an initiative that gives youngsters

access to learning opportunities that they would not have otherwise and empower them to make informed decisions.”

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**The International Computer Driving License (ICDL) is a global computer literacy initiative developed to provide knowledge about Information Technology (IT) and enhance competence of using personal computers and common computer applications for all the citizens of the world. The ICDL GCC Foundation is the sole body to implement and disseminate the program across the GCC States and Iraq with the support of leading educational institutions and accredited bodies. The Foundation mission is to enable proficient use of Information and Communications Technology that empowers individuals, organizations and society, through the development, promotion and delivery of quality certification programmes around the world.**

## **HSBC in the Community**

For HSBC, sustainability is core to our everyday business. It allows us to support individuals and organisations in achieving their goals by contributing to socio-economic development and environmental protection. Investing in the community, particularly through education, is an important element of HSBC’s sustainability strategy and we place great emphasis on employee volunteering. In 2012, HSBC committed US\$96 million to community investment and our employees volunteered over 260,000 work hours.

For more information, please contact: