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## **HSBC Malta and ĠEMMA unite to nurture young minds in the Art of Socially Responsible Investing**

Imagine a world where children are not only equipped with the academic knowledge, they need but are also empowered to make impactful decisions that shape the future.

HSBC Malta is excited to announce a transformative partnership with ĠEMMA, a beacon of financial knowledge, to unveil a captivating financial capability program for young explorers attending Skolasajf this summer. Following this year's theme of "Piece by Peace" the outcome of the sessions is to cultivate the concept of social responsibility within the minds of young learners, emphasizing the significance of comprehending and making choices aligned with socially responsible investing principles.

At the heart of this endeavour lies ĠEMMA, a guiding star in financial literacy that operates under the Ministry for Social Policy and Children's Rights. With a passion for nurturing financial wisdom, ĠEMMA empowers Malta's communities with essential financial skills, making the world of finance accessible and relatable to everyday life.

A team of educators and HSBC volunteers work together to create an interactive, enjoyable training session which is practical, current and hands-on. Together the team will have delivered sessions to roughly 2,500 students aged eight to 15 across 45 SkolaSajf centres throughout Malta and Gozo. The workshops use critical thinking and competitive activities to impart children with the essential competencies required for prudent purchasing, discernment, and investment practices.

Feedback from these sessions has been resoundingly positive. Students have found the experience both engaging and enlightening, while educators have valued the opportunity to engage with young minds on subjects that, while not traditionally part of the standard curriculum, hold paramount importance for their comprehensive growth.

In reference to this initiative, Michel Cordina, Executive Director and Deputy Chairman for the HSBC Malta Foundation stated, "At HSBC Malta, we firmly believe in the transformative power of education and its potential to shape the trajectory of our future. This partnership with ĠEMMA underscores our dedication to the community and underscores our conviction in empowering the upcoming generation with the knowledge requisite for making well-informed decisions in pursuit of a sustainable future."

A poster competition is also being run for all the children participating in the financially capable program, where the participants, as a team of four, must design a poster showcasing their fictitious company and list four key socially responsible initiatives they would apply. The winners will be informed during the first week of September.

The SkolaSajf workshops are closely aligned with HSBC's unwavering commitment to advancing the United Nations Sustainable Development Goals. Specifically, they contribute to Goal 4, pertaining to Quality Education, and Goal 12, focusing on Responsible Consumption and Production.

For comprehensive insights into this noteworthy initiative and to garner a deeper understanding of the pivotal role financial literacy plays, the public is invited to explore ĠEMMA's official website at <https://gemma.gov.mt/> or connect with them on their Facebook page at <https://www.facebook.com/gemma.know.plan.act>.



**Photocaption: Kids attentively participating in the SRI financial capability programme at Mellieħa Skola Sajf primary being delivered by the HSBC Malta Foundation and ĠEMMA**

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