

9 August 2024

HSBC Malta Foundation raises awareness for the conservation of the endemic Maltese Honeybee

The Foundation for the Conservation of the Maltese Honeybee (KNM), in partnership with HSBC Malta Foundation, is proud to announce the release of a new A6 postcard promoting the National Insect Initiative. This initiative aims to raise awareness and support for the conservation of the endemic Maltese Honeybee.

The Maltese Honeybee (*Apis mellifera ruttneri*), a unique subspecies evolved in isolation on the Maltese Islands, faces significant threats due to hybridisation and the accidental introduction of the Varroa mite in 1992. Conservation efforts are critical to preserving this locally adapted subspecies from extinction.

The Maltese Honeybee is currently a candidate to be classified as a National Species, an initiative of the KNM Foundation. If successful, it would join only five other local species holding this prestigious status. The Foundation for the Conservation of the Maltese Honeybee (KNM) is dedicated to preserving the unique Maltese Honeybee through education, conservation, and advocacy.

Highlighting these efforts, the new postcard features the Maltese Honeybee on a flower of the indigenous Mediterranean Thistle (*Galactites tomentosa*) on the front, and on the endemic Maltese Pyramidal Orchid (*Anacamptis pyramidalis urvilleana*) on the back, drawn by local artist and architecture student Karl Farrugia. The postcard's design integrates elements symbolic of Malta, including the white and red colours of the Maltese flag and a detail from the Maltese Cross. A QR code links to an educational video about the Maltese Honeybee, available at <https://youtu.be/PYmKpkSzJTQ>.

This postcard, sponsored by HSBC Malta Foundation, will be available at HSBC branches across Malta and Gozo starting this August, with additional copies distributed in schools at the beginning of the new academic year in September.

Glenn Bugeja, on behalf of HSBC Malta Foundation said, "We are proud to support the call for the Maltese Honeybee to be declared the National Insect of Malta. We firmly believe that this elevated status would help raise awareness about this special pollinator, leading to better conservation efforts."

Dylan Farrugia, President of the KNM Foundation, added, "As the initiative to declare the Maltese Honeybee continues to gather traction, we are proud to once again partner with HSBC Malta Foundation, who have generously renewed their support for our cause."



Photocaption: The front of the card features the endemic Maltese Honey Bee on a flower of the indigenous Mediterranean Thistle.



Photocaption: On the back side, it depicts the Maltese Honey Bee on the endemic Maltese Pyramidal Orchid.

HSBC Bank Malta p.l.c.

HSBC Bank Malta p.l.c. is a member of the HSBC Group, whose ultimate parent company is HSBC Holdings plc. HSBC Malta provides a comprehensive range of financial services which are all designed to meet the expanding requirements of its large client base of personal and corporate customers. These include Wealth and Personal Banking, Commercial Banking and Global Markets. Registered in Malta number C3177. Registered Office: 116, Archbishop Street, Valletta VLT 1444, Malta. HSBC Bank Malta p.l.c. is regulated and licensed to carry out the business of banking and investment services in terms of the Banking Act (Cap. 371 of the Laws of Malta) and the Investment Services Act (Cap. 370 of the Laws of Malta) by the Malta Financial Services Authority.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$2,975bn at 30 June 2024, HSBC is one of the world's largest banking and financial services organisations.