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HSBC Malta Foundation supports Rotary Club Malta's anti-litter campaign through summer school initiative

The HSBC Malta Foundation is proud to support Rotary Club Malta's new anti-litter campaign, which has been enthusiastically embraced by children participating in summer schools across the islands. The initiative aligns with HSBC's commitment to Environmental, Social, and Governance (ESG) principles, reflecting our dedication to fostering a cleaner and more sustainable environment for all.

Throughout the summer, Rotary Club Malta has been visiting Skolasajf centres, working closely with schools to educate children about the detrimental effects of littering and how they can actively participate in reducing litter on Malta's roads. This initiative is being supported by the HSBC Malta Foundation, showcasing our commitment to making a positive environmental impact within the communities we serve.

Jelle Houtsma-Grech, President of Rotary Club Malta, stated, "We developed a unique idea to reduce litter on the roads by designing, developing, and producing a bright red, eco-friendly drawstring bag made from recycled plastic bottles."

These innovative litter bags, sponsored by Rotary International through a District Grant and the HSBC Malta Foundation, are being distributed to the children to take home and place in their family vehicles. The children are encouraged to promote the use of these bags among their families and friends to prevent litter from being thrown out of car windows. Once filled, the bags can be emptied into appropriate recycling bins and reused, fostering a culture of responsible waste management.

Glenn Bugeja, Head of Corporate Sustainability at HSBC Malta, commented, "The HSBC Malta Foundation is supporting this campaign because we believe in the importance of preserving our environment. Cleaner streets and a litter-free countryside are vital for the well-being of our communities. We are pleased to see the enthusiastic response from both the children and various government entities and organizations."

This initiative is part of HSBC's broader ESG strategy, which focuses on creating positive environmental and social impacts. In line with this, the initiative also contributes directly to the United Nations Sustainable Development Goals (SDGs), particularly SDG 12: Responsible Consumption and Production, and SDG 11: Sustainable Cities and Communities.



Photocaption: Members from Rotary Club Malta and the HSBC Malta Foundation during their visit to the Valletta Skola Sajf Centre

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