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HSBC Malta Foundation Supports Launch of Educational Music Video Celebrating Malta's National Insect

The HSBC Malta Foundation is proud to announce its support for the launch of a new educational music video (<https://youtu.be/vKanH8lfNz8>) celebrating the Maltese Honey Bee, Malta's National Insect. Produced by the Foundation for the Conservation of the Maltese Honey Bee (KNM Foundation), the video was officially launched on the 24 September, marking the first anniversary of the Maltese Honey Bee being declared Malta's National Insect. A celebratory event will be held in December at St Ġorġ Preca College Valletta Primary School to mark the release.

The music video features a brand-new song entitled *In-Naħla u Šħabha (L-Għanja tal-Ispeċi Nazzjonali)*, which translates to The Bee and Her Friends (The Song of the National Species). It is available on the YouTube channel of the KNM Foundation. The video forms part of a wider educational initiative aimed at raising awareness among young students about the importance of our national species and biodiversity. It completes a trilogy of educational songs developed by the KNM Foundation to highlight environmental and cultural themes linked to Malta's unique biodiversity.

Glenn Bugeja, Corporate Sustainability Manager at HSBC Malta, commented: "Through our support for this project, the HSBC Malta Foundation is helping to inspire a new generation to value and protect Malta's natural heritage. Educating children about the importance of the Maltese Honey Bee is not only an investment in biodiversity, but also in the future well-being of our communities."

Abner Joe Buttigieg, on behalf of the Foundation for the Conservation of the Maltese Honey Bee, added: "We are immensely grateful to the HSBC Malta Foundation for their support. Thanks to their sponsorship, we were able to complete the final video in this important educational series, ensuring that every song now has a visual companion to better engage and educate children about the vital role of our national species."

The Foundation for the Conservation of the Maltese Honey Bee is a non-profit organisation committed to the protection of Malta's endemic honey bee subspecies, *Apis mellifera ruttneri*, through advocacy, education, and research initiatives.

The video (<https://youtu.be/vKanH8lfNz8>) prominently features the HSBC Malta Foundation logo alongside that of the main sponsor, reflecting their joint commitment to promoting sustainability and environmental stewardship among Malta's younger generations.



Photocaption: Screen grab from music video featuring the brand-new song entitled “In-Naħla u Shabha”

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