

# MSC FOUNDATION



**The MSC Group launches the MSC Foundation to protect the blue planet and its most vulnerable communities**

*Official presentation on board the new MSC Grandiosa with partners UNICEF, Mercy Ships, The Elbe Habitat Foundation and Marevivo*

**Hamburg, Germany – 8th November 2019** – A global Foundation present in the world's most fragile areas to care for the environment and contribute to supporting vulnerable communities, both independently and with trusted, expert partners. That's the **MSC Foundation**, a non-profit organisation established by the **MSC Group** to advance and extend its humanitarian and social programmes and expand on the Group's sustainability contributions.

## **BUILDING ON STRONG FOUNDATIONS**

The MSC Group, including MSC Cargo, the world's second largest container shipping line, and MSC Cruises, the world's largest privately-owned cruise company, has been actively contributing to impactful environmental conservation and humanitarian programmes for over a decade, saving many thousands of lives, for example through actions with UNICEF to combat severe acute malnutrition.

The MSC Foundation was established to enhance these commitments and develop new ones, driven by a strong **sense of responsibility for the planet**, its people and resources - particularly the oceans - believing that we all have a duty to leave a better world for future generations.

## **A UNIQUE APPROACH**

Leveraging MSC's **global reach** and **unique knowledge of the sea**, the Foundation strives to make a concrete difference in areas of difficulty, both independently and in **partnership** with leading international bodies, NGOs and scientific experts. The MSC Foundation identifies which programmes to launch and support by analysing the most pressing problems and areas of greatest need, and assessing the feasibility of making a concrete difference either through direct action in the field or economic support. Its aim is to act as a **catalyst**, supporting the development of effective partnerships and innovative solutions, which depends on constant data collection to monitor the achievement of programme goals and continuous dialogue with programme beneficiaries and partners.

## COMPLEMENTARY FOCUS AREAS

The MSC Foundation focuses on three main areas: **environmental protection**, in particular of aquatic and marine ecosystems, support for the **most vulnerable communities** around the world through education and medical care, and **emergency support** for populations affected by natural disasters.

## A POWERFUL FUNDRAISING SYSTEM AND KNOW-HOW

With the advent of the MSC Foundation, a special “donation match pledge” has been introduced on all MSC Cruises ships: **each €1 per cruise donation** made by guests on board sees the **MSC Foundation automatically donating another €1**. So, giving together, even the smallest donations can make a big difference.

The MSC Foundation raises funds through donations by MSC Cruises guests, grants, onboard events, retail sales, individual donations, fundraising campaigns and charity galas.

## CONCRETE PROGRAMMES

The Foundation is initially supporting 7 programmes:

- In **Ivory Coast** with **UNICEF** to foster a women-empowering recycling market that makes plastic waste into safe, low-cost bricks to build classrooms.
- In **Haiti** with the **Andrea Bocelli Foundation’s** Mobile Clinic to benefit the communities in 5 of the island’s poorest areas, providing medical care, treatments, vaccines and training.
- In **Senegal** with **Mercy Ships**, supporting hospital ships with volunteer crews and staff that provide lifesaving operations in remote areas without access to health care facilities
- In **Genoa**, funding the innovative “**Parco del Mare**” community park to regenerate the Valpolcevera **area struck by the Morandi Bridge collapse**.
- In the **Mediterranean** with **Marevivo**, supporting youth-focused educational activities to raise kids’ awareness of the importance of marine protection and of combating sea pollution
- In the **Bahamas**, with a **Marine Restoration Programme** for 64 sq. km of marine waters and ecosystems around Ocean Cay, including vulnerable coral species
- In the **Hamburg** region with the **Elbe Habitat Foundation** to improve the ecological status of the **River Elbe**, restoring the unique habitats and natural diversity of its river landscape.

### Quotes:

*“My family and myself are proud of having created this Foundation, since we feel very strongly that we have the duty to contribute to improve the environment of our planet through the future actions of our Foundation and the support of all our partners we shall certainly reach ambitious results.”*

– **Captain Gianluigi Aponte, Chairman, MSC Foundation**

*“Since 2009, MSC has generously supported UNICEF’s work with 10 million euros to provide lifesaving assistance to nearly 100,000 of the world’s severely malnourished children. Our partnership is now entering an important new phase: developing environmental programmes that will benefit children and the planet – an inspiring example of what we can achieve when we join forces. Thank you MSC for your continued support and your dedication to the futures of children, young people, and our common world.”*

**– Henrietta Fore, Executive Director, UNICEF**

*“We contribute to enhancing the ecological condition of the Tidal Elbe. The outstanding commitment of the MSC Foundation supports us in our work to preserve natural diversity and strengthen the valuable habitats of this unique riverscape.”*

**– Dr. Elisabeth Klocke, Managing Director, Elbe Habitat Foundation**

*“MSC and the MSC Foundation help provide the lifeline to Mercy Ships and those we serve. Through MSC’s support, we are able to provide thousands of free life-changing surgeries to the poorest of the poor in each nation we serve. This is made possible by MSC’s logistical and financial support for which we are so grateful.”*

**– Don Stephens, Founder, Mercy Ships**

*“With its generous support, MSC actively contributes to supporting our mission - "Empowering People and Communities" - with the aim of helping people in need due to diseases, conditions of poverty and social exclusion by promoting and supporting national and international projects that foster the overcoming of these barriers and the full expression of one's own potential. With esteem and renewed confidence in a philanthropic partnership that we trust will continue and grow in the coming years.”*

**– Andrea Bocelli, Founder, Andrea Bocelli Foundation**

*“Our organisation has prioritised education and information on protecting the Sea since it was founded 35 years ago. Thanks to MSC’s support and partnership, we are bringing up a younger generation who are more aware of the immense value that the oceans have for the survival of the human species.”*

**– Rosalba Giugni, President, Marevivo**

#### **Editors notes:**

The MSC Group officially presented the MSC Foundation today, Friday the 8th of November, in Hamburg, on **MSC Grandiosa**, the Group’s newest, largest and most environmentally-advanced cruise ship, before its eagerly-awaited christening tomorrow, Saturday the 9th of November.

Following an opening welcome by the Captain of MSC Grandiosa, Marco Massa, the MSC Foundation was introduced by its leaders:

- **Pierfrancesco Vago**, Chair of the Executive Committee,
- **Daniela Picco**, Executive Director,
- **Matthew McKinnon**, Chair of the Advisory Board,

- **Professor David Smith**, Essex University, Member of the Advisory Board, and
- **Carl Gustaf Lundin**, IUCN Chief Marine Scientist and Member of the Advisory Board.

At their side, representatives of the Foundation's partner organisations in several of its programmes welcomed the Foundation's endeavours and joint cooperation:

- **Elisabeth Klocke**, Managing Director of Elbe Habitat Foundation,
- **Georg Graf Waldersee**, Chairman of the UNICEF German National Committee
- **Donald Stephens**, Founder and President of Mercy Ships, and
- **Rosalba Giugni**, Founder and President of Marevivo.

Celebrating the birth of the Foundation and the Group's longstanding relationship with Hamburg as one of its major ports, a Grand Gala Concert is to be held in the Elbphilharmonie Concert Hall this evening by the Felix Mendelssohn Youth Orchestra conducted by Maestros Clemens Malich and Carlo Ponti. The entire proceeds from all ticket sales and donations will fund an **Elbe Habitat Foundation** programme to restore the unique habitats and biodiversity of the River Elbe, one of the seven programmes with different partners initially supported by the MSC Foundation.

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