

# MSCFOUNDATION



notes

## 2020 Highlights





We achieved much in 2020 despite the pandemic, improving the environment and the lives of children and people in need

We demonstrated our emergency response capacities,  
leading **13 emergency relief initiatives**

We launched the pioneering **Super Coral Campaign** to save coral  
and combat climate change

We contributed to maintaining the continuity of marine conservation education during the coronavirus pandemic through remote schooling thanks to **Marevivo**

We produced eco-friendly bricks made from **recycled plastic waste**,  
and we built **21 classrooms** in the Ivory Coast under a programme  
that won a **UNICEF Global Inspire Award**

We impacted the lives of **7000 people** in Senegal thanks to **Mercy Ships**

We provided healthcare support **more than 4000 direct beneficiaries** in Haiti

We planted endangered hemlock water fennel on the **River Elbe**, and we  
successfully completed the project led by the **Elbe Habitat Foundation**

We made possible the treatment of **3011 children**  
in **Malawi** for **Severe Acute Malnutrition**

We strengthened our governance by developing and implementing operational procedures and processes and framing agreements, while spreading the Foundation's message through a strong internal communication campaign

We gifted festive **smiles to 366 children** from families in need  
in Switzerland and more....





## Super Coral Programme



### MSC Foundation teams up with Miami Super Bowl Host Committee & NFL players in #SuperCoralPlay campaign

MSC Foundation launched **#SuperCoralPlay**, a campaign to raise awareness of the need to take action to protect and preserve coral reefs. The campaign was the result of a partnership between MSC Cruises, the Miami Super Bowl Host Committee (MSBHC) and 54 NFL players and influencers, including Arizona Cardinals wide receiver Larry Fitzgerald, Cleveland Browns wide receiver Jarvis Landry and broadcaster and retired NFL quarterback Mark Sanchez.

#### Super Coral Bracelets

Made from ghost nets salvaged by scuba divers to clean up the ocean, save marine life and help coral survive. 100% of the proceeds above production costs are donated to the MSC Foundation projects focused on coral protection and restoration at Ocean Cay MSC Marine Reserve



3 ambassadors in Ocean Cay: Larry Fitzgerald - Jarvis Landry - Mark Sanchez

#### Campaign highlights

- Kick off Campaign Music Video
- Social media campaign w/54 Influencers & 3 Ambassadors
- Campaign Web site [supercoralplay.org](http://supercoralplay.org)
- Campaign Partners with Ocean Drive
- Magazine VIP Event
- Super Bowl LIVE Event Environmental Village
- National, Local TV & Media

More than **352 million impressions** in global media

Reaching over **28 million users**

Over **18 million engagements**

Empowering **60 influencers** to share their commitment to reduce their carbon footprint

Inspiring music video by Emmy nominated **ALEXANDER STAR**

The video reached **9.1M+ views** on YouTube

Event with over **1MM** attendees



GLOBAL  
CENTER FOR  
ADAPTATION



CENTRE  
SCIENTIFIQUE  
DE MONACO

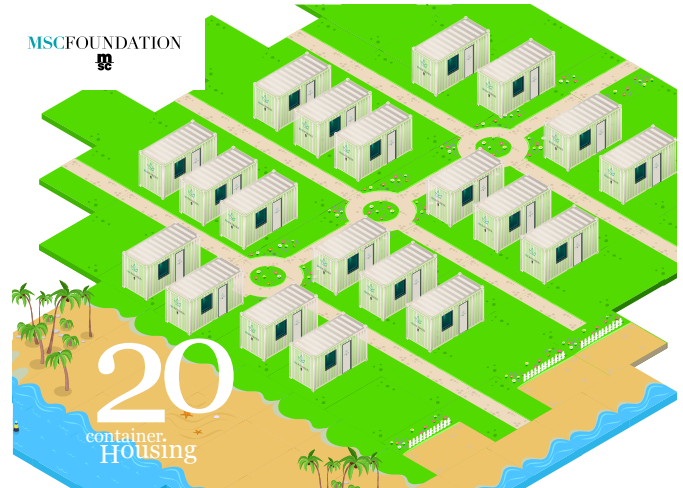
# January



## Hurricane Dorian Relief

MSC Foundation announces additional relief in The Bahamas at UNDP Hurricane Dorian Pledging Conference.

A new rebuilding package worth over \$500,000 for the loan of three new large-format waste removal trailers in support of affected communities and the commitment on new donation to the Bahamas Government of 20 container housing.



# February



## Emergency Response COVID



MSC Foundation among first international actors to support efforts combating COVID-19 in China

The MSC Foundation and MSC Group moved swiftly to support China's intensive commitment to combating the COVID-19 outbreak. Liaising directly with Minister of Transport Li Xiaopeng to identify the most effective response, we arranged the immediate supply of **100,000 medical masks** as a first-wave initiative. The entire action took less than ten days from start to finish, making it one of the earliest concrete acts of solidarity from outside China and the first by any shipping company. Arriving mid-February, each of the boxes featured the message of hope and solidarity - 同舟共济，共盼春回 or Joining hands in expectation of China's speedy recovery.





# March



## Emergency Response COVID



Proven solidarity to Italy, one of the most impacted

As the pandemic spread, MSC Foundation moved to provide equally prompt support for local and national initiatives across every continent, helping to mitigate the impact of COVID-19 on disadvantaged groups.

In Italy, the MSC Foundation in coordination with MSC Cruises' F&B division and the logistic teams in Genoa donated up to **40.800 Kg** of perishable goods to NGOs, hospitals, and institutions across different cities: Genoa, Livorno, Civitavecchia, and Rome. In addition, the MSC Foundation distributed **5.000 Easter** chocolate eggs and doves to hospitals.



**40.800 Kg** perishable goods with a value of **€ 200.000** and **5.000** Easter eggs and doves



## Emergency Response COVID



Gaslini Hospital  
Children Competition

Gaslini Hospital in Genoa launches a real creative competition. All hospitalized children have been asked to send a drawing, a poem, a video or a photo, or a story about their hospital experience during the Covid 19 emergency. Every week the 3 most creative children have been awarded with 1 kg chocolate egg donated by the MSC Foundation and their works published on the hospital website: [www.gaslini.org](http://www.gaslini.org).



# March



COMMUNITY  
SUPPORT

## Providing healthcare in Africa



### Mercy Ships departs Senegal

The impact in Senegal between August 2019 and March 2020 thanks to support of the MSC Foundation:

- ✓ **1.407** surgeries
- ✓ **5.591** dental patients treated
- ✓ **87** healthcare professionals mentored
- ✓ **1.100** medical course participants



# April



EMERGENCY  
RELIEF

## Emergency Response COVID



### 10.000 masks for Emergency Network in Geneva (Switzerland)

Responding to the lack of masks in public and private medical facilities in Switzerland, the MSC Foundation delivered **10.000** high-quality medical masks to the Geneva Emergency Network. With the MSC Group headquartered in Geneva, this action strengthened our ties with the local community and the city's health bodies in particular.





April



## Emergency Response COVID



### Extending a hand of solidarity to Marseille (France)

In a concrete expression of solidarity with Marseille, one of the MSC Group's strategic ports, MSC Cruises France and the MSC Foundation sent foodstuffs to the Marseille Red Cross, a local food bank and the city's Marine Fire Service, further strengthening the Group's relationships with local charities and government bodies.



<b>2.900 Kg</b>	Marseille Red Cross
<b>700 Kg</b>	Banque Alimentaire
<b>2.200 Kg</b>	city's Marine Fire Service



### Marseille. Don de 4 tonnes de denrées alimentaires en provenance d'un paquebot

CORONA/R/S 28/04/2020 à 09:04



May



## Emergency Response COVID



### COVID prevention & mitigation in Portugal

In Portugal, prompt action to assist the Regional Health Administration of Lisbon and Vale to Tejo allowed to supply **10.000** respiratory mask FFP2. This action was done in cooperation with MSC Portugal and in close collaboration with the Portuguese Government, strengthening the long-lasting relationship built over the years between the country and the MSC Group.



## Emergency Response COVID



### COVID prevention & Mitigation in Brasil

In Brazil, one of the most impacted countries by COVID-19 in South America, the MSC Foundation, in close coordination with MSC Brazil has sent 1.000 N95 protection masks to the Associação Hospitalar Casa de Saúde de Santos in response to the high demand of masks to guarantee the protection of their health personnel taking care of COVID-19 patients.



Donation of **1.000 N95 masks**  
To **Associação Hospitalar Casa De Saude De Santos** in Sao Paolo

June



## Contributing to Genoa's recovery

*anch'io per Genova*  
INSIEME PER IL PARCO DEL MARE

### The "Anch'io per Genova" fundraising campaign wins Premio Agorà award

The campaign, launched with Ballata per Genoa TV event in June 2019, raised approx 500.000 Euro for the re-qualification of the area under the San Giorgio.







EDUCATION

ENVIRONMENTAL  
CONSERVATION

## Nautici In Blu Delfini Guardiani



Keeping conservation in Italy's schooling during the Covid pandemic through remote schooling thanks to Marevivo.

### NAUTICI IN BLU

In 2020, Marevivo was able not to suspend NauticiBlu project, a long-standing initiative in partnership with the MSC Foundation. After beginning with in presence lessons, schools closed but the project continued with the implementation of a distance learning system thanks to which Marevivo provided 10 hours of educational video on the most crucial topic about the environment. 10 Nautical Institutes were involved and Marevivo reached 840 students and indirectly impacted 3360 family members.

### DELFINI GUARDIANI

Last year all the primary schools had to close down for several months due to the Covid-19 emergency and the students from the Guardian Dolphins project had to finish Marevivo educational program via streaming. 22 schools and 71 classes from 20 minor Italian Islands took part in the project, therefore Marevivo operators engaged with roughly 1000 students, reaching the students house and their 3600 family members while spreading important notions on the environmental protection.



**Nautici in blu**  
10 nautical institutes,  
840 students

**Delfini Guardiani**  
22 schools, 71 classes,  
1000 students



L'EDUCAZIONE AMBIENTALE SI SPOSTA ONLINE!

June



COMMUNITY  
SUPPORT



EMERGENCY  
RELIEF

## Emergency response climate change

### Supporting communities in the front line of climate change worldwide



*Innovative Community Resilience Pods assist awareness, preparedness and relief efforts*

The MSC Foundation joined hands with the Atlantic Council's Adrienne Arsht-Rockefeller Foundation Resilience Center and internationally-renowned architects CambridgeSeven, together with Miami-Dade County and City of Miami leaders to deploy a first-of-its-kind Community Resilience Pod.



Created to a design by CambridgeSeven from a 40-foot shipping container donated by the MSC Foundation, the Pod is a highly-versatile, scalable interactive mobile space conceived to support the implementation of resilience solutions to local threats such as extreme heat, storms, flooding, rising sea levels, wildfires, food insecurity and the health and economic impacts of pandemics.



 **Atlantic Council**

 **Adrienne Arsht-  
Rockefeller Foundation  
Resilience Center**

**MIAMI BEACH**



EMERGENCY  
RELIEF

## Hurricane Dorian Relief

### Containerized housing units deployed in Bahamas



The Bahamas Disaster Reconstruction Authorities (DRA) took delivery of 20 containerized housing units provided by the MSC Foundation and transported them to be used as temporary housing in Sweeting's Cay, a settlement on Grand Bahama Island.

Life was pleasant on Sweeting's Cay, with much of the land being owned by its residents, who are mostly skilled laborers, carpenters, fisherman and

sea captains. Hurricane Dorian destroyed their homes, then the few houses left standing were destroyed by the surge of sea water. Which is why the DRA chose this location for the container homes we supplied, which each provide 160 sq. ft of living space, complete with plumbing, lighting, a kitchen, toilet and air conditioning.



# June



## Emergency Response COVID

### COVID prevention & Mitigation in Costa Rica

The MSC Foundation, MSC Cargo Costa Rica S.A. and the Costa Rica Vice Minister of Government and Police signed a tripartite letter to officialise the donation of 2 containers (one dry and one refrigerated) to the Governmental Minister of Policy and Security, Office of Migration and Foreign Affairs. The containers were requested to store the food and medical items needed to assist remote and vulnerable communities living in border areas.



# July



## Emergency Response COVID

### COVID Prevention & Mitigation in Guinea and Madagascar

The MSC Foundation and MSC Cargo Guinea S.A. signed a letter of collaboration to provide the Guinea National Health Agency with 15.000 surgical masks to help prevent the spread of COVID-19 in vulnerable communities.

Similarly, MSC Foundation and MSC Cargo Madagascar S.A. signed a letter of collaboration to donate approximately USD 2,700 (10.000.000 Ariary) to a basket fund led by the Private Enterprises Chamber (GEM), the International Labor Organisation (ILO) and The World Food Programme (WFP), to support unemployed workers and their families with COVID-19.



July



COMMUNITY  
SUPPORT



ENVIRONMENTAL  
CONSERVATION

## Plastic Waste to Schools



### Award-winning programme launches in Côte d'Ivoire thanks to the MSC Foundation's support

The UNICEF programme "Plastic Waste goes to School", which has been supported by the MSC Foundation from the very beginning, launched in Côte d'Ivoire. This pioneering multi-pronged programme, which won a UNICEF Inspire Award for innovation, builds modern low-cost classrooms that increase access to education. The classrooms are built using bricks made from recycled plastic and the programme empowers the women who collect and sell the plastic waste to lift their families out of poverty, providing them with a steady, fair income while simultaneously cleaning up the environment and protecting children's health.

Thanks to MSC's generous support and catalytic funding, it was possible to launch Africa's first plastic bricks factory in 2020. At the end of 2020, the construction of the first 66 out of 152 classrooms had started. 21 classrooms were completed.

**21 classroom** completed in **2020**



#### THANK YOU

This innovative project would not be possible without the financial support of our partners including MSC Foundation, the Government of Canada, the Government of South Korea and the UNICEF family including UNICEF Switzerland, Spain, Germany, USA, United Kingdom, Netherlands and France for their support to kick start this initiative and build a better future for children.







## Beirut Port Explosion

On the 4th of August 2020, an explosion erupted in a warehouse in the Beirut Port area, causing unprecedented damage as the shock wave tore across the waterfront blast zone and through Beirut's densely populated residential neighbourhoods and city centre districts. The explosion caused at least 178 deaths, injured 6.000 and displaced an estimated 300.000 people (NRC internal SitRep, August 2020). Thousands of buildings, including grain silos, were damaged or destroyed.

The MSC Foundation and MSC Cargo in Lebanon responded immediately. Recognising that restoring the port to operation was crucial to channelling relief and foodstuffs directly into the city, we loaned 14 containers to the Lebanese Port Authority free of charge, 10 for use as offices in place of those destroyed and 4 for use as storage units for spare parts.



Then, in late August, the MSC Foundation signed an agreement of collaboration with the Lebanese Red Cross to provide medical, psychosocial and hygiene items as part of the recovery efforts supporting Beirutis impacted by the port explosion.



## Parco Del Mare

### First steps in creating the Parco Del Mare, Genoa

Following the inauguration of the new bridge, work started on redeveloping the area under and immediately around it, including the **Parco del Mare** that the MSC Foundation supported through the awarded fundraising of the **"Anch'io per Genoa"** campaign and **"Ballata per Genoa" Concert in June 2019**



# August



## Animal Shelter



MSC Côte d'Ivoire and MSC Foundation signed a letter of support officialising the donation of a container with a value of USD 600 to support the launch of the country's first animal shelter. The container is being used as the shelter's principal food storage unit.



# September



## Beirut Port Explosion



### Follow-up action in Beirut

The MSC Foundation signed an agreement with the Geneva non-profit association XPatria to facilitate free logistic support, transportation and shipping for the delivery of 930 crates of clothes, school, hygiene and medical items and powdered milk for children impacted by the Beirut emergency. The entire operation was made possible by the close and generous collaboration of MSC Cargo's Basel office.



MSC Foundation also joined forces with MSC Global Supplies SRL to organise the ordering, purchase, packaging and transportation of thousands of medical, psychosocial and hygiene items to support the Lebanese Red Cross relief efforts in Beirut, shipping a total of 4 High Cube containers to Beirut between October and mid-November.





# September



## Together to renature the River Elbe

Restoring the Elbe's unique natural habitats and biodiversity: completion of the Kirchwerder renaturation project

MSC Foundation is proud to have played an enabling role in this completed project to create new tidal habitats in the Kirchwerder dike foreland in Hamburg and contribute to preserving the River Elbe's biodiversity in partnership with the Elbe Habitat Foundation.



Christian Hein, MD MSC Cruises Germany, Nils Kahn, MD MSC Germany, Dr. Elisabeth Klocke, ED The Elbe Habitat Foundation.

# October



## Beirut Port Explosion follow up

Follow-up action in Beirut

Working in close collaboration with MSC Global Supplies SRL, MSC Foundation started delivering a full spectrum of urgently-needed medical supplies to the Lebanese Red Cross in Beirut. By mid-November, we had delivered approximately 13.000 medical and other survival items, including 500 hygiene kits for families and 1.000 psychosocial support and education kits for children, adolescents and youths. Shipping took around 7 days to reach Beirut port from various ports in Italy.



# October



## Institutional Representation

### Presentation of the MSC FOUNDATION during the SwissFoundations annual meeting in Bern

Founded in 2001 as a joint initiative by foundations, SwissFoundations is the most important umbrella organization for charitable foundations in Switzerland. The MSC Foundation is officially member since 2019.



SwissFoundations, annual meeting, Bern

## SwissFoundations

# November



## COVID-19 prevention and mitigation actions

### 30.000 antigen tests for the Sorrento Peninsula



As part of our efforts to support the fight against COVID-19, the MSC Foundation partnered with the Sorrento Foundation to donate 30.000 antigen tests for distribution to six cities in the Sorrento Peninsula. The initiative was announced in early November as part of a plan launched the previous March to provide a concrete local response to the COVID-19 emergency. The 30.000 antigen tests with a value of around €200.000 are enabling the towns of Vico Equense, Meta di Sorrento, Piano di Sorrento, Sant'Agnello, Sorrento and Massa Lubrense to carry out additional epidemiological monitoring. This initiative is providing a much needed and more accurate picture of the spread of the virus in the region thanks to the Foundation's prompt containment-focused support.







## Hurricanes Eta & Iota



### Hurricane Eta made landfall on the Atlantic Coast of Nicaragua, Honduras and Guatemala

On the 3rd of November the hurricane as a category 4, with heavy rainfall and high winds of up to 230km/h. The North Atlantic coast bore the brunt of the hurricane, leaving its communities in urgent need, aggravated by pre-existing vulnerabilities and the remoteness of many of the affected communities, which impeded the response efforts.

Just two weeks later, on the 16th of November, Hurricane Iota also struck the Atlantic Coast, compounding the disaster in all three of the aforementioned countries.

MSC Foundation joined forces with the MSC Cargo agencies in Mexico (regional), Nicaragua, Honduras and Guatemala to select reliable and experienced non-profit organisations to provide emergency relief in each of the countries concerned. By the end of November, MSC Foundation had signed agreements with World



Vision (Nicaragua), Esperanza de Vida (Guatemala) and Operation Smiles (Honduras) to provide rapid emergency relief aid (food, medical, shelter and hygiene kits) to almost 2.200 vulnerable family members impacted by the hurricanes.

In addition, in Honduras, MSC Foundation and the local MSC Cargo agency signed a letter of collaboration with the Mayor of Puerto Cortés to loan 50 containers for use as semi-permanent homes by 107 families (150 children and teenagers) who lost their houses in the disaster.



## The MOBILE CLINIC in Haiti



### Healthcare and Covid-19 mitigation with Andrea Bocelli Foundation

The basic healthcare assistance, prevention seminars with focus on Covid-19, vitamins distribution on the 5 communities of Laserengue, Kenscoff, Dame Marie, Devarenne and Croix-des-Bouquets  
Impact from November 5th to December 1st, 2020



**2.588** kids  
**794** adults

sensitized particularly on Covid-19 prevention and safety measures and **1.483** students received free private consultations and specifics meds;

**Direct beneficiaries: 2.588 kids** did get free medical evaluation (basic health check: blood pressure, temperature, vitamins) and meds along with 60 teachers while being educated and

**Indirect beneficiaries: 794 adults** on the community medical attention and freed meds and Health Education on Covid -19 prevention and safety measures



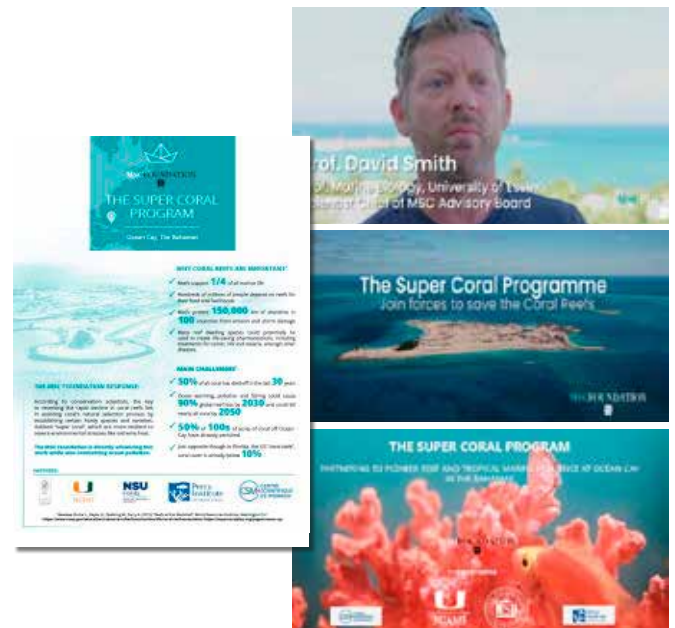
## Coral Restoration



### Launch of the Super Coral Fundraising Campaign

With the support of MSC Cargo USA, the MSC Foundation launched a fundraising campaign for its pioneering marine conservation programme at Ocean Cay in The Bahamas, focused on the general public in the USA. This programme aims to contribute to mitigating the impact of climate change on coral reefs. As many as 1.600 varieties of coral on face extinction in the wild, which would have dramatic consequences for marine life and the half a billion people worldwide whose basic needs, livelihoods and communities depend on coral reefs.

The MSC Foundation's Super Coral Programme has been designed by experts to help reverse this, starting at Ocean Cay in The Bahamas. Through this programme, MSC Foundation will assist coral's natural selection process by establishing certain hardy species and varieties known as "super coral" which are more resilient to environmental stresses like heat. The campaign was supported by a spectrum of fundraising and marketing tools, including: a sponsors package, an email signature and web banners, a website update, a promotional mailing to over 80.000 USA Cargo contacts, a dedicated page on CAF Americas and 2 videos about the programme and the high-level experts supporting it.





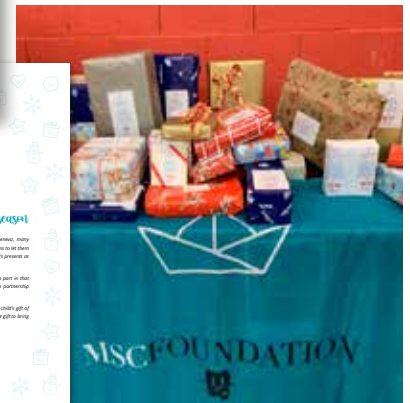


## MSC Foundation & Red Cross Geneva



366 smiles in a solidarity initiative with the Geneva Red Cross: "Festive smiles: giving back this holiday season"

Our generous Geneva colleagues really rose to the occasion this festive season, giving a total of 366 seasonal gifts to children from families in need. That's an incredible result considering it was our first such initiative and achieved in a period of smart working, with so many of our Geneva colleagues at home or in lockdown. Together we made a big difference!



## Fighting malnutrition in Africa



End of the MSC for UNICEF program against malnutrition in Africa

From January to December 2020, MSC has made possible the treatment of **3.011** children in Malawi for Severe Acute Malnutrition.

**93.2%** of all children admitted were cured and discharged from the feeding programme.

Since 2013, MSC's support allowed UNICEF to treat around **115.668** children in Ethiopia, South Sudan, Somalia and Malawi against malnutrition.



**3.011 children** in Malawi in 2020  
**115.668 children** since 2013



*A special thank you  
to everyone involved in helping the  
MSC Foundation  
in the challenging 2020!*