

Communiqué de presse

Paris, 13 September 2012

HSBC France rewards voluntary work by senior citizens by launching the HSBC "Talents 7.0" Awards

The objective: to encourage public debate about the issue and to maximise the scope of this sociological phenomenon

** HSBC Talents 7.0 Awards focus on the altruistic and intergenerational dimension of the projects*
*A jury composed of distinguished personalities**

World population ageing is one of the greatest challenges of the 21st century. In 2050, 1 person in 3 in France will be over 60. Faced with the scale of this demographic development, the HSBC Group has decided to monitor this phenomenon each year, to record its consequences for society as a whole and the perceptions held by individuals around the world.

To this end, in 2005, HSBC launched a programme of annual surveys looking at retirement: "The Future of Retirement". One of these surveys revealed that in France:

- 1 senior citizen in 3 is involved with one or more associations
- And that the total value of hours worked voluntarily by senior citizens represents some 7.5 billion euros.

The commitment shown by senior citizens to their work with associations is a major sociological movement, the economic impact of which is significant. In order to make the public aware of this issue, to encourage public debate and also to maximise the scope of this phenomenon, HSBC France decided to set up the HSBC "Talents 7.0" Awards, which aims to symbolically reward volunteers who are active in associations and who celebrated their 70th birthday in 2011 and 2012.

For its first year, HSBC France contacted national associations and partner associations to the HSBC Foundation for Education and asked them to identify potential award winners among their volunteers. This initial selection process made it possible to submit the files of some fifteen candidates to the jury of the HSBC "Talents 7.0" Awards. Two main criteria then guided the selection of winners: the altruistic dimension of the projects and their intergenerational aspect.

The jury was then delighted to observe that 50% of the candidate's projects were centred on the younger generations, thereby confirming the importance of the role of senior citizens in the transmission of knowledge and experience to younger people.

Ce communiqué de presse est diffusé par

HSBC France

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The HSBC "Talents 7.0" Awards jury brings together personalities who, through their professional activities, are involved in or are sensitive to the question of the role of senior citizens in society. The jury is composed of:

- **Jérôme BALLARIN**, Chairman and founder of the Observatoire de la Parentalité en Entreprise association
- **Laurent BIGORGNE**, Director of the Montaigne Institute
- **Béatrice de CLERMONT-TONNERRE**, Development Director for the LAGARDERE Group
- **Mireille FAUGERE**, Director of the AP-HP (Paris hospitals trust)
- **Marin KARMITZ**, Founder of the MK2 cinema chain
- **Vincent PARIZOT**, RTL journalist
- **Raymond REDDING**, Chairman of the publisher Nouveaux Débats Publics
- **Jean-Pierre WIEDMER**, Chairman of HSBC Assurances

On September 19th, the jury will select between 3 and 5 winners from the national associations and the partner associations to the HSBC Foundation for Education. They will receive a **symbolic reward** to help them in their mission within their association, and a **trophy** designed by the students of the Boule Art School.

The HSBC "Talents 7.0" Awards has been recognised by the French Ministry of Social Affairs and Health as part of the European Year of Active Ageing and Solidarity between Generations.

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Note to editors :

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,900 offices in over 80 countries and territories in Europe, the Asia-Pacific region, North and Latin America, and the Middle East and North Africa. With assets of US\$2,652bn at 30 June 2012, the HSBC Group is one of the world's largest banking and financial services organisations.

HSBC in France

HSBC France, previously CCF, which was founded in 1894, joined the HSBC Group in 2000 and switched to the HSBC brand in November 2005. HSBC France is headquartered in Paris. Serving customers from around 400 offices across France and more than 10,000 employees, HSBC in France