

1st December, 2020

HSBC: Shining a light on supporting those with disabilities

Thursday is the United Nations International Day of Persons with Disabilities and HSBC joins the world's first #PurpleLightUp 24-hour Global Broadcast, in recognition of the economic contribution that employees with disabilities bring to organizations across the globe.

The broadcast being facilitated by PurpleSpace, will begin at sunrise in Australia, move across 6 continents, and finish at sunset in New York, bringing together a panel of CEOs (including HSBC's Ian Stuart, CEO HSBC UK and Global CFO, Ewan Stevenson), senior champions, network/employee resource group leaders and disabled employees, to celebrate the many ways in which organizations are working together towards building a better working world.



Closer to home, HSBC Bermuda will be engaged in a number of activities aimed at not only marking this important occasion but also in increasing awareness amongst all employees, of how best to support those colleagues challenged with invisible and/or visible disabilities, so they and those who care for them, can be their best at work.

One of the day's highlights will take place on Thursday evening when the Front Street side of the Harbourview Center will be illuminated in purple, joining other HSBC markets and countries around the globe as iconic landmarks are showcased, in appreciation of valued disabled colleagues.

Head of Wealth and Personal Banking and Marketing, Tanya Bule shared, “In addition to recognizing the significant contributions of our colleagues with disabilities, Thursday will provide HSBC Bermuda branch network staff with the opportunity to show our customers the changes we are making to ensure the Bank is accessible to everyone. A few examples are:

- Our branches offer level access and are already wheelchair accessible, to make it as easy as possible to enter and conduct business.
- Our website supports our visually impaired customers and has been designed in accordance with the guidelines stipulated by the World Wide Web Consortium (W3C), that's used to ensure web sites are designed and written in a way that makes them accessible to everyone.
- In addition to the convenience of telephone banking, we provide a large version of our Secure Key device for internet banking, which is easier to read for customers who have difficulty seeing the buttons and provides audio functionality.

“Other projects are already underway as we work towards making HSBC fully accessible for everyone.”

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Notes to editors:

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