



HSBC ASSET MANAGEMENT'S SOCIAL MOBILITY

Introduction

“people born into low-income families, regardless of their talent, or their hard work, do not have the same access to opportunities as those born into more privileged circumstances.”

At HSBC Asset Management we believe passionately in Diversity, Equity & Inclusion (DE&I). We have a vision to create a truly motivated, diverse, equitable and inclusive team, proactively shaped to deliver our strategy, reflecting the clients we want to serve and the societies in which we want to live.

We have ten active work-streams covering:

- **DE&I in Investments**
- **Ethnicity**
- **Gender**
- **Inclusion & Allyship**
- **LGBTQ+**
- **Mental Health & Wellness**
- **Social Mobility**
- **Ability**
- **Spirituality & Self-knowledge**
- **Working Parents**

The programme is led by our Management Committee sponsor, Stuart White our UK CEO, and co-chaired by Ozge Usta our Head of Sustainability Delivery, working with over 200 volunteers across 14 countries.

Our Social Mobility Work-stream, co-chaired by Dan Rudd and Baljit Bassi, operates with the belief that talent is

everywhere but opportunities are not, and is very active in providing opportunities to individuals coming from socio-economically disadvantaged backgrounds. When taking on early career talent, it is not just about providing an individual with a job, but offering them the required first step for a lifetime of opportunities, and in turn the organisation benefits from even more diversity of thought and better reflects the societies in which it operates.

Social mobility is often an area that is overlooked when recruiting in our industry, but as our Social Mobility Work-stream has proven, giving a chance to individuals from different backgrounds can lead to a cohort of loyal and effective employees.

HSBC Asset Management has signed up to the UK Government's Kick-start Scheme, in partnership with Investment20/20, 10,000 Black Interns, and launched our first UK Degree Apprenticeship programme in December 2021 with four new hires. Our aim is to bring fresh perspectives and diversity of thought into our firm and disrupt group-think.

Below is some direct feedback from some talented young individuals who have benefitted from the programmes that HSBC Asset Management has sponsored via its social mobility programme.





KICK-START PROGRAMME SPONSORED BY INVESTMENT20/20

Background

“Investment20/20 acted as an industry convener for the Department of Work and Pensions (DWP) Kick-start programme which provides a six-month work placement for young people on Universal Credit and at risk of long-term unemployment.”

“After graduating from University, it was difficult for me to secure a graduate role due to how competitive it is and lacking experience in the field. However, I was still determined to find the perfect role for me that would kick-start my career into the working world. I was then informed by my work coach about the Investment20/20 Kickstarter programme at HSBC Asset Management. After conducting my own research, I realised that this programme was perfect for me, as it will give me an insight into the asset management industry and allow me to gain relevant experience. Once I was informed that I had secured the Kickstarter position I was overwhelmed with joy; finally, a well-respected organisation was willing to give me a chance to display my skills and help me enhance them. I will forever be grateful for the opportunity at HSBC Asset Management as it will help me kick-start my career in asset management and I hope to secure a full-time position at the end of the programme.”

Abdul Khadir - Analyst, Institutional Client Business

10,000 BLACK INTERNS PROGRAMME SPONSORED BY 10,000 BLACK INTERNS

Background

“transforming the horizons and prospects of young Black people in the United Kingdom by offering paid work experience across a wide range of industries, as well as world-class training and development.”

“Being a mature student and having to work, I was a little worried about having to balance doing an internship and making a living. Thanks to the 10,000 Black Interns programme, I was able to work to gain experience in a field I am passionate about, without worrying about whether I could make enough money. I also got to take part in an internship in my first year of higher education, which allows me to have a head-start in my career and gives me a chance to give back what I learned to my fellow classmates and those who want to follow the same career path I chose.

Be proactive. If you experience imposter syndrome or that you are stepping outside of your comfort zone, good. This means you are about to stretch yourself to become what you want to be. You do not need to know exactly which career path you want to go down. So long as you are a person who will take full advantage of the opportunities in front of you, you are a match for the programme”.

George Nyng - Internship at HSBC Asset Management





HSBC ASSET MANAGEMENT DEGREE APPRENTICESHIP PROGRAMME, OUR FIRST COHORT OF DEGREE APPRENTICES

Background

“an alternative to going straight to University, this programme allows candidates the opportunity to work and gain a BSc degree at the same time. They are the “market disruptor” of the early careers space. Benefits: vastly improved diversity in candidate pool, as well as the creation of tailor-made talent for business areas, giving diversity of thought and approach. The wider HSBC has an excellent 95% retention rate, with a gender split of 50/50.”

“My first month at HSBC Asset Management as a Degree Apprentice has been a whirlwind, full of positive experiences. I have felt thoroughly welcomed, which made my transition into the business seamless. This opportunity is something I couldn't have imagined for myself, without sounding cliché, a dream come true. I don't come from a strong economic background, so to me, social mobility is something that is incredibly important. I feel this message is spread throughout the HSBC business too! The application process for the degree apprenticeship scheme is outstanding. It allows for everyone from any socioeconomic background to enter an industry that is traditionally unwelcoming to the idea. It allows you to showcase your academic ability, but also takes into consideration social factors which may have impacted your academic outcomes. This opportunity for me has combined all my aspirations into one: I don't have the financial stress of University, which for me was already a burden, and it has allowed me to pursue a career that I was aspiring to, whilst gaining so much valuable work experience at the same time in fields I am thoroughly interested in. I think the Degree Apprenticeship scheme is invaluable for allowing those of any socioeconomic background to academically better themselves and fulfil a career they are passionate about.”

Ella Dye - Degree Apprentice, Investor Relations, Alternatives

“Social mobility for me is the absolute essence of what inspires me on a day-to-day basis. The fact that someone, no matter their background, can go on to achieve feats that are nothing less than formidable is frankly incredible. For me, social mobility really highlights the principle that hard work pays off. No one from my family has come from finance backgrounds, nor for that matter from the corporate world, so from the start, I was at a disadvantage. Having limited connections in the finance world, paired with being from an area where limited people work in finance was a barrier. Throughout Years 12 and 13, I was fortunate to get work experience through social mobility organisations. Applying to these schemes and then doing them was definitely an immense privilege, but I often had to balance the work experience I pursued with school work. Overall, getting into this scheme was done through hard work, which I have much pride in saying. I think what I really value about the Degree Apprenticeship programme is that it feels as though my hard work, ambition and dedication has paid off, and despite not being from a traditional background, I have been welcomed to the firm. I feel as though I am a valued member of the company as a result of my experience.”

Ralph L Warrell - Degree Apprentice, Passive Equities





“To me, social mobility represents the opportunity to achieve my dreams and my full potential. As someone from a working class family in the North of England, where no one has attended university and with one parent who is disabled and the other a sales assistant, a career in asset management just sounds like a dream, and nothing more as ‘people like me don’t work in finance.’ If it wasn’t for HSBC I may have never achieved my dream of working in investment management. That’s the sad reality for people like me as the finance industry is often ‘who you know and not what you know’ and there aren’t the same opportunities to start building your network early for people in the same situation as me. I think the efforts by HSBC to identify people at an early age who have potential but may get overlooked as they haven’t had the opportunities others have, really does help to leave the finance stereotypes in the past.”

Andrew Craven - Degree Apprentice, Equities

“What being part of this Degree Apprenticeship means to me is an alternative way of learning that is akin to my specific neurodiversity. I am a very visual and practical learner so to be able to learn through working, which is then supplemented by a University Degree is an amazing experience. In terms of social mobility, I am the first person in my family with a corporate job, let alone one in finance, which is still a very competitive field to break into. This programme serves as an entrance point for such a wide range of people to get into finance that may not have had access otherwise, which ultimately creates a more diverse workplace. This is something that HSBC takes great pride in and is a testament to their efforts in the progression of social mobility. An exciting opportunity that I am honoured to be part of and a surefooted step in the right way for HSBC.”

Pascal Hassan - Degree Apprentice, Infrastructure Debt

Conclusion

Baljit and Dan would like to conclude that by supporting these programmes, it will transform young lives, as outlined in the case studies. As an industry, if we collectively drive the social mobility agenda, our industry as well as society as a whole will benefit.

With poverty rates among the UK working households at unacceptable levels, it is critical that the finance industry plays their part in changing this. By having more diverse, equitable and inclusive recruitment policies as organisations combined with a focus on identifying companies that have strong ESG credentials, we can have a real impact as well as bring fresh perspectives and diversity of thought into our firm and disrupt group-think. At HSBC Asset Management we are on this journey but we also recognise we have much more to do and in 2022 we have plans to roll out our programme to other countries as well.

Long term strategic intent

As mentioned at the Diversity Project conference in November last year, to improve the industry’s social mobility profile there are a number of important steps we should collectively take:

- Support graduate and school leaver recruitment programmes
- Target 80% of interns and graduates to have attended state school
- Track socio-economic data for all staff and promotions

HSBC Asset Management’s ambition is to take these steps over the coming years.

