



MSCFOUNDATION



“We all have the duty  
to leave a better world  
for future generations”

*Captain Gianluigi Aponte*  
Chairman of the MSC Foundation



## BUILDING THE FUTURE

### MSC FOUNDATION

The MSC Foundation is a **private non-profit foundation** committed to generating measurable and sustainable social change through programmes designed to conserve the “blue planet” (seas, rivers and biodiversity) and to support the most disadvantaged and vulnerable communities.

It was established to direct and advance the MSC Group’s **environmental, humanitarian and sustainable development commitments worldwide**, as well as to support the constant development and sustainability of its business. The Foundation continues and extends the powerful initiatives for positive change in the world already completed by the MSC Group over the years, in many cases thanks to the generosity of MSC Cruises guests, who have donated millions of euros, saving thousands of lives. MSC Foundation works to achieve this both independently and in conjunction with **trusted partners** that have a strong innovative vision or track record for effective action.

### OUR MISSION AND OUR VALUES

We work to restore the critical balance between people and the environment.

Our ethics are inspired by the family-owned MSC Group’s values and above all a **sense of responsibility** for our planet, its oceans and peoples, aware that we all have a duty to leave a better world for future generations.

Our mission is to utilise MSC’s global reach and unique knowledge of the sea to take immediate action that contributes to **protecting and nurturing the blue planet** and all its people.

Our values inform our culture and define our character: **Responsible, Respectful, Responsive and Resourceful.**

## FOCUS AREAS

The MSC Foundation encourages the sustainable management and protection of ecosystems, empowers vulnerable communities around the world to realize their full potential, promotes quality, equitable and inclusive education to enhance durable individual and collective development, and helps disaster-struck populations toward recovery.



ENVIRONMENTAL  
CONSERVATION



COMMUNITY  
SUPPORT



EDUCATION



EMERGENCY  
RELIEF

## HOW WE WORK

The MSC Foundation promotes innovative approaches and advances existing ones. Our approach proceeds methodically from analysis of the problem to the formulation of an effective response:

- We identify and prioritise the most **urgent problems**.
- We assess whether we can make a **meaningful impact**.
- We formulate our main objectives and identify a **clear path** to achieving them.
- We **partner** with academic institutions, NGOs, foundations and scientific experts for broader and deeper change.
- We continually **collect and share data** on our progress.
- We **monitor** each programme regularly and fine tune the implementation plan to achieve our goals.

## OUR RESOURCES

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

Moreover, our special "donation match pledge" on all MSC Cruises ships means that each €/ \$1 donation by guests on board sees the MSC Foundation automatically donating another €/ \$1.

So, giving together, even the smallest donations can make a big difference. Double the difference!



**YOUR**  
EURO/DOLLAR



**MSC**  
EURO/DOLLAR



**DOUBLE**  
THE IMPACT

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