

## **Barclays Chairmans Awards 2009**

### **Team Achievement of the Year - Europe**

Man To me sustainability is doing business the right way. That's what every company is looking for when the company is looking towards the future.

Man Barclays Alphastar ISR is a socially responsible investment fund. The project came about a year ago when the team realised that socially responsible investment was very very positive for our clients. This is a very easy product to sell, because of course it's based on everything we like.

Man We consider that sustainable development is the future.

Man Local charities benefit from the sale of that product. 20% of our fees are given back to them, for 2008 that represented €27,000. For 2009 so far it represents €10,000 for the first three months. It's not a one-off deal, it is a recurring project. We have a company that is named Barclays Solidarité. And they decide on the project they want to finance with the money we give them.

Man Alphaster ISR had a tremendous effect on Barclays Solidarité on the amount of organisations we can support. Last year, about 25 projects have been subsidised.

Woman It's a chain of events from the concept of Alphastar ISR to the projects that we can help. This project,

it's an organisation which aims at creating musicals, so we are all acting and singing and playing and all the benefits are given to two organisations that work with handicapped children.

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Those kind of activities, Alphastar ISR and Barclays Solidarité are really what brings back trust from our clients, for our staff, from everyone and the community in general. It's maybe just laying a small brick but one by one we make a wall and it's important for everyone.