

3D

UK

Education
Skills for life

On the move

Deutsche's *Born to Be* develops skills that can help young people move up in the world



sporteducate uses sport to get young people to focus on education and employment goals Photograph: Emma Healey

Education is universally recognised as a driver of social mobility. Higher education can be particularly beneficial. A person who is the first in their family to go to university can expect to earn much more over their working lifetime than their parents and peers who leave school at 18. However, in our fast-changing economy and society, a degree is just one path that can lead to a different future. Students from disadvantaged backgrounds are less likely to stay in full-time education, which is why vocational skills and qualifications have an equally important role to play in opening up opportunities for a better life.

The fact that the UK has one of the lowest levels of social mobility in the developed world highlights the importance of initiatives like Deutsche Bank's youth engagement programme *Born to Be*, which aims to help young people reach their potential. The UK government has identified increasing attainment, raising aspirations, improving vocational routes for school leavers and

getting more young people into education and training as priorities. Those targets show the relevance of *Born to Be*'s focus on aspirations, skills and access to opportunities. *Born to Be* encourages all kinds of skills that can make mobility achievable for young people today: those required for academic success, aptitudes that match the twenty-first century job market and the tools that everybody needs to negotiate life's challenges.

New experiences

Playing Shakespeare with Deutsche Bank combines the academic objective of supporting GCSE and A-Level students with the nurturing of cognitive skills important to employers. The project also contributes to social mobility by making culture more accessible to young people. Attending a performance at the iconic Shakespeare's Globe in London is a first experience of live theatre for many students. "For many families in socially deprived areas, it's simply not practical or affordable to take

children to the theatre," explains Georghia Ellinas of Globe Education. Given the enthralling nature of these extraordinary productions, it is unlikely to be the last.

The vocational skills developed by *Design Ventura*, a business enterprise project in partnership with the Design Museum, align with many potential career paths. Student teams answer a brief set by a leading designer with guidance from business and creative professionals, including Deutsche Bank volunteers. Hands-on experience of design and business shows students how these skills are used in the real world, and where they could lead in the future. "This has changed how I view products," said a Year 9 student.

Good communication skills are expected for better-paying jobs, but young people may not get support in school or at home to become confident communicators and negotiators. Through *Read Discuss Debate*, Deutsche Bank volunteers help sixth-form students in London and Birmingham master how to analyse and discuss current affairs.

Opening the door

With science, technology, engineering and mathematics (STEM) skills becoming core to more and more industries, this field should be top of the list of students' career choices. However since just 14% of the UK's STEM workforce is female, many young women see the STEM door as closed. The goal of *Student to STEMette* is to show them that STEM careers are attainable. Female students are paired with female mentors working in STEM who encourage their aspirations.

The *sporteducate* project combines education with sport to change the direction of young people at risk of dropping out of education and employment. At community sport clubs across London, young people like Dominic get individual support. "Lessons at school have lots of people but here it's a small group. The teacher answers my questions and helps me with my work." As well as getting better at Maths and English, Dominic is learning lessons about persistence and resilience that will stay with him for life.

For Josh, *sporteducate* brought him into contact with Deutsche Bank employee James, who mentored him on his next step: "I don't know whether I would have been able to make the same university choices if it wasn't for James," says Josh. He is one of the thousands of *Born to Be* participants to discover what they are capable of, and never look back. ■

db.com/bornto
playingshakespeare.org
ventura.designmuseum.org
stemettes.org
sported.org.uk

BORN TO BE

The Deutsche Bank youth engagement programme

Achievement
Global *Born to Be* beneficiaries in 2015

1.3m

Goal
By 2020, Deutsche Bank aims to reach five million young people globally through *Born to Be*

5m



Opinion

Lareena Hilton



Opening up

What can we do as a business to improve social mobility? The fact that relative poverty and economic inequality are on the increase in the UK highlights the need for action on this issue from the private sector as well as government.

Within these pages, we highlight how our *Born to Be* youth engagement programme targets skills that improve the employment prospects of young people, one of the key factors in social mobility. Our enterprise programme *Made for Good* contributes to this goal by supporting innovative social enterprises and start-ups in deprived areas. We also join with influential partners like the Centre for Social Justice and UnLtd to bring new policy ideas to wider attention.

Even so, along with the rest of the banking industry, we can do more. As an employer, we know that we need to attract the best talent to compete successfully in our marketplace and to do the best we can for our clients and society. Yet industry-wide statistics show that state school students are consistently under-represented in banking.

Deutsche Bank is working with education think-tank The Sutton Trust to address this. Later this year we will launch *Pathways to Banking*, a three-year course of support to enable high-potential state school students from non-privileged backgrounds to access top universities and pursue careers in banking.

The advantages that come from having a truly diverse workforce are unarguable. For the young people on this programme, a career in an industry like banking can be life-changing for them and for their children too due to the multigenerational impact of social mobility.

This power to effect lasting change is why we support social mobility in the UK. If everyone has the opportunity to find out how far their talents can take them in life, that's good for business and for society as a whole.

Lareena Hilton

Global Head of Brand Communications & Corporate Social Responsibility, Deutsche Bank

Enterprise

Business with social purpose

Driven

Meet the businesses creating a better society with help from Deutsche Bank's *Made for Good*



The creative economy at work: former winner Luke Twigger makes the trophies for the 2016 recipients of the Deutsche Bank Awards for Creative Enterprise Photograph: courtesy of the artist and Pangaea Sculptors' Centre

The UK needs entrepreneurial spirit more than ever. Entrepreneurs keep the economy going through good times and bad. With austerity constraining how much government can do, entrepreneurs have stepped forward to tackle issues in society. Through its enterprise programme *Made for Good*, Deutsche Bank backs those who create wider social good with business advice and support, connections to others who can help and access to sources of funding.

The UK's creative industries are the fastest-growing sector of the economy and fill one in every 11 jobs in the UK. Their contribution to UK life has broader dimensions though: among them, challenging the status quo with new ideas. The *Deutsche Bank Awards for Creative Enterprise* have kick-started the careers of aspiring creative entrepreneurs for almost 25 years. Winners receive start-up capital, business training and mentoring to steer them through their first year in business and beyond.

Simone Lia set up publishing house Cabanon Press after winning in 2001. In addition to publishing Simone's own work, Cabanon provided artists with places where they could work together and share ideas. "Art has the ability to uplift and edify people's minds and souls. The ideal is to contribute something good into the culture," she says.

Many social entrepreneurs go into business to find solutions to problems they see in their communities. They are often passionate, driven individuals who live and breathe what they do. Deutsche Bank volunteers help them to get their businesses in good shape to support their ambitions. Through a partnership with UnLtd, the UK's leading supporter of ventures that want to deliver social change, Bank employees in London and Birmingham mentor local entrepreneurs on how to avoid the traps that see as many as 80% of all business start-ups fail within 18 months.

Bigger thinking

Advice from professionals can turn small, local projects into something bigger. In 2014, Sophie Leng-Smith from Group Finance in London mentored Corine Best, founder of the 21st Century Female project which offers young homeless women access to education, training, healthcare and other services. "Sophie helped me look at things from a commercial perspective," she says. Having

run a successful pilot in Hertfordshire, Corine's next plan is to see if this model can work in other parts of the country.

Enterprise can have a huge impact in areas of high unemployment. In south London, Hatch Southwark runs a business incubator programme for local residents. Its ambition is to transform a deprived borough, in which unemployment is especially acute among females, black and minority ethnic groups, into an enterprise hub. A free 12-week course educates budding entrepreneurs on the essentials for running a business of their own. The enterprise ecosystem created by Hatch includes mentors from Deutsche Bank. "We have supported over 45 start-ups already and many are on their way to being sustainable," says founder and Southwark resident Dirk Bischof.

The understanding of the hurdles faced by these businesses that runs through *Made for Good* can be seen in the long-standing loan funds provided by Deutsche Bank to the London Small Business Centre. These funds are available to small businesses unable to access finance from commercial lenders.

A dedicated fund makes short-term loans to clothing manufacturers, one of the most enduring trades in the East End of London. These loans have helped many young UK designers achieve what *Made for Good* aims to do – have a lasting impact that goes beyond business. ■

dbace.uk.com
unltd.org.uk
hatch-incubator.org
smallbusinesscentre.org.uk

MADE for GOOD
 The Deutsche Bank enterprise programme for social good

Good work
 Social entrepreneurs employ nearly one million people in the UK and contribute £24 billion to the UK economy (UK government data)

1m

In the Community
Small change



London's top chefs support StreetSmart: from left to right, Jacob Kennedy (Bocca di Lupo), Jeremy Bloor (OXO Tower), Jeremy Lee (Quo Vadis), Giorgio Locatelli (Locanda Locatelli) and Anna Hansen (Modern Pantry) help feed the homeless at a charity-run soup kitchen Photograph: courtesy StreetSmart

Every penny

StreetSmart and the Deutsche Bank Small Grants Fund are long-running community initiatives that keep on giving

The Cardinal Hume Centre in London gave Elena a lifeline. She was homeless due to difficulties with her family. The Centre helped Elena get her life back on track. A successful two-week placement working in media production at Cambridge University built up her self-confidence. She is going to college and has found her own place to live.

The Cardinal Hume Centre is one of many homelessness organisations in the UK to benefit from the *StreetSmart* fundraising campaign that Deutsche Bank has supported since 2006. During November and December, participating restaurants throughout the UK invite customers to donate £1 to *StreetSmart* on their bill. Those donations go directly to nearby charities that alleviate and prevent homelessness in the local community. Deutsche Bank covers all of *StreetSmart*'s campaign costs so that every penny of every donation reaches its intended destination.

More than 500 restaurants took part in *StreetSmart* in 2015, including the Bank's own employee restaurants for the first time. Donations benefited 2,300 people and took the total raised to date by *StreetSmart* and its sister programme *SleepSmart* to over £5.5 million. Employees can help spread

the word about *StreetSmart* by enlisting their favourite restaurants.

The Deutsche Bank Small Grants Fund is another example of the Bank's support for people working at grass roots level to create stronger and more inclusive communities. Established in 2005, the Fund provides grants of up to £5,000 to small charities, voluntary and community groups in London and Birmingham who are involved in helping the most disadvantaged in society.

The recycling of redundant IT equipment has increased the amount of grant funding available, an idea that came from the Bank's Chief Technology Office. Deutsche Bank recycles all of its unwanted IT equipment through the *Donate IT* programme. Employees are invited to do the same with old laptops, phones and other electrical items. Every penny counts: "In an increasingly difficult funding environment, these grants are incredibly valuable to small charities and community organisations," says Russell Delew of The London Community Foundation, which manages the Fund for the Bank. ■

streetsmart.org
londoncf.org.uk

Employee Engagement
Giving more than ever

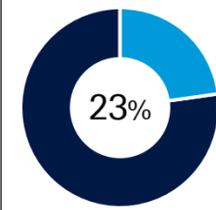
In numbers

Deutsche Bank employees continue to support good causes and share their skills

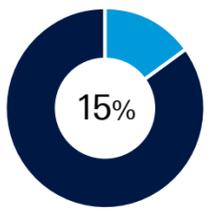
Plus You

Deutsche Bank's giving and volunteering community

Employees who use matched giving



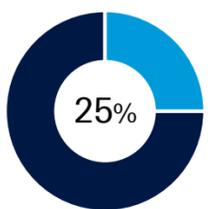
Employees who use payroll giving



Employee donations matched by the Bank



Employee volunteering participation



Total hours volunteered



Work days employees can take to volunteer on Bank projects



All UK data for 2015, volunteer data includes external contractors, interns for UK, Ireland and Channel Islands

UK Charities of the Year

Now in its seventeenth year, Deutsche Bank's *Charities of the Year* programme raises money for charities chosen by the Bank's employees that share *Born to Be's* mission of helping young people reach their full potential. The programme aims to contribute a level of funding that can transform their impact. To date, it has raised more than £14 million for 23 charities.

2015 was a record year for *Charities of the Year*, raising more than £2 million for Sparks and World Child Cancer, largely driven by the best ever *One Day* event, when employees are invited to give a day's salary, and a charity fundraising ball attended by 850 employees.

Who we're supporting in 2016-17
Autistica wants to transform the face of autism in the UK through improved diagnosis and early intervention, to ensure brighter futures for children and families affected by it.

autistica.org.uk/db

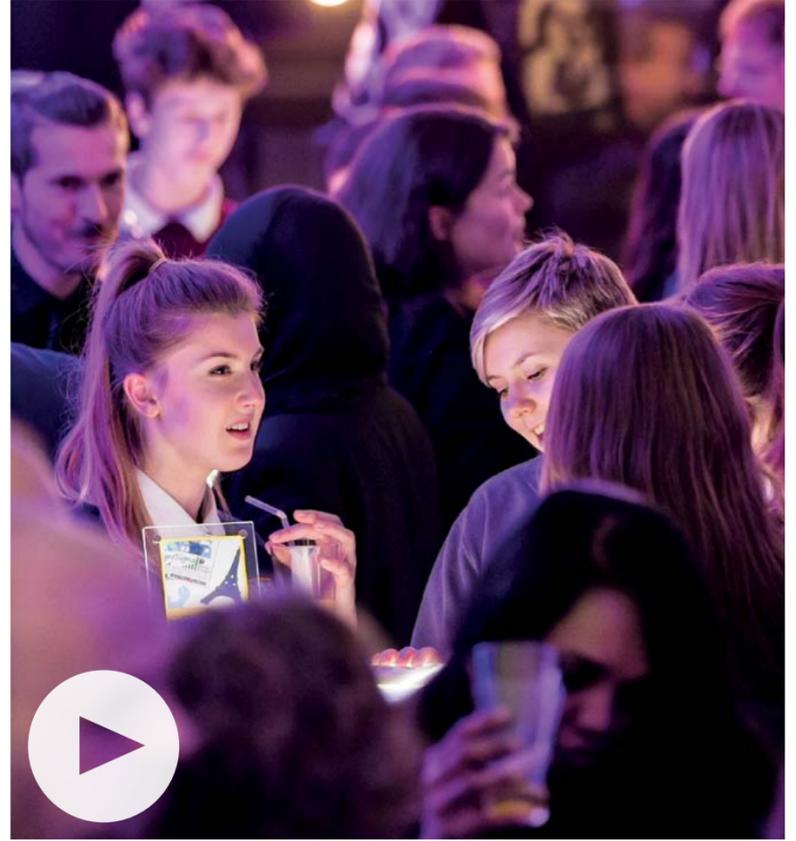
Hope and Homes works to strengthen families, provide family-based care for children unable to live at home and develop institution-free childcare systems for future generations.

hopeandhomes.org

Advocacy Thought leader



Apprenticeships offer a formal career path for aspiring social entrepreneurs Photograph: Offset



Linking school to creative industries: *Design Ventura* Photograph: Amit Lennon

Big ideas

Strategic partnerships and pioneering research support Deutsche Bank's corporate citizenship agenda

Keeping creativity on the curriculum

Many people believe that a well-rounded education is the best preparation for life. Yet the new English Baccalaureate (EBacc) qualification proposed by Government to replace GCSEs has no arts component. With a curriculum that covers maths, English, sciences, languages and humanities, there are concerns that creativity will become marginalised in schools.

That could affect pathways from school into the creative industries, which employ more than 2 million people in the UK. It also overlooks the role of these subjects in developing important skills such as critical thinking, communication and empathy. Business leaders are calling for the expansion of the EBacc. As a long-time champion of the value of art and creativity to society, Deutsche Bank is backing the campaign to reform it. More than 100,000 people, including Deutsche employees, signed a petition to include arts subjects in the EBacc, which will be debated by MPs later this year.

Encouraging social entrepreneurship

Is it easier to be a social entrepreneur in the UK than in Germany? Why does Argentina have more social entrepreneurs per head than any other country? Thomson Reuters Foundation, together with UnLtd and Deutsche Bank, will undertake a first international survey of the environment for social entrepreneurship around the world. Asking experts and social entrepreneurs in the world's biggest economies as ranked by the World Bank, the poll seeks to identify the best countries for social entrepreneurs and emerging hotspots, to highlight best practice in this growing sector.

The Bank is also contributing to the future of social entrepreneurship in the UK by

working with UnLtd to create a formal career path for aspiring entrepreneurs.

Deutsche Bank has been part of a consultation group set up to help UnLtd create an apprenticeship standard for entrepreneurs and social entrepreneurs. Nearly half of 18-30-year-olds in the UK want to start a business and 70% are influenced by social causes. Apprenticeships will allow young people to get on the job training on how to build a business of their own and give them a recognised qualification too.

"This apprenticeship is a first step to creating a new way to join the ever more diverse and powerful movement of entrepreneurs for good, bringing social entrepreneurship into the mainstream," says Simona Popa of UnLtd. Following formal approval of the apprenticeship standard and framework by the Department for Business, Innovation & Skills, employers should be able to begin taking on apprentices from 2017.

Taking charities to the next level

In 2015 Deutsche Bank decided to expand its Charities of the Year programme. The Bank now works with one UK and one international charity partner for two years rather than one, and employees can nominate mid-size as well as small charities. The ambition of the programme has also grown. "We felt there was opportunity to increase the impact of our programme beyond fundraising by using the skills and talents of our employees to build the capacity of these charities," says Sabira Rouf of Deutsche Bank.

So when Autistica launched its Lifesaver Appeal to fund research into causes of early death among people with autism, in addition to raising money Deutsche Bank employees assisted with policy proposals to get autism on the government's healthcare agenda.

"This is a first step to creating a new way to join the ever more diverse and powerful movement of entrepreneurs for good"

Simona Popa
UnLtd

Creative UK
Creative industries employ more than two million people in the UK

2m

Self motivated
UK 18-30-year-olds who want to start a business of their own

47%

Source: StartUpBritain and
RBS Enterprise Tracker, 2014

The involvement of Bank volunteers with Hope and Homes for Children includes mentoring its project management teams in preparation for larger projects made possible by the increase in funding from the *Charities of the Year* programme.

The Bank plans to run training sessions for small charities, with input from *Charities of the Year* alumni, to share some of the lessons learned over the 17 years since the programme began. These will cover topics such as building successful partnerships, developing networks and creating engaging communications campaigns.

Transforming communities

Deutsche Bank's partnership with social policy think tank the Centre for Social Justice (CSJ) has already produced policy recommendations to improve educational equality in the UK. The CSJ is one of the most respected voices on poverty and social deprivation in the UK. The latest product of this relationship is new research on how UK businesses can help transform communities.

Building on the conviction behind Deutsche Bank's *Made for Good* programme that business can help drive social change, the CSJ will look at what companies can do to tackle some of the most persistent problems in UK society. The CSJ's report, sponsored by Deutsche Bank and launched in September 2016, will showcase examples of positive social impact by businesses. It will also provide the Government with recommendations on the policy framework required to encourage more companies to make their relationship with the community an everyday part of business. ■

centreforsocialjustice.org.uk
unltd.org.uk