Deutsche Bank’s *Born to Be* programme provides a platform for young talent to shine.

We’re all born with talent. Yet while a person’s background and circumstances may not limit their potential, those factors do exert a significant influence on their chances of finding what they were born to be.

For many young people in the UK today, it is lack of opportunity rather than lack of talent that determines their course in life. Some are denied the chance to get the best education through no fault of their own. Exposure to new people and new ideas can inspire a young life, but that depends on access. Others need a chance to change direction before it’s too late.

Deutsche Bank has long focused on the issues affecting the prospects of young people. Around the world, the bank supports projects and partnerships united by the common goal of unlocking potential in the young.

One in seven people aged 16–24 in the UK are not in employment, education or training. In May 2013 Deutsche launched the *Born to Be* youth engagement programme to address this problem. The strategy is to prevent unemployment through early intervention. Projects target the next generation, aged 11-18, and aim to develop the skills, confidence and aspirations to help them make the most of their natural talents.

In partnership with non-profit organisations and institutions, *Born to Be* uses education to give young people from all walks of life the platform to shine. It does that by tackling the obstacles to progress from every angle: empowering the young, broadening their horizons and dismantling the barriers that hold them back.

The difference a year makes

*Born to Be* has achieved some impressive milestones since its launch in the UK. More than 55,000 young people have been reached through projects and partnerships. In London, 21,000 GCSE students received tickets to see Shakespeare in performance. Music workshops and concerts in Birmingham have been attended by 17,000 students at inner-city schools. Employees have volunteered nearly 6,000 hours.

“*We have accomplished a lot in the first year of *Born to Be*. We’ve launched new projects, extended existing partnerships, moved the debate on the causes of youth unemployment into new areas and we are engaging more young people than ever before,*” says Lareena Hilton, Global Head of Brand Communications & Corporate Citizenship. In this issue of 3D, we highlight some of the projects that are changing the futures of young lives across the UK and beyond.
Reaching further

When we launched Born to Be one year ago, our goal was to put the issues facing young people at the heart of our corporate citizenship strategy.

We recognised that by concentrating our resources – human as well as financial – on a single underserved area, we could achieve better results for those we want to help than we had from the broader line we had taken in the past.

Youth unemployment is an issue of acute relevance for London, where one of the world’s foremost financial centres is bordered by some of the most socially and economically deprived areas of the UK.

With Born to Be, we’re showing that gap can be bridged. Through outcomes that range from staying in school to entering higher education, training and full-time employment, the programme will make a difference to the futures of tens of thousands of young people in London and beyond.

We believe in this strategy and will measure the contribution of each project towards our goal of preventing youth unemployment in the UK through early intervention.

Deutsche Bank has begun a process of cultural change to instil a deeper and wider sense of social responsibility within our organisation. Born to Be offers many examples of our new values in action.

We are advocating for sustainable improvements in the learning environment and employment opportunities for young people by supporting academic research.

Events like Deutsche Bike (see p4) show innovative thinking. I’m pleased to see so many employees demonstrating their understanding of partnership by volunteering.

We all need help to achieve our potential. Whether it’s as a volunteer, donor, partner or simply by spreading the word, I hope these stories inspire you to support the goals of our citizenship strategy.
It’s 450 years since Shakespeare was born, yet his plays are still being staged and watched by people of all ages around the world due to the enduring relevance of their themes and the richness of Shakespeare’s language.

As a mainstay of the national curriculum, every generation studies Shakespeare. As a minimum, pupils are now required to study two plays in full between the ages of 11 and 14. Since a pass in English is a basic requirement for any job or training course, Shakespeare therefore has a big say in the futures of young people today.

Students have a much better chance of understanding Shakespeare if they can see his plays performed, as that’s when the words on the page come to life as action, motivation and meaning.

Deutsche Bank began an educational partnership with the Globe Theatre in 2002. In 2006, Playing Shakespeare with Deutsche Bank was launched to support the teaching of Shakespeare in schools through live performances, training for teachers and online learning resources.

Each year, the bank funds the production of a Shakespeare play designed especially for young audiences – vibrant, full of contemporary parallels and cut down to 100 minutes to concentrate on the most important characters and plotlines. This year, over 21,000 students from London state schools received tickets as a result of this support, most of them free.

Seeing the young faces crowded close to the stage, absorbed by the action, it’s clear the project succeeds in removing a barrier to learning, a common theme of education projects supported by Deutsche Bank.

Getting in on the act
Playing Shakespeare with Deutsche Bank performances have become a fixture in school calendars. Deutsche Bank employees are starting to make them a regular event too.

Employee nights have been part of the project from the beginning. This year brought a new development, as employees were given the opportunity to purchase tickets for family and friends. The scheme is part of a growth initiative to extend the project to more schools.

“Every ticket bought by a Deutsche employee helps more young people to see a performance for free,” says Rosie Towe of the bank’s Corporate Citizenship team. Employees purchased over 1,300 tickets for the four performances of ‘The Merchant of Venice’ in March this year.

“We’d like to say a special thank you to the Deutsche employees who bought tickets this year, for making it possible for more students to see these wonderful productions in the future”

Patrick Spottiswoode
Director, Globe Education

Many saw the opportunity to share a unique experience. Karim Akram from Human Resources decided to surprise his wife: “I’d heard great things about the performances,” he says. Simon Toller of Global Transaction Banking was pleased to see the response of the young people. “The night made me proud to be associated with Deutsche Bank,” he says.

Bethany Hyde, who works in Corporate Banking & Securities, wanted to repay those who helped her make her way in life. “This is my favourite play, but I would not have learnt to love Shakespeare without the efforts of a teacher who went out of her way to show us the play in performance. I’m pleased I can help do the same for these kids,” she says.

The audience helped create an occasion that wowed Ching Ling of Group Technology & Operations and the friends she brought with her. “There’s an amazing vibe at these performances,” she says. “I’m happy to pay to support such a worthwhile project.”

Ching says she’ll be back next year.

Fans in high places
Secretary of State for Education Michael Gove is a champion of Shakespeare’s place in the national curriculum. The curriculum requirement to study Shakespeare increases from 2014, which underlines the value to state schools of extracurricular learning resources like Playing Shakespeare with Deutsche Bank. Mr Gove has praised the project, saying, “It’s fantastic that this partnership is introducing the next generation to the work of our greatest writer.”

Tickets please
94,000 GCSE students at London state secondary schools have seen Shakespeare in performance through Playing Shakespeare with Deutsche Bank

94,000
Employee Engagement

Gear change

True colours

Employees are doing more than ever before to raise funds for charities that support young people and their families

The Charities of the Year programme rallies employees across Deutsche Bank to support good causes. Each year, employees choose two charities and raise funds for them through activities that include sports events, challenges, raffles, quizzes and appeals. In 2013, they raised more than £1.8 million for Elephant Family and Helen Bamber Foundation.

This year, for the first time, the programme is supporting charities that share the bank’s Born to Be mission of helping young people fulfil their potential. The 2014 Charities of the Year are Rainbow Trust Children’s Charity and Malaria No More UK.

Another first is the bank’s largest ever fundraising event: a three-day cycle ride, Deutsche Bike. In June, employees from London, Birmingham and offices outside the UK will take to the road to ride parts of the route of the world’s most famous cycle race, the Tour de France, which begins in the UK in 2014. One group will ride 300 miles over three days. They’ll be joined by another set of riders for the final day, which concludes in central London. The bank will match the funds raised by each employee.

Pub to public

The idea for DeutscheBike came from Adrian Munday and Sean Comer of Corporate Banking & Securities.

“Born to Be got us thinking about how we could use cycling to raise money for our Charities of the Year. As a sport that enables anyone to discover their potential, we realised cycling is a natural fit for the bank’s youth engagement programme. I’m thrilled what began as a conversation in a pub has become DeutscheBike,” Adrian says.

“We’re doing this as a team. Everyone will have a different story to tell. It’s going to be a fantastic experience”

Adrian Munday
Corporate Banking & Securities

DeutscheBike takes place from 20–22 June 2014.
Sponsor Deutsche employees taking part at: justgiving.com/company/deutschebike

Along with the rest of the riders, he’ll spend the coming weeks preparing for the event. Riders have a 16-week training plan to get ready for challenges that range from climbs and descents and riding in a group to the tricky business of taking on board food and drink on the move.

Deutsche employees from across the UK are showing their support by sponsoring riders, helping them train and raising funds through DeutscheBike-themed activities.

Sharing the journey with colleagues makes DeutscheBike much more than a cycle ride for Adrian. “We’re doing this as a team. Everyone will have a different story to tell. It’s going to be a fantastic experience,” he says.

DeutscheBike takes place from 20–22 June 2014.
Sponsor Deutsche employees taking part at: justgiving.com/company/deutschebike
“I’ve ridden endurance events before. I enjoy pushing myself to the limit. You learn a lot about yourself by taking on new challenges. We’re capable of more than we realise. I wanted to do DeutscheBike to be part of a fantastic team-building event. Group riding is a phenomenal experience. There’s nothing like it. You get a huge amount of support from riding together. You need that when you’re tackling a tough climb or descent. Physically and emotionally, you pull each other along. People may be surprised by how much training goes into a long ride. You have to be ready mentally and physically to get back on the bike after riding 100 miles. It’s great that this event will benefit young people. When we’re out on the road, I hope seeing DeutscheBike gets people thinking about what they can achieve.”

James Tomlinson
COO, Global Commodities, London

“DeutscheBike is going to be a real family occasion for the Parkhills. We’ve been expecting our first child soon. Travelling up to Cambridge for the start of DeutscheBike will probably be our first ever trip together. I’ve used to cycle a lot. Signing up for DeutscheBike has spurred me to get back on my bike. I would have loved to ride all three days of DeutscheBike, but I’ll be proud to tell people I’ve completed a stage of the Tour de France. It’s something I’ve always wanted to do. The Tour coming to the UK in 2014 makes this a once in a lifetime opportunity. Having taken part in Game Changers as a volunteer, I’ve seen the positive impact thatprojects like it has on young people. I’m doing DeutscheBike to raise money and to be a good role model for my children. I’m looking forward to telling them all about it.”

David Parkhill
Structured Products, Global Markets, London

“DeutscheBike is a phenomenal experience. There’s nothing like it”

James Tomlinson
COO, Global Commodities, London

Who’s influenced you?

“From parents to teachers and colleagues at the bank, I’m fortunate to have had some excellent mentors to guide me”

James

“Athletes like Jessica Ennis and Paula Radcliffe impressed on me that you can do anything if you commit yourself to a goal”

Devkee

“I’ve come to appreciate what my parents did for me more and more. They gave me good values and I want to pass those on”

David

From start to finish

The high point of the three-day route is the climb after leaving Hawes in the Yorkshire Dales, which is 493m above sea level at its peak.

Day 1
Harragote – Harrogate
Friday, 20 June
190 kilometers / 122 miles

Day 2
Harragote – Sheffield
Saturday, 21 June
153 kilometers / 96 miles

Day 3
Cambridge – London
Sunday, 22 June
170 kilometers / 106 miles
Billy has been going to the Crown and Manor Club since he was nine years old. About 150 boys turn up at Crown and Manor every week to play football, table tennis and other sports. They mostly come from the local housing estates. Football is the main draw. The club runs five teams from under 9s to under 16s that play competitively in local leagues.

Billy used to be one of these boys. He’s studying economics at Greenwich School of Management now, but he still comes back to the club one evening a week to teach maths. Because that’s the rule at Crown and Manor. If you want to play sport, you have to study too.

This is how sport for development works, by connecting playing sport to the personal development of young people. Clubs like Crown and Manor use sport as a way to help young people stay away from crime, drugs and anti-social behaviour and improve their lives by succeeding at school, in training or in work.

Through the sporteducate project, Deutsche Bank and sport for development charity Sported are working together to enhance the positive impact Crown and Manor and other clubs have on the lives of young people in their communities.

**Setting goals**

Through sporteducate, 33 sports clubs in London will get the funding, training and management support to run education, mentoring and employability programmes alongside their sports activities for 11-18 year olds at risk of joining the one million young people in the UK already not in education, employment or training (NEET).

As Sir Keith Mills of Sported explains, when it comes to tackling the problems associated with disadvantage, sport gets results: “The research that we’ve commissioned proves that participation in sport reduces crime and anti-social behaviour, alleviates health issues and improves educational attainment and attendance.”

That saves the taxpayer money. Each young offender costs the criminal justice system alone £8,000-£29,000 per year on average (National Audit Office, 2011), while the current level of youth unemployment is projected to cost the UK £2.8 billion annually over the next 10 years (ACEVO Commission on Youth Unemployment, 2012).

“Developing the capacity of these clubs to support the education, employability and life skills of young people will improve the prospects of the next generation, which is the core purpose of Born to Be,” comments Colin Grassie, Deutsche Bank UK CEO and member of the Group Executive Committee.

**Find the right game plan**

The first phase of sporteducate took place from July to December 2013. Five clubs that together offered a cross-section of the sporteducate demographic were chosen to take part in a pilot to test and give feedback on the various elements of the programme. As a grassroots initiative,
Spurred and Deutsche Bank recognise that clubs know better than anyone what their communities need. A set up that enables clubs to design their own educational programmes makes sporteducate unique within the sport for development sector. “By working with club leaders, we’ve found a flexible structure that works for the goals of the project and for them,” confirms Lekan Ojumu of Sported.

“The pilot underlined the need for the extra curricular education and mentoring support sporteducate will provide,” says Nicole Lovett of Deutsche, who helped develop the programme. One in four young people at the pilot clubs said they struggle to keep up with lessons. Many said they have no idea of their future beyond school.

Adjustments to the programme following the pilot include a referral system to target those at most risk of becoming NEET. The pilot also provided a reminder of the constraints clubs work within. Clubs will collect data to enable Sported and Deutsche to measure the impact of sporteducate. Those without IT equipment can use part of their tablet devices to gather this data.

Involving supporters

Clubs rely heavily on volunteers to run their activities and the pilot helped define the roles for them within sporteducate. Clubs need the most support on the business side, which is where employees like Alison Watkins come in. Alison volunteers as the treasurer of Carney’s Community in south London, which uses boxing to reduce reoffending and get young people ready to work. “Volunteering can make a huge difference to a small charity like Carney’s. Having someone like me to take care of the books means the club can give its full attention to helping young people,” she says.

The bank has set an annual target of 3,000 volunteering hours in support of sporteducate. “As we bring more clubs into sporteducate there will be more opportunities for employees to get involved in roles like Alison’s, as mentors to young people and as sports coaches,” adds Nicole.

Getting results

A further 10 clubs came on board in January 2014. Another 16 will join sporteducate this June. A first evaluation of the impact of sporteducate will be made at the end of the year. In time, this will support a wider dialogue with the sport for development sector and with academics, politicians and policy think tanks on the impact of sport on the NEET issue. Success stories like Billy and the others like him who go on to higher education or build successful careers show that being part of a club can give a person the skills and confidence to pursue their ambitions. Through sporteducate, Deutsche and Sported aim to prove that with the right investment and support, sport for development can deliver many more.

sported.org.uk

“The most significant investment by a corporate organisation in sport for development since London 2012”

Lord Seb Coe
Patron of Sported

Who’s in so far?

Education
- Crown and Manor Club, Hackney
- Rap Aid Youth FC, Enfield
- S Factor, Lewisham
- Southside Young Leaders Academy, Southwark
- St Matthew’s Project, Brixton
- Track Academy, Welling
- White Star Youth Association, Tottenham

Employability
- Lionheart in the Community, Brixton

Mentoring and employability
- Carney’s Community, Lambeth
- Martial Way Training, Tottenham Hale
- Newark Youth London, Shadwell
- People of the Road, Southall
- Sky Way Charity, Hackney

Mentoring
- Football Beyond Borders, Southwark
- Nu-Breed Enterprise, Brixton

Club mentors
- Assist with long term development and operational matters
  - Monthly commitment
    - Lionheart in the Community, Brixton
    - Assist with business management, marketing and development
      - One-to-one and email support
        - Nu-Breed Enterprise, Brixton
    - Employment support
      - Give careers talks and guidance on CVs and job applications
        - Regular commitment
          - Lionheart in the Community, Brixton
      - Football coaches
        - Run football training sessions
          - Weekly commitment, evenings and weekends
            - Training provided
              - Rap Aid, Edmonton, Tottenham, Wood Green
    - HR support
      - Provide training and advice on HR practices
        - For a small organisation
          - Regular commitment
            - Lionheart in the Community, Brixton

Marketing support
- Provide training and support on web design and management
  - Nu-Breed Enterprise, Brixton

Sports coaches
- Help run sports sessions
  - Weekly commitment
  - Training provided
    - Lionheart in the Community, Brixton

Treasurer
- Assist business planning and provide bookkeeping and accounting
  - One year commitment
    - People of the Road, Southall

Youth mentors
- Support, guide and encourage young people
  - Weekly commitment
    - up to 2 hours for at least six months
    - Training provided
      - Various clubs

Interested?
- Contact Sophie Hope, Employee Engagement Manager at Sported:
  - sophie@sported.org.uk

Play your part

If you’re a permanent UK employee, you can take up to two days a year to volunteer. Our sporteducate clubs would love to have you on the team
Employee Engagement
Self discovery

Anne-Marie Imafidon, Collaboration, Social Media & Social Business Strategies, Deutsche Bank and graduate of the /Have a Dream programme. Portrait photography: John Wildgoose.
Achieving equality of opportunity is a priority that drives Deutsche Bank’s corporate citizenship around the world. The bank’s ‘I Have a Dream’ programme is an example of its commitment to addressing issues of inequality that affect the banking industry and society as a whole.

The internship programme gives students from ethnic minority and low-income backgrounds the opportunity to experience an industry they may not have considered as a career choice. They have mentors to encourage them. If banking appeals, they already have a foot on the career ladder.

At Deutsche Bank, we are committed to attracting top talent from diverse backgrounds. ‘I Have a Dream is a key feeder pool into our Analyst internship and graduate programmes,” says Catherine Lennon, Graduate Recruitment Manager UK.

Anne-Marie Imafidon of Group Technology & Operations was a ‘Dreamer’, as they’re known. She was certain of her destiny. “Technology fascinates me. From an early age, I’ve enjoyed solving problems,” she says. Yet it was only when introduced to the ‘I Have a Dream’ programme through the Windsor Fellowship charity that she began to consider banking as a destination. “I didn’t know anyone who worked in banking. It was a new world to me. It gave me a lot of joy when I came to Deutsche.”

“I was fortunate enough to have doors opened for me through the programme that introduced Anne-Marie back to where she began. She says, “I was grateful to everyone who’s supported by the Be! Fund. opening the door

With its emphasis on helping young people to realise their potential, STEMettes aligns neatly to the mission of Be! And like the programme that introduced Anne-Marie to Deutsche, it addresses issues of diversity and social mobility too.

Because not enough is being done to encourage them. So I decided to make it my responsibility,” she says.

Taking the initiative

STEMettes organises events, exhibitions and mentoring for girls aged seven and up. The influence of the ‘I Have a Dream’ model on the programme is evident. “We introduce the girls to women working in STEM jobs to show them how creative they can be. They love meeting real people who care about their futures and they are blown away by the possibilities offered by STEM careers,” says Anne-Marie.

“STEMettes events centre on interaction to give the girls practical experience of how it feels to work in STEM disciplines. “To get this generation enthused, demonstrations need to have a wow factor and be relevant to their lives. We’ve seen pop group One Direction used to show how big data works and biomechanics explained through moonwalking.”

The girls get a crash course in what may turn out to be one of the defining skills for twenty-first century careers: “These girls pick up coding so quickly. Making actual apps they can see working on their phones gives them a huge buzz.”

Anne-Marie says the success of an event can be measured by the noise level. “We don’t want the girls to be quiet. We want them to ask questions, share ideas – everything that makes STEM jobs fun.”

Opening the door

With its emphasis on helping young people to realise their potential, STEMettes aligns nearly to the mission of Be! And like the programme that introduced Anne-Marie to Deutsche, it addresses issues of diversity and social mobility too.

As part of its corporate citizenship education strategy, the bank has created a mentoring scheme with STEMettes that will connect women working in STEM roles at Deutsche to the next generation. Forty girls studying STEM subjects at A-level will receive one-to-one mentoring over a four-month period. Their Deutsche mentors will help the girls explore the different ways they can use their STEM backgrounds within the bank. By targeting girls who are not typical Deutsche candidates, the initiative brings Anne-Marie back to where she began. She says, “I was fortunate enough to have doors opened for me through ‘I Have a Dream’, so I owe it to these girls to do the same for them.”

Deutsche Bank has made a formal commitment to improving gender diversity at the top of its business by pledging that 25% of senior management will be women by 2018. This example of partnership between bank and employer shows an understanding of the importance of early intervention to counter the causes of under-representation.

Increasing the number of women working in STEM should also benefit innovation, another priority for the bank. “The STEM sector can’t afford to miss out on all the female talent that’s out there and neither can Deutsche,” observes Anne-Marie. “It’s time we let them in.”

Who helped along the way?

“My parents, Windsor Fellowship, all the people who checked my applications for internships and funding, my line managers at the bank, I’m grateful to everyone who’s seen more in me than I have. You have to push yourself forward too, by not being afraid to take on new challenges.”

Anne-Marie Imafidon

Mentoring – why, who and where

Missing out

Women make up just 13% of the UK’s STEM workforce (WASE, 2012)

13%

Encouraging

1,600

Mentoring young people is one of the most popular employee volunteering activities worldwide.

Germany

Mentoring is part of the bank’s involvement in the German National Scholarship Program, which supports talented and ambitious students from underprivileged families.

Sweden

Deutsche employees are role models to young people at risk of violence and drug abuse through a partnership with Mentor Sweden.

US

The Capital Markets and Treasury Solutions team in New York provides mentors to students from one of the city’s lowest-performing schools.

India

Deutsche employees mentor the budding social entrepreneurs supported by the Bal Fund.

Blaze the trail

To become a STEMettes mentor, contact:
sarah.wyer@db.com
**Education**

**Equal opportunities**

**Move up**

Taking educational impact beyond the classroom

Education’s role in social mobility is at the heart of Deutsche Bank’s corporate citizenship. Globally, the bank supports projects that focus on helping young people from underprivileged backgrounds acquire the knowledge and skills to progress in life. 

The barriers are different for each community. In the developing world, access to any kind of education at all may be the problem, due to lack of infrastructure. In the UK, the concern is often over the quality of education, as not all young people are attaining the most basic skills needed to join the workforce.

Educational underachievement is one of the root causes of the youth unemployment problem that the bank’s youth engagement programme targets. Currently, two out of every five school leavers do not achieve the minimum expectation of five GCSE passes above grade C including Maths and English. The consequences of that failure go beyond workplace readiness. Poverty, crime and social breakdown are all linked to educational underachievement, as both cause and effect. Future generations are affected too. Studies show those who leave school with few or no meaningful qualifications are less likely to be able to support the learning of their own children, perpetuating disadvantage.

Deutsche’s partnership with social policy think tank the Centre for Social Justice (CSJ) was developed from a shared concern about the impact of educational inequality on young lives in the UK. In consultation with politicians, academics, schools and charities, the CSJ is working on ideas for reforms that can transform the experience of those at the bottom of the education system. Areas of focus include educational standards and quality of teaching – the single most important factor determining whether young people do well at school. “We want to look at how the education system can deliver for all children, and for the most disadvantaged in particular. Like Deutsche Bank, we believe everybody should have the chance to succeed, no matter where they are born geographically, which family they are born into, or which school they go to,” says Lee Davis of the CSJ.

The partnership shows the bank’s willingness to advocate on behalf of young people. Deutsche Bank is sponsoring the CSJ’s forthcoming report, ‘Breakthrough Britain II: Educational Failure’, which will be published later this year. The CSJ’s proposals will shape a dialogue with all stakeholders on the future of the education system in the lead up to the general election in 2015. 

“Helping young people achieve true social mobility is one of the key aims of Born to Be. We’re delighted to be working with Sutton Trust to open up opportunities for young people from less privileged backgrounds to become the next generation of banking professionals,” says Colin Grasse.

**First hurdle 40%**

Two out of five UK students do not achieve basic qualifications (Department of Education, 2013)

**Counting the cost 8 m**

More than 8 million adults in the UK lack basic literacy and numeracy skills (UK Department for Business Innovation and Skills, 2012)

**Way in**

An industry-wide effort to bring more young people from low-income backgrounds into banking

As a company that values diversity, Deutsche Bank seeks the best talent regardless of background. Research shows that banking has had limited success in attracting candidates from low and middle-income backgrounds into leadership roles. A new initiative led by the Sutton Trust charity aims to increase access to the industry.

In January 2014 Sutton Trust published Pathways to Banking, the results of a research study commissioned from Boston Consulting Group into leadership and recruiting patterns in banking. According to the study, “Recruitment in financial services is heavily skewed towards those with an independent school and elite university background, particularly at senior levels, while students from modest backgrounds and non-elite universities play a disproportionately small role.”

This long-term trend has a triple impact. There are talented young people who are being overlooked and missing out on the chance opportunity to work in a dynamic industry that can give them a platform to fulfil their potential. The workforces of banks are not fully reflective of the diverse customer base and wider society they serve. Social mobility, an expectation of any democratic society, is also affected.

A recent paper by the Social Mobility & Child Poverty Commission (‘Business and Social Mobility: a Manifesto for Change’, 2013) draws attention to the incentives to businesses to promote social mobility.

“The facts suggest tackling barriers to social background is a matter of competitive advantage,” the commission writes, referring to a growing body of evidence that workforce diversity improves business performance. Boston Consulting Group also urges companies to embrace the benefits of a more diverse workforce, among them improved decision-making and a better understanding of customer needs.

Banks are well placed to provide a route into a well-paid career for the less privileged, but too many state-educated students remain unaware of the opportunities available. “There are many examples of good education and outreach work by banks, but there is much more that could be done,” observes Sir Peter Lampl, Chairman of Sutton Trust.

Deutsche Bank is one of a number of banks in the UK to join forces with Sutton Trust to create a pathway that can bring more low and middle-income students into banking. The vision is an end to end approach that supports potential candidates from school through university and beyond. The partnership will help Deutsche deliver on the promise of Born to Be. 

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**centrefor socialejustice.org.uk**
Pitch perfect

Alive to the sound of music
CBSO schools programme

What sound does a piccolo make? Why is a double bass so huge? And do they really need quite so many violins? Classical music can be impenetrable to young people who are more used to beats and guitars. Yet the symphony orchestra is not only an amazing piece of music technology, it’s an enthralling demonstration of individual talent working together.

Make of young people discover their creative potential, which is why Deutsche Bank works in partnership with leading orchestras around the world to bring classical music to them. This year Deutsche celebrates 25 years of partnership with the Berliner Philharmoniker. Since 2002, more than 33,000 young people have participated in the orchestra’s education programme, which the bank sponsors. The partnership has also produced the prize-winning Digital Concert Hall, which makes live performances by the orchestra in Berlin available around the world.

Deutsche Bank is strengthening its roots outside London with a growing presence in Birmingham. The Brindleyplace campus will eventually be home to more than 2,000 employees. The bank’s Born to Be programme is working there already.

In January, more than 6,000 Key Stage 3 students from across the West Midlands experienced the thrill of live music in the flash of a concert devised especially for schools by the City of Birmingham Symphony Orchestra (CBSO). With a repertoire ranging from Beethoven and Vivaldi to the soundtracks to the ‘Harry Potter’ films and best-selling computer games, the performance explored classical music from every angle.

The concerts are part of Stay Tuned, an educational partnership between Deutsche Bank and the CBSO designed to help young people engage with classical music. Stay Tuned has enabled educational workshops with CBSO musicians and live concerts for students at 12 inner-city secondary schools which had little or no music provision previously.

Deutsche Bank Managing Director Paul Hutchins comments: “This exciting and creative partnership encapsulates Deutsche’s commitment to giving young people more opportunities.”

cbsoc.co.uk

Where did you get that?
Design Ventura

Make something handy. That was the challenge set by the Design Museum for this year’s Design Ventura project, which Deutsche Bank supports as part of Born to Be.

Design Ventura develops creative and enterprise skills. Teams of students from state schools design a product to sell in the shop at the Design Museum. The project introduces young people to all aspects of commercial design: product design, branding, marketing and budgeting.

What the students learn equips them for life beyond school. Like how to sell an idea, which they have to do before a panel of professionals, ‘Dragons’ Den’-style.

In 2013 the Design Museum combined Design Ventura, which focused on London, with its online equivalent, Virtual Ventura, to create one project open to all UK state schools.

“We reconfigured Design Ventura to increase access and the response has been fantastic. We now have schools in Scotland and Northern Ireland entering teams,” explains Catherine Rimman-Smith of the Design Museum. “We want to redefine the role of museum as learning resource for the twentieth first century. In this new form, Design Ventura takes design education into classrooms all over the UK.”

Over 6,000 students took part in 2013. The winners came from Weald of Kent Grammar School. Their product, Sliderz, prevents waste by enabling tubes of toothpaste and other household items to be emptied. Very handy in these budget-conscious times and fun to use too, said the judges. It goes on sale at the Design Museum later this year.

ventura.designmuseum.org

Get involved
Born to Be events for employees

18 May
Super Hero run for Charities of the Year

25 May
BUPA 10km run for Charities of the Year

1–7 June
Volunteer week

10 June
Deutsche Bank Debate Mates Cup Final

15–17 June
Deutschelife static bike challenge

20–22 June
Deutschelife

17–21 July
Icelandic Lava Trek challenge for Rainbow Trust

27 July
Hampton Court swim challenge for Rainbow Trust

3 September
Deutsche Bank Awards for Creative Enterprises ceremony

25 September
One Day fundraising event for Charities of the Year

1 October
Online voting opens for 2015 Charities of the Year

18–26 October
African Bush Trek challenge for Malaria No More UK

1 November
Born to Be events

31 December
StreetSmart campaign

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Passionate about…
Passing skills

As well as working at Deutsche, you’re a Chelsea and England footballer. How did you reach the pinnacle of your sport?

It’s been a long process. I started off playing with my brother in the garden when I was seven years old, then played for local teams, which led to the FA Girls’ Centre of Excellence. I was selected for England Under-15s. From there on, I was nurtured all the way through to where I am now, in the England senior side.

Is there anything in particular that helped you develop your talent?

Whatever you do, it’s encouraging if people are willing to invest their time and energy in you. Without that investment, I probably wouldn’t be in the situation I am now. I would have continued to try, but I was helped along my path.

Was there ever a point when you thought football wasn’t for you?

Playing has always been a great enjoyment, but I didn’t like being away from home. It takes a bit of personality to be able to cope, especially when your friends are going out. There are a lot of talented players who never make it because they don’t have that discipline. You need support at home too. My parents were there for me, but not everyone is so fortunate.

How did you get involved in Street Child World Cup?

When Born to Be launched I wanted to find out what I could do to help and this project provided a perfect fit for my skills. The bank has a longstanding partnership with StreetSmart which raises money for homelessness charities. They decided to sponsor Team England at the Street Child World Cup in Brazil, which aims to change negative perceptions of homeless young people.

I helped the England team train for the competition and acted as a mentor to the girls in the squad. They’re aged between 14 and 17. Some of the girls are really talented; they just haven’t had any direction. They’ll have grown in confidence and self-esteem from this experience. The support provided by the other female mentors at Deutsche will help them with what they do next.

One of my main aims was to get them working together as a team. Sport teaches you that no matter who you are, or where you’re from, when you go out on the pitch you’ve all got the same aim and you have to work together to achieve it. I’m pleased I could pass on what I’ve learnt.

How do you juggle football with your role as Business Analyst in Group Finance?

Being unable to play due to injury has brought my Deutsche Bank career into focus for me. I appreciate the flexibility of my role, which helps me balance my two careers. After this experience I want to get more involved in the bank’s corporate citizenship. I’ve helped create a link with Chelsea Football Club already. I hope that’s the start of many connections I can make.

streetchildworldcup.org
streetsmart.org.uk

Team player

Claire Rafferty knows all about the importance of discipline and partnership for getting talent to flourish. She’s used her experience of international football to prepare a team of girls for the life-changing opportunity of representing England at the Street Child World Cup, which highlights the issue of youth homelessness.

Photograph: Bill Robinson