As a corporate citizen, we enable economies and communities to prosper. This is how we create a positive impact for people and society at large. Our initiatives have a strategic focus on education, enterprise and community, and we encourage our employees to support the bank’s citizenship activities. Our education projects enable young people to reach their full potential. We work with pioneering enterprises to help drive positive change in society. And wherever Deutsche Bank does business, we contribute to stronger and more inclusive communities. We do this together with like-minded partners and our Plus You employee volunteering and giving community. In addition to making a difference on the ground, we promote advocacy and field leadership. All our CSR initiatives contribute to the most important global policy initiative of this era, the UN’s 2030 Agenda for Sustainable Development. During the COVID-19 pandemic, colleagues in more than 30 countries joined our relief campaign for food & shelter charities that provided over 2.5 million euros to help the most vulnerable members of our communities. Beyond the immediate aid, we have also enhanced digital offerings and online volunteering opportunities for our education and enterprise initiatives. 

Our corporate social responsibility mission: Enabling communities and economies to prosper

This is why we are here.
To enable economic growth and societal progress.
To realise plans and ambitions.
For clients and employees, investors and communities.
#PositiveImpact

With our Born to Be initiatives, we prepare young people to become the workforce of tomorrow by breaking the cycles that limit their prospects. We raise their motivation, help them develop their skills and improve their access to education and employment opportunities. Our MADE for GOOD enterprise programme helps social ventures scale their offers by providing advice and support as well as better access to networks and funding. Wherever we do business, we work to build stronger and more inclusive communities. Projects that deliver basic welfare, improve infrastructure, promote affordable housing and provide relief in emergencies always increase the impact of our projects. Our employees increase the impact of our projects. From hands-on support, to mentoring young people, sharing business skills with partners to fundraising and matched giving programmes, there is a way for everyone to make a difference with Plus You.

Our annual target: ~ 220,000 corporate volunteers (25% of Deutsche Bank employees) ~ 6.4 m hours invested in education, enterprise and community projects €8.4 m raised for charities ~ 19,000 corporate volunteers (25% of Deutsche Bank employees) 14,000 projects in 25 countries 1

Our key performance indicators:
- 3.1 m young people enabled to develop their potential 1
- 4.7 m special programmes reached in 2019
- 55,000 full-time-equivalent employees in 2019
- > 180 projects in 20 countries
- > 19,200 social innovations in 2019
- > 1,200 projects in 20 countries
- > 150 community projects in 2019

Our target 2020: Make a positive impact on 5 m young lives Our annual target: Keep volunteer engagement at or above 20%