Education, equality, hunger, poverty, health, sustainability, economic growth – the United Nations has called for concerted action on issues of global importance from countries and institutions.

The Millennium Development Goals set by the UN in 2000 have achieved significant progress. The number of people living in extreme poverty has fallen by more than half over the past 25 years. There are more children in education today in developing regions of the world, and many more girls in school.

But as the UN noted when launching its post-2015 development strategy, the 2030 Agenda for Sustainable Development, there are still disparities in prosperity between regions and within countries, which this Agenda aims to address.

According to UN Secretary-General Ban Ki-moon, its goals reflect “a shared vision of humanity, a contract between the world’s leaders and people and a blueprint for success”.

Private sector participation is needed to fulfil the goals of this agenda. Deutsche Bank is among the global institutions that are embracing this responsibility and making a contribution. From its beginning over 140 years ago, Deutsche Bank has supported global development. Established to facilitate overseas trade for German businesses, today the Bank plays an instrumental role in the operation of global financial markets and the growth of economies. It also helps to address social issues around the world through its corporate citizenship.

Since the early twentieth century, Deutsche Bank has been involved in helping those in need through activities that have grown in ambition and scale. For the past decade, Deutsche Bank has invested around €80 million annually in corporate responsibility. “Our vision reflects our conviction that to be successful we must be trusted. Corporate responsibility is central to our efforts to win and maintain the trust of all our stakeholders. We are committed to being active members of the communities we serve,” says John Cryan, Chief Executive Officer of Deutsche Bank.

Continued on page 2 »
Deutsche Bank has a long tradition of intervention in times of emergency. In recent years, the Bank has responded to natural disasters in the US, Haiti, Japan, Nepal and the Philippines with financial assistance and volunteer support. The conflict in Syria has led to one of the largest humanitarian crises in modern times. The refugees making the difficult and dangerous journey to seek a place of safety in Europe. Their arrival marks an end to the physical dangers they have faced. Yet it is also the beginning of a whole new set of challenges. Whenever they settle, refugees must navigate new cultures and systems. They need help with that. More than 1 million refugees arrived in Germany in 2015. More than 1,500 Deutsche Bank employees are part of a national effort to welcome these newcomers and help them adapt to local life.

Under one umbrella
Earlier this year, Deutsche Bank joined forces with leading German companies to assist the integration of refugees under the umbrella of the ‘WwK-Zusammen‘ initiative.

Deutsche Bank has pledged 1,000 employees to work with local relief charities as integration coaches over the next three years. These coaches will help refugees to get to know everyday needs such as public transport and local customs. They can also help refugees access education and find jobs that allow them to use the skills and education they have brought with them.

Having a global footprint creates opportunities to make a difference at grassroots level
Deutsche Bank is taking a leading role in supporting them at the forefront of social change. Having a global footprint creates opportunities to make a difference at grassroots level. Whenever Deutsche Bank does business, a priority is to advance equality and sustainability by helping to build stronger and more inclusive communities. Common themes in the Bank’s support include education, basic health, and rights. In Germany, the Bank provided a Physically disabled seaside camp for children and a language for beginners handbook for refugees. Employees in Hildesheim have volunteered to help as language teachers. Another urgent requirement for authorities is to find new venues and locations to assist the integration coaches and to make contact with them.

Learning the culture
Deutsche Bank has sponsored a German language for beginners handbook for refugees. Employee in Hildesheim have volunteered to help as language teachers. Another urgent requirement for authorities is to find new venues and locations to assist the integration coaches and to make contact with them.

German volunteers work with refugees at a shelter for migrants and refugees, near Frankfurt, available as a refugee shelter.

This hands-on involvement from employees helps young people from disadvantaged backgrounds progress from high school into higher education. Donations made by employees through the Bank’s first Employee giving programme funded five additional STUDIENKOMPASS scholarships for young refugees in 2015. In 2019, donations will provide reading mentors for refugee children.

For a better future
The plight of refugees has touched people all over the world. Deutsche Bank is active in relief efforts in other countries as well. Employees in Spain can create donations to refugee-focused NGOs and in South Africa the Bank partners with local organisations to support UNHCR refugee relief efforts. Donations to UNICEF and other international aid charities by US employees are matched automatically by the Bank. Deutsche Bank Australia lists the same policy for donations to the humanitarian charity CARE Australia.

Syria’s neighbours have absorbed about a million people fleeing the conflict. Refugee projects in the region include contributions to refugee-focused NGOs and in South Africa, Deutsche Bank and its foundations are involved in the Public Investment Foundation’s initiative to improve physical security and water supply and sanitation for people living in temporary settlements in Lusaka. It took real courage to leave behind home and family in the hope of finding a better future. With this support for refugees in Germany and around the world, Deutsche Bank is helping to advance a more equal and valuable society for everyone.

Deutsche Bank and its foundations are focusing corporate citizenship. The Bank’s db.care project STUDIENKOMPASS helps young people from disadvantaged backgrounds progress from high school into higher education. Donations made by employees through the Bank’s first Employee giving programme funded five additional STUDIENKOMPASS scholarships for young refugees in 2015. In 2019, donations will provide reading mentors for refugee children.

For a better future
The plight of refugees has touched people all over the world. Deutsche Bank is active in relief efforts in other countries as well. Employees in Spain can create donations to refugee-focused NGOs and in South Africa the Bank partners with local organisations to support UNHCR refugee relief efforts. Donations to UNICEF and other international aid charities by US employees are matched automatically by the Bank. Deutsche Bank Australia lists the same policy for donations to the humanitarian charity CARE Australia.

Syria’s neighbours have absorbed about a million people fleeing the conflict. Refugee projects in the region include contributions to refugee-focused NGOs and in South Africa, Deutsche Bank and its foundations are involved in the Public Investment Foundation’s initiative to improve physical security and water supply and sanitation for people living in temporary settlements in Lusaka. It took real courage to leave behind home and family in the hope of finding a better future. With this support for refugees in Germany and around the world, Deutsche Bank is helping to advance a more equal and valuable society for everyone.
Deutsche Bank supports entrepreneurs who want to change the world

A problem from the developing world: how can doctors preserve life-saving and temperature-sensitive medicines in places that do not have access to the power grid? The innovations at the Berlin-based clean technology startup Coolar have created a solution: a refrigerator that uses energy from the sun.

This technology is not just relevant to healthcare, it can be used in homes too. It also overcomes the environmental drawbacks of conventional refrigeration technology. Emissions are lower and as the material used is non-hazardous, it can be disposed of easily and safely at the end of a very long life.

Social concern
The kind of genius typical of a new breed of entrepreneurs who are going into business to address social concerns. Deutsche Bank is helping them to succeed through its global enterprise programme Made for Good.

Since 2002, Deutsche Bank's partnership with the Hong Kong Arts Festival has brought Shakespeare to more than 137,000 state school students in Hong Kong. The project also varies hugely between different countries as well as looking at how cultural learning supports the academic achievement, employability and social mobility of young people.

Joining in
Cultural learning is just one of the pathways that Deutsche Bank’s Born to Be programme uses to help young people reach their full potential.
Corporate citizenship
Making a difference

Deutsche Bank’s corporate citizenship strategy is brought to life by the work of its regional units and endowed foundations around the world. Globally aligned in support of education, enterprise and communities, they focus on the areas where they can do most to help in their part of the world.

People and places

Illustration: Robert Gerhard Honig
Universal pre-school education gives all four-year-olds in New York City a more equal start in life

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.

For Deutsche Bank, strengthening local communities is a global priority and the bank’s US Foundation works in New York City to make a difference to residents across the city. The impact of income inequality creates daily challenges for many families in New York City. Deutsche Bank has been a leader in supporting communities in the city, and more broadly within the United States, for many years. Community development grants and flexible loans by Deutsche Bank have financed affordable housing, small business creation and services such as children’s and employment training for the people of New York City. Education also plays a vital role in strengthening social cohesion and the Bank contributes to initiatives that aim to narrow the achievement gap between rich and poor.

Deutsche Bank is a long-standing partner of the community in New York City, and we believe that education is key to developing the next generation of leaders and entrepreneurs.
Deutsche Bank uses its Global Impact Tracking to evaluate the alignment of corporate citizenship investments with strategic goals. In 2015, the Bank invested €76.8m globally in projects designed to have a lasting impact on individuals and communities.

**Results**

Deutsche Bank has increased its positive perception as a responsible corporate citizen over the past six years. The Bank has made strides in environmental sustainability, supporting a culture of responsibility, and enhancing social engagement and equality.

**Our investment**

By region

- Asia Pacific (including Japan): 14%
- Africa: 10%
- Americas: 33%
- Europe, Middle East and North Africa: 43%

**Beneficiaries**

By area of activity

- Education: 44%
- Art & Music: 14%
- Volunteering: 27%
- Other: 12%

**How we help**

The impact of our projects

- 68% of volunteers believe their engagement helps to improve the lives of their beneficiaries
- 64% of volunteers increasingly feel that the Bank’s activities make a real difference

**Responsible corporate citizen**

How others see us

- 68% of individuals and communities view Deutsche Bank as a responsible corporate citizen
- 44% of project beneficiaries say their lives have been improved

**Volunteering**

Employee participation

- 44% of employees volunteer outside of their work

**Feedback**

What our volunteers say

- 89% feel proud that Deutsche Bank takes on responsibility for the community at large
- 84% say corporate volunteering helps to combine their personal and professional lives

**Our commitment**

More than 17,800 employees, 22% of the workforce, were corporate volunteers in 2015. A further 46% volunteered outside of the Bank’s programmes.

**Measuring impact**

Source: Survey of businesses in 16 countries; top two ratings on a five point scale

<table>
<thead>
<tr>
<th>Region</th>
<th>Global total</th>
<th>Global Impact Tracking</th>
<th>Positive perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>37%</td>
<td>37%</td>
<td>14%</td>
</tr>
<tr>
<td>UK</td>
<td>37%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Asia Pacific (including Japan)</td>
<td>14%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Africa</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Americas</td>
<td>33%</td>
<td>18%</td>
<td>23%</td>
</tr>
</tbody>
</table>

**Today’s challenge**

Climate protection has long been part of Deutsche Bank’s commitment to sustainability. The Bank aims to minimize its environmental footprint and is carbon neutral. It was the first global commercial bank to be accredited by the Green Climate Fund, which serves as a central financing mechanism in the fight against climate change and its consequences. Green bonds make an important contribution to environmental protection and climate protection. Deutsche Bank raised €4.6 billion through green bonds in 2015. Deutsche Bank is also one of the largest providers of finance for renewable-energy projects, with more than €5 billion in financing to the sector last year.

**Tomorrow starts today**

**Paris Pledge for Action**

If the global community hopes to curb climate change, it has to act now. That was the message from the 21st UN Climate Conference. The historic Paris Climate Agreement calls for all countries to support climate protection. Limiting the rise in global temperature to no more than two degrees Celsius is the top priority. However, this cannot be achieved without a low-emission, climate-friendly economy.

Climate protection has long been part of Deutsche Bank’s commitment to sustainability. The Bank aims to minimize its environmental footprint and is carbon neutral. It was the first global commercial bank to be accredited by the Green Climate Fund, which serves as a central financing mechanism in the fight against climate change and its consequences. Green bonds make an important contribution to environmental protection and climate protection. Deutsche Bank raised €4.6 billion through green bonds in 2015. Deutsche Bank is also one of the largest providers of finance for renewable-energy projects, with more than €5 billion in financing to the sector last year.

Following the UN World Climate Conference, Deutsche Bank was among 300 cities, regions, companies and investors worldwide to sign the Paris Pledge for Action. The declaration committed the signatories to supporting the implementation of the Paris Agreement quality and efficiently. It is a worldwide appeal to think about the future, today.

**Sound of the future**

Music for Peace

Music for Peace is more relevant than ever and the foundation’s many projects have reached thousands of children. There are 10 ensembles carrying music into the world, including three symphony orchestras, a string quartet and a brass band. Music master classes promote new talent, and Music for Peace even has its own workshop, where new instruments are made. Somewhere in the city of Istanbul, the first violin crafted by Alfonso for Peace is already being played.

**Here, now**

**Support for climate protection, new voices in contemporary art and a project that brings social harmony through music**

**Artist of the Year**

Basim Magdy, a Berlin-based Egyptian artist, was the first recipient of the Artist of the Year award. The prize is a solo exhibition in the KunstHalle. Magdy’s successor as Deutsche Bank Artist of the Year is South African artist Kemang Wa Lehulere, whose complex works were exhibited in the KunstHalle and the Berlin wallpaper. The Deutsche Bank Art Prize is one of the most significant prizes in contemporary art. The prize is worth €125,000 and includes a solo exhibition at the KunstHalle. The winner of the Urban Age Award is a young artist whose work addresses socio-political topics. The prize is worth €500,000 and includes a solo exhibition at the KunstHalle and an international exhibition. The winner of the Artist of the Year award is chosen by a jury of art critics, curators and collectors. The prize is worth €125,000 and includes a solo exhibition at the KunstHalle. The winner of the Urban Age Award is a young artist whose work addresses socio-political topics. The prize is worth €500,000 and includes a solo exhibition at the KunstHalle and an international exhibition. The winner of the Artist of the Year award is chosen by a jury of art critics, curators and collectors. The prize is worth €125,000 and includes a solo exhibition at the KunstHalle. The winner of the Urban Age Award is a young artist whose work addresses socio-political topics. The prize is worth €500,000 and includes a solo exhibition at the KunstHalle and an international exhibition.
Best of both

When did you begin volunteering?

JP One thing I learned as a child from my parents is that if you want things to change, you have to pull your weight to make it happen. After I'd graduated and started my first job, I was determined to do voluntary work as well. The Team Challenges at Deutsche Bank provided the ideal platform for that commitment. Our team has been involved in a number of projects for children. Volunteering seems to be much more common in other parts of the world. In fact, you may even be considered the odd one out if you don't make a contribution personally or financially. I was in the United States when Hurricane Sandy devastated the East Coast. My colleagues and I rolled up our sleeves and helped clean up. No one thought twice about pitching in.

JH For me it all began after the birth of my daughter. My first volunteer commitment was managing the accounts at her day care centre. When she went to school, I set up a support organisation, helped with business plans and we achieved some lasting changes. More recently, we've welcomed a number of refugees to our local tennis club. On top of welcoming them in our community and offering advice, we cover their membership fees. Unfortunately, it seems like there is less team spirit in society these days. People aren't there for each other as much as they used to be. I'd like to see every adult lead by example and social commitment can complement their membership fees.

The two of you are mentoring a social start-up that provides educational opportunities for refugees. How did that come about?

JP Kiron University appeared at just the right time. My daughter had moved to the UK to finish her education. All of a sudden I had time on my hands and I wanted to put it to good use. Today, everyone’s talking about the refugee issue but no one seems to know how to best deal with it. I admire the young people at Kiron who are creating something wonderful. But there was no way I could have mentioned them alone and stay on top of my regular work, so I asked Jennifer if she wanted to team up.

JH Integration can only be successful if people go the extra mile to make it happen. Being really convinced of a concept is the first step to bringing it to life. Kiron certainly hit my sweet spot, since it is education-based. However this is the first time I've been involved in such a huge project in terms of both its length and scope. It's much more demanding than my previous volunteer work and requires enormous stamina. I have no doubts that this commitment will not only help others, but will also advance me personally. Sometimes you see returns that you never had expected only several years later.

What are the specific challenges of coaching a social start-up?

JP It’s a complex task that sets high demands on both the entrepreneurs and us as coaches – especially when it comes to efficient communication. And it’s good to know that if we can’t answer a question, we can call on our network in the Bank. One thing I hadn’t expected was how incredibly helpful colleagues would be. Janet and I complement each other well. I spend a lot of time in the Berlin start-up scene and have lots of ideas, but I don’t always follow up on them. That’s where Janet comes in. She’s persistent, she can prioritise and she will stay focused on what matters most.

JP What most start-ups need is financial know-how. They have great ideas but they may not keep an eye on the basics of running a business. I tell them not to forget to look back when they move forward. I point out potential risks and make sure they are properly addressed. The Kiron founders, for instance, spend a lot of time in high-risk countries, setting up new partnerships with local universities. These trips create particular risks that should not be ignored.

What have you learned from the experience?

JP I’m amazed by the time, money and commitment that the Kiron founders have invested in their project. They are always on the go – they never switch off, never have a weekend. And they are totally comfortable in all kinds of company – they can talk just as easily with the President of Germany as they can with anyone else. There seem to be no barriers for them. Their energy and drive are really special – something I’d love to see in more young people.

JH The Bank often relies on structures and processes that employees need to follow. In this project context, though, we tread many new paths to drive things forward. Thinking out of the box is thus a real asset. As a mentor, I’ve managed to free myself from some of the mental confines of defined structures and think more laterally within the rules of the game. That’s given me a whole new perspective on things. On a personal level, I find it most inspiring to see how my volunteer work has been supported by colleagues and the Bank in general. It’s encouraging to see that business interests and social commitment can complement each other so well.

kiron.ngo
db.com/cr/social-entrepreneurship