

# 3D Middle East and North Africa

Education  
Music lessons

## Unlocking potential

Deutsche's *Born to Be* programme invests in future generations



Baghdad Choir at *ChoirFest* Middle East 2015 Photograph: The Fridge

Harmonious  
Over 2,500 choral singers have performed at *ChoirFest* over the past four years

# 2,500

Jobs can be very hard to find for young people in the Middle East. According to the International Labour Organization, more than one in four young people in the region are out of work. With more than half the working age population unemployed (World Bank), joblessness can easily become permanent.

Everyone is born with talent. But we don't all get the same opportunities to achieve our potential. For many young people in the Middle East, barriers such as conflict, poverty, inequality and discrimination stand in the way of what they hope to achieve in life.

Through its *Born to Be* youth engagement programme, Deutsche Bank is working to change the lives and prospects of the next generation. Because every young person deserves the chance to become who they were born to be.

### Singing together unites diverse cultures

In a region divided by conflicts ancient and modern, progress requires a common language through which people can overcome their differences. The annual *ChoirFest* choral festival in Dubai, which is supported by Deutsche Bank,

uses singing to promote harmony in the Middle East. Choirs from across the region are invited to share their musical traditions with a wider audience and by doing so, build bridges between cultures. As young people from countries such as Afghanistan, Iran, Lebanon, the UAE and Palestine perform on stage, watch others and take part in educational workshops, they gain a new perspective on the world around them.

By encouraging musical collaboration, *ChoirFest* helps to break down the barriers that create distrust among people. Choirs join together en masse to learn a new song, an experience that unites young people from different backgrounds. They share the stories of their lives with each other and return to their countries with changed perceptions and aspirations.

*ChoirFest* offers many lessons. It shows young people that their talents can take them far beyond their immediate surroundings. It brings home that the people over the border are really no different. Above all, *ChoirFest* proves that music can open minds. ■



**Education**

Pushing boundaries

# Direction

Learning creates self-belief and routes out of poverty for children in Pakistan, Palestine and UAE



A student of TCF School – Deutsche Bank Foundation Campus II (Mansehra) Photograph: The Citizens Foundation

Pakistan has one of the largest populations of any country in the world. It is also among the least developed nations, according to the UN. More than half the adult population is illiterate. Where the state does provide education, schools are often in poor condition. Many lack electricity and running water.

Since 1995, non-profit organisation The Citizens Foundation has been working to raise the quality of education in Pakistan. In the past 20 years it has built more than 1,000 schools nationwide. Deutsche Bank has supported the construction of three new schools, the most recent of which opened in 2015.

By building schools in urban and rural areas of extreme poverty, The Citizens Foundation brings education to those who need it most. Scholarships make education affordable to even the poorest families. Many Citizens Foundation schools provide primary and secondary education, so students can enjoy a stable learning environment and consistent quality of education. The aim is for students to be able to go on to college or pursue a career when they leave.

Changing attitudes and aspirations is part of the mission of The Citizens Foundation. It encourages female enrolment and the female teachers it employs are role models for the next generation. With its commitment to expanding educational

access and advancing gender equality, Citizens Foundation is not just changing the future for its students: it is helping to transform a country.

**Creating chances to achieve**

Deutsche Bank's partnership with the Rashid Centre for the Disabled in the United Arab Emirates provides access to a unique form of learning for students with special needs. Therapeutic riding has been proven to help improve the physical, cognitive and social skills of people with disabilities. Regular visits to the Rashid School equestrian grounds encourage the students of the Rashid Centre to push their personal boundaries.

Riding is a highly physical activity that demands balance, co-ordination, discipline and judgement. These are all essential for the students to be able to function independently at home, at school and in the community. As they develop and master these skills, their confidence and self-esteem grow.

The students are also shown how to look after horses, a dimension that helps them become more comfortable and confident in dealing with other people. Step by step, with the support of the Rashid Centre for Disabled Children, these young people learn to live life without limits. ■



A child with her PACES coach Photograph: Khaled Hibri

**Meeting special needs**  
More than 50 special needs children treated through Deutsche Bank's Horse Riding Programme

# 50

**Increasing access**  
Deutsche Bank has supported three new school campuses in Pakistan

# 3

**Enterprise**

Home economics

# Recipe

Empowering single mothers

Working with the Mawaddah Foundation in the Kingdom of Saudi Arabia, Deutsche Bank's Middle East Foundation helped design a local programme to support and improve the economic and social situation of non-working single mothers aged 25 to 45 through the establishment of special cooking classes to help them launch their own catering business.

Al Mawaddah is the first foundation of its kind focused on the wellbeing of Saudi families. The Foundation aims to reduce divorce rates in the Kingdom and addresses

its effects on families and society. The foundation builds effective measures to raise awareness of family problems and the rights of individual family members.

In addition to local and global cooking techniques, the classes provide self-development, small business management and e-marketing skills for the participants to sustain their businesses in the future. Additional supplies provide the necessary equipment for participants to start their own business right after graduation. ■

**Fresh start**  
15 women have started a successful business

# 15