

3D

UK

Education
Careers service

In the Community
Social club

Going to work

Deutsche Bank's *Born to Be* prepares young people for tomorrow's job market



Sharing ideas: the *Design Ventura* project gives students the opportunity to gain skills relevant to many different careers Photograph: Miles Willis

Many of today's teenagers will enter a very different job market to their parents. By developing relevant skills, aspirations and providing access to opportunities, Deutsche Bank's *Born to Be* programme aims to prepare them for this future.

The creative industries support a wide range of careers connected to the business of making and selling. They prove that vocational skills can provide a livelihood. Deutsche Bank's *Design Ventura* project with the Design Museum in London gives students in Years 9, 10 and 11 a taste of what it's like to be a creative professional.

Learning how to design, manufacture and market a product develops skills applicable to many different careers. More than 10,000 students from 240 schools gained this experience during 2016. Student teams were set a brief by a leading designer on the theme of change. First place was awarded to the 'Aqua Hook' designed by a team from Harrogate Grammar School, which can be used to attach a bottle of water to any bag. Ten teams were shortlisted for the award and presented their projects at the final in the Design Museum's iconic new building.

The Deutsche Bank employees who share their experience with *Design Ventura* participants are part of a bank-wide volunteering effort in support of *Born to Be*. The bank's partnership with Volunteering Matters, a UK thought leader on volunteering policy and practice, sees employees visit state schools in London and Birmingham to help break down barriers facing young people as they move from education into employment.

Volunteers on the *Support My Future* project work with 11-15 year-olds on literacy, maths and language skills that are key to future employability. As part of the *Read, Discuss, Debate* initiative, employees strengthen the business acumen of sixth-form students by leading discussions of current affairs. "Taking an hour out each week to invest in the next generation is really rewarding," says Simon Jones from the bank's Global Technology team.

Creating pathways

Elsewhere, the bank's partnership with charity Brokerage Citylink is raising awareness of career opportunities in the City for young people from neighbouring communities. The bank is also working with The Sutton Trust to increase access to the banking industry for young people from low- and middle-income homes.

Candidates from these backgrounds find it difficult to enter the industry regardless of their talent. Research published in 2016 by the Social Mobility Commission found that young people from less affluent homes are often locked out of banking jobs due to negative perceptions of their dress, accent and behaviour.

The *Pathways to Banking* programme has been created to open doors for them. Run in conjunction with The London School of Economics and Political Science and Warwick University, it will support 300 students from state schools in London and the Midlands to pursue degree courses that can lead to jobs in banking. Deutsche Bank employees will

Introduced
Student participants in
Design Ventura since 2010

47,000

give talks in schools and students will be able to see the world of banking first-hand on visits to Deutsche Bank offices.

"We know there's a social mobility problem within banking and addressing it makes economic and business sense. By reaching students while they are still in school, we hope to encourage more bright young people from lower-income homes that a career in finance is open to them," says Tiina Lee, the bank's Deputy CEO for the UK and Ireland.

Following a recent launch event hosted by Deutsche Bank, more than 70 bank employees have already signed up to volunteer on *Pathways to Banking*. Other banks have expressed interest in joining the programme, an encouraging sign that this initiative can achieve genuine change within the industry. ■

ventura.designmuseum.org
suttontrust.com

Get involved

For more information on opportunities with Volunteering Matters, contact: emily.boylan@volunteermatters.org.uk

Together

Local community groups are improving social inclusion and wellbeing with help from Deutsche Bank

The Deutsche Bank Small Grants Fund and Older People's Fund provides grants of up to GBP 5,000 to small charities, voluntary and community groups in London and Birmingham involved in improving social inclusion and wellbeing. Information on eligibility and how to apply for a grant can be found at londoncf.org.uk.

The Fund has been operating since 2005. In 2016, grants were awarded to 14 organisations from 170 applications to fund administrator the London Community Foundation. These are some of the projects that received funding in 2016:

Insight Society, Birmingham

Digital skills and internet access can reduce social isolation for the visually impaired. Insight Society provides smartphone training to people of Kashmiri extraction, a community susceptible to congenital eye problems. This helps to overcome language and confidence barriers and reduces their vulnerability.

SECTA, Birmingham

SECTA uses creative arts to help alleviate isolation and improve health and wellbeing for older people. Taking part in arts activities encourages participants to build relationships and develop new interests.

SocietyLinks, London

Located in one of most deprived boroughs of London, the Fisher Foods Cooperative enables people on low incomes to buy healthy food at affordable prices and access health advice and services at the same time.

Third Age Project, London

Nationally, there is an emerging health crisis linked to the UK's aging population, with older men particularly vulnerable. The men's shed project is focused on isolated men over the age of 50. In addition to engaging participants in weekly physical exercise, they can learn basic digital skills to help them express their views and ideas.

Trinity African Methodist Episcopal Zion Church, London

The church trains young volunteers aged 13-17 to teach IT skills to older members of the congregation, who often feel left behind in an increasingly digital world. The project also creates opportunities for intergenerational interaction and develops employable skills for all involved.



Enterprise
On the up

Construction

Hatch encourages local entrepreneurs to build opportunity and create jobs in deprived communities



Danna Walker, founder and director, Built By Us Photograph: Pari Naderi

Improving diversity and inclusion in the construction industry is an ambition that has motivated Danna Walker for her entire working life. She says, "When I became an apprentice electrician at the age of 16 I didn't see many other women of colour working in the trade. After I retrained, I didn't meet many other women architects either. I love working in this industry and I want it to be more reflective of society at large."

Danna set up her social enterprise Built By Us to connect employers to diverse talent looking to build careers in construction. Being based in Brixton, south London, Built By Us was a natural candidate for the enterprise programme run by Hatch, one of the UK's leading community enterprise charities. Hatch helps turn start-ups into sustainable and scalable enterprises in Lambeth and Southwark, areas affected by deprivation and high unemployment.

With support from Deutsche Bank's *Made for Good*, Hatch runs two free programmes for local entrepreneurs that provide training, coaching and mentoring. A six-week launchpad course helps get ideas off the ground. The 12-week incubator programme equips more developed enterprises for growth.

Positive partnership

Danna was offered a place on the incubator programme, where she was mentored by Deutsche Bank volunteer Ignacio del Castillo. "Ignacio really stood out at the matching event – and not just because of his height!

I loved his enthusiasm. We hit it off immediately," she says.

Danna's mentoring complemented weekly training sessions at Hatch that aim to prepare participants for all the challenges involved in scaling a business. Danna says, "The mentoring worked brilliantly for me. Ignacio is very analytical and process-led in his thinking, whereas I'm more ideas driven. It was a huge help to work with someone from such a different background."

When the programme finished, Ignacio and Danna decided to continue to work together. Ignacio is now a member of the advisory board of Built By Us in his spare time. He says, "I enjoy helping Danna with her challenges and working together has taught me a lot. Danna is a very positive influence. She's always strategic and she never gives up." Volunteering with Hatch also helped Ignacio get to know more colleagues at the bank. "It's important to me to give back. By volunteering, I've met colleagues who feel the same way," he says.

As part of its support for mission-driven entrepreneurs in the UK, Deutsche Bank is sponsoring London's biggest ever start-up event for social enterprises, *Beyond Good Business*. The event will connect start-ups to potential supporters and investors, a key part of the strategy of *Made for Good*. They can also pitch for prize money. A percentage of ticket sales from the event will go to Hatch, to help more entrepreneurs like Danna rise up. ■

hatchenterprise.org



"I enjoy helping Danna and working together has taught me a lot"

Ignacio del Castillo
Global Transaction Banking,
Deutsche Bank



"Business should be about more than the bottom line. I want to have impact too"

Danna Walker
Built By Us

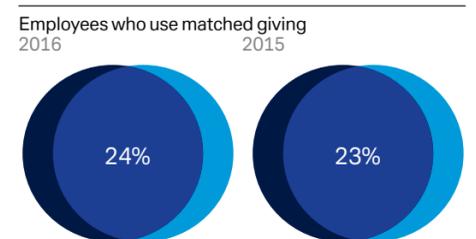
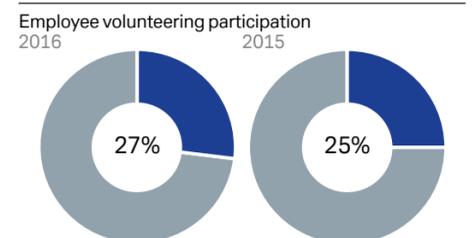
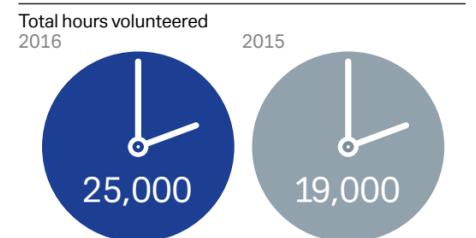
Cohort
Social entrepreneurs supported
by this partnership in 2016

35

Employee Engagement
Time and money

Plus

In 2016, UK employees volunteered more – and gave more too



All data for 2016, volunteer data includes external contractors, interns for UK, Ireland and Channel Islands

Charities of the Year 2016-17

Funds raised to date, GBP millions

2.1

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



AUTISTICA

With knowledge comes understanding

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



hope and homes
for children