



**JEP Corporate Social Responsibility: June 2009**

**Corporate Social Responsibility - not just about giving money**

**By Sari Cuming, AVP, CSR and Brand Communications, Deutsche Bank**

With in excess of 80,000 employees globally, Deutsche Bank's highly developed corporate social responsibility (CSR) programme reflects the same passion to perform that forms the basis to everything the Bank does in its business activities.

Around the world, the Bank operates on behalf of the numerous communities in which its staff live and work, by forging partnerships with a range of organisations, always with the objective of achieving positive, sustainable change. A crucial part of this is the emphasis it places not just on providing funding, but also on exploring a full range of strategies to achieve its CSR goals.

We mirror this approach in our offices within the Offshore Group. In the Channel Islands, Deutsche Bank supports a range of arts organisations – including the Jersey Eisteddfod, the Guernsey Choral Workshop and the Jersey Symphony Orchestra – and a number of sports development programmes, to create accessibility for young people. Through participating in the Deutsche Bank development programmes, a number of talented local sportsmen and women have gone on to gain success on the national and international stage.

In all our CSR activity, our focus is on developing a genuine, fulfilling relationship for both us and our partner organisations.

## **Committing Ourselves**

By supporting a range of sports development and arts initiatives, Deutsche Bank's CSR programme aims to facilitate projects that make personal development fun and that open young people up to new and diverse cultural experiences.



Whilst we aim to work with organisations that have a good infrastructure in place, a collaborative approach is central to our partnerships. In fact, developing genuine relationships with our community partners is a central part of our programme in Jersey, and we encourage all our staff to get involved with CSR activities.

For us, CSR absolutely isn't just about giving money. The Bank works alongside its partner organisations, offering them a range of support functions - promoting their activities and helping them attract more public interest in their activities, for example. We also take a keen interest in the activities that these organisations undertake and act as a sounding board, which can prove beneficial for them in making business and organisational decisions.

Not only does this assure our partners of our real commitment to their cause, it also helps nurture diversity within our own business. We know that we can only be successful in the long run – in a business and a cultural sense - if Deutsche Bank employees can learn from external organisations and each other.

## **Fostering Local Talent**

Our commitment to projects that are geared towards making learning accessible and enjoyable for young people is extended through the educational strand of the Bank's CSR programme, which supports initiatives that prepare young adults for their future careers and provides initiatives for young entrepreneurs.

For Deutsche Bank, 'sustainability' - in a business, environmental and social sense - forms a major part of our global responsibility. We believe that human capital is the basis for sustainable development and we frequently offer our own intellect to help foster local talent and entrepreneurial spirit. For example, our internship programmes have given young people the opportunity to participate in meaningful projects that have added real value to our business whilst at the same time providing a valuable insight into the corporate world. Colleagues who participate in mentoring projects also report this to be a most rewarding experience.

We approach the concept of education in a variety of ways in Jersey. This year, for example, we are privileged to be a partner for the fourth year in succession of Jersey



Environment Week – an initiative that aims to encourage and develop positive attitudes towards the environment through education projects. In 2008, approximately 6,000 young people were involved in around 130 school visits during the week.

This is reflected in our other locations too. In our Cayman office, for example, as well as assisting with the provision of reading materials for the Rotary Literacy programme, our staff have been actively involved in the actual delivery of the programme in local schools.

## **Community Development**

Whether it is through sport, the arts or education, being active in the local community is critical to the way we do business in Jersey. Essential to this is offering staff a variety of volunteering opportunities. Not only does this bring the Bank closer to the communities in which it operates, it also aids our staff development, motivation, work-life balance and diversity of skills.

One element of this is fundraising. Through our 'sports and social committee', our staff raise funds for local charities either through dress down days, special fundraising events or personal challenges. The Bank supports these activities by matching funds raised or making donations to the underlying cause.

This staff participatory aspect extends to our other locations too. Our office in Mauritius, for example, has sponsored the 'Deutsche Bank 100km Cycle Tour' - a road race that regularly attracts more than 1,000 entrants – for many years. Last year, more than 30 Bank employees took up the challenge. Not only did they raise a significant sum for local causes, they also gained a lot personally through the camaraderie of training together and the achievement of completing the challenge.

We are also currently establishing an employee volunteering scheme, which encourages staff in Jersey to become involved in community projects. It builds on the success of the 'Community Challenge' initiatives that formed part of our 35<sup>th</sup> anniversary celebrations in the Channel Islands in 2007.



Corporate social responsibility should by its very essence be of genuine benefit for a firm and for the local communities in which that firm operates. This demands a real commitment to partnerships from both sides. Whilst money is often important, the value of relationships and people working together cannot be underestimated if true CSR is going to work.

Working alongside our community partners, we see many synergies with our own organisation and values. The trust, focus, passion to perform and teamwork that members of a drama group, an orchestra or a sports team demonstrate are all very much aligned to the way we do business. By giving more than just money, we can all look forward to truly beneficial long-term partnerships.

Ends.