



Article

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Reinforcing community partnerships in a milestone year

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Globally Deutsche Bank aims to act as a responsible citizen to achieve positive, sustainable change in all the communities in which its 100,000 employees work, but this year in Jersey community support has taken on a particularly significant note.

Deutsche Bank is celebrating 40 years of being in the Channel Islands in 2012 and, to reflect that commitment to the islands, has organised a range of initiatives that is seeing it forge partnerships with a range of community organisations, to promote education, social investment, sustainability and creativity.

As with all Deutsche Bank initiatives, the underlying philosophy of our 40th anniversary community programme is that it is not just about giving money, but also about offering support, resources, expertise and time to partner organisations.

Community Regeneration

Volunteering is one key way that staff at Deutsche Bank become actively involved in the local community. Not only does this bring the Bank closer to the community in which it operates, it also aids staff development, motivation, work-life balance and diversity of skills.

It was fitting, then, that one of the initiatives we organised as part of the 40th anniversary celebrations was our 'Community Regeneration Project'. It saw one local charitable organisation in Jersey receive a makeover of its outside space.

Launched in February and open to nominations from any community organisation in Jersey, a shortlist was drawn up and a winning project selected - the idea built on the 'Community

Challenge' initiative we undertook in 2007 as part our 35th anniversary celebrations, and one of the first of its kind. The final stage of the 'Re-Gen' project was combined with our official Volunteering Week in mid-May, with nearly 70 members of staff across the Bank volunteering their time to complete the selected project over the course of the week.

A good number of applications were received for 'Re-Gen', each with a very worthy case, and it was Centre Point Trust at La Pouquelaye that staff at the Bank ultimately selected as the winning beneficiary.

A charitable institution that this year celebrates its 30th Anniversary, Centre Point Trust provides flexible childcare for children between the ages of three and 12. It offers a breakfast club, afterschool care and holiday clubs for working parents, and currently provides a safe place for around 100 children to play – a worthy winner of this initiative.

The project involved creating a 'Pirates Playground', complete with 'treasure islands' planted with a variety of shrubs and foliage, a boat, a shady arbour and a colourful nautical mural. With the help of local individuals and businesses, who generously donated their time, resources, expertise and equipment, our staff managed to complete the playground on time.

The brand new Pirates Playground was officially opened in late May, to a crowd of Centre Point staff and trustees, Deutsche Bank employees and many of the generous businesses and individuals who helped complete the project, and a number of the children who will ultimately benefit from the new space.

In Guernsey, meanwhile, staff at Deutsche Bank spent their Volunteering Week undertaking their Re-Gen-winning project at the Wesley Community Centre, digging, laying paths, weeding, re-turfing and planting to create an outdoor space for the centre.

Community Artworks

In tandem with the Re-Gen project, we also ran a Community Artworks initiative to mark our anniversary. Globally, Deutsche Bank has a long standing commitment to both the arts and to nurturing talent and creativity, so running an art-based competition for local schools was a natural fit.

Students at schools across Jersey were invited to prepare a piece of art interpreting a creative brief entitled : 'Passion to Perform' based on Deutsche Bank's claim that defines our attitude to business and determination to deliver performance. They were also invited to attend mentor sessions with practicing artists to inspire and guide them through the project, with the work

eventually being judged by a panel in April.

The prizes were prestigious too. As well as all the shortlisted entries being displayed in a special exhibition in Liberty Wharf in Jersey, the winning student in the Under 18s category was to be treated to a cultural weekend in London including a tour of the art collection at Deutsche Bank headquarters and lunch at the Saatchi Gallery, where their winning work is being displayed as part of the schools exhibition. The prize in the Over 18s category was a week in Berlin undertaking an internship at the Deutsche Guggenheim – the opportunity of a lifetime for budding artists.

Almost 200 entries were received in total in Jersey. The winner of the Under 18s category was Hautlieu student Scarlett Moore, who produced a dress sculpture from ration cards, whilst the winner of the Over 18s category was Joceyln Anquetil, also from Hautlieu, who produced a beautiful set of paintings documenting her ancestors and her passion to follow in their footsteps.

Runner up cash and work experience prizes were also awarded to Meredith Richards in the Under 18s category and Toby Rainbird Webb in the Over 18s category.

The winners and indeed all of the short listed entries were a testament to the high standards of creativity and talent that is being nurtured by our local schools and college, and it was truly inspiring to see these young people pushing their artistic boundaries to create some excellent work.

Both our Re-Gen and Community Art Works projects produced some incredible results that will last some time with those who were involved – the charities, the volunteers, the winners and all those who put in so much work behind the scenes to make them happen. It goes to show just what can be achieved when genuine partnerships are forged, and I am immensely proud of what we achieved in the local community as part of our milestone 40th anniversary celebrations.

Further information and photos of both projects are available to view at www.dbcommunityartworks.com, whilst more about Deutsche Bank's global CSR programme and how it translates to the Jersey community can be found at www.db.com/csr.

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