



# Article

Guernsey

February 2015

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**Contact: March 2015**

**CSR Feature**

## **Deutsche Bank: Nurturing Talent In The Community**

Businesses have sought to support community organisations in various ways for years, but for some firms effective support has become about more than just donating money or supporting small one-off projects. For those businesses, the aim is on bringing about real change in the communities in which they operate.

Deutsche Bank's support of various community groups across the Channel Islands is a case in point. Having adopted a carefully formulated long-term community engagement strategy some years ago, it is focused on bringing about societal change and nurturing local talent through sport and the arts, by forming long-term partnerships with specific groups or initiatives that are pertinent to its business or that share similar cultural values.

### **Liberation**

For some years, the Bank has placed an emphasis on collaborating with community organisations with an educational, cultural or sporting remit in order to nurture local talent. In Guernsey, this includes a range of grassroots sports development programmes and cultural partnerships, such as with the Guernsey International Photography Festival and the annual bursary award for students studying classical music.

In a particularly exciting move this year, and reinforcing the Bank's support of bringing music to the community, is an original and unrepeatabe concert in May planned to mark the 70<sup>th</sup> Anniversary of the Liberation of the Channel Islands, featuring the world-renowned Berlin Philharmonic Octet.

Set to take place on the 8 May in Guernsey, the special event, which Deutsche Bank is supporting together with Mourant Ozannes, forms part of the Victor Hugo International Music Festival and will feature a narration of material from the occupation, including letters and diaries from residents and soldiers stationed in the Islands.

The concert has come about in no small part as a result of Deutsche Bank's 25 year global association with the Berlin Philharmonic Orchestra, a long-term partnership whose aim is to provide access to classical music to people from all walks of life.

"It is fitting for the Bank, which has a long established presence in the Channel Islands, to support this important historical anniversary," says Andreas Tautscher, Chief Country Officer of Deutsche Bank in the Channel Islands. "As a strong supporter of artistic endeavour locally, we are delighted to play a part in welcoming musicians from the Berlin Philharmonic Octet, who are feted in festivals all over the world."

In addition, the Octet will also host a workshop with local young musicians during their visit, providing them with a unique opportunity to learn from some of the world's leading musicians.

"We were so excited to be invited to support this project," explains Andreas. "It isn't just a concert - to be able to help bring the Octet to Guernsey and Jersey for such an anniversary and to deliver an event for school children in each island is particularly special."

## **Life Skills**

Meanwhile, the Bank is also focused on nurturing talent and giving young people an opportunity to develop sporting and life skills through participation in sport.

A recently extended sponsorship of the Guernsey Squash & Racketball Association, for instance, is enabling hundreds of pupils from schools across Guernsey to take part in taster coaching sessions with qualified coaches. It's an ethos Andreas is clearly proud of:

"We have a strong belief that grassroots sport can play a crucial role in the development of young people. Thousands of young people have come through the development programmes we've supported over the years, and we see consistently just how beneficial they are not just in terms of improving sports technique but also in giving young people essential life skills and boosting self-confidence."

By focusing on nurturing talent across the sports and cultural sectors, Deutsche Bank's community programme provides a good example of what can be achieved when local businesses make a genuine commitment to engaging with community groups.

Further information about the Victor Hugo Festival and the Berlin Philharmonic Octet concert can be found at [www.vhfestival.com](http://www.vhfestival.com).

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