

# BORN TO BE

The Deutsche Bank youth engagement programme

## SUPPORTING A BREAKTHROUGH BRITAIN

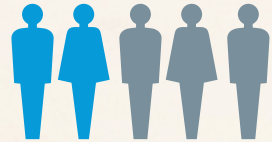
Young people need the best possible education to help them succeed in life. New Deutsche Bank sponsored research gets to the heart of how the education system can help all young people fulfil their potential.

In an ever more competitive job market, qualifications are a must for young people to find work. Yet two out of every five school leavers in the UK currently do not achieve the minimum expectation of five GCSE passes above grade C including Maths and English.

Educational underachievement is one of the root causes of youth unemployment, the problem that is the focus of Deutsche Bank's global *Born to Be* youth engagement strategy.

As part of *Born to Be*, we've sponsored new research by social policy think tank the Centre for Social Justice (CSJ) on the issues that contribute to underachievement at school.

Working with educational specialists and employers, including Deutsche Bank, the CSJ has developed five recommendations to reduce educational failure in the UK, particularly in the poorest areas of the country.



Two in five young people leave school without basic qualifications (Department for Education).

## Passion to Perform

### Five ways to increase educational achievement

1. Improve teaching standards.
2. Put the best teachers where they are most needed.
3. Open free schools in areas of real need.
4. Make sure all students leave school with meaningful qualifications.
5. Strengthen the connection between further education and employment.



## ABOUT BREAKTHROUGH BRITAIN

2015 is an election year. The CSJ's *Breakthrough Britain 2015* research presents a wide-reaching programme of policy ideas for the next parliament that we're proud to support.

The research addresses the issues that perpetuate poverty and disadvantage for the poorest in our society: educational failure, worklessness, family breakdown, addiction and personal debt.

The goals of *Breakthrough Britain 2015* include:

- Create a competitive workforce
- Ensure the poorest children receive the best education the state system can offer
- Nurture strong and stable families
- Unlock potential for communities.

## ABOUT BORN TO BE

Through proactive, early intervention, Deutsche Bank's *Born to Be* youth engagement strategy aims to break the cycles that lead to youth unemployment. Education-led partnerships and programmes develop skills, raise aspirations and provide pathways to educational attainment and employment for the next generation.

"Too many young people in the UK leave school without basic qualifications or lack knowledge and skills relevant to today's world of work. We're supporting this work by the Centre for Social Justice as it offers a blueprint for an education system that will give every young person the opportunity to fulfil their potential."

[Colin Grassie](#)

CEO UK and member of the Group Executive Committee, Deutsche Bank

"We believe everybody should have a chance to succeed, no matter where they are born geographically, which family they are born into, or which school they go to. Through *Born to Be*, we aim to give young people the support they need to become part of the workforce of tomorrow."

[Lareena Hilton](#)

Global Head of Brand Communications and Corporate Citizenship, Deutsche Bank

## DISCOVER MORE

The CSJ's *Breakthrough Britain 2015* research presents new ideas for social policy. To read the education report in full, go to [db.com/borntobe](http://db.com/borntobe) or [centreforsocialjustice.org.uk](http://centreforsocialjustice.org.uk) (for full report series).

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