

BORN TO BE

The Deutsche Bank youth engagement programme



MORE

Updates from Deutsche Bank's UK Corporate Citizenship team

July 2015

Welcome to MORE, which gives you all the latest news on our *Born to Be* youth engagement programme. In this issue we look at how our *Design Ventura* project prepares young people to be part of the workforce of tomorrow.

Designing futures

In partnership with the Design Museum, our *Design Ventura* project introduces students aged 13-16 to the business of design. Working in teams, they gain practical experience of all the disciplines involved in turning an idea into a commercial product, and develop skills that are essential across the world of work.

Professionals from the creative and business worlds are on hand to guide them. Naomi Cleaver, Sebastian Conran and Anya Hindmarch are some of the big-name designers to have set the *Design Ventura* brief, whilst practising designers lead workshops for schools. The students also meet Deutsche Bank volunteers, who share their business know-how through coaching on how to price and market a product.

Ten schools are shortlisted to pitch their products to the judging panel. The winning design is put into production and sold in the Design Museum's shop. All profits go to the charity chosen by the winning school.

Over 25,000 young people from more than 350 state schools have taken part in *Design Ventura* since it began in 2010. As well as supporting students, the project advances the teaching of design and enterprise skills through training and learning resources that are accredited by the University of London.



Students from Burnage Academy for Boys in Manchester are visiting the Bank on July 3 to launch their Card Cogs product, which won first prize in *Design Ventura* 2014.

Card Cogs are coloured discs that allow you to connect playing cards to build sculptures. Meet its creators at the Design Museum's pop-up shop to find out where the inspiration came from and how *Design Ventura* helped them turn the idea into a product.

There's a 10% discount for Deutsche Bank employees on Card Cogs and all other winning designs on sale at the shop. Profits from sales of Card Cogs will go to the charity chosen by Burnage Academy for Boys, [The Christie hospital charity](#), which helps fund The Christie cancer centre in Manchester.

Transferable skills

Design Ventura develops entrepreneurial skills relevant to many careers. They include:

- Problem solving & creativity
- Finance & budgets
- Pricing & marketing
- Project management
- Teamwork

Increasing employability

Design Ventura provides a bridge between education and employment, enabling young people to learn about different professions and skills used every day. For most of those who take part, it's a first encounter with the realities of work. That exposure is invaluable. It helps to build aspirations and broaden career horizons.

Preparing the next generation for employment has never been more important. Employers say the education system must do more to equip young people with the right skills to enter the workforce (Young Enterprise and Citi Foundation Opinion Research, 2014). More than two-thirds of employers want to see the development of employable skills at school and college made a top priority (CBI, 2013).

So what kinds of skills will help young people find employment? According to the CBI, the ability to research, analyse and solve complex problems will be a

research, analyse and solve complex problems will be a feature of most high-skilled (and high-paying) jobs in the future. Yet almost half of businesses today do not have confidence in finding sufficient recruits with these skills.

Enterprise skills have a wide relevance and are needed in companies of all sizes, including Deutsche Bank and our clients. Fast-changing business environments need innovators and problem-solvers who can work together to ensure a competitive edge.

These are the skills *Design Ventura* encourages, to increase employability for young people across the UK. If you'd like to add your support to *Design Ventura* through volunteering, contact alex.crouch@db.com to find out what you can do.

Design Museum pop-up shop Friday,
July 3, 12:15 - 14:00

Silver Ball reception, Winchester
House, London

Take the challenge

You can experience *Design Ventura* for yourself by taking part in our employee challenge in September. Team up with colleagues or get the family involved. There's a fantastic prize to be won. Look out for details on dbnetwork.com.

Make a difference

Everyone can volunteer: why not use your volunteering days to support *Design Ventura*? Pass on your knowledge of branding, sales and marketing, budgeting or project management and help young people launch their careers. Come to a briefing session to find out how you can get involved.

Thursday, September 3, 16:00
-17:30

Design Museum, London

To sign up, contact alex.crouch@db.com



Steve Bentley is Head of Design Technology at Burnage Academy for Boys in Manchester, the winners of *Design Ventura* 2014.

Why did you sign up for *Design Ventura*?

It's a fantastic experience for the students. It takes education out of the classroom and shows students how the skills they learn in school are applied in the real world. As it's a practical challenge, it engages them in a hands-on way and that really ramps up learning.

Achieving impact

We asked students and teachers who took part in *Design Ventura* 2014 what they got out of the project:

- Students enjoy the programme: 72% rated it Good or Very Good.
- Students showed improved skills, team work and resilience following their *Design Ventura* experience, according to 99% of teachers.
- 96% of teachers reported that their teaching skills had improved, in particular how to combine design and enterprise teaching and how to engage their students. - 95% want to participate in the programme again.

What they say:

"It has improved my skills."

"I feel more confident about working with others."

Year 9 students

How has *Design Ventura* added to your teaching practice?

It's underlined my belief that there's a lot of crossover between design and enterprise. We're now looking at how we can bring these subjects closer together in school. Typically design teaching wouldn't cover how to cost materials, for example. Our aim is to bring enterprise skills into our GCSE product design course for next year. *Design Ventura* has given me a great template to follow and a bank of resources I can use to enrich the learning experience for my students.

Has the project changed the aspirations of your students?

Since winning *Design Ventura* they all want to study product design, especially now our prototypes for the project have displaced all the sports trophies in reception. There's a greater appreciation of the relevance of design within the school. Students see that these skills can lead somewhere. Taking part in Skype meetings with professionals at the end of the school day to plan production and marketing of their product has been a great eye-opener for the students. It gives them a sense of what goes on in the workplace.

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