



# MORE

Updates from Deutsche Bank's UK Corporate Citizenship team

August 2014

Welcome to More, which gives you all the latest news on our *Born to Be* youth engagement programme. In this issue, we look at the *Deutsche Bank Awards for Creative Enterprise*, which help arts graduates launch their careers.

Creating a career path  
*Born to Be* aims to equip young people for the changing world of work. Our *Deutsche Bank Awards for Creative Enterprise* project helps arts graduates to negotiate the challenges of self-employment.

The creative industries are one of the most vibrant areas of the economy, providing jobs, growth and innovation. Small businesses play a big role in the economy. They now provide almost 60% of private sector jobs.

Creativity is one of the UK's most successful exports too. Advertising, architecture, design, fashion and the performing arts are just some of the disciplines where the UK has an international reputation.

Yet even if you have a clear idea of how you want to use your creative talents after college, getting a business or project up and running is still a daunting prospect. How do you get started? Where do you get funding? What are the common pitfalls, and how do you avoid them?



2014 Awards Ceremony,  
18:00 - 21:00, Wednesday  
3 September, Brindleyplace  
Birmingham

The 15 winners will be presented with their awards at our newly opened office in Birmingham - and you're invited.

There will be live performances and winners' business plans on display.

Get on the guest list  
To book your place,  
contact  
[tracy.bennett@db.com](mailto:tracy.bennett@db.com)



Pardeip Sahota, CB&S GTO,  
Deutsche Bank  
Pardeip has been involved in the *Deutsche Bank Awards for Creative Enterprise* as a judge and mentor since 2007.

Since 1993, the *Deutsche Bank Awards for Creative Enterprise* have helped hundreds of arts graduates to launch their careers by setting up a project or business of their own. The programme has helped to launch more than 170 businesses, and inspired many more students to consider self-employment.

“This project gives young people the business understanding they need to turn their talents into sustainable careers.”

**Lareena Hilton, Global Head of Brand Communications & Corporate Citizenship, Deutsche Bank**

What award winners receive

- £10,000 to get them started
- three days of training on how to run a small business
- a Deutsche Bank mentor to guide them through their first year
- a platform to reach new audiences
- an alumni network that offers contacts, support and opportunities to collaborate

Get involved

If you're interested in attending the award ceremony on 3 September at Brindleyplace contact

[tracy.bennett@db.com](mailto:tracy.bennett@db.com).

“The funding has been a huge help, but the mentoring has been invaluable in equipping us for the challenges of setting up the business.”

**Stephen Willey, Etch, 2012 winner**

Who can apply?

Starting in 2015, the *Deutsche Bank Awards for Creative Enterprise* will be open to students at 200 arts colleges around the UK. Up to 50,000 students will be eligible to apply every year.

Applicants are asked to present a clear, structured plan for a business or project, including their objectives, a full description of how it will work, the budget they'll need and how they will measure results.

Why did you volunteer?

I enjoy the arts and this project gives me a connection. A colleague suggested that I give mentoring a try. It's an interesting experience. A person can have fantastic creative talents but they may not be so good at the business side of things, like thinking commercially or putting processes in place. As a mentor, you can help develop those skills.

What do you do as a judge?

Judging is less of a time commitment than mentoring. It involves listening to finalists pitch their ideas and deciding which one is the best fit with the award's criteria and the most likely to succeed.

Everyone who presents gets constructive feedback on their presentation, plus any suggestions for other avenues they could explore to develop their idea or get funding. It's like Dragon's Den on TV, only kinder.

What keeps you coming back year after year?

Being part of the journey. It's a great feeling when you see award winners achieve success because it takes real drive to get a project or business off the ground.

The money, training, mentoring, exposure and networks all help, but there's another aspect to the awards that I think is just as important. At a crucial time in their lives,

these awards give young people the sense that someone believes in them. That helps them to keep going through all the challenges and setbacks that every start-up experiences.

As part of the project, training is provided to students on writing a business plan and applying entrepreneurial thinking and techniques to creative practice. Through this, many more students benefit from the project in addition to the winners.

Training for staff and online learning resources are also available to colleges to support the project.

Follow the 2014 winners  
A diverse mix of projects and enterprises from a range of disciplines were submitted in this competitive process. For a flavour of this year's winners follow the links below;

Award in Circus with the National Centre for Circus Arts: Remy Archer, Luke Gartenhall, Tom Gaskin and John Thurston, [‘Circulus’](#)

Award in Design with Edinburgh College of Art: James Gilchrist and Beth Wilson, [‘Warriors Studio’](#)

Award in Performance and Composition with Royal Academy of Music: Alyson Frazier and Anna MacDonald, [‘Play for Progress’](#)

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