

## Citizenship at Barclays:

Citizenship is a fundamental part of how Barclays is changing to become the 'Go-To' bank for all our stakeholders, and one of the ways in which we live and embed our Purpose and Values.

In 2014, Barclays in the United Arab Emirates invested over AED 560,000 in support of numerous non-profit organisations focussed on providing financial literacy, employability and enterprise skills to young Emiratis.

Additionally Barclays raised and donated AED 120,000 in support of 21 charities and close to 78% of our colleagues in the UAE volunteered more than 488 hours to support diverse causes.

## Citizenship Strategy

Our Citizenship strategy and commitments are organised around three pillars:

### 1. Supporting our communities

At Barclays, we want to help the next generation achieve their ambitions. We believe there is no better start on the path to success than access to enterprise, employability and financial skills.

Globally our goal is to help change 5 Million Young Futures by 2015 and in the UAE we have entered in strategic alliances with Injaz UAE and Emirates Foundation to provide financial literacy to Emirati youth. Our colleagues have conducted numerous sessions with Emirati youth to teach them interviewing skills, CV writing skills, career guidance, motivational sessions and money management amongst other things. We also host mentoring programmes for graduating students to provide them advice around career choices. So far 150 Emirati students have benefitted from these sessions.

In collaboration with The Crown Prince Court (CPC) and Al BaytMutawahid, we have conducted orientation sessions for Emirati students to familiarise them with banking and the financial industry. The aim of these sessions is to provide students adequate knowledge about banking which in turn will help them choose a career in this industry.

Our colleagues in the region have developed "Smart Start", a financial literacy programme for blue collared workers providing money management tips. Our colleagues have conducted sessions across various labour camps in Dubai, educating labourers about how they can save and manage their finances. These sessions are run in five Asian languages given the vast majority of the blue collared work force is from Asia.

Additionally we have also undertaken the following activities:

- Blood donation campaign in collaboration with Latifa Hospital
- Cancer Awareness campaign and Movember fundraiser in association with NMC Healthcare and Movember Foundation - UK
- Diabetes Walkathon in collaboration with Landmark Group and in support of Al Jalila Foundation
- Computer donations to Dubai Center for Special needs, Beit Al Khair orphans and Al Noor Center
- Donation of Barclays Boxes of Goodness (containing essential food items) during Ramadan to Beit Al Khair

### 2. The way we do business

Businesses are expected to manage environmental, social and governance issues relevant to their activities, including ethical and reputational concerns. This includes our direct environmental footprint, our supply chain and our business lines.

Our focus is to proactively manage the environmental, social and governance impacts of our business. Some examples of how we are strengthening this initiative in the UAE are:

- Our offices in the UAE are fitted with energy efficient lighting systems to ensure optimum usage and saving of energy
- We are moving away from using plastic mineral water bottles in our DIFC offices and are encouraging colleagues to use instead glass water bottles provided by the

company. This initiative alone brought down the plastic usage by 25% on a monthly basis

- We also conducted a Ghaf tree planting initiative through which colleagues planted 50 saplings

### 3. Contributing to growth

We support economic growth and job creation by delivering the right products and services that help individuals, businesses and society make sustainable progress.

By using our knowledge, resources and networks we can address social challenges and contribute to a more inclusive prosperity. We do this through a number of ways, from helping our customers and clients to manage their money, grow their businesses, to investing in property and helping those in financial difficulty

To know more about Citizenship at Barclays, visit [www.barclays.com/citizenship](http://www.barclays.com/citizenship)

### Financial Literacy







**Boxes of Appeal Donation**



**Al Noor Center for Special Needs – Computer Donation**



**Bake Sale - Fundraiser**



**Blood Donation**



**Boxes of Goodness and Financial Literacy**

