



BUILDING BETTER FINANCIAL FUTURES
for our communities



“Working with JAE helps us deliver our purpose in a way that young people can grasp and put into practice once they leave full-time education. It’s a personal highlight working with young people knowing we are making a positive difference.”

Hugo Monteiro
Communications and marketing director,
Whitestar Asset Solutions

Culture indicator:
Trust our people



Supporting our communities

In 2020, we continued to deepen the relationship that we have with Junior Achievement Europe (JAE), Europe's largest non-profit provider of educational programmes for financial literacy and entrepreneurial skills for young people.

This is our third year working with JAE and we're pleased the relationship continues to build, notwithstanding the unprecedented challenges 2020 brought to our classroom-based tuition.

In the first quarter it was very much business as usual, but as schools across Europe began to close, we worked alongside JAE to transition our activities to remote learning. This transition embodied our broader culture of embracing new ways of working and the move saw volunteers record educational videos, known as 'Talking Heads', for students aged 11-15 covering a range of topics including interview and presentation skills, CV writing as well as broader topics covering leadership and entrepreneurship. As we moved into the latter part of the year, our plans to reintroduce our classroom flagship programme, 'Learn to Earn', were again put on hold, but

we used the time to deliver online financial literacy webinars, as well as planning for a digital mentoring programme that will see Arrow employees form mini-mentoring groups to help students set up and run a company. Our mentors will be assigned to student teams, over a nine-month period, to support them in JAE's flagship initiative, the 31st 'Company of the Year' competition, that sees thousands of students aged 15-18 across Europe compete for the prestigious prize, tackling real business issues such as branding, product development, production, finance and marketing. In 2020, we were also delighted that João Bugalho, managing director, from our Asset Management and Servicing business unit, joined the headline judging panel, helping to select a winner from 175 finalists spanning 39 countries.

Over the course of 2020, working in partnership with JAE, our Arrow volunteers provided tuition to more than 11,636 students in financial education and work-ready skills. In 2021, with the continued build-out of our digital programme, we aim to increase this number and in return help our employees develop new coaching, mentoring and leadership skills.



"I supported both classroom-based teaching and remote learning in 2020. Naturally, there was a big difference in experience, for both students and the Arrow volunteers, but I was pleased to be able to support both initiatives and know that we could still help young people – even in these unprecedented times."

Nick Jones
Corporate communications director