

2 examples of Swedbank's societal engagement

Youth and migrants in focus for local growth

1. Relevance
2. Longterm
3. Relation building




**Job at Last
Young Jobs**

Within areas the bank has taken an active leadership we have a strong recognition and recieved positive feed-back.

Hence Swedbank will continue to act and work for a better local labour market

Main reasons for high unemployment

- The lacking of mechanisms for young people to pass on to the labour market from school (apprenticeship or other examples)
 - The swedish schoolsystem does not prepare the student for working life
 - Imperfect integration of foreign people
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Problem definition

45 000 young people in the age of 18-24

lack the opportunity of apprenticeships

and

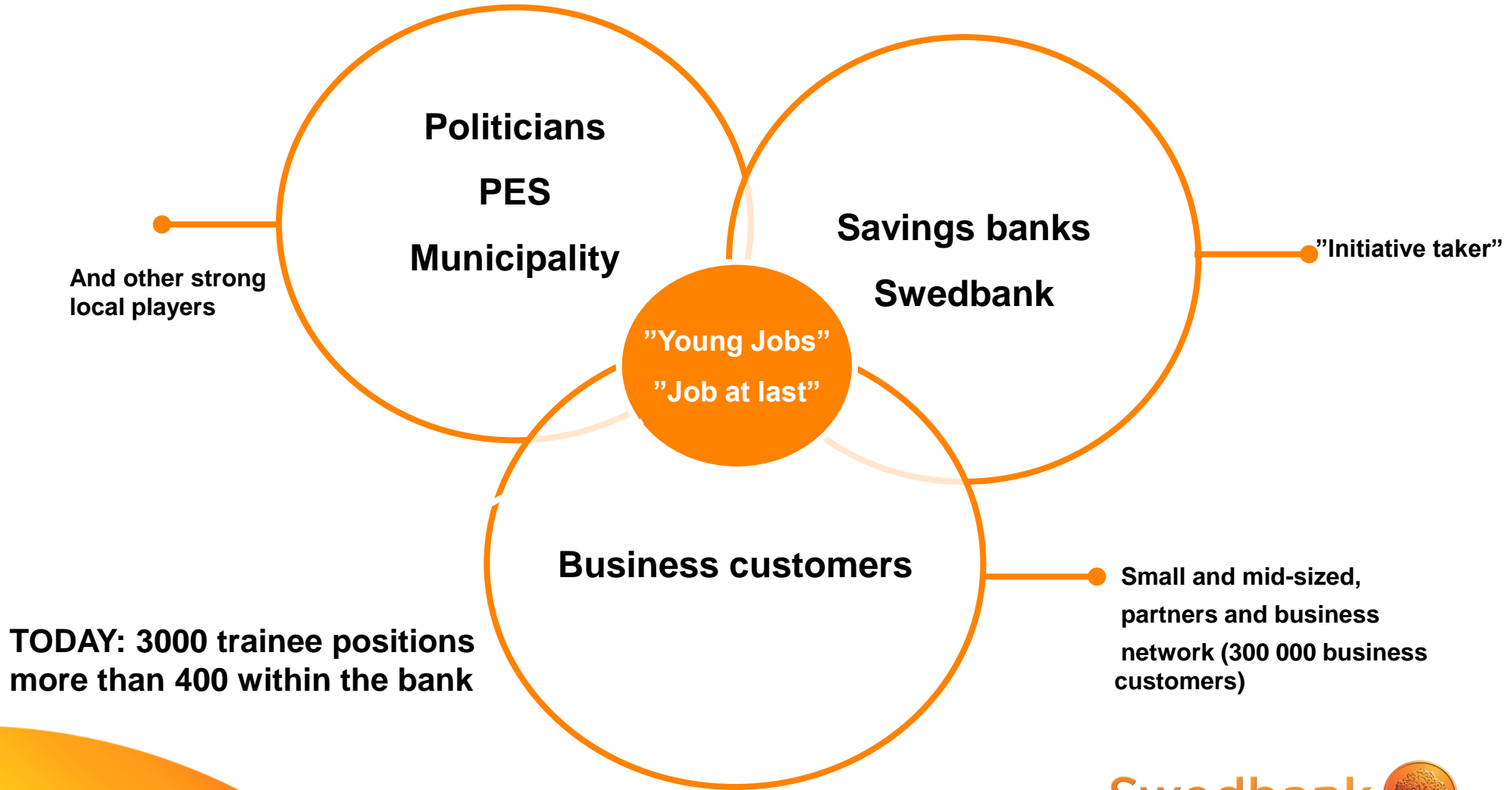
65 000 immigrants with academic merits

are job-seekers in Sweden

What we want to achieve with Young Jobs and Job at last

- Give people the opportunity to get work- experience through apprenticeship
- Attract attention for apprenticeship among our corporate clients and organisations
- Provide for job opportunities
- Create long-term sustainable growth on a local and regional level

New form of local co-operation



Summary: It's all about long term commitment and planning

- Integrated in business plan – supported by top management
- Follow up plan on a regional basis (six months)
 - goal, targets, responsibility and actions/deliverance
- Clearer on feed-back

