

TUESDAY, 11th NOVEMBER, 2008

BARCLAYS AND UNICEF TO DRIVE LASTING FINANCIAL CHANGE FOR YOUNG PEOPLE IN £5M PARTNERSHIP

Largest single donation and an unprecedented level of collaboration with UNICEF UK from a corporate partner

Barclays and UNICEF today launch a new global community investment partnership, worth £5million over the next three years. The partnership, "Building Young Futures", aims to empower thousands of young people across the world by providing them with the support and skills they need to achieve a brighter economic future for themselves and their communities.

Building Young Futures will focus on providing young people with access to education, vocational training and employment and supporting opportunities for entrepreneurship. Individual projects will seek to raise the educational attainment of disadvantaged children, and to increase the number of young people gaining employment or starting their own business by providing them with the necessary skills and opportunities, via mentoring, microfinance and financial training.

The partnership involves an unprecedented degree of collaboration between UNICEF UK and a corporate partner on the design and delivery of a global initiative. As well as investing £5million, Barclays will provide business and financial expertise throughout the three-year project, and up to 15,000 hours of its employees' time.

David Bull, Executive Director of UNICEF UK, said: "This represents the largest single donation that we've received from a corporate partner in the UK. However, it's the extent of Barclays involvement and collaboration with us that makes Building Young Futures a remarkable and exciting partnership for UNICEF UK. By working together, combining Barclays' business and financial expertise with UNICEF's global experience in helping young people in excluded communities, this partnership can deliver real, sustainable change for the young people and their families, empowering them to break free of the poverty cycle."

The partnership forms part of Barclays' wider five-year, \$150m flagship community investment programme, Banking on Brighter Futures. This programme supports 1,500 projects around the world, using Barclays' financial skills and expertise to help people work towards financial independence and security. Banking on Brighter Futures was launched in 2007 as part of Barclays' sustainability strategy.

Marcus Agius, Chairman of Barclays, said: "Despite the difficult current economic conditions, it is vital that business continues to invest in sustainability. Helping to develop and empower individuals and communities is vitally important, and it is fundamental to stimulating global economic growth at the same time. Aligning our community investment programmes to our core business maximises their impact, delivers social benefits on the ground, and develop future markets for our business.

We at Barclays have a long-term global responsibility to help develop the 50 or so markets in which we operate, and to nurture those who live and work in them. Crucially, Building Young Futures is designed so that we can measure the results of our efforts, and ensure the benefits are maintained long after the partnership is ended.”

Throughout the Building Young Futures partnership, a strong focus will be placed on measurement and sustainability. Targets are being set to assess the impact and benefits of the initiative, both for the communities involved, as well as for Barclays as a business.

Marcus Cox, a director at Agulhas Applied Knowledge, the sustainable development consultancy, comments: "The Barclays-UNICEF partnership is an example of how companies are moving beyond traditional corporate philanthropy, and beginning to develop new models that help to generate social and economic development, while at the same time building long-term business opportunities."

The partnership will work in a number of countries, including India, Egypt, Kenya, Philippines, Mexico, Botswana, Pakistan and Russia, with the majority of programmes being implemented over three years. The project in India aims to improve the lives of girls and young women by developing entrepreneurial skills and self-esteem through the provision of education and training on subjects including leadership skills, small business management and book keeping. In Egypt, the project will equip young people with the skills they need to make strategic career choices and to access employment, complemented by a pilot work placement programme and a trial micro-credit programme for those wishing to start their own business.

-Ends-

For further information, please contact:

Adam Keal, Media Relations Manager, Barclays
Tel. 020 7116 6044
adam.keal@barclays.com

Katie Morrison, Senior Media Officer, UNICEF
Tel. 020 7430 0162
katiem@unicef.org.uk

Joanna Richards/Joanna Kwiatkowska, Fishburn Hedges
Tel. 020 7839 4321
firstname.lastname@fishburn-hedges.co.uk

Notes to editors

Key information on the Barclays/UNICEF partnership countries

- **Botswana** – helping around 2,000 young people in two of the country’s principal urban centres find employment.

- **Egypt** – helping around 45,000 young people acquire the skills and receive the guidance and opportunities they need to cope with the high level of youth unemployment in the country.
- **India** – helping thousands of girls and young women in the state of Maharashtra appreciate their self-worth and take up prosperous and sustainable livelihoods.
- **Kenya** – helping around 4,000 children and young people who are currently living on the streets to rehabilitate themselves and get an education or take up employment.
- **Mexico** – working with parents, teachers, public authorities and local communities to create a better environment for indigenous young people to learn in.
- **Pakistan** – helping around 7,000 children and young people gain financial independence and avoid exploitation.
- **The Philippines** – helping some 1,000 families, which include 5,000 children, in Masbate province by making conditional cash payments, providing skills training, and developing cooperatives.
- **Russia** – helping 400 young people currently living on the streets or in care institutions in Moscow and St Petersburg, and 100 others with special needs.
- **Zambia** – helping around 5,400 young people by teaching business skills and providing vocational training through four youth resource centres.

About Barclays

Barclays is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services, with an extensive international presence in Europe, the USA, Africa and Asia.

With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs over 150,000 people.

Barclays moves, lends, invests and protects money for over 42 million customers and clients worldwide.

For further information about Barclays, please visit our website

www.barclays.com.

A note on Barclays and community investment

- Investing in the community is an important part of Barclays sustainability strategy and our work focuses on three areas: Banking on Brighter Futures, Looking after Local Communities Charity Begins at Work.
- In 2007, Barclays invested £52.4 million in community projects around the world, and more than 43,000 colleagues in 29 countries were involved in our fundraising and volunteering initiatives.
- For further information about Barclays Community Investment strategy, please visit our website www.barclays.com/community.

- Employee engagement is key to the success of its community investment, and as a representative of 40 per cent of the workforce, Unite has welcomed the UNICEF partnership, praising its “contribution towards the development of young and vulnerable people into education, jobs and opportunities.”

About UNICEF

UNICEF is the leading children’s organisation, reaching children in more than 150 countries around the world to help them survive and thrive, from early childhood through adolescence. The world’s largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments and receives no money from the UN. For more information about UNICEF please visit: www.unicef.org.uk