

## **DP WORLD'S EDUCATION PROGRAMME GOES GLOBAL TO HELP 34,000 YOUNG PEOPLE BY 2020**

### **Programme mobilising employees across 40 countries**

**Dubai, United Arab Emirates, 17 October 2016:** Global trade enabler DP World is rolling out its Global Education Programme internationally following an English language pilot in seven countries with an aim to deliver over 100 sessions in seven additional languages by the end of 2016.

Volunteers from 17 DP World locations in the UAE, India, Pakistan, Senegal, the UK, Argentina and the Philippines delivering the programme have received positive feedback from students and teachers. Over 90% of teachers in the pilot countries said that the course provided their pupils with something new their school could not have provided and 85% said they would be likely to recommend DP World as an employer to pupils.

The Global Education Programme aims to engage 34,000 children between the ages of 8-14 by 2020 with DP World volunteers delivering it from across its network of 77 operating marine and inland terminals in 40 countries.

The content covers a wide range of topics to engage young people in ports, trade and logistics, a little-known and often overlooked part of the world economy. Subjects include port management, sustainability, careers in trade and logistics and the maritime sector, geography, mathematics and design and technology. It has already been translated into seven languages including French, Arabic and Spanish, with Korean, Mandarin, Vietnamese, Turkish and Romanian in the pipeline for next year.

The wider global roll out of the programme follows a survey from You Gov and DP World earlier this year, which found under half (49%) of parents of 8-14 year olds in the Middle East and North Africa are optimistic about their children's future. It also found less than a third know what trade and logistics mean. Once informed, two thirds (67%) believed it was important their children knew more about this industry and a similar amount (60%) would be interested in their child working in the industry.

**DP World Group Chairman and CEO Sultan Ahmed Bin Sulayem said:**

"Trade and logistics make economies function, increasing prosperity for nations across the world. As a leader of global trade we are keen to raise the awareness of future generations about its vital role, be active in developing a talent pipeline and engage local communities about the industry.

"Our programme will give young people a real insight into the possibilities for a successful career in trade and logistics, giving them some basic understanding and skills employers will be looking for in future recruits. We are calling on schools from the 40 countries we operate in to join us in helping prepare future generations for the world of work in this rapidly changing and increasingly innovative sector."

**DP World Global Sustainability Director Kathryn Wightman-Beaven said:**

“Education is one of the four focus areas of our community investment strategy - part of the ‘Our World, Our Future’ global sustainability programme. Our aim is to engage our employees, both current and potential, in this programme to raise awareness of the sector and its career opportunities. This is a global initiative that has the potential to improve opportunities for thousands of young people around the world. We will be monitoring its success over the coming years to ensure it has the best possible reach and impact.”

The specific modules cover:

- Location, location – exploring the geographical features that make a good location for a new port
- Which port am I? – aimed at encouraging an understanding that ports help global trade by linking countries around the world
- Maritime maths – using simple maths to explain how a container ship is loaded safely
- Correct containers – generating an understanding of how goods are traded between countries around the world
- Super saver – exploring how maths helps to improve the efficiency of container transport
- Go green – promoting understanding of how ports and shipping can be sustainable, and what sustainability means
- Ports at work – learning about different jobs which help a port to function well
- Supplying the demand – understanding what it takes using maths and geography to move goods around the world
- United for Wildlife – learning about illegal wildlife trade and understanding ways to tackle it

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