



## Promoting Greater Independence for Children and Youth

ARAG SE is a partner to the Deutsche Kinder- und Jugendstiftung.

**ARAG SE continues to demonstrate social responsibility and is now stepping up its efforts in the area of corporate responsibility. ARAG already supports the "Conflict Management in Schools" project launched at 21 schools in North Rhine-Westphalia in March 2014 and has now added a new dimension to its commitment to corporate responsibility. ARAG became a partner to the Deutsche Kinder- und Jugendstiftung (German Foundation for Children and Youth, DKJS) in August of 2014. The Düsseldorf-based family enterprise is now providing funding support for the DKJS in the field of digital education.**

Disparaging remarks, rumors and insults – what was once a regrettable part of life for some students on their way to school or during breaks often goes on openly and unchecked in the Internet. Bullying has taken on a new dimension and occurs not only in the real world but to an increasing extent in the virtual environment. In a closely coordinated program, ARAG supports DKJS in its efforts to heighten awareness of the challenges and opportunities of cyberlife for children and youth. Our activities in this context focus specifically on prevention. The purpose of support for research and development in the field of digital education and workshops devoted to enhancing awareness of the dangers of cyberbullying is to help children attain greater independence.

*"In our view, sustained efforts devoted to strengthening media competence, access to information and education as well as awareness of the consequences of bullying are absolutely essential. We are committed to equality of opportunity in cyberlife – because the Internet is no legal vacuum and children and youth are in particular need of protection," explains Dr. Paul-Otto Faßbender, Chairman and CEO of the ARAG Group. Helping children and youth develop the courage to take their lives into their own hands and supporting them as they strive to seize their opportunities are truly laudable goals which we share with the DKJS," he adds.*

*"We are pleased to have found a partner in ARAG SE that is willing to join us in a very important field of endeavor. A considered and creative approach to digital media is a new cultural technique which, like reading, writing and arithmetic, must be learned. To an increasing extent, digital competencies have become prerequisites for employability and participation in society," notes Dr. Heike Kahl, managing director of DKJS.*



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ARAG is the largest family enterprise in the German insurance sector and has positioned itself as a quality insurer. In addition to its specialization in legal insurance, ARAG offers its customers products and services from a single source through leading subsidiaries in the German composite, health and life insurance segments as well as international branches, subsidiaries and affiliates in 13 other European countries and the U.S. – many of which hold leading positions in their respective legal insurance markets. The Group employs 3,600 people and currently generates revenues and premium income amounting to over 1.5 billion EUR.

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The Deutsche Kinder- und Jugendstiftung (DKJS) has devoted itself for over 20 years to the goal of enabling children in Germany to grow up in a healthy and supportive environment. The Foundation supports children in their efforts to fulfill their potential and achieve their own goals. The DKJS promotes change through its programs and projects – in kindergartens and schools, as they move on to professional life and in the field of family and youth policy. The Foundation currently reaches over 500,000 young people and adults responsible for their guidance and welfare.