

Business in the

Community

INTERNATIONAL



European Year of Volunteering 2011  
EMPLOYEE VOLUNTEERING AWARDS

Co-financed by the European Commission

# European Employee Volunteering Awards

## Case Study Report

Increasing the employability skills  
of people facing barriers to work

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## Message from the Director of the International Campaign, Business in the Community

Accelerated by the global economic downturn of recent years, unemployment has become one of the most pressing issues in today's society. According to the Statistical Office of the European Union, Eurostat, over 20 million people are currently unemployed in Europe with social exclusion and poverty rates increasing as a consequence of this.

As has been demonstrated over time, business has a positive role to play to help tackle issues in society as do public authorities. Business in the Community (BITC) has been supported by the European Commission, CSR Europe and 21 partners across Europe, from the CSR360 Global Partner Network, convened by BITC, to help address unemployment. Together we are working collaboratively to engage companies and public authorities to create and further develop employee volunteering programmes that will progressively help reduce the barriers to work in Europe and increase employability skills.

We strongly believe that as a powerful network of companies and organisations we can make a big difference in our societies. We have the knowledge and the expertise developed in some cases for more than 25 years. Together we inspire, engage, support and challenge companies and public authorities to help address this most pressing issue in society.

Working together to improve the employability skills of people facing barriers to work is essential. It will have a huge impact on the lives of the individuals, their families, their communities and society as a whole.

We trust that you will find inspiration from the European case studies covered in this publication. We hope that you will adopt, adapt and develop some of these models in the context of your own organisations, to help encourage the employability skills of the current and future workforces.

**Sue Adkins**  
International Director  
Business in the Community

## Messages from the European Commission

The European Commission and the European Economic and Social Committee are delighted to have been able to support the European Employee Volunteering Awards 2011. Employment is a central concern for the European Union, and in particular, the importance of addressing barriers to employment, experienced particularly in more disadvantaged communities and by disadvantaged groups.

The European Employee Volunteering Awards process has drawn company submissions from 22 countries which demonstrates how effective collaboration, particularly between civil society organisations and private enterprise, can be when all sides are committed to partnership.

The accompanying case studies illustrate clearly how a wide range of collaborators have been involved, how many people have been helped to overcome barriers to work, and how many company employees have been actively involved.

We are proud to be associated with this innovative programme, and believe it will provide major impetus to Employee Volunteering as a key aid to helping those already in employment, and those aspiring to employment. The initiative is a valuable contribution to and celebration of the European Year of Volunteering.

**Sue Bird**

**DG Employment, Social Affairs and Equal Opportunities**  
European Commission

.....

Around 100 million Europeans engage in some form of voluntary activity - if they were a country, they would be the biggest Member State of the EU! The time is right to celebrate the wonderful contributions that these millions of volunteers make every day.

The European Year of Volunteering 2011 will help set in motion the necessary changes, mainly at national level, that will make it easier for volunteering organisations and volunteers to do their work, and to do it better than ever before.

The European Commission is consequently working closely with volunteering organisations through the 'EYV 2011 Alliance' of 35 European volunteering networks, which includes members from the world of business, to make the Year a success.

Through excellent initiatives like the European Employee Volunteering Awards, we are delighted that employee volunteering has a strong presence in this work.

**John Macdonald**

**Head of Task Force for the European Year of Volunteering 2011**  
European Commission

# Messages from the Sponsors



## ALLIANCE BOOTS

We are delighted to support the European Employee Volunteering Awards. Volunteering is a key element of Alliance Boots' international community programmes; it is how we demonstrate we really are a part of the communities we serve. This involvement can take many forms from supporting children with learning difficulties and mentoring college principals to raising proceeds for the number of charities we support. As well as benefitting the wider society this involvement also helps the development of the individual themselves; such activities increase confidence and help develop team building skills, qualities essential for our employees to be successful in their day jobs. In the UK alone, over twenty thousand of our people, which represents one third of our UK workforce, spent at least one day volunteering. They enjoy this involvement and it helps to build the bonds between employer and employee, which are crucial when service and trust are at the heart of your business.

**Mrs Ornella Barra**

**Chair of the Alliance Boots Board Social Responsibilities Committee**



## TATA CONSULTANCY SERVICES

Volunteering brings benefits to individuals, organisations and society. Many CEOs and influential people in business are active volunteers. Volunteering has clearly helped them develop personally, acquiring a broader range of skills outside of the business environment. This in turn brings benefit to their organisation and the organisation with which they have volunteered. The Tata Code of Conduct states:

*'A Tata company shall encourage volunteering by its employees and collaboration with community groups. The company shall not treat these activities as optional, but should strive to incorporate them as an integral part of its business plan'.*

TCS encourages its 185,000 strong global workforce to engage in volunteering and, as TCS continues to expand across Europe, we see volunteering as an integral part of our activities to support society wherever we operate. TCS sponsors this award to encourage more action in Europe by its own employees and those of other European companies.

**Malcolm Lane**

**Director Corporate Affairs**



## HEWLETT-PACKARD

Solving tough, complex problems demands fresh thinking and diverse perspectives. Our strategy at HP is to bring together wide-ranging experts across borders, industries and institutions, collaborating to explore the root causes of key challenges and pioneer solutions that can be scaled globally. As the largest technology company in the world, we're in a unique position to use our global reach to serve billions, improving quality of life, revolutionizing how businesses operate, and strengthening communities worldwide.

Community involvement is core to our approach to social innovation. HP encourages its employees to use their unique skills and creativity to help improve the quality of life for as many people as possible. Through skills-based volunteering, HP helps employees find ways to contribute their skills where they're needed most. With over 300,000 employees getting engaged and sharing their expert skills and experience with organizations and communities worldwide, we can make a real and lasting difference. The European Employee Volunteering Award will encourage and inspire other organisations across Europe to follow these examples and to create best practice examples of their own.

**Gabi Zedlmayer**

**Vice President Global Social Innovation**



## CONTEXT

Globalisation, climate change and an ageing population are some of the major structural challenges that Europe has been facing in recent times. In addition, the sharp increase in unemployment rates has set a difficult outlook for the upcoming years.

In this context, through the flagship “An Agenda for new skills and jobs” the *European Employment Strategy*<sup>1</sup> seeks to create more and better jobs throughout the European Union. To reach this objective, the EES encourages measures to meet three headline targets by 2020:

- 75% of people aged 20-64 in **work**
- school drop-out rates below 10%, and at least 40% of 30-34-year-olds completing **third level education**
- at least 20 million fewer people in or at risk of **poverty** and social exclusion

To contribute to this strategy and its main objectives, Business in the Community has been working locally, nationally and internationally, with different programmes that have been bringing into practice businesses’ commitment to a more sustainable society.

## BACKGROUND

Via the CSR Europe laboratory project “*Skills for employability enhanced through community engagement*”<sup>2</sup> (2008), Business in the Community demonstrated that employee volunteering is a valuable tool to deliver employability skills to communities and vulnerable groups. Employee volunteering as part of wider CSR strategies helps to:

- Promote integrated labour markets and high levels of social inclusion
- Increase investment in skills development and employability
- Contribute to the improvement in public health and innovation
- Address societal problems internationally

Business in The Community devised the **European Employee Volunteering Awards** to promote and facilitate the exchange of good practice and learning of employability related programmes among member states, social organisations and companies. Working with 21 partners of the CSR360 Global Partner Network<sup>3</sup> the awards aim to improve employability skills of people facing barriers to work.

This project has been aligned to the UN and European Year of Volunteering 2011 and seeks to build a stronger network of organisations and companies working together on corporate volunteering and the wider CSR Agenda to tackle unemployment in Europe.

<sup>1</sup> European Commission: [www.ec.europa.eu/social/main.jsp?catId=101&langId=en](http://www.ec.europa.eu/social/main.jsp?catId=101&langId=en)

<sup>2</sup> ENGAGE Skills for Employability Report: [www.bitc.org.uk/global/skills\\_for.html](http://www.bitc.org.uk/global/skills_for.html)

<sup>3</sup> CSR360 Global Partner Network: [www.csr360gpn.org](http://www.csr360gpn.org)

## Awards management & partnerships

### Business in the Community, in its capacity as Secretariat for ENGAGE and building on 14 years of Awards experience<sup>1</sup>, managed the European Employee Volunteering Awards

#### SPONSORS

The European Employee Volunteering Awards scheme was kindly co-funded by the European Commission and sponsored by Alliance Boots, Tata Consultancy Services and Hewlett Packard who provided the resources for the European Employee Volunteering Awards to progress and succeed.



European Commission



TATA CONSULTANCY SERVICES



#### SUPPORTERS

The European Economic & Social Committee (EESC) hosted the European Judging Process of the European Employee Volunteering Awards that took place in Brussels at the beginning of February 2011 in order to select the overall winners of the programme.



European Economic and Social Committee

#### NATIONAL ORGANISATIONS

Awards have been run in 22 European countries in collaboration with national partner's of the CSR360 Global Partner Network.



#### EXPERT PARTNERS

The European Employee Volunteering Awards is supported by a consortium of expert partners such as UPJ, SMART Kolektiv, Centrum Wolontariatu and Forética, as well as CSR Europe, Corporate Citizenship, The East England Development Agency and a group of international practitioners from KPMG and Freshfields.

<sup>1</sup>Business in the Community's Awards for Excellence  
[www.bitc.org.uk/awards\\_for\\_excellence/index.html](http://www.bitc.org.uk/awards_for_excellence/index.html)

## The **European Employee Volunteering Awards** have been nationally run by the following organisations and countries

### BELGIUM

**Business & Society Belgium**  
www.businessandsociety.be



Business & Society Belgium (B&S) is the leading business driven network in Belgium for corporate social responsibility (CSR). It aims to promote and help large and medium enterprises established in Belgium to integrate CSR in their day-to-day business practices with greater efficiency and better visibility.

### FRANCE

**IMS-Entreprendre pour la Cité**  
www.imsentreprendre.com



IMS-Entreprendre pour la Cité is a non-profit organisation that promotes corporate responsibility towards society as a whole. It encourages and helps companies implement societal practices which create value for the communities in which they operate and contribute to better social equity, as part of CSR policies.

### CZECH REPUBLIC

**Czech Donors Forum**  
www.donorsforum.cz



Czech Donors Forum (CDF) is a national association of corporations and grant makers. CDF has initiated and provided programs and methods that help donors and companies to invest their resources effectively employing many different ways of participation in community projects and cooperation with NGOs and foundations.

### GEORGIA

**Eurasia Partnership Foundation**  
www.epfound.ge



Eurasia Partnership Foundation's (EPF) mission is to empower people to effect change for social justice and economic prosperity through hands-on programs, helping them to improve their communities and their own lives. Through its foundations, EPF raises and delivers seed capital to emerging civil society organisations.

### ESTONIA

**Responsible Business Forum in Estonia**  
www.csr.ee



Responsible Business Forum in Estonia (Vastutustundliku Ettevõtluse Foorum) is a non-profit organisation with an aim to inspire and support furthering CSR in Estonian society through being the centre of competence building and communication on CSR.

### GERMANY

**UPJ**  
www.upj.de



The national network UPJ combines regional and local intermediary organisations and companies in order to promote Corporate Citizenship and Corporate Social Responsibility in Germany. It aims at fostering long-term co-operation between businesses, community organisations and governments to contribute towards sustainable development of society.

### FINLAND

**Finnish Business and Society**  
www.fibsry.fi



Finnish Business & Society (FiBS) is an enterprise network that promotes financially, socially and ecologically sustainable business in Finland. FiBS encourages companies to embrace corporate social responsibility in their strategic planning and day-to-day management - thereby forging social responsibility into a compelling success factor in the competition for customers, personnel and investors.

### GREECE

**Hellenic Network for CSR**  
www.csrhellas.gr



The Hellenic Network for Corporate Social Responsibility (HNCSR), is a non-profit business association which promotes the CSR concept and principles and disseminate them to the Greek business society and to society as a whole with the aim of achieving a balance of profitability and sustainable development.

# Participating countries

## HUNGARY

**Hungarian Business Leaders Forum**  
[www.hblf.org](http://www.hblf.org)



The mission of HBLF is to encourage companies to integrate corporate social responsibility and the principles of sustainable development into the everyday business practise. Members of HBLF promote responsible leadership for the long term prosperity of their businesses and the whole of society.

## IRELAND

**Business in the Community Ireland**  
[www.bitc.ie](http://www.bitc.ie)



Business in the Community Ireland (BITCI) aims to harness the power of Irish business to maximise its positive impact on all its stakeholders. It is a non-profit organisation specialising in advice and guidance to leading companies on corporate responsibility and corporate community involvement.

## ITALY

**Sodalitas Foundation**  
[www.soladitas.it](http://www.soladitas.it)



Sodalitas Foundation works to build a bridge between companies and nonprofit organisations in Italy. It combines both social responsible engagement of companies and managers towards a common target: to improve the social cohesion in the country.

## NETHERLANDS

**Community Partnership Consultants**  
[www.community-partnership.net](http://www.community-partnership.net)



CPC works in the Netherlands and Germany on all aspects of community engagement of companies, citizens and government. It provides participative research, knowledge transfer through training and conferences as well as innovative partnership tools and collaborative action with companies, voluntary sector organisations, foundations and public bodies.

## POLAND

**Centrum Wolontariatu**  
[www.wolontariat.org.pl](http://www.wolontariat.org.pl)



The Volunteer Centre fosters the promotion and development of civic society in local communities. In order to ensure a professional character of such initiatives, the centre has been building the foundations of volunteering based on a system of volunteer recruitment and training.

## ROMANIA

**Asociația Pentru Relații Comunitare (ARC)**  
[www.arcromania.ro/mambo](http://www.arcromania.ro/mambo)



ARC works as a support organisation for companies and non profit organisations that want to generate impact in the communities they serve. ARC helps businesses to develop strategic corporate community involvement initiatives, and supports NGOs and fundraising professionals to efficiently mobilize local resources from individual and corporate donors.

## SCOTLAND

**Scottish Business in The Community**  
[www.sbcsct.com](http://www.sbcsct.com)



Scottish Business in the Community helps businesses of all sizes to be more productive, innovative and competitive by providing opportunities for improving business while tackling some of the unprecedented challenges - and opportunities - of today and tomorrow.

## SERBIA

**Business Leaders Forum Serbia**  
[www.fpl.rs](http://www.fpl.rs)



Business Leaders Forums Serbia is the first coalition of socially responsible companies in Serbia established with a mission to stimulate development of corporate social responsibility and set a permanent and stable CSR practices in Serbian business sector.

# Participating countries

## SLOVAKIA

**Pontis Foundation**  
[www.nadaciapontis.sk](http://www.nadaciapontis.sk)



The Pontis Foundation is one of the largest grant making and operational foundations in Slovakia. It motivates individuals, communities and companies to be responsible for themselves and the wider world. The Foundation administers main Slovak business networks concerned CSR, corporate philanthropy and employee engagement.

## UKRAINE

**East Europe Foundation**  
[www.eef.org.ua](http://www.eef.org.ua)



EAST EUROPE FOUNDATION

The East Europe Foundation (EEF) empowers citizens to build their own futures by mobilising resources, strengthening communities, and fostering public-private cooperation. EEF achieves this mission through targeted support to local nonprofit organisations across Ukraine.

## SPAIN

**Forética**  
[www.foretica.es](http://www.foretica.es)



Forética is a non profit multistakeholder organisation working on promoting ethical and socially responsible policies. Forética works with companies and institutions at the core of their corporate values. Its ten years of experience advising the companies have produced solid frameworks for auditable management systems in the country.

## UNITED KINGDOM

**Business in the Community**  
[www.bitc.org.uk](http://www.bitc.org.uk)

Business in the Community

Community

Business in the Community (BITC) stands for responsible business. Through an international network of businesses committed to a sustainable future for people and planet, BITC works locally, nationally and internationally and has four key areas of expertise: community, environment, workplace and marketplace.

## SWITZERLAND

**Philiias Foundation**  
[www.philiias.org](http://www.philiias.org)



Philiias is a non-profit foundation whose mission is to promote Corporate Social Responsibility (CSR). Through consulting service and training sessions, the foundation helps corporations to measure their impact on their social environment and reduce the negative impacts of it.

## TURKEY

**CSR Turkey**  
[www.csrturkey.org](http://www.csrturkey.org)



CSR Turkey's purpose is to help the development of the consciousness of social responsibility and extend the knowledge of CSR at a national and international level in its endeavour for sustainable development and social achievement.

# Participating countries



European Year of Volunteering 2011

EMPLOYEE VOLUNTEERING AWARDS

Co-financed by the European Commission



## The **European Employee Volunteering Awards** aim to reward companies of all sizes and sectors across Europe that have developed employee volunteering schemes helping people facing barriers to work in their countries increase their employability skills

The European Employee Volunteering Awards also aims to reflect the critical role businesses and public authorities play in the promotion of these skills as a relevant issue for unemployed people to go back to the labour market.

Business in the Community and the other 21 European partners of the CSR360 Global Partner Network involved in this Awards scheme, have demonstrated that employee community engagement can provide and improve the skills essential for employability among disadvantaged and excluded groups throughout Europe, while providing employee volunteers with invaluable experience and development.

**In this sense, the two key elements of the European Employee Volunteering Awards are:**

**Employee volunteering:** activities of voluntary character and personal commitment, exercised by employees in an organised setting and with a structured framework, unpaid, undertaken for the benefit of other individuals and society as a whole.

These activities include: mentoring and coaching; training and skills transferral such as literacy and numeracy skills; work experience and apprentice schemes; community assignments and secondments; team building projects, and community days such as careers days.

Employee volunteering has proved to be a valuable

tool for delivering employability skills to communities and vulnerable groups, but it is not used as widely or as effectively as it could be. There is a need to demonstrate the tangible and positive effect of employee volunteering in increasing the employability of hard-to-reach groups in order to encourage companies to develop volunteering schemes that contribute to inclusive growth in Europe.

**Employability skills:** Depending on the country, these skills can be understood in very different ways. However, employability skills can be generally understood as competencies that are crucial to gaining and sustaining employment, provide opportunities for disadvantaged groups and promote social cohesion.

The employability skills cut across all industries and all job types and levels, and could be broadly broken down into four areas:

- Self-reliance (pro-activity, enthusiasm, motivation, responsibility)
- People skills (team working, supportive, friendly, and diplomatic)
- Essential employment skills (literacy, communication, problem-solving, planning and prioritisation, decision-making)
- Job-ready skills (CV writing, interview techniques)

### OBJECTIVES

- Celebrate the European Year of Volunteering along with companies and partner organisations
- Increase the number of businesses throughout Europe running employee engagement programmes targeted at enhancing employability and inclusion
- Demonstrate the tangible and positive effect of employee volunteering in increasing the employability of excluded groups
- Sensitise public authorities on local, regional and national level on how they can be facilitators towards a "Culture of Corporate Volunteering"
- Provide businesses with useful tools and support on how to continuously improve the performance and impact of their volunteering programmes, and how to measure their impact

### OUTCOMES

- 22 European countries running the Awards nationally and building a stronger network of organisations and companies working together on corporate volunteering and the wider CSR agenda
- Over 250 entries from companies and public authorities, with a result of 60 national winners
- A collaborative action involving European institutions, organisations and companies, in addition to an expert international judging panel
- One overall European winner per category: Large Company, Small Company, Most Innovative, Newcomer and Public Authority
- A collaborative final publication showcasing case studies of all winning programmes, this will be disseminated via partner organisations across Europe
- Long-term-beneficiaries from 22 countries overcoming barriers to work
- Wide dissemination and experience exchange of different European employee volunteering programmes
- A contribution to better measurement systems for employee volunteering and community engagement programmes

## Awards Categories & Awards Legacy

### The European Employee Volunteering Awards hosted the following categories

#### Large Company

For companies with more than 250 employees that are developing one or more employee volunteering programmes with a focus on employability skills.

#### Small Company

For independent trading organisations with no parent company, employing less than 250 (or full time equivalent), which are developing one or more employee volunteering programmes which address employability and inclusion.

#### Innovation

For companies doing things differently, finding new ways to do things or addressing challenges on employee volunteering and employability in an innovative way.

#### Newcomer

For companies whose programmes are at the early stages of development, have started well and who are on track to deliver good results on employee volunteering and employability skills as time goes on.

#### Public Authorities

This category is for entries that focus on building the infrastructure and supportive environment for volunteering and employability, i.e. bodies that work as enablers for corporate volunteering.

### The legacy of the awards will contribute to:

#### Shared knowledge

22 national partner organisations will have the skills and tools to run an Awards scheme on employee volunteering in order to challenge companies to exceed themselves in this field.

#### Collection of experiences

The official website [www.eeva2011.org](http://www.eeva2011.org) will present all the information about the Awards process and will offer companies from all around Europe examples of employee volunteering programmes, and valuable contact with partners of the CSR360 Global Partner Network.

#### Leading examples

During 2011 the case studies of the national winning programmes from 22 European countries will be disseminated globally via the CSR360 Global Partner Network [www.csr360gpn.org](http://www.csr360gpn.org)

#### Impact Measurement Toolkit

##### Supporting your Company to Measure the Benefits of Employee Community Engagement

The promotion of good measurement is an integral part of the European Employee Volunteering Awards project, as it aims to raise public awareness of corresponding projects and measure their impact, particularly as at this stage very few programmes are being evaluated. As a consequence, our expert partner Corporate Citizenship has designed a measurement toolkit to provide business with useful tools and support on how to continuously improve and further develop the performance and impact of their volunteering programmes.

For the full Toolkit, worksheets, exercises and handy hints and tips to ensure your company maximises both impact and results visit [www.bitc.org.uk/global/european\\_volunteering\\_awards/impact\\_measurement.html](http://www.bitc.org.uk/global/european_volunteering_awards/impact_measurement.html)

# The European Winners of the European Employee Volunteering Awards

## Category

## Large Company

### Winner Programme

### Koç Holding A.S. - TURKEY Vocational Education: A Crucial Matter for the Nation

As a driving force in the economy, Koç Group has committed itself to taking action on two issues that present an obstacle to the development of Turkey as well as Koç Holding itself:

- High rates of youth unemployment
- Quality issues in the labour market

“Vocational Education: A Crucial Matter for the Nation” was initiated in partnership with Vehbi Koç Foundation and the Ministry of Education in 2006. The project aimed to attract young people to vocational education through:

- Building awareness on the importance of vocational education
- Creating a public-private partnerships model for improving vocational education

The project provides the vocational high school students with scholarships, internships, priority in employment and coaching.

8,000 students from 264 schools in all of Turkey’s 81 cities were connected with 21 companies and 350 volunteering employees.

### Impact

- 68% increase in the number of vocational high school students
- Integration of school-workplace cooperation model of the project into public policy
- Increase in number of public-private partnerships
- Improved popularity of vocational education and the perception of vocational high schools
- Contribution to personal and professional development of the grantees
- Increased awareness for responsible citizenship and volunteering acts among grantees and Group employees
- Increase in employee volunteering and employee commitment within the Koç Group
- Increase in reputation and brand awareness of Koç Group, Vehbi Koç Foundation, and the project companies

The project will continue, being “exported” to non Koç entities (public-private and third sector) to ensure its sustainability.



# The European Winners of the European Employee Volunteering Awards

## Category

## Small Company

Winner Programme

**NORSYS - FRANCE**  
**Training Days for Jobseekers Facing Discrimination**

Launched in 2008, this programme provides employability training sessions run by Norsys employees, including its President, for jobseekers who have experienced discrimination and other difficulties in their search for work. This programme is part of the policy of fighting discrimination at Norsys, a company of 220 employees.

The content of the programme of one-day sessions includes mock telephone or face to face interviews, visits to the company premises, discussions with Directors or other employees, a "Who wants to win a job?" game and job dating.

The partner charities (AIFE, Employment and Disability, and the local Mission) contribute by identifying the participants and then coaching them prior to the first interview with the company.



## Impact

- 250 jobseekers have participated in the 18 sessions that have taken place so far (around 15 per session) and they all found the sessions very valuable and excellent preparation for future job seeking
- In addition, the programme's charity partners plan to evaluate in greater detail its impact as a tool for accessing further education or securing work
- The 14 employees participating in the programme found their role as leaders of the sessions very valuable. The sessions helped open their own minds positively to this section of the community and at the same time reinforced their pride in the company
- The programme allows the company to demonstrate consistency between its public face and its internal behaviour



Highly commended Programme

**KÜRT Zrt. - HUNGARY**  
**H2O Project for the education of disadvantaged children**

See National Winners for Case Study of this programme.

# The European Winners of the European Employee Volunteering Awards

## Category

## Innovation

Winner Programme

**MITIE Group - UK  
Real Apprentice**

The Real Apprentice Programme showcases MITIE as a true 'people' organisation, one that raises the corporate responsibility bar for others to follow. The ten-week scheme works to break down barriers and help the long-term unemployed and people with a physical or mental disability back into the world of work through training and placements both at MITIE and with its clients. The business case is very clear. MITIE has saved hundreds of thousands of pounds in recruitment fees since the start of the programme whilst also motivating people who have developed their skills and discovered abilities they never knew they had.

One of the biggest challenges was securing the payment of benefits, travel and clothing assistance from JobCentre Plus (JCP) for the unemployed participants taking part in the programme. Once this was achieved, individuals could retain their benefits allowing them to participate fully in the programme - a truly innovative approach to addressing employability issues.

The Real Apprentice Programme begins with a submission of potential applicants by JCP and then successful applicants participate in a pre-placement week to build confidence and evaluate ability. An eight-week operational placement complete with on-site mentor and audit trail then follows. After that is an offsite week with CV and interview workshops and the final part is the annual award ceremony to recognise the achievement of the real apprentices.

Since the start of the scheme in London in 2005, 197 people have taken part, with 134 real apprentices completing the programme and 98 of those being offered permanent jobs, both at MITIE and with other employers. Following the initial success of the scheme in London, it has now been extended and in 2010 the first Glasgow Real Apprentice scheme was established. Plans to extend the scheme to other regions are underway following its success in London and Glasgow.

Jane James, Employment Regeneration Director at MITIE, commented:

**"Not only is there a social and moral case for working together to make a difference to peoples' lives, but there's also a solid business case. The Real Apprentice is about people helping people, and we encourage all individuals and organisations to get involved."**



Highly commended Programme

**BOYNER HOLDING - TURKEY  
POMEGRANATE ARILS: Stronger Young Women, Brighter New Futures**

Highly commended Programme

**KPMG AG Wirtschaftsprüfungsgesellschaft, Deutsche Bank AG,  
Herlitz PBS AG Papier-, Büro- und Schreibwaren - GERMANY  
Partners in Leadership**

See National Winners for Case Studies of these programmes.

# The European Winners of the European Employee Volunteering Awards

## Category

**Newcomer**

Winner Programme

**Abbott - IRELAND**  
**Abbott Science Programmes**

**Also Irish National Winner of Large Company.**

In response to the worrying decline in young people's interest in science as a career in Ireland, Abbott Ireland launched two unique science programmes in 2009: Abbott Family Science and Operation Discovery. Abbott recognises that it is critical to reverse this trend and increase the number of students studying the sciences, both at secondary level and subsequently in science courses at third level, in order to increase students' employability in the science and engineering sectors.

Family Science brings together primary school students, parents, teachers and Abbott volunteers for a hands-on evening focused on basic science skills (observation, problem-solving, teamwork) and building confidence as science learners. Disadvantaged schools or those without a dedicated science resource are targeted in order to reach students who otherwise might not have the opportunity to consider science as a career.

Operation Discovery brings secondary students and their teachers to Abbott sites to work hands-on with Abbott scientists. These scientists serve as role models to the students and facilitate authentic, hands-on activities in small groups that introduce students to some of the tools and procedures that Abbott employees use every day in their work.

In 13 months of running both programmes, 990 students, 487 parents and 60 teachers at 18 schools have engaged across Ireland.

Students who participate in Operation Discovery say:

	Before	After
"I would enjoy studying science."	41%	80%
"Working in science would be fun."	39%	73%
"Working in a science laboratory would be fun."	29%	68%
"Every citizen should understand science."	45%	80%



Highly commended Programme

**Manor AG - SWITZERLAND**  
**Manor, Whole Heartedly**

Highly commended Programme

**Orange Romania - ROMANIA**  
**ENGAGE Romania**

See National Winners for Case Studies of these programmes.

# The European Winners of the European Employee Volunteering Awards

## Category

## Public Authorities

Winner  
Programme

**Magistrate of the City of Wiesbaden, Office for Social Affairs - GERMANY**  
**Corporate Citizenship Strategy for Wiesbaden**

Over the last few years corporate community investment has been successfully implemented as a strategy and a new field of action in the Office for Social Affairs of the City of Wiesbaden. The support of the senior levels in the administration and at the political level was secured, a mandate was gained, and a corporate citizenship service office was set up and allocated the necessary resources. The strategy adopted by the Office for Social Affairs is aimed at accessing local businesses and persuading them to make a contribution towards enhanced social cohesion, better employment and sustainable communities.

The key element of the strategy is to promote community engagement among corporate employees. The corporate citizenship service office has a mandate for the development of implementation schemes and their execution at an operational level. Apart from providing advisory and training services the service office focuses on a range of three important schemes: "Wiesbaden Engagiert" (Wiesbaden Engaged), a low-threshold introduction to the concept of employee volunteering in the framework of an annual local action day, "WiesPaten" (Wies-Buddies"), a mentoring scheme to promote long-term commitment to addressing social issues, such as integration and employability, the "Golden Lily", an award for engaged companies designed to establish a local culture of recognition.

### Impact

- About 290 companies and 3500 employees were introduced to community investment and employee volunteering through the service office and its implementation programmes
- About 50,000 people in Wiesbaden have benefited from the schemes and the effects resulting thereof



  
**WIESBADEN**  
  
Amt für Soziale Arbeit

Highly commended

**Consellería de Solidaridad y Ciudadanía de la Generalitat  
Valencian, a través de FUNDAR - SPAIN**  
**Employee Volunteering Program ENGAGE Valencia**

Programme

See National Winners for Case Study of this programme.

# National Winners

## Large Company Category

### Large Company Category

For companies with more than 250 employees that are developing one or more employee volunteering programmes with a focus on employability skills

Company	<b>Microsoft Belux</b>
Programme	<b>The Employee Volunteering Programme</b>
Sector	<b>IT - Hardware, Software &amp; Services</b>
Country	<b>Belgium</b>
CSR360 GPN Partner	<b>Business and Society Belgium</b>



Microsoft Belux operates on 4 Citizenship (CSR) pillars: skills for employability, green issues, health and diversity. They invest by means of different projects and partnerships helping society face those different societal challenges. The Employee Volunteering Programme is an excellent opportunity for their employees

to develop their personal skills and be ambassadors of their Citizenship/CSR programmes and helps to make Microsoft a trusted advisor and partner on Child Online Safety.

As an online leader Microsoft took its responsibility to face one important "skills" challenge: Child Online Safety. They decided to devote their Employee Volunteering Programme (which offers three volunteering days per year to employees) to this matter. They noticed, during discussions with their NGO partner, Child Focus, and other stakeholders (NGO's, FCCU, government agencies and universities), that teachers still don't feel confident bringing the subject of "Internet Safety" up in class.

In 2009 employees were given the chance to lead Safer Internet Trainings in primary and secondary schools (age group 8-13). Microsoft developed a lesson package, with Child Focus, explaining why Internet is fun and useful but also touched on the dangers (privacy, spam, cyber bullying).

Microsoft matches the volunteers with schools and trains them to be able to give this e-safety lesson in a class. In 2010, Microsoft decided to include their partner, Getronics, in order to reach an even greater amount of children.

In their fiscal year 2010 (July 2009-June 2010) 65 Getronics employees and 101 Microsoft employees (1/3 of our employees) trained a total of 10,060 children in schools all over the country.

Company	<b>ABN AMRO</b>
Programme	<b>The Impact of Corporate Social Engagement</b>
Sector	<b>Financial Investment</b>
Country	<b>Netherlands</b>
CSR360GPN Partner	<b>Community Partnerships Consultants</b>



The ABN AMRO Foundation (AAF) manages the corporate community investment programme of ABN AMRO bank. Its focus is on supporting vulnerable youth and helping start micro-entrepreneurs, so that the youngsters, entrepreneurs and the employees will all benefit. In this way, young people improve their

opportunities in the job market and starting business owners improve their entrepreneurial skills.

#### **The Civic Internship**

The Civic Internship creates a positive experience for three parties: the student, the civic target group and the volunteer. In an activity setting, the student interacts with individuals they would usually not encounter, such as the elderly or disabled. The internship is more effective for a student when there is an adult as a volunteer mentor. As such, the youngster not only gets introduced to an activity or target group, but also receives feedback, tips and stimulus from his mentor. **Microfinance**

The bank has developed a microfinance program for micro-entrepreneurs. In addition to receiving a microloan up to

€10.000 - per person, candidates also receive coaching from bank professionals for two years. This guidance increases the chances of succeeding in the business. The incentive for the volunteering employees is to develop coaching skills.

#### **Impact**

ABN AMRO gives its employees 5 days a year to spend on employee volunteering during working hours. In 2010, this totalled 115.000 volunteering hours, an immense potential for society. During one of the Civic Internship activities 150 students were mentored by 150 volunteers who created a great day for disabled 150 youths.

For the Microfinance program, 45 entrepreneurs were given the possibility of start-up capital and coaching.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Bank Handlowy w Warszawie S.A**  
**CITI Handlowy Employee Volunteering**  
**Financial Services banking**  
**Poland**  
**The Volunteer Centre**



The Employee Volunteering Program at Citi Handlowy was launched in 2005 as the first structured employee program of this type in Poland. It inspires employees' involvement in social initiatives, providing them with adequate tools, financial and logistic support, supporting activities benefiting those in need.

The launch and success of the program required from managers a changed approach to employee relations, while at the same time offering new mechanisms

integrating employees and binding them to the company. It is embedded in the Bank's organizational culture with volunteers forming a community of their own. The Bank's image and the employees' trust have improved. Volunteering has triggered their entrepreneurial spirit and leadership.

Employees choose from a wide range of initiatives offered by nongovernmental and local self-government organisations. They also prepare their original projects for group or individual implementation.

The most important group initiatives include:

Citi Community Day - every year about 1500 volunteers realise some 100 original community projects in dozens of locations across Poland; integration trips combined with volunteering; involvement in financial education programs for youth; regular campaigns helping children from children's homes;

projects involving the clients, families of employees and students.

Over 5 years, 720 projects were delivered, employees involved over 9000 times, worked over 54800 hours and helped over 90 000 people.

Employees have established numerous permanent relationships with local communities and can help solve problems thanks to the available resources.

What is most valuable is that beneficiaries become inspired to improve their situation, fuelled with positive energy, and that lasting relations are built. Thousands of people have gained knowledge and qualifications improving their position on the job market, such as project management and presentation skills or the ability to communicate with the business world.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Barclays Spain**  
**Barclays, Corporate Volunteers; Improving Employability**  
**Financial Services Banking**  
**Spain**  
**Foretica**



Investment in our communities is an integral part of the Barclays' Responsible Banking strategy.

The Barclays' Community Investment strategy focuses on social integration and employability of people at risk of exclusion. It takes more than money to solve social problems so corporate volunteering is the key. A greater commitment to invest skills, time,

expertise and energy to make a positive impact on local communities is exactly what Barclays believes in.

**Programmes**

**Banking on Brighter Futures:** This is the Barclays' flagship programme focusing on helping disadvantaged people towards financial independence and security through supporting financial inclusion, encouraging entrepreneurship and employment and developing financial capability.

**Looking after Local Communities:** Supporting the causes which matter most in local markets is one of the best ways we can meet the specific needs of our customers and colleagues, and the communities to which they belong.

**Charity Begins at Work:** It is important that we encourage and inspire our people to support the causes they most

care about by being involved in their local communities. Barclays offers both work time and volunteering grants in support of their chosen cause, as well as matched fundraising money for their favourite charities.

**Barclays Spain 2010**

- 349 volunteering actions in 2010 (+15% vs. 2009)
- 189 in MAD Day actions (+10% vs. 2009)
- 1,796 employees volunteering (net figure = 41% of pay roll)
- 2,370 people participating (employees + others: +4% vs 2009)
- More than 300 beneficiaries (non-for-profit organisations)
- Over 30,000 persons benefited

# National Winners

## Large Company Category

Company  
Programme  
Sector  
Country  
Partner

**Coca-Cola**  
**Passport to Employment**  
**Food and Beverages**  
**France**  
**IMS Entreprendre pour la Cite**

*Coca-Cola Entreprise*



The programme, initiated in 2003, focuses on employment for young people from disadvantaged suburbs and is an integral part of the Group's diversity policy. With these initiatives, the Group's aim is to contribute to a reduction in the high levels of unemployment in certain suburbs (up to 40%).

The programme sees large scale support provided by employee volunteers to young people from 3 years before the Baccalaureat up to BAC +5. Employees participate during working hours in a number of ways, including presentations on career opportunities, interview practice, mock selection panels for the major professional schools, and mentoring.

In order to manage this process efficiently, teams of employees have been set up in each of the Group's 15 sites in France. 35 charities or other not for profit organisations are also partners in the programme, and Coca-Cola brings them together at regular intervals in a steering committee. In the longer term, Coca-Cola is looking to extend the Passport to Employment programme to the European level, through Coca-Cola Enterprises.

### Impact

- 2700 students have benefited each year since 2008, a number equal to that of the company's total employees. 97% were satisfied or very satisfied with workshop content
- The 270 employees involved in the programme (10% of the workforce) reported improved motivation and morale and the number wishing to participate increases each year
- Through the programme the company is able to develop employee skills, improve their commitment, and associate the brand with the principles of equal opportunities

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Coca-Cola Hellenic**  
**University partnership**  
**Food and Beverages**  
**Serbia**  
**Business leaders Forum Serbia**

*Hellenic* Coca-Cola  
Passion for Excellence



"University partnership" is a collaborative programme signed between Coca-Cola Hellenic Serbia and the Faculty of Organisational Sciences, one of the leading educational institutions in the area of business and information technologies.

University Partnership is aimed at helping and supporting young people (university students) in Serbia to:

- gain relevant knowledge and skills for future employability

- define their options for starting a successful career
- encourage them to stay and pursue a professional career in Serbia
- and introduce them with concrete opportunities that they can get in Coca-Cola Hellenic Serbia

The programme consists of several activities:

- Student internships
- Lectures on faculty by managers of Coca-Cola Hellenic Serbia
- Organised student visits to the company
- Student projects on solving real business tasks
- Common work on research projects and papers
- Communication activities

For the first one and half years of realisation all targets have been met:

- More than 500 students, 90 managers and more than 170 employees have participated through 6 different programs of cooperation
- The activities have helped students gain first professional experience and to understand how real business operates
- The most significant benefit for Coca-Cola Hellenic's employees is practical experience gained through involvement as mentors

This was a pilot initiative of official cooperation between the educational and corporate sector in Serbia and the programme received support from the Government (Deputy Prime Minister, Ministry of Youth and Sports), Rector of the Belgrade University, national TV and other significant media.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Commercial Bank Romana (BCR)**  
**Start! Young People who want to Start a Business**  
**Financial Services**  
**Romania**  
**Asociatia Pentru Relatii Comunitare (ARC)**



Banca Comerciala Romana (BCR) and Junior Achievement Romania have developed Start! Business, a project that connects the expertise of BCR volunteers with students interested in starting a business. This forms a key part of BCR's CSR Strategy to focus on areas that contribute to the

healthy development of the community: financial education, offering access to education for disadvantaged children, entrepreneurial education, fostering social entrepreneurship among NGOs and social solidarity.

The project provides students with the know-how for developing and piloting a product or service within a real micro-enterprise, under the guidance of BCR consultants. The project addresses the lack of an entrepreneurial culture among students and the gap between formal education and business realities.

The students' sign up for the project and volunteers are recruited based on their experience and their available time. Afterwards each student team is advised by a BCR consultant in identifying

and deciding on their business idea, developing the business plan and then actually implementing it.

The project is currently in its second edition. During the first edition, 53 BCR volunteers gave over 250 volunteer consulting hours to 344 students from 15 universities. 15 out of 71 of the teams made it to the national final. 2 teams received a €1,500 grant from BCR for developing their business, and one team was granted €4,000 to participate in the final round of the European Entrepreneurship Competition.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Crédit Suisse**  
**Fit for the Economy**  
**Financial Services Banking**  
**Switzerland**  
**Philiat Foundation**



Volunteers working for Young Enterprise Switzerland: "Our Community"

Credit Suisse attaches great importance to education, so it also made sense for its volunteers to work with partners in the educational sphere. In 2008 Crédit Suisse began cooperating with Young Enterprise Switzerland (YES) on "Fit for the Economy" and "Our community". The key objective of the program "Fit for the Economy" conducted with YES is that employees of the bank share their knowledge directly with school students of various age groups. Crédit Suisse employees can take two workdays off to volunteer for YES.

The Program "Fit for the Economy" helps secondary-school students (aged 15 -17) to manage various economic aspects of their lives better. The program is organised in flexible modules focusing on topics such as basic economics, the ideal job, job applications, the role of a young consumer, and handling money. Volunteers with a practical background

present the program in cooperation with the schoolteacher. [www.credit-suisse.com/volunteering](http://www.credit-suisse.com/volunteering)

Crédit Suisse volunteers share their expertise with students in an age-appropriate way, keeping in mind the materials and guidelines provided by Young Enterprise. They receive introductory training in a half-day session organised by Young Enterprise. Students also benefit from the life experiences of our volunteers.

Since 2008, 114 volunteers from the Bank have taught classes in "Fit for the Economy" and "Our Community" programs, reaching a total of 2,551 students. Volunteers, students, and teachers have given very positive feedback.

# National Winners

Large Company Category

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Dalkia Česká republika**  
**Help for People with Good Ideas**  
**Energy**  
**Czech Republic**  
**Czech Donors Forum**



The objective of Dalkia Česká republika's "Help for People with Good Ideas" programme is to create long-term jobs and to prevent the social exclusion of unemployed people, unemployment being one of the most serious social problems in the country. The project is unique in the Czech Republic and its fundamental idea is to improve the lives of people who live in regions in which Dalkia Česká republika operates.

Financial help and professional consultations are provided to people with good ideas with a focus on helping small and self-employed entrepreneurs in areas of infrastructure services, crafts and production and on initiatives that contribute to the protection of the environment and to education. This activity contributes to the reputation and public image of the company.

Applicants for a grant present a business project, which is then examined by the "Godparents" (employees of the Dalkia group who help the applicants in the framework of their spare-time activities and act as their advisers) and submitted to the Administrative Board to be assessed. Each project can receive a grant of up to CZK 500,000.

Since its establishment in 2000 and through the 843 projects accepted, the programme has helped to generate conditions for the creation of 1,504 long-term jobs, of which 231 were for people with health-related disabilities. 200 Godparents have participated in the programme during the ten years. The grants provided amount to a total of CZK 68,017,000.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Eesti Energia**  
**Future Employee Program (FEP) and ENTRUM**  
**Energy**  
**Estonia**  
**Responsible Business Forum in Estonia**



Eesti Energia runs 2 main employee volunteering programmes:

#### **Future Employee Program (FEP)**

The number of people entering the labour market in the next 10 years is decreasing, the population is ageing and in Eesti Energia's focus region (East Estonia) these issues are especially critical. Working with students in vocational schools and universities, employee volunteers deliver presentations and workshops on career and education options in the energy sector and offer internships in the company under their tutelage and guidance with their research projects. The activities are funded by the company and take place during work hours.

The programme is new but some activities have been running independently for years (such as the internship program with 150 interns per year) and have proven successful as interest is great (around 500 applications) and results also (99% satisfaction with internship experience).

#### **ENTRUM**

ENTRUM aims to teach young people in an active and exciting way to be entrepreneurial, take initiative and become more involved in the world around them. They learn practical steps for getting from idea to execution and achieving goals and results. The programme is free of charge and is open for students aged 15-17 who speak Estonian or Russian.

The program started in 2010 in the East Estonian region with 650 participants and involves over 30 Eesti Energia's employees as volunteers in organising, mentoring and leading master classes. The goal is to expand the program to other regions of Estonia. The participants will execute 87 entrepreneurial team projects to make life better in their home county.

Company

**Citigroup Global Markets Deutschland AG, Deutsche Börse Group, Fidelity International - FIL Investment Services GmbH, Freshfields Bruckhaus Deringer LLP, Linklaters LLP (group application) Job application training Frankfurt am Main**

Programme  
Sector

**Legal  
Germany  
UPJ**

 **Linklaters**

Country  
CSR360 GPN Partner









Approximately 60% of unemployed teenagers in Frankfurt are from an immigrant background. In response, Citigroup, Deutsche Börse, Fidelity International, Freshfields Bruckhaus Deringer and Linklaters have supported young people from Frankfurt since 2005, in the transition between school and working life with the ENGAGE job application training. The objectives

of the job application training are to increase the competence and confidence of the participating youth in the job application process and to raise their aspirations and self-confidence in order to improve their chances of finding employment.

The project targets those who have completed their Certificate of Secondary Education but have been unable to find an apprenticeship. There are two main modules to the project. The first of which is spent creating job application folders and the second looks at simulating telephone conversations and interviews. For an authentic experience, the offices of the participating companies are used for this purpose.

#### Impact

- Within the businesses, the project increases the motivation and soft skills

of the employees as they are able to implement their skills in a meaningful way. The process of adjusting to a different situation quite separate from the work context and using alternative methods of communicating develops the soft skills of the employees.

- A maximum impact has been achieved through the collaboration of the different parties within the project (stakeholders from the business world, the public sector (schools) and civil society (non-profit intermediary organisations focused on youth education).)
- By the end of the 2009/2010 school year approximately 500 volunteers and 350 students had participated. To date, around 2,000 hours of company volunteer time have been utilised.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Manpower  
Sharing the Knowledge: Building Bridges to Employment  
Workforce Solutions  
Greece  
Hellenic Network for CSR**





Since 2007, Manpower Hellas has been implementing the "Sharing the Knowledge - Building Bridges to Employment" programme, a multi-dimensional voluntary action programme aimed at creating opportunities for employment, with special emphasis on socially vulnerable groups that experience exclusion from the labour market more intensely.

This programme has been inspired from and puts into practice the company's values of the role of work in people's lives, knowledge sharing and innovation. At the same time, it contributes to the achievement of the company's business objectives, thus constituting an important tool for bridging the gap between the demand for and the offer of labour observed on the Greek market.

The programme operates through four main actions, each with different methods and target groups.

- 1 Manpower Open House
- 2 Sharing the Knowledge with the Young
- 3 Preparing the Youth for the Future Business World
- 4 Helping Immigrants Out of Work Exclusion

These four actions target: Young people who are Outside the Labour Market; Long term Unemployed; Unemployed over 50 years of age; High-school pupils and Immigrants.

The programme offers a number of training, learning, up-skilling and job placement opportunities with all levels of company employees.

Since 2007, the main results of the programme are as follows

- The training of more than 15,000 persons from the target groups
- Interviews and screening tests for more than 2,000 people from the target population
- And Manpower employees' feeling proud and engaged in their job (according to the Best Workplaces Greece 2010 survey).

# National Winners

Large Company Category

Company Programme

**National Joint Stock Insurance Company Oranta.  
Development of Young Professionals and forming a pool of talented youth in the Ukraine**

Sector  
Country

**Insurance  
Ukraine**

CSR360 GPN Partner

**East Europe Foundation**



Development of Young Professionals and forming a pool of talented youth in the Ukraine. The purpose of Oranta's volunteer program is, first, to enable young professionals, students and senior students to test themselves in a real environment as insurance agents, financial sector or information technology workers. This allows the

company the opportunity to identify talented young staff for further investment in their development as professionals in the Company's team.

At the start, participants attend the adaptation seminar, where guidance work begins. Each trainee has an instructing manager assigned, and each day the best Oranta employees share their experience with the young colleagues. The primary resource for the implementation of the program is in providing employees with the opportunity to hold advisory and training events during working hours. Often, the employees do this out of hours, devoting their spare time (lunch time or afterhours) to work with trainees on more focused aspects of the profession, and accelerating adaptation to the work environment. The Company's official

regulation states that if an employee has devoted a day-off to volunteering (subject to prior approval of the division head) he or she can have an additional day off. A personnel department manager is in charge of the development and monitoring of all volunteer activities and manages the program.

As for the company, we managed to replenish our candidates' pool with talented specialists. The employees who participated in volunteer events not only demonstrated their care for society and loyalty to the company but also had an opportunity to "learn new things through teaching".

They also learned about modern technologies and innovative ideas generated by the trainees.

Company Programme

**Terna  
Kami Project**

Sector  
Country

**Energy  
Italy**

CSR360 GPN Partner

**Sodalitas**



Working with the Italian non-profit organisation COOPI, Terna's employees played an active part in a solidarity project conducted in the Kami area of Bolivia. Terna supported the construction of an electricity line, by putting professional knowledge of Terna volunteers and offering training on electricity for local population.

Terna has implemented a four year program that includes employee volunteer time, in kind resources and technical knowhow directly related to our business, the transmission of energy.

This programme was not only to produce and transport electricity, but also to produce new entrepreneurial initiatives to eliminate poverty. A complex project that involved Terna, Coopi and the people of Kami who have learned to take on an entrepreneurial mentality. Terna's experts reached Bolivia, once a year since 2006 offering their expertise.

Terna's employees taught the people of KAMI how to stretch cables, climb, coordinate and develop their decision making and organisation skills.

The people of KAMI learned how to maintain the functionality of the line.

- Kami people will complete the transmission line in 2011
- in the second half of 2011 the 37 km line will be fully operational

Terna provided the technical know-how, their employees' skills and electrical equipment to build a 70 Kv power line of 37 km crucial for the electrification of the area and significant improvement for the development of Kami.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Wissol Group**  
**Wissol CSR Activities**  
**Oil & Gas**  
**Georgia**  
**Eurasia Partnership Foundation**



As Georgia is a developing country with unemployment a major issue, supporting community welfare and creating employment and career development opportunities for young and excluded people has become a corner stone of Wissol CSR activities.

The company implements three Public Private Partnership (PPP) projects cooperating with the President's

Administration, the Mayor's Office and the Ministry of Sports and Youth Affairs of Georgia.

Wissol reaches participants through the Tbilisi Municipality's database of people who are unemployed and excluded from the labour market. Once selected the participants undergo professional development training courses, workshops and mentoring at the Wissol Training centre.

As a result of the Presidential Employment Program 100,000 people aged 25-60 were employed for three months in various industries all over the country and 10 persons are now Wissol employees on long-term contracts.

From over 30,000 unemployed people registered at the Tbilisi Mayor's Employment Program Wissol now employs 9 people and is committed

to providing further employment opportunities.

Wissol's HR department actively participates in job fairs organised by the leading institutes and universities and cooperates with the Ministry of Sports and Youth Affairs of Georgia giving young people opportunities to acquire a variety professional skills. There are a minimum of 2 interns in each of 14 departments of Wissol Group per year. 30 former student interns are already Wissol employees.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Zapadoslovenská energetika, a.s.**  
**Energy for Best Young Ideas**  
**Energy**  
**Slovakia**  
**Pontis**



The Best Idea offers young people the opportunity to realise their own business idea. The initiative brings together students with today's successful business people. The decision to focus on this target group was born out of a long-term need to prepare and

educate successors for the posts in Zapadoslovenská energetika's technical sections and at the same time build-up ZSE's name as an attractive employer.

The Best Idea programme is aimed at a target group of secondary vocational students, who have the potential to develop their technical and innovative skills together with business thinking in order to prepare for a future career. The programme reflects the absence of a platform for secondary technical school students that would link power engineering and environmental issues with the world of business.

Student teams present how they would implement a proposal or invention of their own in the business world.

It is precisely this type of business presentation skill training which a traditional school lacks. A number of activities were prepared within the programme and implemented together with the Uni2010 non-profit organisation. Support activities included: Career days, training conferences, consultation with company experts, mentoring trips and regular feedback.

In the opening year, 12 student teams from eight participating secondary technical schools implemented their ideas in the categories of EKO Building, EKO Travel and EKO Present. There were 10 potential business ideas for realisation and 4 student teams were approached by business people about further cooperation.

# National Winners

Small Company Category

## Small Company Category

For independent trading organisations with no parent company, employing less than 250 (or full time equivalent), which are developing one or more employee volunteering programmes which address employability and inclusion

Company	<b>Kurt Zrt</b>
Programme	<b>Project for the Education of Disadvantaged Children</b>
Sector	<b>ICT</b>
Country	<b>Hungary</b>
CSR360 GPN Partner	<b>Hungarian Business Leaders Forum</b>



### Highly Commended

The biggest challenge of Hungary is the high number of disadvantaged elementary schools. Those trained there are potentially going to be unemployed. The largest business risk in Hungary is the incapacity of the disadvantaged.

We believe that it increases KÜRT's reputation if we are able to decrease not only the risks of the business world, but also our country's largest risk factor.

In the most undeveloped region of Hungary, in Hejokeresztúr we've been applying H2O methodology for 8 years which aims to support and enhance the Hungarian education system. The H2O project has 100 volunteers of which 12 are employees of KÜRT.

By the application of the H2O system, our goal is to have a competent and transparent basic education system. Our aim is to educate children to become competitive in Hungary.

The most important goal of H2O is to get the students think on a higher level,

and awaken their skills that they did not use before, while working on a basic question or central subject in a group.

Last academic year, this school performed better than the average of non-disadvantaged schools in Hungary. We have two disadvantaged schools in the programme in Budapest; in one of which children are not only socially but mentally disadvantaged too.

The immediate effect of the program is that the possibility to transform a disadvantaged school into advantaged is proved in practice based on measureable parameters. Our plan for the next 5 years is to transform 25-30 disadvantaged schools into advantaged.

Company	<b>Arzum Elektrikli Ev Aletleri (Arzum Electrical Household Appliances)</b>
Programme	<b>Visually Impaired Leaders</b>
Sector	<b>Energy</b>
Country	<b>Turkey</b>
CSR360 GPN Partner	<b>CSR Turkey</b>



"Visually Impaired Leaders" project is conducted by Arzum ([www.arzum.com](http://www.arzum.com)) with the cooperation of the Young Guru Academy (YGA) ([www.yga.org.tr](http://www.yga.org.tr)). The main purpose of the project is to increase the employability skills of visually impaired people.

The project concentrates on two major causes which inhibit this target group in

reaching employment. The first issue is that visually impaired people cannot improve their abilities because of the lack of opportunities in Turkey for them. The other major factor is that the business sector has not got the right provisions for the employment of visually impaired people.

Students are coached by Arzum's volunteers to provide continuous improvement in career development. In return, the volunteers develop their management and leadership skills through this on-the-job training.

1 "Visually impaired leaders" provides leadership seminars in schools for the visually impaired.

2 Arzum & YGA Moderators implements Read-Think-Share sessions in elementary schools for visually impaired people and provide

Independent Movement trainings. Volunteers donate 7 hours per week.

3 Every year "Stars" of the program are selected through a structured selection process. "Stars" are educated for business life, coached and trained.

4 ARZUM employees, YGA graduates and visually impaired students participate in Dragon Boat races to prove that they can succeed as part of a team.

- The project increases in size each year with the number of libraries for read-think-share sessions growing from 2 to 6. The aim is to make it 8 by the end of 2011
- To date, 3 visually project Graduates have been employed in Multi-National Companies

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**bplusd Agenturgruppe**  
**1,000 days' holiday for kids**  
**Advertising**  
**Germany**  
**UPJ**



Over 2.5 million children in Germany live on low incomes with child poverty almost doubling over the past five years. One of the indicators of poverty is not being able to afford a holiday.

In 1997 employees of bplusd agenturgruppe founded the association "1.000 Tage Urlaub für Kinder" ("1,000 days' holiday for kids") to enable some of Cologne's children from socially disadvantaged families to take part in a ten-day holiday camp. The primary objective of the programme is to step in and enable children to have a holiday during which they can gain new experiences in a care-free and positive environment. The employees of bplusd not only cover the bulk of the travel costs, they also organise and coordinate the whole trip.

As a result of its division into different units, bplusd offers the association the possibility of obtaining a great deal of important expertise from the company itself. The complete coordination of the project is undertaken internally through an employee with responsibility for this task. He/she coordinates the employees that are looking after individual parts of the project process and communication. Through their involvement in the project, not only is the individual employees' commitment to and satisfaction with the company strengthened - it also promotes communication between the individual units. Employees come together in this cross-unit project and get to know each other better, since there are few interfaces between the individual units in everyday working life.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Galopin Parques**  
**Promotion and Sustainability of Employment for Rural Residents**  
**Design and Manufacturing**  
**Spain**  
**Foretica**



Galopin Parques ([www.galopinparques.com](http://www.galopinparques.com)) is a company specialising in the design, manufacture and installation of playgrounds and public spaces.

Its CSR program provides stable employment to people with fewer employment opportunities: residents in rural areas (73% of the workforce), especially women (50%, including at executive level). By creating and maintaining these jobs, Galopin

integrates workers into the company, gives them motivation and protects the investment in knowledge and experience. This includes training, research and volunteering; it employs people in posts which would in the short term be unprofitable for the company in the following projects: the promotion and rehabilitation of rural locations; social integration; therapy for disabled persons; training of minors under court orders and at risk of exclusion; collaborating with medical centres specialising in brain and spinal damage and with foundations for rehabilitation and social reintegration.

The ancient manor of As Salgueiras (30 hectares) was acquired and restored to carry out the main objectives of this CSR project and develop Hypnotherapy and Environmental Education activities. The Foundation As Salgueiras was established and two new employees

recruited to manage these projects, researching and developing the recreational and therapeutic possibilities of nature.

**Impact**

- Research and development with productive returns for the company
- Creation of jobs and know-how: 10 employees
- Involvement of 4 therapists and medical personnel
- Training Fellowships for minors under court orders: 3
- Benefits for 12 disabled people
- Restoration of 30 hectares of a natural area with volunteers and staff
- Staff motivation and promotion of informal relationships

# National Winners

Small Company Category

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Gruppo Filo Diretto**  
**Filo Diretto Onlus**  
**Insurance**  
**Italy**  
**Sodalitas**



Filo diretto Onlus was founded in 2002 by the President of Filo diretto Group. FDO projects are addressed to give assistance to children in need and their family first of all regarding all that concerns vital and basic necessities, like food and health.

Since 2002 Filo diretto Group's Top Managers and staff are personally involved in all the steps of every project or initiative, from the beginning to the end of them.

The Group companies provide Filo diretto Onlus with:

- total financial resources amounting to 50,000 Euro per year
- 3 working days per year for each member of staff who offers their assistance

But through the years, the non profit society of Filo diretto Group also developed some educational initiatives:

- 2002-2006: FDO collaborated with Granda's community (Angola) building, primary school and supported child sponsorship.

- 2007: FDO worked on the implementation of a project in the Ivory Coast for the protection and social rehabilitation of child soldiers and girls to mothers
- 2008/2009: FDO developed a multi-sectoral project in Uganda that involved the creation of study and work conditions specific and accessible to groups notoriously disadvantaged

### Impact

- Ganda's Project (Angola): FDO gave the chance to study to about 1000 children per year
- Ivory Coast Project: since 2007 the project helps about 60 girls every year
- Uganda Project: in 2008/2009 FDO built 50 houses hosting 450 people

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Institute Kosmos**  
**Pico Bello**  
**Training and Development**  
**Netherlands**  
**Community Partnership Consultants**



Institute Kosmos is a private and accredited training institute that provides high profile courses on beauty and body care for adolescents and adults who would like to work in this area.

The institute offers the Pico Bello project where disadvantaged girls and young women are offered training and education. Students train in 'the Salon' workplace and they can achieve partial certificates of aspects of the profession of beauty care. After completion of the project students are directed to regular education or employment as much as possible.

The lecturers of Pico Bello, who are staff members of the Institute, work together with youth workers and job coaches. The students can also be directed to any of a number of supporting organisations in the project: Education institutions, re-integration firms and various care and social institutions. The institute is

the driving force behind Pico Bello and continues the activities of the Salon which teaches students how to become independent entrepreneurs in small but meaningful steps.

In the 3 years of working together from 2007-2010, 40 youth have been reached and supported:

- 90% finished the project and found themselves back on track
- They are proud of the results that they have achieved including certificates and qualifications
- 40% is going back to school and 50% is going back to work

Institute Kosmos proves with this project that it is possible to offer support to the most marginalised groups in society by designing and offering accessible training and coaching including practical and entrepreneurial skills.

Company  
Programme  
Sector  
Country  
CSR360 GPN

Orion Nova s.r.o.  
Luctor et Emergo (I struggle but I will survive)  
Manufacturing  
Slovakia  
Pontis Foundation



The Luctor et Emergo programme sees Orion Nova providing training and education through employment for the people from the orphanage shelter Dom na polceste. Most of the target group is of Romany origin with long term mental health issues therefore being one of

the most socially excluded groups in Slovakia.

Orion Nova uses a MELBA training method to train employees to improve their skills and capabilities. By working for Orion Nova s.r.o. trainees learn how to take responsibility in the workplace and are encouraged to develop their social skills.

10 employees in total were selected over the last 1.5 years. The most significant challenge was to find jobs or work that fitted each of their individual needs. All trainees had a 3 months trial period to see if they liked the work and whether they were willing to be trained to improve their skill sets.

#### Impact

- Gradually the target group are selected and given employment. Two employees already have full time positions with the company. One of the employees does all the electrical wiring and connections and the other is employed in cleaning and packing finished products
- The company has gained a new group of employees who have developed a high level of motivation to work and train which is a key priority for a successful company

The company has plans to continue and replicate the project in more cities.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

První chodská stavební společnost, spol. s r. o.  
Schody Do Života - Stairs into Life  
Construction  
Czech Republic  
Czech Donors Forum



Stairs for Life aims to help boys in children's homes with their personal and professional development, and address a skills gap affecting První chodská and wider society. The challenge for the programme is to retain the boys on the programme and bring through a new generation of apprentices and craftsmen who can be employed by the company.

Company employees provide support and mentoring to the boys. Three employees work regularly on the project, taking part in all activities and meeting the children's requirements. They integrate the other employees during the year.

For the company the programme provides a potential future workforce

and personal development for its current employees. Volunteers gain greater social awareness and personal values from the programme. They value the success that their commitment has had, and appreciate working for a company that goes beyond business.

As well as gaining practical skills, the boys develop their self confidence and self responsibility to equip them for integration into society and employment. The programme has also seen an increase in motivation and school results.

Six boys have so far completed the course and one, specialising in carpentry, has been offered employment by the company.

# National Winners

## Innovation Category

### Innovation Category

For companies doing things differently, finding new ways to do things or addressing challenges on employee volunteering and employability in an innovative way

**Company** Boyner Holding  
**Programme** Pomegranate Arils- Stronger Young Women, Brighter New Futures Project's  
**Sector** Retail  
**Country** Turkey  
**CSR360 GPN Partner** CSR Turkey



Güçlü genç kadınlar,  
mutlu yarınlar.



#### Highly Commended

The aim of the Pomegranate Arils Project is to support young women aged 18-24 into employment through improving their personal development and job seeking skills. These women, who have been brought up in orphanages, have been

subjected to social and economic exclusion, particularly from the labour market and are helped to become more empowered.

The project aims to contribute to solving issues involving sexual discrimination and to socio-economically coach these women with mentors through the implementation of a mentoring system.

The problems they face due to having been brought up in an orphanage include the inability to continue in education, the inability to become gainfully employed and as a consequence become socially excluded. Through the volunteering of the employees, the project provides social mentoring support to the disadvantaged young women.

#### Impact

- In 2009, 35 mentor volunteers gave 2800 hours
- In 2010 40 mentors gave 1530 hours to a total of 4330 hours
- 73 of employees spent 955 hours over 25 events under the social inclusion model
- 82% of the women worked with in 2009 became gainfully employed
- 15% of the women worked with in 2009 decided to continue in their education
- The women who were supported in 2010 are still receiving mentoring support.

**Company** KPMG AG Wirtschaftsprüfungsgesellschaft, Deutsche Bank AG, Herlitz PBS AG Papier-, Büro- und Schreibwaren (group application)  
**Programme** Partners in Leadership  
**Sector** KPMG: Other (Audit, Accounting, Tax), Deutsche Bank: Financial - Banks & Building Societies and Herlitz: Household & Personal Goods  
**Country** Germany  
**CSR360 GPN Partner** UPJ



#### Highly Commended

The role of the school principal is currently undergoing a transformation in Germany. The recent reforms in the education system are calling for strong, goal-driven leaders and innovators to head up the schools. The Partners in Leadership programme, which is jointly

run by Deutsche Bank, Herlitz and KPMG, supports school principals in executing their managerial responsibilities so that they can meet the challenges faced by the school and best support the students to prepare for the demands of their future social and working environments.

School heads work in partnership with senior executives from the companies to develop ideas, strategies and concepts to equip the individual schools to meet the challenges of the future. The employee volunteers provide support to school principals in areas such as personnel management, communication skills, team building, organisational development, public relations and effective dialogue skills, either with a view to getting parents more involved or dealing with difficult target groups.

This cross-sector dialogue between school and business enables school principals to receive suggestions, inspiration and concrete support on an equal footing from business executives.

Conversely, the corporate partners gain a unique insight into the schools such as the expectations and anxieties faced by the students, which helps the businesses attract and develop potential employees as recruits. Finally, the participation of the business executives significantly publicises the role and benefits of employee volunteering both inside and outside their companies.

By the end of 2010 the companies were able to get on board a total of 136 managers in several regions across Germany.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**John Lewis Partnership - Glasgow Store**  
**Mentoring programme**  
**Retail**  
**Scotland**  
**Scottish Business in the Community**

**John Lewis**



**Also Large Company National Winner**

John Lewis, Glasgow established a mentoring programme with Saint Roch's secondary school in 2005, in line with the branch community strategy. The Partnership spirit, which defines the business, is centred on four principles: one of them being 'Caring about our communities and our environment'. This has resulted in the mentoring partnership

between the St Rochs Secondary school and John Lewis, Glasgow. There are over 30 dialects spoken in St Rochs and it is situated in an area of high unemployment in Glasgow.

Over 70 Partners (employees) have volunteered for the mentoring programme since 2005, working with over 80 pupils. The mentors are trained by Scottish Business in the Community. After training is completed and the Community Liaison Coordinator has met with the pupils and their parents, the pupils fill in an interest sheet which can then help match them to a John Lewis mentor. Pupils come in to the branch from 9am - 10am once or twice per month. The mentors are advised on what topics the programme aims to inform on, but are given the freedom to use their own experiences and coaching skills to fulfil the objectives.

The scheme aims to meet with third/ fourth year pupils in order to improve their understanding and awareness of business, raise self-belief and motivation as indicated by timekeeping and attendance rates at the school.

From the 2010 cohort of pupils over 80% improved their timekeeping and 76% increased attendance at school. As a business John Lewis, Glasgow have benefited from a number of pupils who have undertaken permanent employment in the store as a direct result of the work placement programme run in conjunction with the mentoring scheme.

The scheme has also had a clear impact on staff's level of pride in the company as reflected in our annual Partner Opinion Surveys in store.

Company  
Programme  
Sector  
Country  
Partner

**Česká spořitelna, a.s.**  
**We help our employees help others**  
**Financial Services**  
**Czech Republic**  
**Czech Donors Forum**



Česká want to involve their employees into the CSR activities. Besides other forms, they can use 2 days working for an NGO chosen upon their wish since 2007.

**Aims**

- 1 To educate employees in what the company does in CSR
- 2 To motivate them to become active towards community projects
- 3 To enable them to develop specific skills

An employee can choose an organization, place and date where to help on [www.zapojimse.cz](http://www.zapojimse.cz)

Sometimes, the volunteer starts cooperation with the NGO even in after-work hours.

Volunteering is focused mainly on NGOs active in social field (help to the needy, children, youth, seniors). The second important area of help is the environment. The company particularly seeks for the integration of excluded groups into the majority of society. Also they support the drug treatment of addicts on a long-term basis and they encourage and help ex-drug-addicts in their social integration.

The management of the "Charity days" is operated by a supplier (Czech Donors Forum) to which operational costs are paid.

**Achievements**

- 4,368 employees participating (more than 40 %)
- 37,127 working hours devoted
- Over 90 NGO organisations involved

**Benefits for NGOs**

- NGOs learnt how to accept volunteers
- New contacts with our people
- NGOs spreads info on what they do

**Benefits for employees**

- Better awareness
- Personal experience and relations
- Development of social (empathy, team-work, communication with the "different" people) skills

**Benefits for the firm**

- Increase in reputation and employee loyalty
- Two "Charity days" became a competitive advantage

# National Winners

## Innovation Category

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Deloitte**  
**Twinning Programme**  
**Financial Services**  
**France**  
**IMS Entreprendre pour la Cite**

**Deloitte.**



The twinning project, managed by the Deloitte Foundation, re-emphasises the firm's goal of campaigning for equality of opportunity and a reduction in social breakdown.

30 Deloitte employees undertake different activities in support of pupils at the JJ Rousseau High School in Sarcelles in various classes up to and beyond Bacalaureate, including:

- HR workshops and vocational sessions at Deloitte: audit, consultancy, marketing, communications, Human Resources, Information Systems etc
- Welcome to Deloitte for teachers and pupils for work experience or shadowing
- Participation by employees at the school in courses or presentations on subjects defined by the teaching staff (for instance, the human capital of companies)
- Participation in mock selection panels for vocational institutions
- Resource sharing with teachers and pupils through a specialised extranet
- Planned: a project setting up a small enterprise at the school, in partnership with the charity Entreprendre pour Apprendre (Enterprise for Learning)

### Impact

- The results and the impact of the project will be known in June 2011, laying the foundation for it to continue over a number of years
- The aim is to give the school's 2500 pupils a better appreciation of the world of work, to widen the choices open to them, and to give them a better sense of the vocational skills required
- The programme has improved employee pride in the firm for the 30 involved
- The twinning project has allowed the participating employees to combine their professional life with active citizenship in a positive manner

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Diageo Ireland**  
**Arthur Guinness Fund Support Programme**  
**Food and Beverages Providers**  
**Ireland**  
**BITC Ireland**

**DIAGEO**  
IRELAND



The Arthur Guinness Programme is designed to support social enterprises to deliver positive impact in Ireland. Ten enterprises were each awarded a fund of €100,000 to spend on developing their enterprises for social good. In addition to the funding, Diageo developed and is implementing a leadership and management support programme, which aims to match the skills and expertise

of Diageo Ireland employees with the needs of the social enterprises that we work with.

There is a two year programme comprising eight group workshops as well as individual training and support delivered by Diageo employee volunteers. The volunteers work with the lead entrepreneur in each enterprise and their wider team to ensure they have access to the training and coaching that they need.

As well as supporting the professional development of the social entrepreneurs, this programme also supports the issue of employability through the work of the social enterprises. For example: Speedpak employs a core team of ten people and has 31 trainees working in the two commercial enterprises; re-packing and rosette manufacture.

All of the trainees that work with Speedpak have to be over one year unemployed. Generally they don't have any formal qualifications.

### Impact

The programme continues to drive sustainable social change in Ireland through the enterprises Diageo are supporting and working with on an ongoing basis. Training has been delivered in social media, marketing, financial planning and leadership.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Edison**  
**Insieme per Haiti**  
**Oil & Gas**  
**Italy**  
**Sodalitas**



Edison is particularly focused on the needs and hopes of the new generations, and has been involved for many years in infancy support projects aimed at safeguarding the basic rights to life, education, family, fun, thus the right to grow up.

For all these reasons, Edison decided to support ANPIL (Amici Nella Promozione Internazionale Lasalliana), who's been operating in Haiti for 20 years now. They take care of all the children who were left orphans and host them through the project "Insieme per Haiti" in their Port de Paix reception camp.

The company gave its employees the chance to carry out voluntary work within the ANPIL Port de Paix reception camp, where they support the camp's management by dedicating their technical capabilities and accompanying

the children through educational and recreational activities. 40 Volunteers have left for Haiti in groups of 7 and for a period of 15 days.

The voluntary work was treated by the company as paid leave, and all the transfer, room and board costs were covered by Edison.

Specific technical staff will also be dispatched to contribute to the upgrade of the existing installation.

#### Impact

The project enabled the transfer of 100 children from the Port de Paix tent city to the reception camp, plus it allowed the ANPIL centre to run for over a year through instruments for the long-distance aid of children and thanks to voluntary donations to cover the camp's operating costs.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Grupo Vips**  
**Employee Volunteering: supporting the socio-economic integration strategy**  
**Tourism and Hotel**  
**Spain**  
**Foretica**



The volunteering strategy of Grupo Vips focuses mainly on developing recreational and training activities with people with learning disabilities or people at risk of social exclusion, with the aim of helping to achieve a culture of acceptance, integration into society and employment of:

#### Immigrants

60% of the Grupo Vips employees are foreigners, 84 different nationalities.

Hiring personnel in their countries of origin gave rise to the Open Arms Reception Programme, which aims to ease the integration of our workers into their new environment through a programme where they are accompanied by volunteer workmates.

#### People with learning disabilities

The company regularly organises recreational activities related to its business, to create a more favourable environment for the integration of people with learning disabilities into the workforce, the whole project being organised by volunteer workmates.

#### People at risk of social exclusion

Since 2008 the Human Resources team has run a volunteer scheme to complete the training and increase the employability of young people at risk of social exclusion. It consists of group selection interview practice with personal

feedback to train young people wishing to enter the workforce. Any beneficiaries who do especially well in the practice interview are hired within the Group.

#### Impact

##### Immigrants (since 2006)

- 1,362 employees have benefited from the reception programme

- 282 volunteers

##### People with intellectual disabilities (since 2007)

- 1,031 beneficiaries

- 1,029 volunteers

##### Groups at risk of social exclusion

- 851 people contracted (since 2000)

- 26 group interviews - 372 beneficiaries (since 2008)

# National Winners

## Innovation Category

Company  
Programme

**Kyivstar**  
**Volunteer Institute at Kyivstar: We Believe that Care Changes the World**  
**Telecommunications**

Sector  
Country  
CSR360 GPN Partner

**Ukraine**  
**East Europe Foundation**

З думкою про Вас



Volunteer Institute at Kyivstar: We Believe that Care Changes the World.

In 2010 Kyivstar focuses on supporting children with visual impairments by providing access to education and development which will help those children to increase their employment opportunities in future. For example, PCs with voiced programmes, scanners, internet-modems and free connection as well as audio books developed by

employees help improve educational opportunities of children with visual impairments. The programme can reach more than 1500 children across the country.

Recipients of the programme are children from 8 orphanages for blind and visually impaired children. In its turn the company covers direct expenses to organise volunteer events which usually take place during working hours.

First of all, the company provided 8 orphanages with multimedia computer classes - computers, specialised software, Internet access and free connection. With the orphanages the company identified the problem of access to modern education materials which children with visual impairments face. Thanks to multimedia classes children scan and read electronic texts (by voice) and in this way they

may study, read, etc. Braille texts are in very limited availability. So Kyivstar volunteers decided to develop specialised audio books for children of different school ages. During their weekends they prepared 6 audio disks for children (7 hours duration). Before the International Day of people with disabilities, volunteers visited orphanages and presented new audio books as well as others already existed. In total the Kyivstar library consists of 56 disks with literature. Over 100 volunteers from Kyivstar participated. Eight orphanages across Ukraine for blind children and children with visual impairments received assistance from Kyivstar.

The company plans to expand the programme to 20 orphanages for children with visual impairments.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**L'Oréal**  
**L'Oréal Self-Esteem Workshop**  
**Cosmetic Industry**  
**Switzerland**  
**Philius Foundation**

**L'ORÉAL**  
**SUISSE**



Self-confidence is a crucial element in the process of socio-professional reintegration. L'Oréal Suisse adopted a beauty therapy approach to take action locally among women facing exclusion, combining a one-day workshop formula with employee volunteering, every two months.

This programme aims to rebuild the self-esteem and self-confidence of the

target group. It's a multi-stakeholder approach as it federates 3 NPOs working with vulnerable women and a multi-level approach, as it intervenes on 4 different levels:

- 1 Beauty-workshop: a professional socio-aesthetician advises and explains to the beneficiaries (3 to 6 women) how to take care of their image, in order to enhance their self-esteem
- 2 Photo session: a professional photographer takes pictures of the participants at the end of the workshop. A selection of the pictures is for personal use and a second series for their CVs
- 3 The workshop and photo session take place during the morning, while the volunteering part starts with a common lunch bringing together volunteers and the beneficiaries.

The afternoon leisure activities have been developed and organised by the company's volunteers

4 Discovery Internship: As a result of this workshop, one woman prepared and sent her CV with the photo to L'Oréal Suisse Human Resources, which organised an internship adapted to her requirements

Partner institutions report particularly positive effects both immediately and in the short term: a return of self-confidence, happiness and good humour, self-esteem, the feeling that social barriers have come down, a sense of replenished energy.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

MIG Group of Companies  
Environmental awareness against poverty  
Holding Company  
Greece  
Hellenic Network for CSR

**MARFIN**  
INVESTMENT GROUP



In a time of financial crisis for the Greek Economy, MIG Companies wanted to create new jobs and to integrate social excluded people back to the society. MIG launched a new corporate social project, aimed at creating new jobs for homeless people, immigrants, unemployed people, socially excluded and disabled people.

**The project has 5 main targets:**

- mentoring for the social excluded people and integration,
- day to day work with the employees and NGOs,
- constant information to the employees about the results
- constant guidance on personal hygiene
- and clear working obligations for the workers on the project.

All subsidiaries of the MIG group are involved in different aspects of the project.

Marfin Egnatia Bank in Athens has the most extended application of the program, with 1170 employees that participating every day. The employees are supporting actively the Home for

Homeless people and the Day Care home for Homeless people whilst also volunteering at NGOs.

The Hygeia Hospital has already created a job specifically for a recycling project. The person who is working exclusively at the Hygeia infrastructure was a senior homeless person and could not gain employment. Now he has a good salary and social security.

The new employee has mentoring every day and works in several departments within the Hospital, in order to learn the recycling necessities of each department. The value of the programme is to raise awareness of personnel to volunteer for the society and the environment and be aware of the growing social exclusion in Greece.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

VIP mobile  
Be a VIP student  
Telecommunications  
Serbia  
Business Leaders Forum Serbia



In November 2007, Vip launched one of the biggest long term CSR projects in the field of higher education in Serbia named "Be a Vip student". The project is dedicated to the development of future experts and leaders in the area of telecommunications in Serbia. The Serbian Ministry of Telecommunications and Information Society, universities and faculties from 4 university centres in Serbia, as well as numerous students' organisations support the programme.

The right to participate is given to all final-year, full-time, undergraduate students (BSc) of 24 selected faculties of IT and business orientation in Serbia. After a 3-phase selection, the best 20 are given very attractive awards that include:

- A paid two month summer internship in Vip
- Mentorship of senior Vip managers during internship and Master studies

- Notebook HP Pro Book 4520s
- Smartphone HTC Wildfire™ powered by Android™ with additional recharge
- Three educational soft-skills seminars within the Vip club
- A visit to Telekom Austria Group HQ in Vienna / one-day lecture of Telekom Austria Group experts in Belgrade within TAG club

"Be a Vip student" provides unique synergy of theoretical and practical knowledge in telecommunications and transmits expertise of the Telekom Austria Group. Perhaps most importantly, the project creates high quality trainees that can easily be incorporated in the company's business. For instance, out of a total of 60 scholars awarded in the last three years, 11 of them have already been employed by Vip.

# National Winners

Newcomer Category

## Newcomer Category

For companies whose programmes are at the early stages of development, have started well and who are on track to deliver good results on employee volunteering and employability skills as time goes on

Company	<b>Manor Geneva</b>
Programme	<b>Manor à tout Coeur</b>
Sector	<b>Retail</b>
Country	<b>Switzerland</b>
CSR360 GPN Partner	<b>Philius Foundation</b>



### Highly Commended

Manor is a family-owned business, leader in the Swiss retail industry. Within the “Manor à tout Coeur” Community Day programme, a partnership has been developed with the NPO “Païdos” working with young people from 15

to 20 years old, supporting them in their process of social and professional integration. The aim of “Manor à tout coeur” is to instil “the value of work” in the young and to prepare them for a vocation in one of the practising professions at Manor.

The programme takes place on one day and is composed of 5 special moments. First, in the morning, a member of the management team takes the young people on a tour around the shop and explains the company’s policy and core values. This is followed by a job workshop: volunteers from the human resources department explain how to create job application documents. Afterwards, Manor apprentices as well as Manor retired employees explain their

professional path to the young. For the rest of the day, the young participants have the opportunity to ‘shadow’ a volunteer in its work.

Lastly, those who are motivated can apply for a weeklong work placement or for an apprenticeship within the company.

There is general satisfaction among beneficiaries regarding the opportunity to discover a company and a variety of jobs. From the 12 young people that participate at this meeting, 2 have expressed their wish to carry out an apprenticeship or a long-term work placement within Manor.

Company	<b>Belgrade City Markets</b>
Programme	<b>Volunteer centre</b>
Sector	<b>City green markets communal total service</b>
Country	<b>Serbia</b>
CSR360 GPN Partner	<b>Business Leaders Forum Serbia</b>



Based on the results of prior studies and experiences, Belgrade City Markets designed a project to tackle barriers to employment.

They recognised that educated young people are becoming a “hard to employ

group” because they are leaving education with a lack of practical knowledge and skills. There is a lack of connection between institutions in the line of work which reduces efficiency and success.

In response the company designed the “Volunteer Centre” project. It aims to improve the skills of the target group in order to increase their employment chances. The project has created a network of the institutions in the field, especially connecting education and business. The company has also encouraged staff members in the development of mentoring skills and improving teamwork which has positive impacts on the business success.

### Impact

- A strong connection with institutions has been established creating a successful network between public, private and the civil sector
- The target group has successfully improved skills which are tested in practice and through examinations
- Employees became familiar with teamwork and developed mentoring skills, the positive effects of which are confirmed by customers in surveys and also by management
- The media perception of the company is much more positive

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Alcatel-Lucent**  
**Equal Talent**  
**Telecommunications**  
**France**  
**IMS Entreprendre pour la Cite**

**Alcatel-Lucent**   
Foundation



Equal Talent enables disabled students to obtain a diploma at Bacalaureat +2 level. Through the programme, Alcatel-Lucent aims to help change attitudes by giving disabled students the possibility of reaching tertiary education, and acquiring skills which are valued in the workplace.

The programme, started in October 2010, is part of the company's policy of promoting diversity and equal opportunities.

Young disabled people accepted onto the programme attend one of the partner educational organisations and are then welcomed into Alcatel-Lucent, either as an intern or part-time. Employee volunteers act as mentors and tutors to assist the students toward success in their diploma.

They also benefit from access to specific courses run by the company university, from experience abroad, and in the office from adjustments to their work station appropriate to their condition. The project is in its pilot phase, and plans over time to develop its scope, in particular by widening the current network of partners.

The programme is organised in partnership with charities (ARPEJEH, Handisud and hanploi.com), higher educational establishments (IUT Velizy, Ecole Telecom Brittany, Paris Electronics Institute, Rennes INSA, Rouen ESC, and the Disability Training Centre of Mulhouse).

#### Impact

- The benefits achieved for the participants are improved confidence and improved opportunities in their professional life through gaining the diploma
- This programme helps to change attitudes among employees towards disabled people
- As a result of the programme the company hopes to be able to increase its recruitment of disabled workers

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Orange Romania**  
**Engage 2010**  
**Telecommunications**  
**Romania**  
**Asociatia Pentru Relatii Comunitare (ARC)**



#### Highly Commended

Orange is a Romanian mobile telecommunications company, with 10,398,884 customers in the third 2010 quarter.

The problem identified by the "Engage 2010" programme is that the current education system does not offer enough resources for students to identify their skills and choose the right career.

The employees at Orange Romania are young, with an average age of 30 years, and many of them had to deal with this issue in high school.

Given the existing community need and the employees' availability, the main goal of the programme is to provide volunteers with a setting to share their experience with young students in search of a career.

The approach relied on the interaction between volunteers and beneficiaries, who worked together as peers. Training sessions for volunteers and mentoring sessions were planned on the following topics: career, getting a job, negotiation and communication techniques, conflict management.

To ensure a more realistic vision, mentoring sessions were followed by visits to different departments of the company involving 25 students. ENGAGE ended with a community

project; employees and students worked together to change the face of a school at the beginning of the academic year.

95 high school students have found out what working for a corporation is all about and in particular the fact that your professional journey may take you anywhere if your values and interests are crystal clear to you. Thanks to an interactive approach, the youth were treated as responsible people and gained self-confidence.

ENGAGE gave 45 volunteers the chance to interact with other colleagues, to develop new skills and escape office routine. At company level, the programme impact was highly felt as all managers became more open to volunteering.

In the long run, the programme can narrow the gap between academic and work environments.

# National Winners

## Newcomer Category

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**BMW AG**  
**BMW Group Graduate Programme**  
**Motor vehicle / automobile manufacturer**  
**Germany**  
**UPJ**



The BMW Group Graduate Programme is the BMW Group's international trainee programme for graduates. The programme was approved for implementation by the entire Board of Management in autumn 2009. In addition to an extensive specialist focus, backed up by mentoring and an intensive qualification programme, a

centrally managed social team project is an especially important element of the programme every year.

The social team project is an essential complementary module within the BMW Group Graduate Programme. Here, trainees are involved in a social initiative which is selected in advance in collaboration with either the BMW Herbert Quandt Foundation or the Eberhard von Kuenheim Foundation. One of the tasks of the trainees is to provide conceptual support for community organisations working in the area of children, young people and vocational training. For example, trainees are tasked with planning a marketing concept to raise the profile of an organisation locally. Also, trainees plan and run their own events geared towards

supporting the foundations. Each trainee contributes 5 - 7 days during the entire programme to this team project.

### Impact

- The social team project of the BMW Group Graduate Programme positively impacts the business and the community.
- Firstly, BMW is supporting community organisations by contributing technical expertise and time of the trainees.
- Secondly, the team commitment required makes an intense impact on the trainee graduates' personal development in terms of their sense of realism and the versatility of their perspective.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**BT Spain**  
**INFORMATIZ@TE**  
**IT - Hardware, Software & Services Newcomer**  
**Spain**  
**Foretica**



The objective of the BT Foundation in cooperation with the Volunteers for Madrid Foundation and the Education, Culture and Sustainability Association, in San Cristobál de los Ángeles is to support and widen the education efforts undertaken in this area of Madrid. It is mainly oriented at immigrants.

The project, INFORMATIZ@TE will provide resources for youth and adults at risk of social exclusion to give them access to new technologies and improve their work integration.

The ICT Volunteers of BT Foundation provide the support for the groups, to allow them to familiarise themselves with new technologies.

We have set the following basic objectives:

- Provide the resources so that the groups can escape digital illiteracy

- Offer new opportunities to adults to learn new content, such as the internet, vital in today's employment world
- Improving social abilities and personal development is a key part of the project (for both volunteers and beneficiaries)

For entities such the Education, Culture and Solidarity Association who are dedicated to the social integration of people at risk of social and labor exclusion, the new technology area is essential in ensuring successful social integration, in line with their mission of building a more just and tolerant society.

Understanding and being able to use new technologies today can make the competitive difference for any adult or young person seeking to access the labor world.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Freshfields Bruckhaus Deringer LLP**  
**Discover Your Talent**  
**Legal**  
**Belgium**  
**Business and Society Belgium**



Freshfields Bruckhaus Deringer, APCO, Tata Consulting Services, Citibank, Infrabel and Microsoft have, under the umbrella of ENGAGE, embarked upon a common project to foster employability. The project focuses on young people in Kureghem, a community in Brussels with 40% of unemployment among youngsters. They developed a pilot project consisting of a one day event - Discover Your Talent Day - followed by a mentorship programme. The objectives are to encourage employees to dedicate some of their time to social projects and to create awareness for employability issues in less favoured urban areas.

Discover Your Talent aims to convey a set of basic skills to these young people in order to enable them to successfully

complete a job search. The consortium gives young people the opportunity to have access to people working in companies and their knowledge and experience.

The consortium sets up a one day event during which a group of 70 young people can attend workshops supported by 80 employee volunteers. Each workshop is intended to target a specific skill, such as resume writing or interview techniques. Following the Discover Your Talent Day, each participant will obtain an ENGAGE Certificate which they can add to their CV and will be mentored by an employee of one of the partner companies. The follow-on mentorship programme seeks to ensure that a more lasting follow-up of the young people is guaranteed.

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**Magyar Telekom**  
**Jövö/Menö programme**  
**Telecommunications**  
**Hungary**  
**Hungarian Business Leaders Forum**



**Also Large Company National Winner**

Jövö/Menö was launched by Magyar Telekom in strategic partnership with Szívlapát Foundation, as part of our sustainability strategy. Our expressed goal is to strengthen positive connotations of the brand and to integrate the concept of sustainability into the brand.

The purpose of Jövö/Menö is the development of a gravely disadvantaged

region. Some of the Jövö/Menö programs are implemented by volunteers from Magyar Telekom and independent parties. Jövö/Menö consists of several development efforts that build on volunteerism: weekend volunteer work, charitable Telekom team-building and Digital Bridge Fest.

**Digital Bridge Fest:** The program includes internet training and talent contest. The internet training is provided by Magyar Telekom's volunteers. They ask participants about their everyday problems, issues, then explain them how the internet can be used to overcome them.

**Weekend volunteer work:** Volunteers help to accomplish certain tasks in the region that the local municipality has no (human, financial) resources for. Typical examples are cleaning up the Tisza riverbank, painting fences, renovating kindergartens. Beyond helping locals,

the purpose is to improve volunteers' social sensitivity and build a volunteer community.

**Telekom team building:** This focuses on minor tasks, but the goal, beyond improving social sensitivity, is to build stronger teams in non-workplace environments, accomplishing minor physical jobs with each other and the locals.

We consider the programs successful in light of numbers and active involvement of participants: we have an external volunteer pool of more than 350 people; 110 Magyar Telekom volunteers have participated at the volunteer and teambuilding programs held so far; another 50 Telekom volunteers participated at the Digital Bridge Fest.

# National Winners

## Newcomer Category

Company  
Programme  
Sector  
Country  
CSR360 GPN Partner

**RPG Real Estate**  
**Work, live and enjoy together**  
**Real Estate**  
**Czech Republic**  
**Czech Donors Forum**



16-17 May 2009 saw the inaugural volunteering day for clients, partners and employees of RPG Real Estate group with the goal of enhancing one of the socially disadvantaged areas of Orlová-Poruba in the Moravian-Silesian region.

Over 180 RPG employees with more than 200 local inhabitants worked on projects cleaning public spaces, painting houses and planting trees. This mutual effort was supported by the Department for Social Inclusion and by present deputies of the Czech Parliament.

In 2010 two more volunteer days followed where volunteers cleared away flood damage in Bohumín city hospital and in the houses in Karviná. The Orlová-

Poruba area has undergone a number of changes - the district was included in the "Self-help" programme when tenants made minor repairs to houses, with the use of EU funds enabling a large scale investment. Active inhabitants in the area also started organising free time activities for children.

Thanks to the mutual effort of all the participants, it was possible to repair not only the houses, but also start the change attitudes - both the tenants who began to appreciate the environment they live in, and also the employees who could see with their own eyes what it means to be socially responsible.

Company  
Programme  
Sector  
Country  
CSR360 Partner

**Medical University of Lodz**  
**Employee Volunteering Programme**  
**Education**  
**Poland**  
**The Volunteer Centre, Poland**



### Also Innovation National Winner

The employees who declare active participation in the employee volunteering programme for the Caritas Home Hospice Teams sign individual contracts with Caritas on activity or competence volunteering.

#### In patient care

- Assistance with daily care for patients without family support
- Psychological support for patients and their families

- Support groups for families of the incurably ill
- Social support for patients and families

#### In care of bereaved families

- Support groups for bereaved families
- Assistance in organising events and integration activities for bereaved families
- Assistance in arranging and participating in family outings for bereaved families

- In case of bereaved children and youngsters - contacts with the school psychologist and help with homework

#### Training

- Participating in volunteer training
- Assistance with arranging active participation in training and psychological workshops for volunteers
- Passive and active participation in Caritas Teams' training

#### Charities

- Participation in charity events organised by Caritas teams
- Participation in educational and information campaigns disseminating
- Knowledge of the hospice movement and principals of hospice and palliative care
- Participation in educational campaigns on hospice movement in schools, lectures for schoolchildren
- Assistance in marketing and information activities - distribution of leaflets and posters
- Assistance in arranging and executing workshops and meetings for candidates
- In cases where volunteering is a form of student practice - the activities included in the practice programme

Company **UBS**  
 Programme **Community Affairs Program**  
 Sector **Financial sector - Banks**  
 Country **Italy**  
 CSR360 GPN Partner **Sodalitas**



The Employees' volunteering scheme is part of the broad Community Affairs programme of UBS. Its mission is: combating educational underachievement, supporting community empowerment and improving employability prospects. We recognise that our success depends on the well being and prosperity of the communities of which we are a part.

**Since 2008, UBS activities were:**

- 2008 - 2009 Anti Bullying project co-funded through a partnership with Fondazione Sodalitas, Comunità Nuova, Accademia della Comunicazione, Ismo
- 2008 - present - volunteering within the Engage project with Fondazione Enaip vocational school
- 2010 - present - Volunteering "At school of citizenship" with Comunità Nuova

- 2010 - present - "Be the best you can be" with Fondazione Sodalitas

The Community Affairs Co-ordinator works closely with the partner organisations to identify meaningful volunteering opportunities which help the charities to achieve their missions.

Volunteers have delivered the following: Supported school activities and final exams for secondary school students; delivered CV workshops; organised a summer camp to support children with difficult situations; Supported computer literacy and media laboratories for primary school children.

**Since 2008, UBS has contributed:**

- €91k to a small number of organisations: Fondazione Sodalitas, Comunità Nuova and Fondazione Enaip.
- 372 hours of time from 179 volunteers' activities

**Beneficiaries**

- Anti bullying project 100-schools, 250 secondary schools teachers, 3,750 students (11-14 of age)
- Engage Project: 1 class of about 20 students per year since 2008.
- "At School of citizenship" Project: 25 immigrant families in the summer camp; computer literacy: 1200 pupils - 130 teachers; media literacy: 186 pupils - 30 teachers.

Company **System Capital Management (SCM)**  
 Programme **Project Formula-S**  
 Sector **Holding Company**  
 Country **Ukraine**  
 CSR360 GPN Partner **East Europe Foundation**



In April 2010, System Capital Management launched Project Formula-S within the social programme 'Contemporary Education', an SCM contribution to development of the relationship between business and education. As one of the biggest employers, SCM understands that business success depends on skilled and professional staff. It decided to

initiate a project in which students will be able to communicate with real leaders from business, hear about their experiences, and get advice and answers to questions. Project goals include providing the best students of leading universities with opportunities to take master classes run by senior managers, receive knowledge and skills from first hands, set priorities in their education and career development, and contact directly the management of major Ukrainian companies and organisations. Current challenges include inability of Ukrainian university administrations to cooperate, which limits contacts with the students through universities channels. The target audience for the project is students of 3-5 courses.

The first stage includes setting dates and locations, development of information

materials and disseminating them to the target audience. The managers or guest speakers involved also go through the preparation stage when developing content for master classes. They share the goals and objectives, and are willing to share their skills and knowledge. During the classes students complete evaluation questionnaires and give their recommendations for future. These questionnaires also provide a database for future use. All activities are fulfilled by company staff.

The project has already formed a growing pool of interested. The feedback after each master class helps to improve the programme. The company helps speakers to receive support and necessary skills to run a master class. SCM plans to expand the program to regional universities.

# National Winners

## Public Authorities Category

### Public Authorities Category

This category is for entries that focus on building the infrastructure and supportive environment for volunteering and employability. For example: bodies that work as enablers for corporate volunteering

Company **Generalitat Valencia**  
 Programme **ENGAGE**  
 Country **Spain**  
 CSR360 GPN Partner **Foretica**



#### Highly Commended

FUNDAR, as a member of the Volunteering Department of the Valencia Regional Government and with the support of Business in the Community, offers companies, through ENGAGE Comunitat Valenciana a program aligned to their corporate strategies and a way to promote employee volunteering.

#### Impact

- Awareness raising and commitment of volunteers
- Employee satisfaction
- Social impact of the programme

#### Process

Once volunteers are trained done by FUNDAR, action is taken.

#### Proposals for activities:

- Preventing school absenteeism
- Entrepreneurship amongst University Students
- Penal Institutions:
- Workshops to improve employability especially through the creation of self-employment
- Sports activities
- Cultural activities
- Environment: Cleaning and taking care of rivers

The role of FUNDAR, in addition to raising

awareness amongst companies about the many benefits of well-structured employee volunteering, is to facilitate the process, as in many cases companies are interested in employee volunteering but do not know how or with whom to develop it.

#### Evaluation

- Companies highlight the involvement and motivation of their employees
- Volunteers report that the programme has allowed them to get close to social realities and to improve relationships with their colleagues
- Beneficiaries: 90% of the offenders surveyed confirmed that the programme had met their expectations. 91% see it as useful for their future. 100% think that the participation of the volunteers was good (45%) or excellent (55%) and 100% positively value the relationship with the volunteers (73% excellent and 27% good)

Company **Belgrade Youth Office**  
 Programme **Internship Fair**  
 Country **Serbia**  
 CSR360 GPN Partner **Business Leaders Forum Serbia**



Internship Fair is an annual event where a large number of companies, organisations and institutions inform students, graduates and postgraduates about opportunities to attend internships with them.

#### The Internship Fair:

- Provides internships to educated young people in Belgrade as an opportunity to acquire professional experience and

practice which raises their chance for employment

- Provides the opportunity for employers to use internships as an excellent approach human resourcing
- Connects students, graduates and postgraduates and their potential future employers
- Creates and develops a permanent platform for internships as a route to employment

The Internship Fair had to overcome the challenge of a general lack of information among students in Belgrade about internships as an opportunity for acquiring professional experience and practice; information among employers about internships as an excellent hiring opportunity; information among employees about mentoring and its value for them.

#### Internship Fair 2010 succeeded to:

- Raise the number of participants from less than 70 in 2009 to more than 100
- Raise the number of internship opportunities to more than 1000
- Repeat the success of several thousand visitors during two days of the event
- Raise the number of established internships from a couple of dozen in 2009 to at least more than 50
- Initiate a positive change of perception of internships among young people, employers and employees
- Create a model of promotion and empowerment of the internship process which can be easily and successfully applied in other university cities of Serbia

Company  
Programme  
Country  
CSR360 GPN Partner

Municipality of Amsterdam, Department Citizenship and Diversity  
Heart for Amsterdam  
Netherlands  
Community Partnership Consultants



The city council of Amsterdam started the programme on corporate community involvement (CCI) including employee volunteering 10 years ago. 'Heart for Amsterdam' is used by the municipality (citizenship and diversity unit) to promote how the city council stimulates companies to strengthen their corporate

citizenship in and for the city of Amsterdam.

An intermediary body with the same name has been facilitated and a CCI platform with 16 member companies has been established. In 2008 a new business platform was developed where companies meet and exchange their experiences in the field of employee volunteering. In 2010 a dialogue has started with all stakeholders on 'the fight against poverty'.

A key requirement for companies is the transfer of know-how. Between 2008 and 2009 five network meetings were organised at member companies. Various themes included:

- Connecting vocational education and the job market

- Stimulating international companies in Amsterdam to contribute employee time to the city

#### Impact

- Amsterdam has created a good infrastructure for CCI and employee volunteering. Several brokerage websites have been developed
- With the 'Pact for Amsterdam' the Municipality can focus CCI activities on poverty
- The new citizenship programme offers new opportunities via 'Heart for Amsterdam' for the dialogue between the city and companies and strengthen new CCI activities

# Acknowledgements

Judges Brussels Panel

## Our Judges

Thank you to everyone who participated in the European Employee Volunteering Awards Judging Panel either as facilitators or as judges in Brussels in early February, which was kindly hosted by the EESC

Name	Title	Company	Country
Laszlo Radacsi	Founder, MD	SmartLab Consulting	Hungary
Roland Kruger	Head	Generali Zukunftsfonds	Germany
Richard Ellis	Head of Corporate Social Responsibility	Alliance Boots	UK
Lucas Mejis	Professor of Management	Rotterdam School	Netherlands
Mlluisa Benlloch	Head Internal Communication	Novartis Farmaceutica S.A.	Spain
Neven Marinovic	Executive director	SMART Kolektiv Business Leaders Forum Serbia	Serbia
Brendan Burns	Member	European Economic and Social Committee	Scotland
Mario Ortu	Partner	Freshfield Bruckhaus Deringer	Italy
David Broomhall	Partner	Freshfield Bruckhaus Deringer	Belgium
Thomas Janson	Member	European Economic and Social Committee	Sweden
Zviad Pochkhua	Editor in Chief	The Financial	Georgia
Ruggero Bodo	Board Member	Fondazione Sodalitas	Italy
Marta Walkowska-Lipko	CSR Expert	Volunteer Centre Warsaw	Poland
Peter Kromminga	Director	UPJ	Germany
Alexandra Marks	Partner	Linklaters LLP	UK
Pavel Trantina	Member	European Economic and Social Committee	Czech Republic
John Knights	Policy Manager - Volunteering	Member of the Cabinet Office	UK
Natalia Sarkic-Todd	Executive Consultant	CSR Europe	Belgium
Caroline Barlerin	Head of Global Employee Engagement	Hewlett Packard	USA
Maris Ojamuru	CSR Manager	Swedbank AS	Estonia
David Halley	Head of International Partnerships	Business in The Community	UK

## Companies which entered the Awards Scheme

Thank you to the companies who participated in the European Employee Volunteering Awards on a National level

Company	Country	Company	Country
Abb	Italy	Caja Canarias	Spain
ABB s.r.o.	Czech Republic	Cap Gemini	France
Abbott Ireland	Ireland	Ceská spoCitelna, a.s.	Czech Republic
ABN AMRO	Netherlands	Cetelem	France
Accenture	France	CEZ, a.s.	Czech Republic
Accenture nv	Belgium	Citi	Romania
Adecco	Spain	Citigroup Inc.	UK
Adecco	France	Coca Cola Hellenic	Serbia
Alcatel Lucent	France	Coca Cola Hellenic - University Partnership	Serbia
Alfa Beta Vassilopoulos SA	Greece	Coca-Cola	France
Allen & Overy LLP	UK	Commercial Bank	Romania
Alliander	Netherlands	CPL Resources	Ireland
Arzum Elektrikli Ev Aletleri	Turkey	Credit Suisse	Switzerland
AXA Belgium	Belgium	CreditPlus Bank (Credit Agricole)	Germany
Bank Gospodarstwa Krajowego	Poland	CSOB	Czech Republic
Bank Handlowy w Warszawie S.A.	Poland	Dalkia Ceská republika, a.s.	Czech Republic
Barclays	Spain	Dell	Slovakia
BBVA	Spain	Deloitte	France
Belgrade Green Markets - Volunteers Centre	Serbia	Deloitte Belgium	Belgium
Belgrade Youth Office	Serbia	Diageo Ireland	Ireland
Bill Gardens	Ireland	DKV Seguros	Spain
BMW	Germany	DLA Piper/SFR/ IBM / Dassault	France
BNP Paribas		E.On Hungária	Hungary
Fortis Foundation	Belgium	Edison	Italy
Bos Consultancy	Netherlands	Eesti Energia	Estonia
Boston Consulting Group	Germany	Eircom	Ireland
Boyner	Turkey	Ernst&Young - Volunteering Program	Serbia
bplusd	Germany	ERSTE Bank Hungary	Hungary
Brother Industries (UK) Ltd.	UK	Ferrero	France
BS Energy (Veolia Environement)	Germany	Fondation Veolia Environnement	France
BT	Spain	Freshfields Bruckhaus Deringer LLP	Germany

# Acknowledgements

## Participating Companies

Company	Country	Company	Country
Freshfields Bruckhaus Deringer LLP	Belgium	Manpower Team S.A.	Greece
Galopin Parques	Spain	Mauds Merry Maids	Ireland
GE	France	Maxi SA "Coco-Mat"	Greece
GE Hungary	Hungary	Microsoft	Spain
Generalitat Valenciana	Spain	Microsoft Belux	Belgium
Greenfox	Netherlands	Microsoft Estonia	Estonia
Groupe SEB	France	Microsoft Sp. z o.o.	Poland
Grupo Filo Diretto	Italy	Microsoft UK	UK
Grupos VIPS	Spain	MITIE Group PLC	UK
HBJ Gateley Wareing	Scotland	Morgan Stanley Hungary Analytics	Hungary
Herlitz	Germany	Municipality of Amsterdam	Netherlands
Hewlett-Packard	Slovakia	Naspa	Germany
Holcim	Italy	National Australia Group	Scotland
HR Factory	Estonia	Norsys	France
HSBC	France	NUTRICIA Polska Sp. z o.o.	Poland
Hygia S.A. Diagnostic and Therapeutic Center of Athens	Greece	OKD, a.s.	Czech Republic
IBM	Netherlands	Orange Romania	Romania
ING Belgium	Belgium	Oranta	Ukraine
Instituut Kosmos	Netherlands	Orion Nova	Slovakia
Interseroh	Germany	Petrol Ofisi	Turkey
Jäger Direkt	Germany	Pfizer	Hungary
John Lewis Partnership	Scotland	Polska Telefonía Cyfrowa Sp. z o.o.	Poland
John Lewis Partnership	UK	PriceWaterhouseCoopers Belgium	Belgium
Johnson Controls	Slovakia	Provident Polska S.A.	Poland
Koç Holding	Turkey	První chodská stavební, spol. s r. o.	Czech Republic
Kürt Zrt.	Hungary	PwC CR, s.r.o.	Czech Republic
Kyivstar	Ukraine	Randstad	Germany
Lafarge Romania	Romania	Randstad Belgium nv	Belgium
Linklaters	Germany	Rathaus Nürtingen	Czech Republic
LMC s.r.o.	Czech Republic	RATP	France
L'Oreal	Switzerland	RBS - Fairbridge Programme	Scotland
L'Oréal	France	RBS - PSYBT programme	Scotland
Lothian Buses	Scotland	Ricoh UK Limited	UK
Lyonnaise des Eaux Côte d'Azur	France	RPG Real Estate	Czech Republic
Magyar Telekom	Hungary	RPG Real Estate	Czech Republic
Manor	Switzerland	RWE	Germany
Manpower	Germany		

# Acknowledgements

## Participating Companies

Company	Country
SAB Catering	Netherlands
Sanofi-Aventis	France
Santé Network s.r.o.	Czech Republic
SCM	Ukraine
SFR	France
Stadtverwaltung Essen	Czech Republic
State Street	UK
StateStreet International	Ireland
Telefonica o2	Germany
Terna Spa	Italy
The Royal Society of Scotland	Scotland
T-Mobile	Czech Republic
TTNet	Turkey
UBS	Italy
Uniwersytet Medyczny w Łodzi	Poland
Veolia Eau Lyon	France
VIP Mobile	Serbia
Vodafone	Italy
Vodafone Romania	Romania
Volkswagen	Germany
Voluntarios por Madrid	Spain
Wissol Group	Georgia
Yell Adworks	Scotland
Západoslovenská energetika	Slovakia

**BUSINESS & SOCIETY BELGIUM**  
BELGIAN BUSINESS NETWORK FOR CORPORATE SOCIAL RESPONSIBILITY

**HBLF**  
HUNGARIAN BUSINESS  
LEADERS FORUM

**smartKOLEKTIV**

  
**Fórum Dárců**  
Czech Donors Forum

Business in the  
Community  
Ireland

  
**pontis**  
foundation

  
Vastutustundliku  
Ettevõtluse  
Foorum

  
SODALITAS

  
Forética

**FiBS**  
Finnish Business & Society

  
**Community Partnership**  
Consultants

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**EURASIA PARTNERSHIP FOUNDATION**

  
Volunteer Centre



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unternehmen. verbinden. gestalten

  
**ARC** ASOCIAȚIA PENTRU  
RELAȚII COMUNITARE

**EAST EUROPE FOUNDATION**

  
Hellenic Network  
for  
Corporate  
Social  
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