

GLOBAL CORPORATE VOLUNTEERING:

How to integrate
Business and social objectives

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Business in the Community

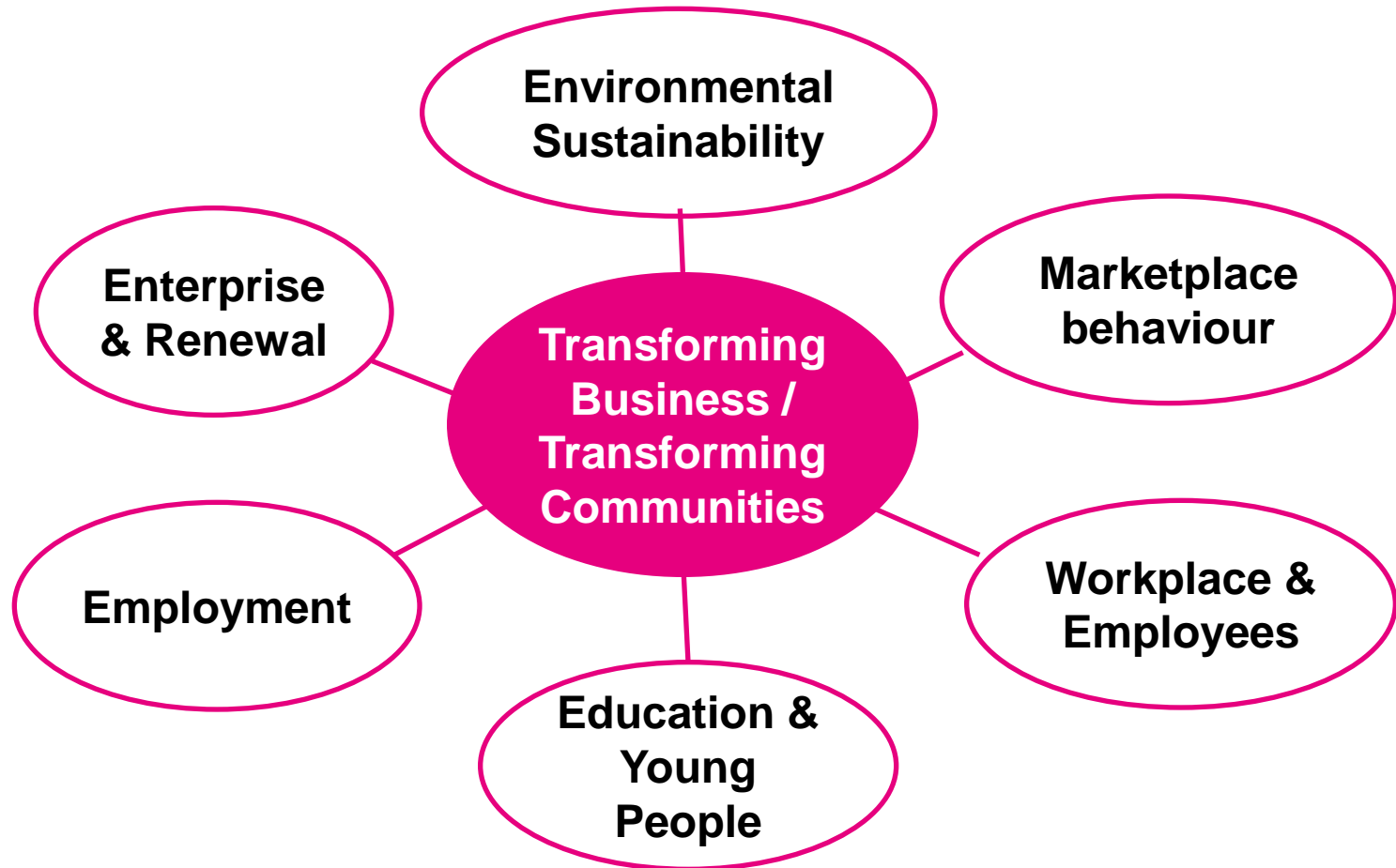
- **Business in the Community stands for Responsible Business:**
 - Sustainable Community Investment
 - Building the Business Case for Corporate Volunteering
 - ENGAGE Key Cities programme
 - the connection between local and global
 - the power of collaboration and working in partnership

- **ENGAGE in action:**
 - Serbia (Smartkolektiv)
 - Brussels (Business and Society Belgium)

About BITC

- 1** independent business-led charity
- 29** years' experience
- 115+** partner organisations in **64 countries** convened through a international network
- 320** business leaders actively engaged
- 850+** companies in membership
- 10,700** companies engaged in our campaigns internationally
- 17.8 million** employees reached through our BITC member companies

Business in the Community



International campaign team leadership



ALLEN & OVERY



Linklaters



BITC's International reach

- **CSR360 Global Partner Network:** over 115 partners in 64 countries
- **ENGAGE Key Cities:** 15 countries; 26 Cities, 20 projects; 9053 employee volunteers and 27,046 beneficiaries
- **Give & Gain Day:** 16 countries; 422 projects; 27, 530 employee volunteers, 330,000 beneficiaries
- **European Employee Volunteering Award:** 22 countries; 21 partners; 60 companies across Europe; 15,972 volunteers and 326,672 beneficiaries plus Impact Measurement Toolkit

5 Principles of Community Investment

Identify the social issues that are most relevant to your business and most pressing to the communities you work with.

Measure and evaluate the difference that your investment has in the community and on your business. Strive for continual improvement.

Work in partnership with your communities leveraging your combined expertise for mutual benefit.

Inspire and engage your employees, customers and suppliers to support your community programmes.

Plan and manage your community investment using the most appropriate resources to deliver against your targets.

1. Identify social issues
2. Work in partnership with your communities
3. Plan and manage your community investment
4. Inspire and engage your employees, customers and suppliers
5. Measure and evaluate the difference

Building the business case

Community	Employee	Employer
Breaks down barriers between business and community	New skills are developed	Improves reputation and brand perception
Supply of volunteers and vital resources	Increases job satisfaction	Opens up new markets and links to local business community
Increases social cohesion and inclusion	Builds confidence	Improves commercial productivity
Builds capacity of community with new skills and energies	Positive change in attitude and morale	Benefits from an educated and motivated workforce

An ENGAGE Key Cities project

**An employee
community
engagement project**

**Designed, implemented
and funded locally**

**Linked to a global
network of ENGAGE
Key Cities projects**

**Can be used to
implement companies'
international
community investment
strategies**

**Companies join forces
and to create an even
bigger impact**



Key cities locations

21 Key Cities in Europe
since 2005

Beijing
2010

Dubai 2008

Santiago de
Chile 2009

Hong Kong
2007

Johannesburg
2010



ENGAGE
COMPANIES PEOPLE COMMUNITIES
INTERNATIONAL EMPLOYEE ENGAGEMENT CAMPAIGN

Value of business collaboration

- Access to learning networks
- Build business relationships
- Develop new platforms for dialogue
- Develop new opportunities for partnership
- Sharing costs
- Sustainability of projects
- Mix of skills
- More visibility
- Networking can be commercially advantageous



Join a project near you: Valencia

- **Students:** Developing students' social and moral skills, guided company visits and volunteers coach students in job interview technique and CV writing.
- **Prisoners:** Volunteers support prisoners to launch small businesses. They run sessions aimed at developing the prisoner's skills for employability , how to handle a job interview and help prisoners to improve their CVs.



Join a project near you: Madrid y Barcelona

January - May 2012

Action Areas	Objective
Homelessness	Activities which support the autonomy and integration of homeless people
Business contribution to environmental degradation	Activities which support the improvement of the environment in Madrid and Barcelona



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Empresas, Personas, Comunidades
Proyecto Internacional de Voluntariado Corporativo

A photograph of two young men in business suits sitting at a desk in a classroom. The man on the right is in the foreground, smiling and looking towards the left. The man on the left is in the background, looking towards the right with an open mouth as if speaking. The background is a blue bulletin board with various papers pinned to it.

**BUSINESS
IN THE
COMMUNITY**

Transforming business

transforming communities