



Corporate Volunteerism: Programs, skills and best practices. Dos modelos de Voluntariado Corporativo: EEUU y España

Friday, 10th July 2015
CaixaForum Madrid

9:00 AM – 9:30 AM Registration & Networking

9:30 AM – 9:50 AM Opening Session (Spanish/English)

Ariadna Bardolet, Director of the International Department,
La Caixa Banking Foundation

Gared Jones, President, Global Service Points of Light

**9:50 AM – 10:45 AM Corporate Volunteerism in
America; Evolution and Trends (Spanish/English)**

(Panel/Moderated Discussion) Employee volunteerism has gained momentum as a critical component of corporate citizenship. Employee volunteerism offers a tangible way for businesses to become more personally invested in tackling social problems, to strengthen employee skills and morale, and to cultivate a more positive and productive business environment. Learn from CSR leaders and practitioners about the latest trends in corporate volunteerism and engagement.

Moderator:

Jennifer Lawson, Vice President , Corporate Strategy, Points of Light

Speakers:

-Melissa Robinson, Corporate Responsibility, Hilton Worldwide

-Anthony Harte, Head of Community Engagement, EMEA, Bank of America, Merrill Lynch

10:45 AM – 11:15 AM Coffee Break



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Dos modelos de Voluntariado
Corporativo: EEUU y España**

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11:15 AM – 12:25 PM Employee Volunteerism: making the business case (Spanish/English) (panel discussion with leaders from European Companies). An effective Employee Volunteer Program maximizes both value and social impact. Learn from CSR leaders and practitioners how companies across America and Europe are making the business case for employee volunteering.

Moderator:

Juan Poyatos, Director, Voluntare

Speakers:

Cristina Antelo, EMEA Sustainability Facilitator, SAP España

Pedro Leon y Francia, Director, KPMG Foundation

Francisco Moro, Volunteers Program Sub-Director, Telefonica

12:30PM – 1:00 PM Impact 2030 (Spanish/English)

Impact 2030 is a global private-sector led collaboration to mobilize corporate volunteers around the world. Join this session to hear what CRS leaders are getting prepared to address the most challenging issues through corporate engagement and volunteerism.

Introduction:

Juan Poyatos, Director, Voluntare

Speakers:

Cristina Antelo, EMEA Sustainability Facilitator, SAP España

Jenny Lawson, VP, Points of Light Corporate Institute.

1:00 PM – 2:00 PM Lunch

2:00 PM – 3:00 PM Working Sessions

Skills-Development To Address Real World Challenges (Spanish)

A well designed Employee Volunteer Program allows employees to expand skills, build upon strengths and connect with their communities. Join us as we discuss best practices and trending methodologies that will help you to develop employee volunteer programs that will provide strong platforms for leadership and development of soft skills that are paramount in a business environment, such as flexibility, problem solving, self-confidence, and communications.

Moderator:

Mar Amate, Director, Plataforma del Voluntariado de España

Speakers:

Rocio Miranda, CSR Director, Orange Spain
Susana Torrubiano, Responsible of “Escuela de Voluntariado Telefónica”

Best Practices for Increasing Employee Volunteer Participation (Spanish/English)

Paramount to an effective employee volunteer program is a willingness and eagerness by employees to get involved in the effort. Find out how corporate leaders are creating and fostering a collaborative environment that encourages and inspires staff to serve.

Moderator:

Pablo Millanes, Head of Corporate Alliances, Hazlo posible

Speakers:

Melissa Robinson, Corporate Responsibility, Hilton Worldwide
Elena Leal, Santander Volunteers Program Director

Skill-based Volunteering/pro bono (Spanish/English)

Skills-based volunteering (SBV) is an innovative approach that is rapidly gaining recognition as a powerful driver of both social impact and business value. Learn how more and more companies are strategically integrating SBV and pro bono into their operations and how to mobilize professional talent to build capacity an impact communities.

Speakers:

Miguel Castro, Head of Operations
Antoine D'Istria, Co-founder, Pro bono Lab

3:00 – 3:15 pm Closing session



Speakers



Jennifer Lawson
Vice President, Corporate Strategy
Points of Light

Jenny Denney Lawson is the Vice President for Corporate Strategy at the Points of Light Corporate Institute. In this position, she provides leadership and strategic support of the Corporate Service Council, A Billion + Change, corporate engagement and sector research and benchmarking for the world's largest organization dedicated to service and volunteering. She was previously the Executive Director of A Billion + Change, a national campaign that has inspired the largest commitment of corporate pro bono service in history.



Melissa Robinson,
Corporate Responsibility
Hilton Worldwide

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Anthony Harte,
Head of Community Engagement, EMEA
Bank of America, Merrill Lynch

Anthony Harte is Head of Community Engagement, EMEA at Bank of America Merrill Lynch. Anthony oversees the firm's award winning community and charity programmes across the region and reports to the regional CSR executive.

Prior to Bank of America Merrill Lynch Anthony spent 6 years at Nomura, where he established the first Community Affairs function to focus existing community and charitable commitments. During his time at Nomura Anthony established The Nomura Charitable Trust and created an award winning community investment programme, including receiving eight industry awards. He has initiated a broad range of employee engagement programmes, involving up to 40 percent of employees



Juan Poyatos
Director
Voluntare

More than 10 years of experience in volunteering, Dr. Juan Poyatos is the director of Voluntare, the Iberoamerican Corporate Volunteering Network..

Juan has a long experience supporting Companies (Telefonica, Deutsche Bank, ENDESA, Orange, Repsol, Liberty, La Caixa, ...) and NGOs in their employee volunteer programs in Europe and Latin-America, as well as working with public organizations.

We have participated in several researches about employee volunteering as “Employee Volunteering & Employee Volunteering in Humanitarian AID: preparatory action for the EUaid Volunteers: ECHO” or “Employee Volunteering and Skills Development: a Statistical Research”.



Cristina Antelo
EMEA Sustainability Facilitator/ CSR lead for Spain/ Senior Support Engineer
SAP España.

I am currently based in Spain working for SAP as a Sustainability Facilitator for EMEA region and CSR lead and, since 2006, I have been involved in a wide range of projects launched by SAP in CSR and Sustainability area.

In 2008 I studied a Master in Corporate Social Responsibility at the Instituto de Empresa (IE) Business school in Madrid. The Master was a turning point in my professional career and it helped me re-discover my passion, CSR. I said re-discover because it was at university, while studying Economics in Madrid, when I started to be interested in this topic and its approach to which the society, the environment and the economy, are closely connected.



Pedro León y Francia
Director
KPMG Foundation

Pedro holds an honours degree in Law from the Universidad Autónoma de Madrid. He has also obtained various post-graduate qualifications, most notably the Senior Management Programme (PADE) from IESE, a Master’s degree in the management of not-for-profit organisations (Comunidad de Madrid) and has taken part in numerous seminars on the management of companies, offices and professional organisations (APD, IESE, AED, Recoletos Conferencias, AEDAF, etc.). Alongside his professional work, he participates in various committees and working groups in Spanish and international organisations, including: Member of the CSR team at KPMG EMA and leader of the CR & Clients Workstream. General Secretary of the Madrid Management Council of the Spanish Association of Managers (AED). Member of the Governing Council of the British Chamber of Commerce in Spain.



Miguel Castro ,
Head of Operations-Global Telecommunications Services
SAP

Miguel Castro has a vast experience in consulting services and business development. He has held a number of global positions in multinational corporations and lived in several countries including Germany and Denmark. In his current role he is located out of Madrid, Spain, and is responsible for the Operations and Go-to-Market of SAP Services in the Telecommunications industry worldwide. On top, Miguel has been focusing for several years in the promotion of Diversity and Inclusion , and participates in Corporate Social Engagements in the areas of skill-development and vocational training.



Mar Amate
Director
Plataforma del Voluntariado de España

Bachelor of Psychology, Universidad Autónoma de Madrid. Doctorate courses in Social Psychology, Universidad Autónoma de Madrid. Graduated Certificated in Social Services Centres in the Region of Madrid. Master in Management Consulting and Organizational Development Processes, Universidad de Valladolid.

My professional career is linked to volunteering and Third Sector for over 20 years, beginning in the field of adult literacy in popular schools, especially with deaf people. Afterwards I coordinated education and training programs for deaf people and I filled the position of Director.

In October 2010 I joined the Spanish Volunteering Platform, where we are taking the opportunity to deep into the world of volunteering. The reason that I joined the Third Sector was related to values and ethical standards that guide our action which are very important to build a fairer world.



Rocío Miranda
CSR Director
Orange Spain

Rocío Miranda de Larra has a University Law Degree by the UAM, and has a Master Degree in Business Management and in Communication and management by the Instituto de Empresa Business School.

She began her career in the Madrid's Chamber of Commerce and the Madrid's Institute for Economic Development managing projects at European and international level. In 2000 she was part of the team who set up the Fundación RETEVISIÓN (nowadays Fundación Orange) as Manager of the department of social projects coordinating and developing projects in the areas of e-inclusion, digital divide, and people with disabilities in cooperation with Universities, NGO's and Public Administration. In 2008 she is appointed as Director of Internal communication, Culture and Diversity in Orange and since last February she in charge of the CSR policy, the Orange Foundation, the volunteering program and the Ethics code.



Pablo Millanes
Head of Corporate Alliances
Fundación Hazloposible

Pablo Millanes leads the corporate efforts of Hazloposible, leading a team that works with more than 20 of the largest Spanish companies supporting their Corporate Volunteering programs and engaging their employees in Community Investment projects.

Prior to Fundación Hazloposible, Pablo was Barclays' Community Investment Manager for Spain and EMEA, where he managed over than 40 social projects that helped more than 10.000 young disadvantaged people to develop their employability and financial skills. In Spain, Barclays Bank volunteering rate reached a stunning 43 percent, a leading figure in its category.



Elena Leal
Volunteers Program Director
Banco Santander

More than 13 years of experience in multinational companies like Banco Santander, E.on Energy, EADS-Airbus Military, Bank of America, Imperial Tobacco and Alcampo, among others, heading departments for both internal and external communication, Corporate Social Responsibility (CSR/Sustainability) and HR marketing.

Elena has developed her professional career in international contexts through various team projects. She has taken on roles of responsibility in the areas of Strategic Planning and Corporate Communication - both on and off line, including social media, Marketing and Internal Communication – vast experience in integration processes due to mergers, Crisis Communication, Managing Change, Protocol, Institutional and Public Relations, organization and coordination of events and Corporate Social Responsibility – both internal and external.



Antoine Colonna d'Istria,
Co-Founder
Pro Bono Lab

Antoine Colonna d'Istria is Co-founder and Director of Strategy at Pro Bono Lab. He holds a double Master degree in Corporate & Public Management from HEC & Sciences Po Paris, and a BA in Philosophy from La Sorbonne. He has been studying and working on pro bono volunteering with social innovators in 10+ countries since 2010, while growing Pro Bono Lab into a 16 fulltime staff organization with hundreds of volunteers in France. He is a member of the Advisory Council of the Global Pro Bono Network and he loves travelling, reading, and playing music.