



# Coronavirus: Actions to continue promoting social impact

March, 2020



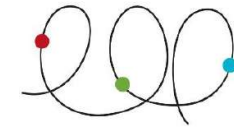
# Who we are? What we do?



## Increasing employee engagement through corporate volunteering

RESEARCH ON THIS RELATIONSHIP

Author: Bea Boccacandro - President of VeraWorks



## REPORT ON TRENDS AND INNOVATION IN CORPORATE VOLUNTEERING

December 2017



39 companies

and



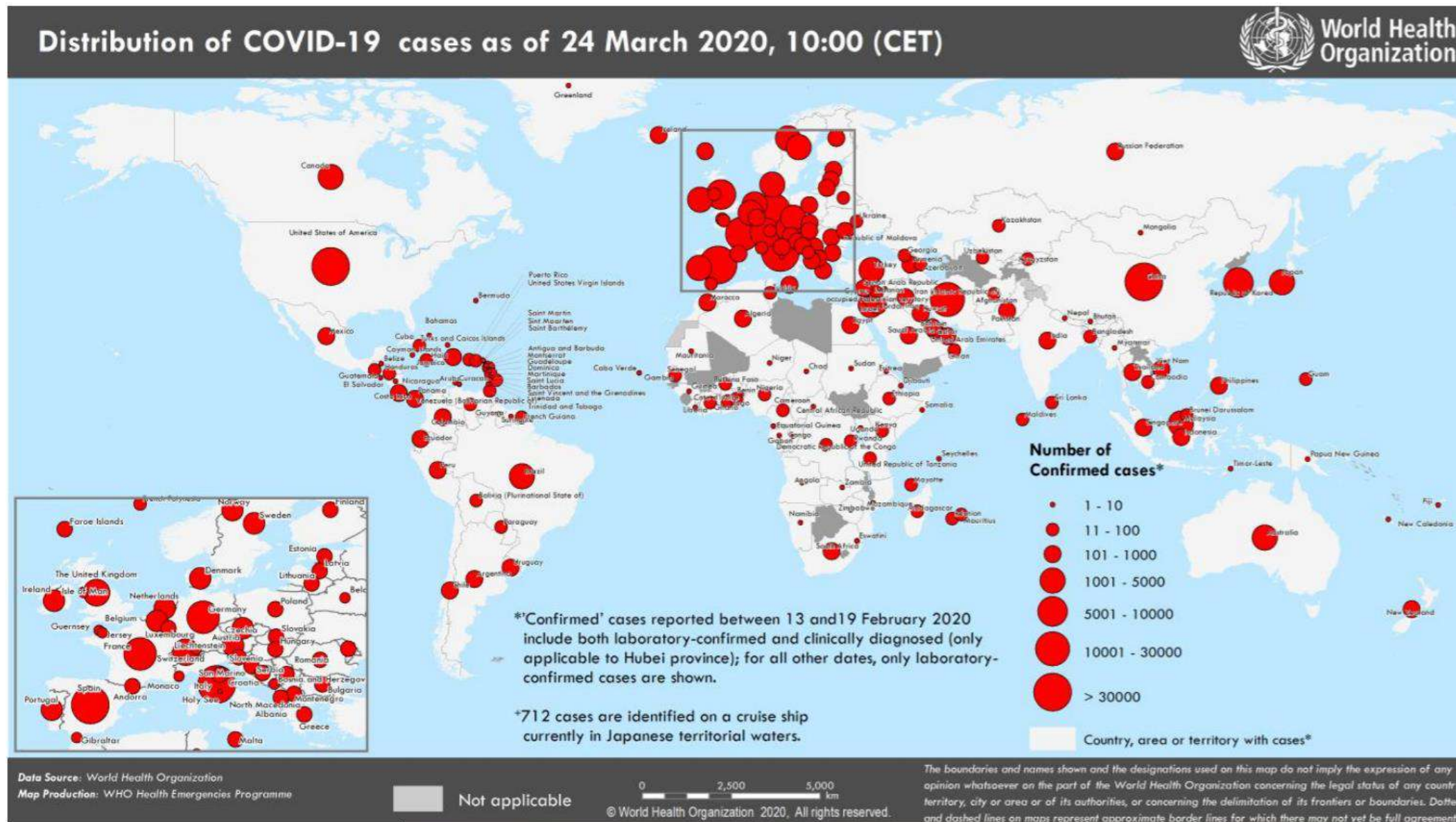
45 NGOs



## *Speakers*

- 3.30- 3.40 pm\*. Juan Ángel Poyatos, founder of Voluntare
- 3.40- 3.50 pm\*. Tal Shemer, Volunteer Program at Intel Israel
- 3.50- 4.00 pm\*. Carlos Palacios, global head of Telefónica Volunteers and Francisco Moro, manager of Fundación Telefónica Volunteers.
- 4.00- 4.10 pm\*. Marta Gil, Volunteering Manager of Caixa Bank
- 4.10- 4.20 pm\*. Jonathas Barreto, Vice President, Points of Light
- 4.20-4.30 pm\*. Questions

# Context: Disease distribution



## *Strategy: Has the pandemic made more difficult volunteering?*

Social distance is a must to prevent the spread of COVID-19



New ways of volunteering are needed

### Corporate volunteering strategies

Engage

- Need of new ways of volunteer engagement

Offering

- As the situation evolves, new needs appear

Innovate

- New ways of volunteering appear to cover the needs



## *Strategy: Redefining corporate volunteering strategies*

During the outbreak, former strategies don't work.

### *NGOs*

- New needs
- Overwhelmed by users

### *Volunteers*

- Need to adapt to the situation
- Lack of managing skills during outbreak
- Willing to cooperate

### *Companies*

- Need to redesign volunteering strategies
- Being more proactive, looking for needs rather than waiting for them

**Post-COVID 19** situation leads to a more resilient and dynamic volunteer force towards new scenarios

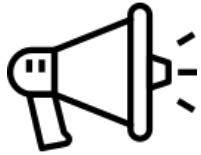
## Strategy: Typology of new activities



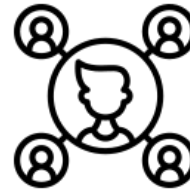
- **Webinars**
  - Formative for organization/receptors
  - Probono
  - Entertaining



- **Online Fundarising**
  - Food
  - Appliances for connecting



- **Awareness campaigns**



- **Online accompanying**
  - Hospitalized people
  - People who live alone
  - People who live in a risk situation



- **Support for dialy needs**



- **Free online education**

# Examples: Hubs for information

## Volunteer Ireland: Information

### Volunteers

#### What to expect when volunteering during a crisis

We encourage all organisations to implement best practice in volunteer management but we know that's not always possible in times of emergencies. However, it is still important for organisations to support their volunteers and ensure their safety at all times. This short guide outlines what you can expect while volunteering during an emergency or crisis.

[Download](#)

#### Guide to informal volunteering

During times of crisis, it is natural for communities to self organise in response to those in need. This is what's known as informal volunteering – as opposed to volunteering with an established organisation. This short guide explains what to keep in mind in these situation for both volunteers and voluntary groups.

[Download](#)

#### Volunteering safely during COVID-19

Looking after your own health and safety and stopping the spread of COVID-19 are the number one priorities at this time. If you are well enough and you wish to volunteer, you should follow these guidelines to volunteering safely during COVID-19.

[Download](#)

## Muslim Council of Britain: Volunteering opportunities

**COVID-19 RESPONSE:  
VOLUNTEER INITIATIVES**

**INITIATIVES ACROSS THE UK  
ARE WORKING TO SUPPORT THEIR COMMUNITIES**

**GIVING BACK TO OUR COMMUNITIES IS SUNNAH –  
GET INVOLVED TODAY!**

**VISIT: [BITV.CO.UK/VOLUNTEERS](http://BITV.CO.UK/VOLUNTEERS)**

The image shows a central graphic with a map of the United Kingdom in the background. The text is overlaid on the map. Surrounding the central graphic are several smaller images of posters and flyers from various organizations, including 'Urgent! Basic supplies needed', 'Food Bank', 'COVID-19 CORONAVIRUS NEWHAM VOLUNTARY SUPPORT SERVICE', 'KHIZRA MASJID', 'CORONAVIRUS Self-Isolation Support', 'LOCAL COMMUNITY SERVICE', 'FOODBANK', and 'CORONAVIRUS SELF-ISOLATION SUPPORT IN LEICESTER'.



# Examples: Does it work?

The screenshot shows a website with the title "compromiso RSE" and the subtext "custommedia". The navigation menu includes: HOME, REPORTAJES, ENTREVISTAS, TV, OPINIÓN, ESTUDIOS, and SM. Below the menu are categories: Medio Ambiente, Empleados, Clientes y productos, Proveedores, Acción Social, and Buen Gobierno. A sub-menu includes "Nuestro compromiso" and "Consejo Asesor".

**RSE**

VOLUNTARIADO Y ESTRATEGIA JUNTO A LA FUNDACIÓN FDI LANZAN UNA CAMPAÑA DE VOLUNTARIADO CORPORATIVO ONLINE

1.000 'televoluntarios' de seis empresas combaten la soledad de nuestros mayores

20/03/2020 07:46:27 Voluntariado y Estrategia junto a la Fundación FDI han diseñado una acción de voluntariado online para facilitar a las empresas con programas de voluntariado corporativo responder a una acuciante necesidad surgida de la crisis del coronavirus: paliar el aislamiento de las personas mayores internadas en residencias. La Asociación de Voluntarios de "la Caixa", Voluntarios Iberdrola, Voluntarios Telefónica, Prosegur, Pernod Ricard Winemakers y Enagás se han sumado ya a esta iniciativa, y sus empleados voluntarios se cartearán con personas mayores en residencias.

**POLÍTICAS RSE**

- Alimentación, bebidas, hogar e higiene
- Comercio y distribución
- Bancos, cajas y seguros
- Telecomunicaciones y tecnologías de la información
- Medios de comunicación
- Energía e infraestructuras
- Automoción
- Transporte y servicios públicos
- Hostelería, turismo y viajes
- Recursos humanos
- Servicios a empresas
- Química y farmacia

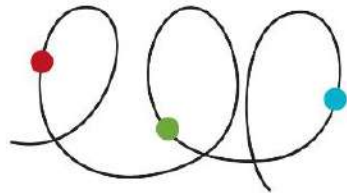


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***How did you manage the COVID 19 crisis?  
Send us your experience!***



**10 key years for the 2030 Agenda**  
July 7th – 8th, 2020. Campus Repsol Madrid

***Also, if you have any proposal for collaborative projects, send it to us***

**info@voluntare.org**