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red de voluntariado corporativo

IBERO-AMERICAN CORPORATE
VOLUNTEERING NETWORK

SOCIAL EXPERIENCE VOLUNTARE



MANAGING PARTNERS



COORDINATOR



WHAT'S HAPPENING?

- ▶ New ways of engaging and getting involved are emerging across society, such as adopting sustainable habits or helping social and environmental campaigns go viral.
- ▶ Younger generations are showing a strong social concern and practicing a determined form of activism that is accelerating the growth of diverse types of social participation.
- ▶ In the coming years, companies and social organizations will need to adapt and respond to this emerging trend..



The ***Voluntare Social Experience*** is an action framework that organizations can rely on to design their social programs, helping them strengthen, reinforce, and channel the social commitment of their employees and stakeholders.

INITIATIVES THAT HAVE CROSSED BORDERS

**BLACK
LIVES
MATTER**

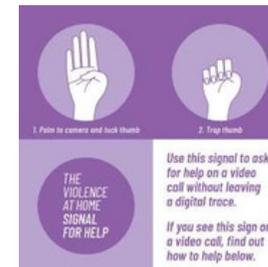
2013 | The hashtag **#BlackLivesMatter** emerged after the acquittal of the police officer who shot African American teenager Trayvon Martin, and it has since become a global rallying cry.



2018 | Teenage activist Greta Thunberg launched the international student movement demanding decisive action against climate change: **#FridaysForFuture**.



2020 | During the lockdown, Down Madrid suggested that we wear **#MismatchedSocks** on March 21, and it has already become a trend in the Americas.



2021 | The Canadian Women's Foundation created a silent signal for victims of violence. It went viral on TikTok and is saving lives.

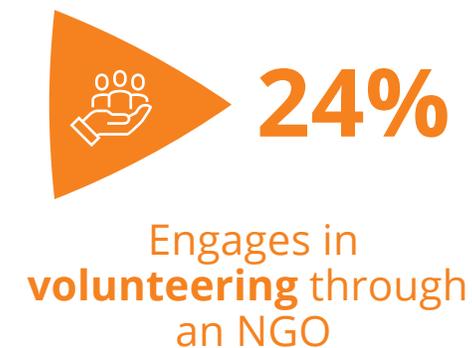
GENERATION Z*

It leads participation rates
in 7 out of 10 surveyed social activities



Forms of civic social participation are changing.

Many do not fit under the label of “volunteering”, but all can be applied in the corporate environment.



Source: Points of Light

*There is no unanimous definition, but Generation Z can be considered to include those born between 1995 and 2005.



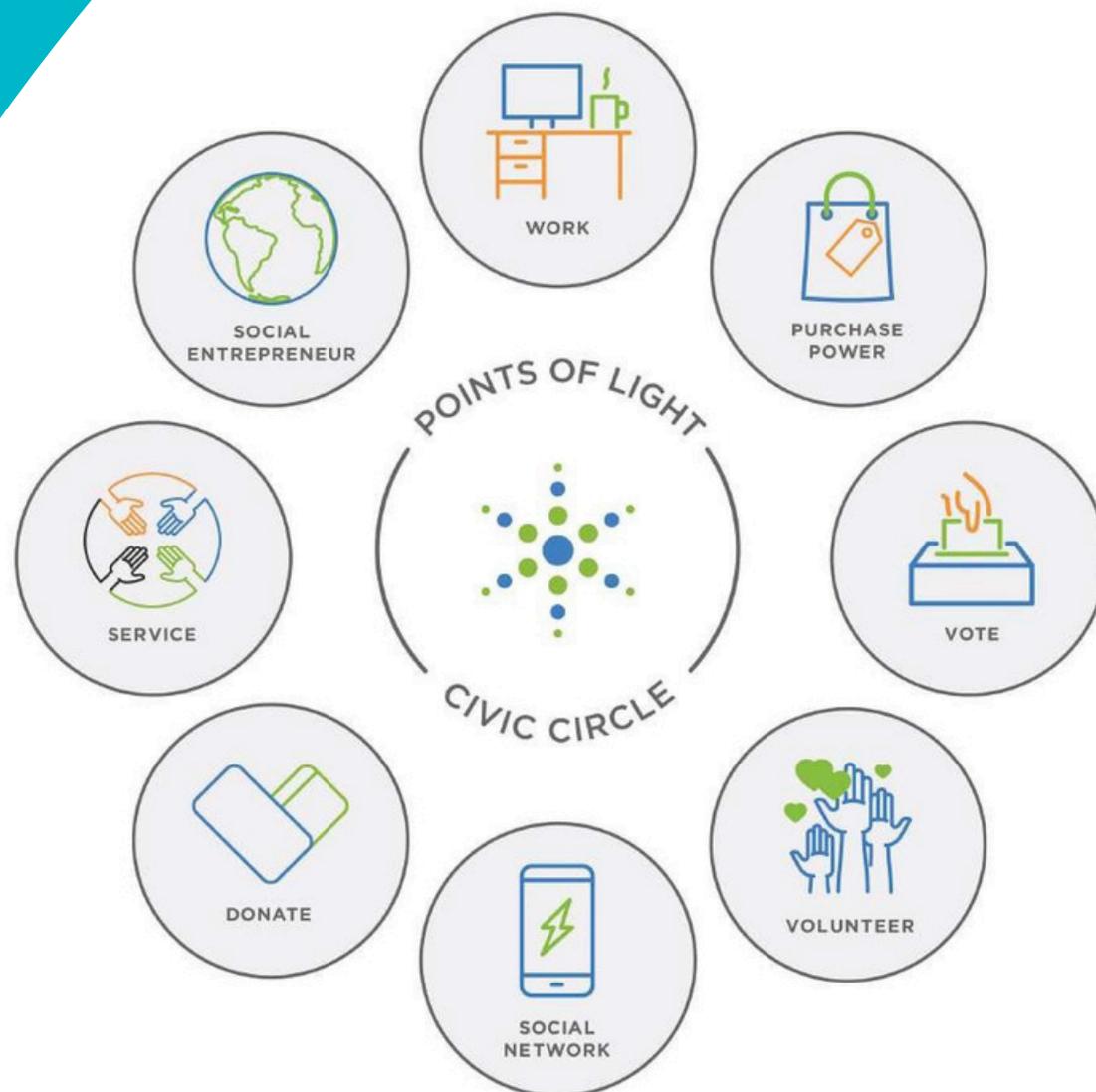
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The question is...

**How to reach the 66%
who are socially active
but don't volunteer?**



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CIVIC CIRCLE

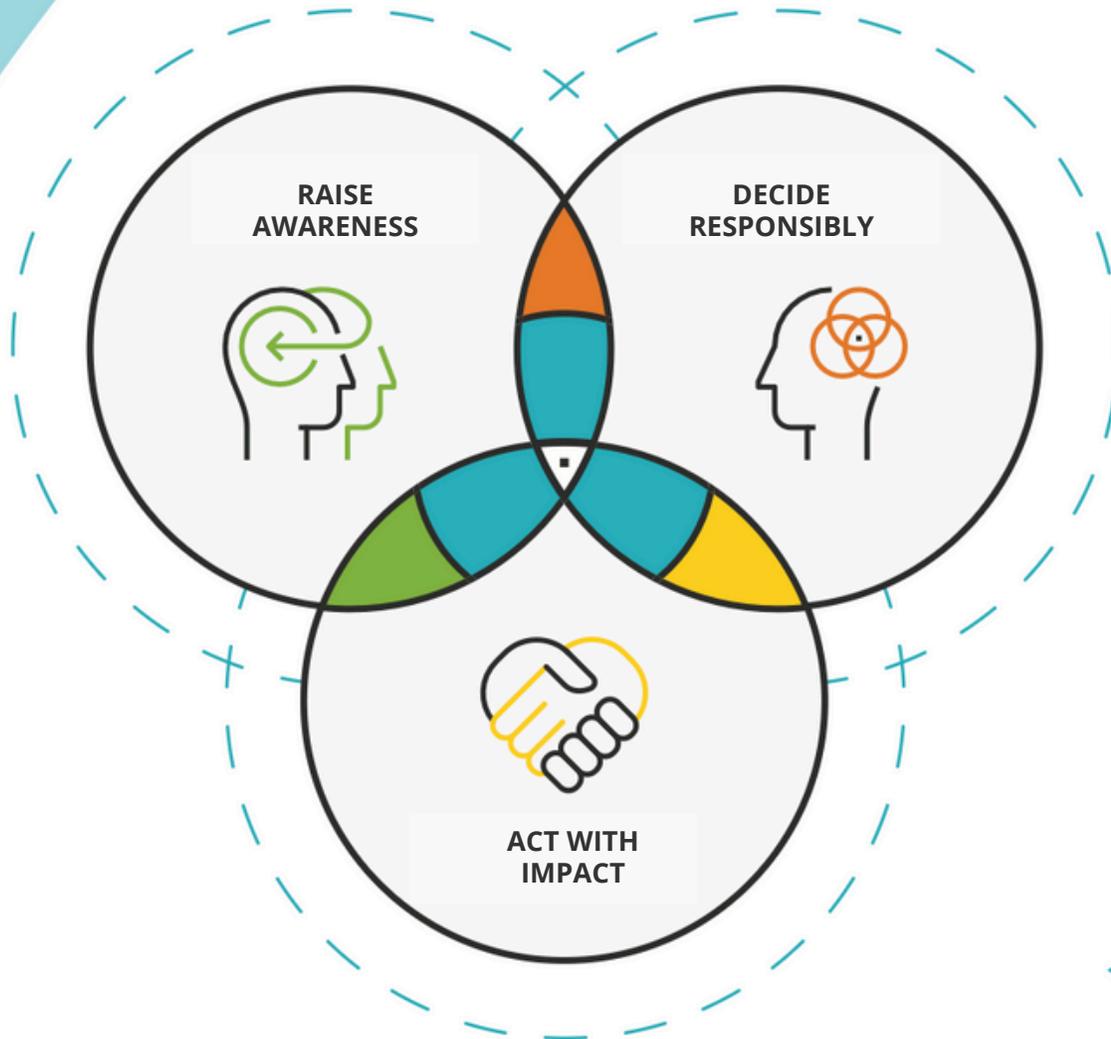
POINTS OF LIGHT, the world's largest volunteer network, envisions a **world** where every **individual** discovers their power to make a difference and create healthy **communities** within participatory societies.

Its **CIVIC CIRCLE** is an inclusive, **people-centered** social participation framework that conceptualizes the **different areas** of civic engagement.

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- ▶ At **Voluntare**, we identify the distinctive value of the Civic Circle in the corporate context.
- ▶ We propose an innovative process to channel the social **commitment of employees and corporate stakeholders**.
- ▶ We align it with emerging trends in civic engagement to **multiply the social impact driven by companies**.

Three **actions channel the diverse concerns and forms of social** engagement of employees and corporate stakeholders.





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RAISE AWARENESS

An initial stage of action that serves as a starting point for understanding and carrying out other initiatives..

MOMENTUM

The company organizes and provides informational materials, awareness sessions, workshops, and news.



IMPACT

Employees and stakeholders broaden their social perspective and discover causes to support.

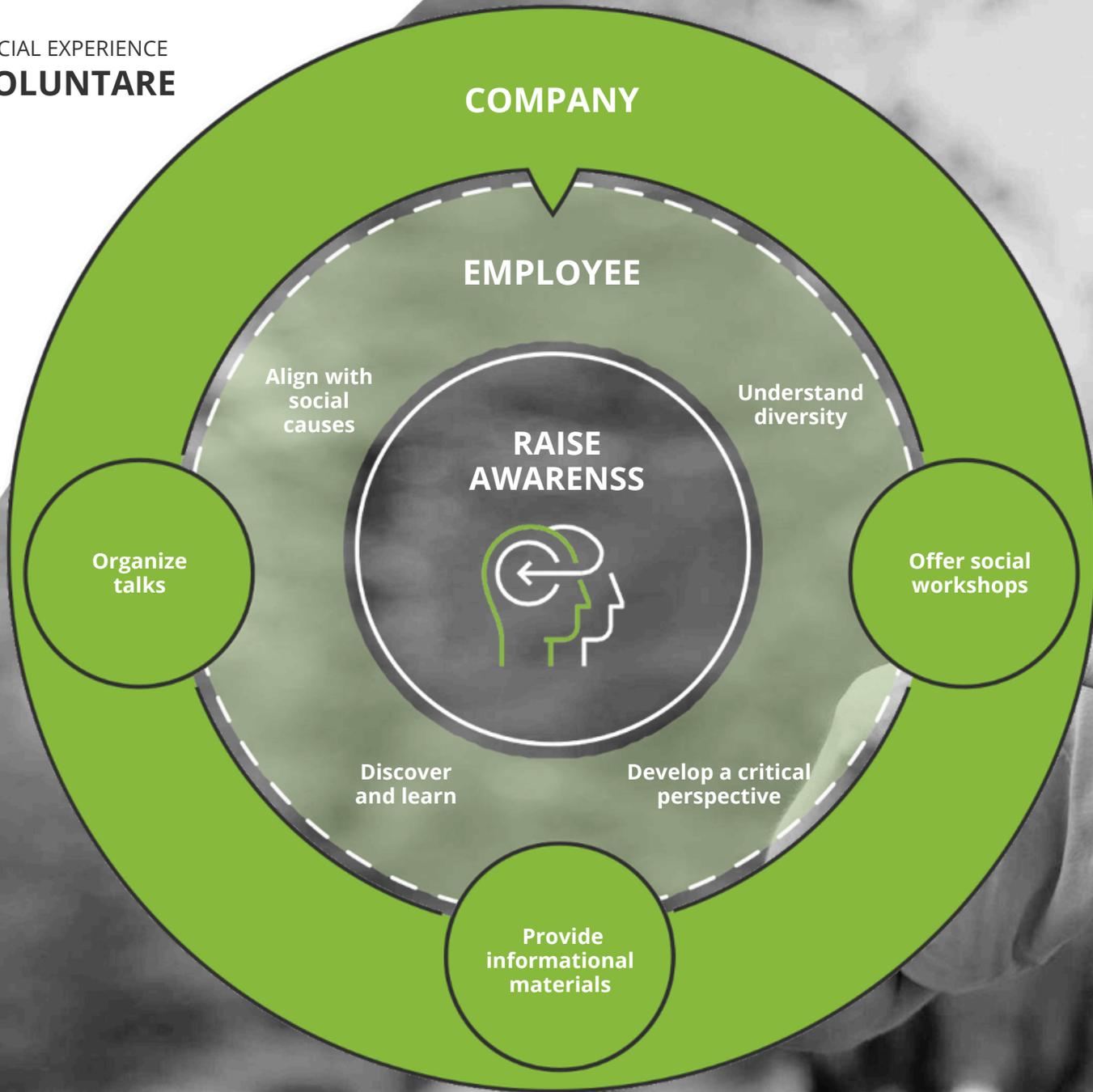


RECYCLING AS AN EXAMPLE

The company offers talks on the importance of recycling properly.



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DECIDING WITH RESPONSIBILITY

Employees and stakeholders personally take an active role as responsible citizens.

MOMENTUM

The company provides tools and shares information.



IMPACT

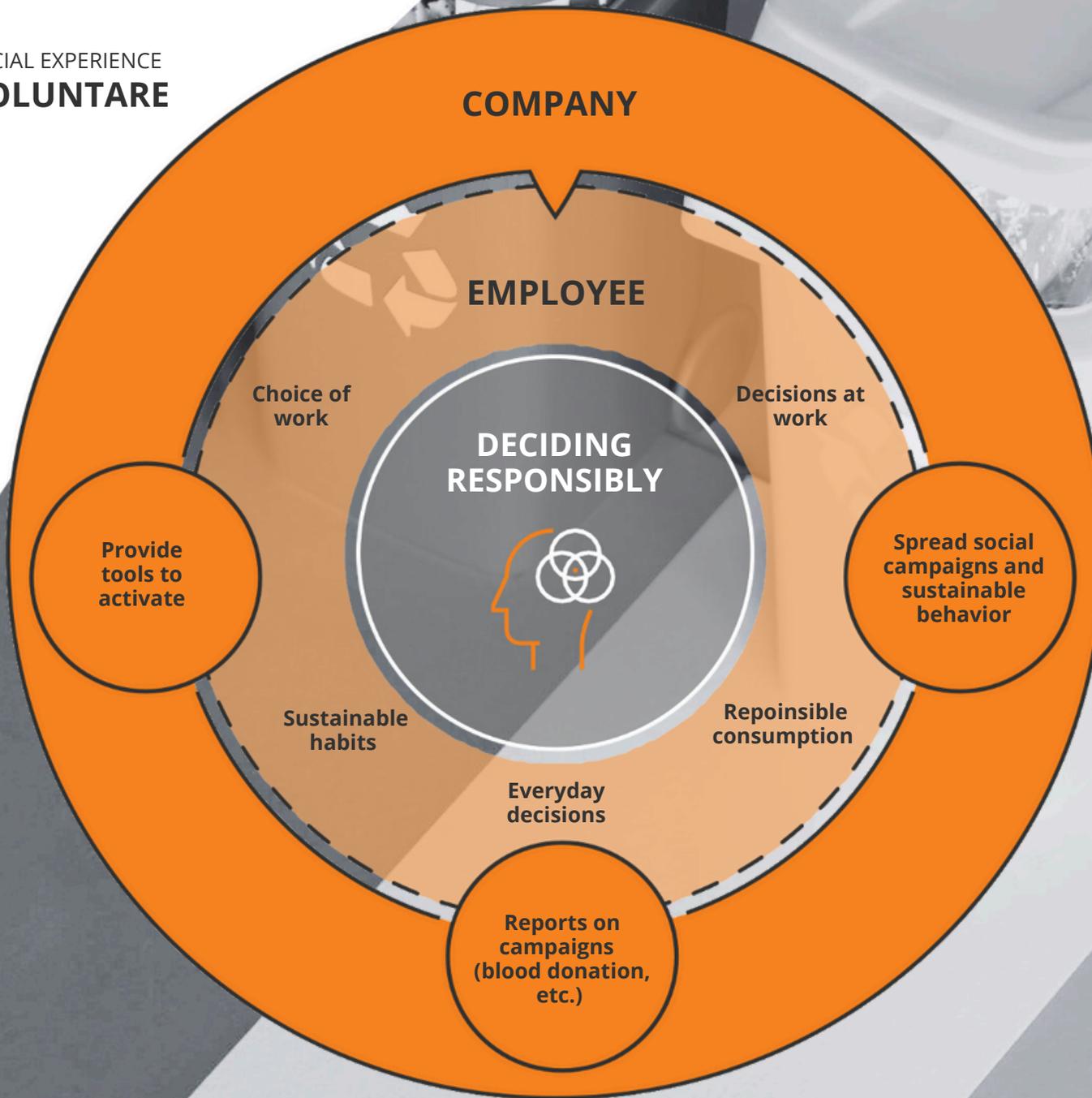
- ▶ More sustainable habits in both work and personal life.
- ▶ Living and consuming in a more coherent way.

RECYCLING AS AN EXAMPLE

The company provides recycling bins and designated clean-waste disposal points in its offices.



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ACTING WITH IMPACT

This is the most committed stage, and if it is preceded by the previous ones, it reaches its full potential

MOMENTUM

The company supports, promotes, and organizes initiatives.



IMPACT

Employees and stakeholders take **action.***



- Volunteering activities.
- Financial or in-kind donations.
- Collaborations with NGOs.
- Leadership of social initiatives or projects.
- Other tangible actions that have an impact on other.

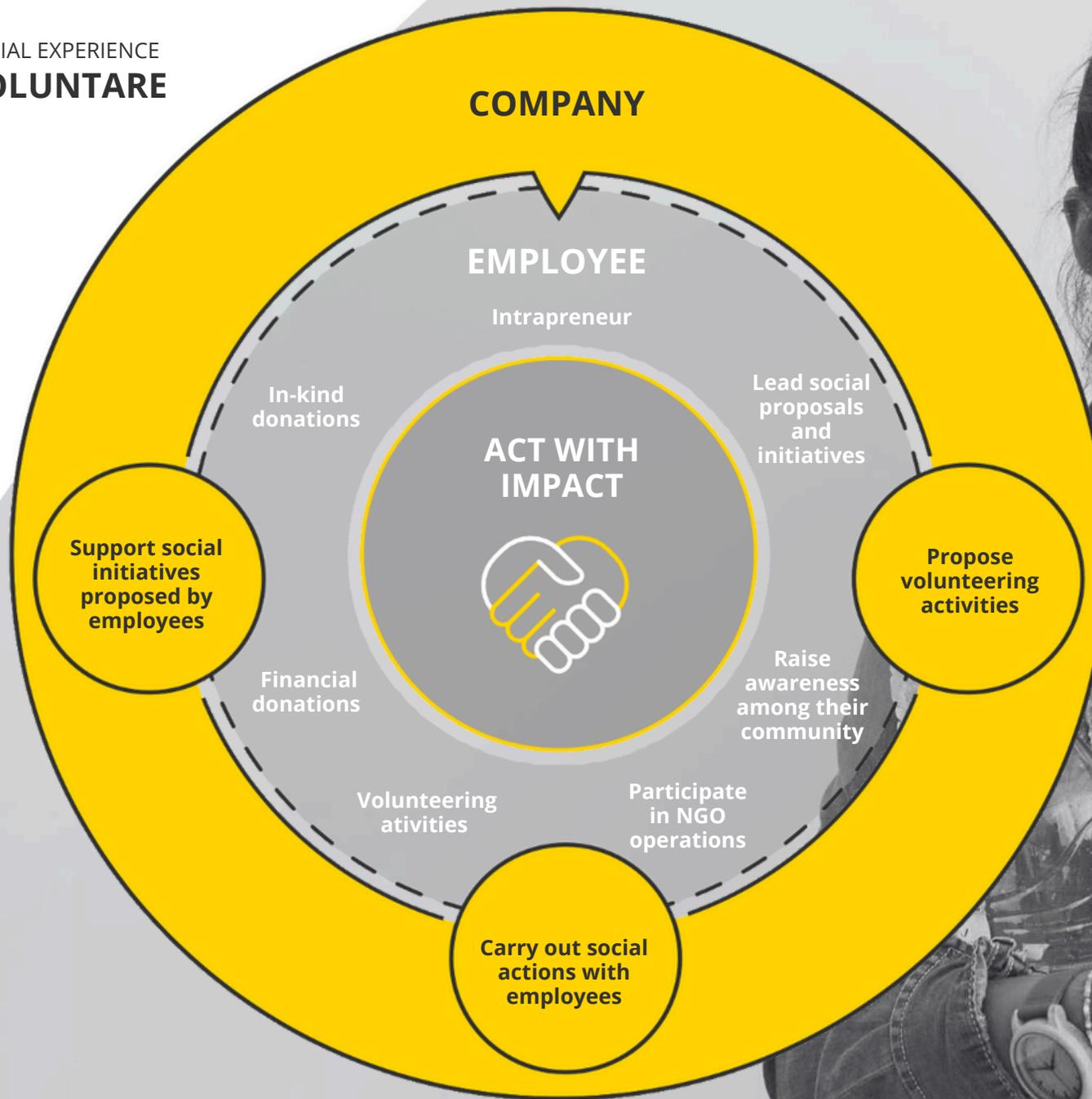
RECYCLING AS AN EXAMPLE

The company organizes a recycling workshop to create new products from discarded plastic materials





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