Empowering Private Sector Employees through Volunteering (EPSEV)

Workshop and Networking Event

The Westin Dragonara Resort
13th and 20th May 2011
Workshop and Networking Event

DAY 1
Objectives of the Workshop and Networking Event

WHY ARE WE HERE TODAY?

• To introduce you to the concept of Corporate Volunteering

• To discuss how the private and third sectors can set up Corporate Volunteering Schemes

• To give participants the opportunity to network and discuss possible partnership opportunities
# Outline – Day 1 and Day 2

## Day 1

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<td>10.00 – 12.15</td>
<td>Main approaches to Corporate Volunteering and case studies – interactive activity</td>
</tr>
<tr>
<td></td>
<td>Making the case to Human Resources</td>
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<td>How to set up Corporate Volunteering Schemes – Interactive activities</td>
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<td>12.15 – 13.00</td>
<td>Networking lunch</td>
</tr>
<tr>
<td>13.00 – 14.00</td>
<td>Bringing it all together, case study and conclusions</td>
</tr>
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Workshop and Networking Event

Background

SOS Malta and the EPSEV Project
SOS MALTA AT A GLANCE

• A Maltese-registered non-governmental organisation founded in 1991

• Works with local and international partners in Malta and other countries

• Four main pillars of activities:
  - Overseas Development
  - Social Solidarity
  - Research and training
  - Volunteering

• www.sosmalta.org
About the EPSEV Project and its Objectives

• “Empowering Private Sector Employees through Volunteering” (September 2010 – September 2011)

• Funded with the support of the Europe for citizens programme of the European Union

• Launched in the context of the European Year of Volunteering 2011

• Brings together partners from three new EU Member States, led by SOS Malta in partnership with Volunteer Development Estonia and Savanoriu centras (Lithuania)

• The project’s key objective is to promote the setting up of Corporate Volunteering Schemes between private companies and NGOs

• The project also aims to raise awareness about Corporate Volunteering and its benefits amongst the above sectors and the general public
Five Key Phases of the EPSEV Project

• Research Component (September 2010 – January 2011)

• Training-the-Trainer Course (January 2011)
  Two representatives from each partner organisation trained by International Business Leaders Forum in Corporate Volunteering and how to set up Corporate Volunteering Schemes
  IBLF prepared a Training Pack

• Awareness-Raising Campaign (January 2011 – April)
  Creation of the EPSEV website www.epsev.eu (October 2010 – September 2011)
  (A database aimed at facilitating partnership matching between private companies and third sector organisations wanting to set up Corporate Volunteering Schemes will be added to this website in the coming months)

Malta
- Promotional leaflets and information letters distributed by post to approximately 200 private companies and 200 NGOs
- Electronic messages of the above also sent via the SOS Malta database
- Radio clips aired on Radju Malta and Xfm
- Participation in conferences and events
- Participation in TV, radio, print and online media
Five Key Phases of the EPSEV Project

• Workshop and Networking Event (May 2011)

• Evaluation and Dissemination of Report (June 2011 – September 2011)
  - An overview of Corporate Volunteering
  - An analysis of the needs of NGOs
  - A description of the feedback received from private companies
  - An evaluation of the Workshop and Networking Events
  - Lessons learnt in how to set up Corporate Volunteering Schemes
  - Recommendations on further actions
  - Final Report distributed to the European Centre for Volunteering (CEV), the European Commission and made available to the public through the EPSEV and partners’ websites
Workshop and Networking Event

Context

Corporate Social Responsibility and Corporate Volunteering
What is Corporate Social Responsibility?
(Corporate Responsibility/Corporate Citizenship/Sustainable Development)

“the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large”

The World Business Council for Sustainable Development (WBCSD)
A global association of around 200 companies dealing exclusively with business and sustainable development

Example:
CSR - National Australia Bank
## Company Approach to Corporate Social Responsibility

<table>
<thead>
<tr>
<th></th>
<th>1st Wave</th>
<th>2nd Wave</th>
<th>3rd Wave</th>
<th>4th Wave</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>Philanthropy</td>
<td>Strategic philanthropy</td>
<td>Community investment</td>
<td>Healthy business environment</td>
</tr>
<tr>
<td><strong>Motive</strong></td>
<td>Morality</td>
<td>Long-term self-interest</td>
<td>Long-term/direct self-interest</td>
<td>Direct self-interest</td>
</tr>
<tr>
<td><strong>Strategy</strong></td>
<td>Ad Hoc</td>
<td>Systematic</td>
<td>Strategic</td>
<td>Organisational ownership</td>
</tr>
<tr>
<td><strong>Staff</strong></td>
<td>Administrator</td>
<td>Manager</td>
<td>Entrepreneur/consultants</td>
<td>Ingrained at all management levels</td>
</tr>
<tr>
<td><strong>Structure</strong></td>
<td>Detached from Business activities</td>
<td>Detached but linked to business interests</td>
<td>Part of line structure</td>
<td>Integrated with business functions</td>
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<tr>
<td><strong>Initiative</strong></td>
<td>Passive</td>
<td>Responsive to requests in target areas</td>
<td>Initiating</td>
<td>Integrated into daily decision-making</td>
</tr>
<tr>
<td><strong>Contribution</strong></td>
<td>Mainly cash or goods</td>
<td>Cash or donations</td>
<td>Business resources</td>
<td>Embedded in profit and growth goals</td>
</tr>
<tr>
<td><strong>Sustainability</strong></td>
<td>One-offs</td>
<td>Assistance in specific issues</td>
<td>Nurturing and capacity building of NGOs</td>
<td>Ongoing part of business management/goals and appraisals</td>
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What is Corporate Volunteering?
(Employee Volunteering/Employee Engagement/
Employee Community Engagement/Community Engagement/Corporate Community Investment)

• “The mobilisation by businesses of the time, talent, energies and resources of their people to contribute to the community” (International Business Leaders Forum)

• Can take place through NGOs and can range from individual volunteer effort through to team or whole-of-company involvement

• Forms part of a company’s CSR practices
Examples of Corporate Volunteering?

Example: Corporate Volunteering – National Australia Bank and Save the Children

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<td>exchanges</td>
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<td></td>
<td>Community fellowships or project</td>
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<td></td>
<td>development assignments</td>
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<td>“Charity of the Year”</td>
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- In between Supportive and Strategic: Volunteer award schemes and Volunteering Coordinators or committees
- In between Strategic and Integrated: Team development assignments and Non-Executive roles
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Context
Volunteering in Malta
Volunteering in Malta

• A ‘volunteer’ is a person who provides unremunerated services through or for a voluntary organisation. Accordingly, voluntary activity is undertaken by a person’s own free-will, choice and motivation, and without regard to financial gain (The Voluntary Organisations Act of December 2007).

• There are approximately 450 Maltese-registered Voluntary Organisations and other non-registered organisations that are also engaged in social and community work such as religious organisations.

• In 2009, 27,250 persons aged 12 and over were doing some form of voluntary work in Malta
  - 53% with a voluntary organisation
  - 36.5% were aged between 25 – 49
  - 53% were women
  - 46.5% said they felt it was their moral duty
  - 40.1% had been doing voluntary work for more than ten years
  - 33.8% volunteered less than 10 hours a month

(National Statistics Office - The 2009 Survey on Income and Living Conditions)
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Research

Corporate Volunteering in Malta

Mapping where we are now
Corporate Volunteering in Malta
See EPSEV Research Summary Report

• The project partners obtained information about Corporate Volunteering in Malta, Estonia and Lithuania.

• SOS Malta commissioned Bloom Research to carry out the Research in Malta.

• The research was split into two segments. One part of the research focused on the private sector and the other part of the research focused on NGOs.

• A sample of 100 private companies (25+ employees) was interviewed and a spread was obtained for sectors and company size.

• Over 400 Maltese-registered Voluntary Organisations were invited to participate with a view to obtaining a response rate of around 25%, a sample of 100 NGOs.

• EPSEV Research Summary Report (Malta) www.epsev.eu/research-corporate-volunteering-malta
Corporate Volunteering in Malta

Results – Private Sector

• 61 companies were familiar with the concept of Corporate Social Responsibility
• 41 companies have been involved in CSR initiatives
• 13 companies have a CSR policy
• 45 companies have heard of Corporate Volunteering Programmes
• 5 companies have a Corporate Volunteering Programme in place
• 58 companies of the 95 companies that do not have a Corporate Volunteering Programme in place are interested in introducing such a Programme
• Most are interested in targeting the community at large (71%), children (55%), youth (31%), the elderly (29%) and persons with physical or intellectual disabilities (29%)
• The services these companies are mostly interested in providing are manual work (67%), active participation in fundraising activities (67%) and administration and office work (36%).
• The 37 companies not interested in introducing a Corporate Volunteering Programme were asked why they would not consider participating in Corporate Volunteering. 38% of these companies claimed that it is due to not being able to lose employee working hours and 30% said the issue had not yet been discussed.
Corporate Volunteering in Malta

Results – NGO Sector

• 56 of the NGOs interviewed believe that the leaders/members of their organisations are aware of the concept of CSR as applied in the business sector
• 37 NGOs had previously heard of Corporate Volunteering Programmes
• 9 NGOs have participated in such Programmes
• The types of services needed by these NGOs range from PR, media and communication services (68%), active participation in fundraising activities (68%), IT services (62%), administration and office work (59%), manual work (57%), and project proposal design and writing (54%)
• 76% reported that their organisation has the capacity to handle 1 to 5 employee volunteers per week whilst 14% said they can handle more than 10 employee volunteers per week.
• 57% answered that each of the employee volunteers could contribute up to 5 hours per week whilst 14% said each employee volunteer could dedicate more than 20 hours per week.
WHO ARE YOU?
Exercise 1

- Pairs: Private company representative with NGO representative
- Discuss in pairs
  - Name and role within company/organisation
  - What the company/organisation does
  - Corporate Volunteering Schemes the company/organisation may already have in place
  - The type of skilled volunteers and services the company could possibly offer to the not-for-profit sector
  - The type of skilled volunteers and services the NGO could benefit from
- Present information about partner
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DISCUSS AT LUNCH

What do you think the Benefits of Corporate Volunteering could be?
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Benefits of Corporate Volunteering
Roles in Society

CIVIL SOCIETY
• Providing support and services for those in need or excluded from mainstream society
• Acting as guardians of the public good

BUSINESS
• Creating goods and services
• Providing employment opportunities, innovation and economic growth
• Maximising profits for investors to ensure further investment that will allow the business to continue to innovate
In groups, write down three key benefits of Corporate Volunteering for each of the sectors.

Think about them in terms of:
- **NGOs** - Benefits to Companies and Employees
- **Companies** - Benefits to NGOs and the Community

Present to others
Company/Employee Benefits

Company
- Helps employee retention and recruitment
- Builds capabilities and skills of employees
- Improves employee morale, job satisfaction and performance
- Enhances company image and reputation
- Develops healthier communities in which to work

Employees
- Builds new skills and enhances existing ones
- Improves self-confidence
- Builds leadership skills
- Stimulates innovative thinking
- Betters working-team relationships
- Increases satisfaction and motivation for doing something worthwhile
Community/NGO Sector Benefits

• Addresses community needs

• Brings new skills, competencies and energies to the sector and community

• Provides access to volunteers with specific skills and expertise

• Helps transfer skills to core staff of organisations within the sector

• Complements limited resources

• Helps with getting jobs done

• Develops longer-term corporate partnerships
When done effectively, Corporate Volunteering:

- contributes to healthy and sustainable communities
- encourages and increases dialogue between companies and communities
- leverages company resources for greater impact in the community
- promotes innovation and competitiveness
- facilitates personal and skills’ development among employees
- attracts, retains and develops the best people
- augments company leadership and team development activities
- brings corporate culture and values to life
- builds morale, pride and loyalty
- helps build company reputation
The Learning Journey
Workshop and Networking Event

DAY 2
# Recap and Outline

## Day 1 and Day 2

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RECAP: What is Employee/Corporate Volunteering?
(Employee Community Engagement)

• “The mobilisation by businesses of the time, talent, energies and resources of their people to contribute to the community” (International Business Leaders Forum)

• Can take place through NGOs and can range from individual volunteer effort through to team or whole-of-company involvement

• Forms part of a company’s CSR practices
Workshop and Networking Event
Main Approaches to Corporate Volunteering
Recap: Examples of Corporate Volunteering?

**Example:**

Corporate Volunteering – National Australia Bank and Save the Children

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# Main Approaches to Corporate Volunteering?

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<td>Community engagement takes place mostly in employees’ own time</td>
<td>Responds to employee interests, company and community needs</td>
<td>CSR integrated within the company’s framework - becomes the way of doing business</td>
</tr>
<tr>
<td>Mostly one-off projects (team events, done-in-a-day activities etc)</td>
<td>Based on strategic plan (project development assignments, secondments etc)</td>
<td>All staff engaged and benefit</td>
</tr>
<tr>
<td>Helps build morale, but little other business/employee benefit</td>
<td>Incentives provided for participation (paid time off, etc)</td>
<td>Integration of a combination of Employee Volunteering mechanisms</td>
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<td>Reactive to community approaches and so varies each year</td>
<td>Two-way communication and public disclosure</td>
<td>Measurement and assessment of programme and impact</td>
</tr>
<tr>
<td>No formal recognition or tracking of effort or impact</td>
<td>Partnerships with third sector organisations</td>
<td>Long term partnerships with third sector organisations</td>
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</table>
Each group focuses on one Scheme
See Handouts 1 and 2
Present to rest of group

Workshop and Networking Event
Possible Positives and Negatives of Different Corporate Volunteering Schemes
Exercise 3
Workshop and Networking Event
Making the Case to Human Resources
### Opportunities for Employees at all Levels

#### Additional Resources – Handout 3: Deloitte

<table>
<thead>
<tr>
<th>Staff level</th>
<th>Example</th>
<th>Potential Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>School leavers</td>
<td>Induction activities such as community programmes</td>
<td>- Bridge between community and work</td>
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<tr>
<td></td>
<td></td>
<td>- Early development of skills (time-keeping, teamwork)</td>
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<td></td>
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<td>- Sense of pride in company values</td>
</tr>
<tr>
<td>Graduate trainees</td>
<td>Team challenges such as community based activities in competitive teams</td>
<td>- Formal training in real settings</td>
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<td></td>
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<td>- Company values in action</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Ambassador of company values</td>
</tr>
<tr>
<td>Front line staff</td>
<td>Project work such as placements with an NGO</td>
<td>- Improve customer services</td>
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<tr>
<td></td>
<td></td>
<td>- Teamwork, communication skills</td>
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<td></td>
<td></td>
<td>- Renew enthusiasm (repetitive job)</td>
</tr>
<tr>
<td>Senior managers</td>
<td>Coaching and mentoring</td>
<td>- Broaden experience</td>
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<tr>
<td></td>
<td></td>
<td>- Leadership skills</td>
</tr>
<tr>
<td>Directors</td>
<td>Board Member, Chair, Trustee</td>
<td>- Re-think company policy/style/strategy</td>
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<tr>
<td></td>
<td></td>
<td>- External relations and reputation</td>
</tr>
<tr>
<td>Retiring/facing redundancy</td>
<td>Secondment on a community programme</td>
<td>- Apply and develop skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Creativity</td>
</tr>
<tr>
<td>All staff</td>
<td>Matched giving, volunteer award schemes and annual leave</td>
<td>- Create volunteering culture</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Confirm values and common commitment</td>
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</tbody>
</table>
Workshop and Networking Event
How to Set Up Corporate Volunteering Schemes
The Four Stages of Setting Up and Managing a Scheme

See Handout 4

Checklist for setting up and managing a programme/partnership

• Stage 1 – Finding your partner
• Stage 2 – Planning
• Stage 3 – Implementation
• Stage 4 - Review
In groups, read Handout 5 referring also to Handouts 6 and 7

Present to rest of group
Workshop and Networking Event
Internal Buy-in
Exercise 5

• NGO representatives take on role of HR Managers
  Prepare a 3 minute presentation to your CEO making a business case for working with Khovrino Orphanage in Corporate Volunteering

• Company representatives take on role of CEOs
  Prepare a list of key questions to ask your HR Manager to help you make the decision as to whether to work with Khovrino Orphanage
Important Elements of Making it a Success

- Mutual benefit to company/employees and NGO/community
- Sound, respectful and transparent partnership between company and NGO
- Top and line-management understanding and support
- Successful internal and external communications at every stage of the process (amongst partners, with staff and with general public)
- Central coordinator of activities within company and NGO
- Resources to meet the necessary costs (in preparation and planning stages)
- Employee ownership (can do a survey with staff)
- Modest beginning (start small, test, evaluate and grow)
- Recognition (celebrate success and recognise achievement)
- Monitoring and evaluation
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Bringing it all Together

Case Study_National Australia Bank
Case Study: National Australia Bank (NAB)


BACKGROUND

• Two-thirds of community organisations surveyed in Australia feel that a shortage of volunteers has a large or very large impact on their ability to deliver their services.

• A major barrier increasingly preventing people from volunteering is lack of time.

• Because of this, since 1998 NAB employees have received 16 hours leave per year to volunteer and give something back to the community.

• NAB has over 23,000 employees in Australia with the opportunity to offer over 40,000 days of volunteering each year.
Case Study: National Australia Bank (NAB)


Also see NAB’s 2010 Corporate Volunteering Report

NAB’s Employee Volunteer Programme

• Since the programme’s inception, NAB has built relationships with over 350 community organisations.

• In 2010, NAB volunteers contributed 10,745 volunteer days with a value of $3.85 million.

• What NAB are looking for and Guidelines

• What NAB can offer (Skill-based Volunteering)
  (Creating a skilled volunteering role and NAB Skills Register)

• NAB Employee Volunteer Programme Application

• NAB Matched giving
Additional and Useful Resources


- Business in the Community website: www.bitc.org.uk.

- Employee Volunteering website: www.employeevolunteering.co.uk/.


THANK YOU FOR YOUR PARTICIPATION!

www.epsev.eu
www.sosmalta.org

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