



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	
09.30 – 10.00	Registration and coffee
10.00 – 10.20	Opening – Mr Gerada (Foundation for Human Resources Development)
10.20 – 12.15	Introduction to the objectives and outline of the Workshop and Networking Event, SOS Malta and the EPSEV Project
	Defining Corporate Social Responsibility and Corporate Volunteering
	Volunteering in Malta
	Presentation of the EPSEV Research Report on Corporate Volunteering in Malta
	Introduction of participants and their respective companies/organisations – Interactive activity
12.15 – 13.00	Networking lunch
13.00 – 14.00	The benefits of Corporate Volunteering – Interactive activity
Day 2	
09.30 – 10.00	Registration and coffee
10.00 – 12.15	Main approaches to Corporate Volunteering and case studies – interactive activity
	Making the case to Human Resources
	How to set up Corporate Volunteering Schemes – Interactive activities
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13.00 – 14.00	Bringing it all together, case study and conclusions





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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 Savanorių 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





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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

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





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

Supportive	Strategic	Integrated
Matched giving	Individual volunteering	Integration of a combination of mechanisms
Contribution in kind	Mentoring and coaching	
Team events	Secondments, placements and exchanges	
	Community fellowships or project development assignments	
Done-in-a-day	“Charity of the Year”	

- 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.





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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





Workshop and Networking Event Benefits of Corporate Volunteering Exercise 2

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
- Better 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





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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
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Main Approaches to Corporate Volunteering





Recap: Examples of Corporate Volunteering?

Example:

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Supportive	Strategic	Integrated
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Main Approaches to Corporate Volunteering?

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





Workshop and Networking Event **Possible Positives and Negatives of Different Corporate Volunteering Schemes** Exercise 3

Each group focuses on one Scheme
See Handouts 1 and 2
Present to rest of group





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Making the Case to Human Resources





Opportunities for Employees at all Levels

Additional Resources – Handout 3: Deloitte

Staff level	Example	Potential Value
School leavers	Induction activities such as community programmes	<ul style="list-style-type: none"> - Bridge between community and work - Early development of skills (time-keeping, teamwork) - Sense of pride in company values
Graduate trainees	Team challenges such as community based activities in competitive teams	<ul style="list-style-type: none"> - Formal training in real settings - Company values in action - Ambassador of company values
Front line staff	Project work such as placements with an NGO	<ul style="list-style-type: none"> - Improve customer services - Teamwork, communication skills - Renew enthusiasm (repetitive job)
Senior managers	Coaching and mentoring	<ul style="list-style-type: none"> - Broaden experience - Leadership skills
Directors	Board Member, Chair, Trustee	<ul style="list-style-type: none"> - Re-think company policy/style/strategy - External relations and reputation
Retiring/facing redundancy	Secondment on a community programme	<ul style="list-style-type: none"> - Apply and develop skills - Creativity
All staff	Matched giving, volunteer award schemes and annual leave	<ul style="list-style-type: none"> - Create volunteering culture - Confirm values and common commitment



Education and Culture DG
‘Europe for Citizens’ Programme



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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





Workshop and Networking Event Developing a Corporate Volunteering Scheme Exercise 4

In groups, read Handout 5 referring also to Handouts 6 and 7

Present to rest of group





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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)

www.nab.com.au/wps/wcm/connect/nab/nab/home/about_us/7/4/2/1

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)

www.nab.com.au/wps/wcm/connect/nab/nab/home/about_us/7/4/2/1

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

www.nab.com.au/wps/wcm/connect/nab/nab/home/About_Us/7/4/2/1/1/?ncID=ZBA

- What NAB can offer (Skill-based Volunteering)

www.nab.com.au/wps/wcm/connect/nab/nab/home/about_us/7/4/2/1/2

(Creating a skilled volunteering role and NAB Skills Register)

- NAB Employee Volunteer Programme Application

www.nab.com.au/wps/wcm/connect/nab/nab/home/about_us/7/4/2/1/1/4

- NAB Matched giving

www.nab.com.au/wps/wcm/connect/nab/nab/home/About_Us/7/4/2/1/3/?ncID=ZBA





Additional and Useful Resources

- National Centre for Volunteering England, “Employee Volunteering: The guide (Summary)”: www.volunteering.org.uk/NR/rdonlyres/1D0E311D-6540-44BB-B18A-7A8178DC39B4/0/evguide.pdf.
- Volunteering Australia, “Corporate Shares Community Profits: A guide to engaging your employees”: www.volunteeringaustralia.org/files/x6qhoo6osl/corp%20shares%20comm%20profits%20corp.pdf.
- CEV General Assembly Conference Final Report (15 May 2009), “Developing Employee Volunteering: A joint venture between volunteer organisations and companies – Strategies/Success Stories/Challenges”: www.cev.be/data/File/GA_Report_Prague_FINAL.pdf.
- International Business Leaders Forum website: www.iblf.org/.
- Business in the Community website: www.bitc.org.uk
- Employee Volunteering website: www.employeevolunteering.co.uk/.
- World Business Council for Sustainable Development website: www.wbcsd.org/.
- European Year of Volunteering 2011 website: <http://europa.eu/volunteering/>.
- Directorate General Education and Culture (2009), “Study of Volunteering in the European Union: Country Report Malta”: <http://ec.europa.eu/citizenship/eyv2011/doc/National%20report%20MT.pdf>.





THANK YOU FOR YOUR PARTICIPATION!

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