



Business in the

Community



Mobilising business for good

...it's never been more important

Maria Jose Subiela, Project Director

BITC International

Belgrade, November 2009

Overview

- **BUSINESS IN THE COMMUNITY**
- CSR IN A RECESSION- COMMUNITY INVESTMENT AS A RESPONSE
- FROM PHILANTHROPY TO COMMUNITY INVESTMENT
- THE ENGAGE PROGRAMME
- COLLABORATIVE PROGRAMMES- THE VALENCIA & PARIS EXAMPLES
- THE LABORATORY RESEARCH PROJECT-LESSONS LEARNT

Working together

- 1 independent business-led charity
- 27 years experience
- 100 partner organisations convened through an International network
- 830 companies in membership
- 200 business leaders actively engaged leading campaigns

Building Trust

- Workplace
- Marketplace
- Environment
- Community



Business in the

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This is why Business in the Community was created



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Business in the

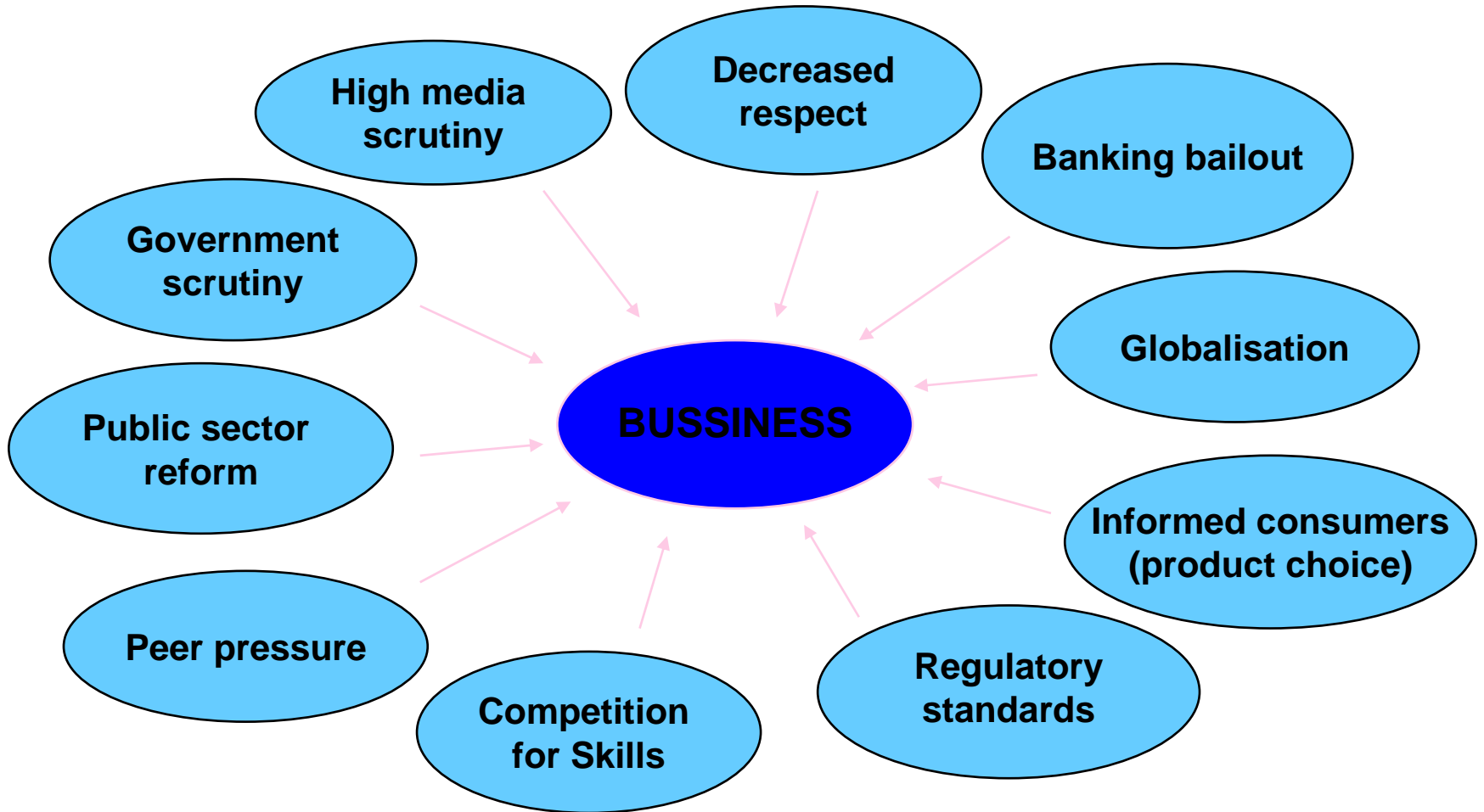
Community

The recession is a test of companies' commitments to doing good

The Economist 14 May 2009



THE BIG PICTURE: CHANGING PUBLIC ATTITUDES



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Corporate Responsibility in the recession

Forget 'box ticking CSR'



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Community

BITC STUDY ON BUILDING STRONGER COMMUNITIES: SOME RECOMMENDATIONS



[HTTP://WWW.BITC.ORG.UK/RESOURCES/PUBLICATIONS/BUILDING_STRONGER_CO.HTML](http://www.bitc.org.uk/resources/publications/building_stronger_co.html)

PRIORITIES FOR ACTION

- **Build closer connections between the business and third sector at a local level**
- **Invest in innovative partnerships**

KPMG: 'FLEXIBLE FUTURES'

- COMPANIES FACED WITH THE NEED TO DOWNSIZE DON'T WANT TO LOOSE THEIR TALENT
- EMPLOYEES AGREED TO REDUCE THEIR WORKING TIME
- CLEAR AND ORGANISATION-WIDE COMMUNICATION AND CONSULTATION IS ESSENTIAL
- ENCOURAGING VOLUNTEERING AS PART OF THE FLEXIBLE FUTURES PROGRAMME

360 PARTNERSHIP: SCHOOL FOR SOCIAL ENTREPRENEURS IN PARTNERSHIP WITH PRICEWATERHOUSECOOPERS

- 85% OF ALL ORGANISATIONS ESTABLISHED WHILST AT THE SSE ARE STILL IN EXISTENCE, WITH 67% OF ORGANISATIONS FROM THE 1998/99 COHORT STILL OPERATING, WITH A SURVIVAL RATE OF 39-43% AFTER 7/8 YEARS
- EACH SSE FELLOW CREATES 3 JOBS AND 7 VOLUNTEERING
- MEMBERS OF PWC'S EMERGING LEADERS PROGRAMME HAVE PROVIDED CONSULTANCY TO SSE IN A WIDE RANGE OF ISSUES: E.G. STRATEGY
- PWC'S SENIOR STAFF HAVE CONTRIBUTED WITH SPECIFIC ADVISE AND ONE IS A BOARD MEMBER

SCHOOL FOR SOCIAL ENTREPRENEURS IN PARTNERSHIP WITH PRICEWATERHOUSECOOPERS

- An SSE ALUMNI HAS DEVELOPED THE PWC WEBSITE WITH APPROPRIATE SOFTWARE TO ENSURE ACCESSIBILITY FOR PARTIALLY SIGHTED PEOPLE.
- PWC HAS PROVIDED GRANT FUNDING FOR BURSARIES FOR FOUR STUDENTS ON SSE LONDON'S 2008

PWC AND PARTNERS: DEEP AND MUTUALLY BENEFICIAL PARTNERSHIP

- **EMPLOYEE ENGAGEMENT**
- **FINANCIAL SUPPORT**
- **CAPACITY BUILDING THROUGH SENIOR MANAGEMENT.**

SAINSBURY'S, CHARITY OF THE YEAR IN EVERY SAINSBURY'S COMMUNITY

- ENGAGE CUSTOMERS AND COLLEAGUES
- 2008: LOCAL CHARITY OF THE YEAR WAS PILOTED IN 127 SAINSBURY'S STORES
- COLLEAGUE TOOLKIT AND IN-STORE COMMUNICATIONS
- CONSULTATION PROCESS
- GIVE CUSTOMERS AND COLLEAGUES THE CHANCE TO NOMINATE THEIR FAVOURITE LOCAL CHARITY
- THE COLLEAGUE COUNCIL FOR EACH STORE MADE THE FINAL DECISION

Corporate Responsibility in the recession

It's never been more important to:

- **Demonstrate** leadership
- **Communicate** your values and vision
- **Rebuild** trust
- **Manage** your resources wisely

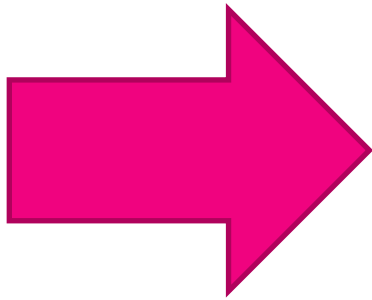
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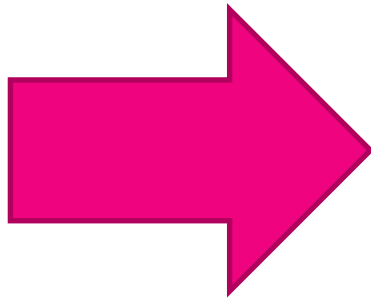
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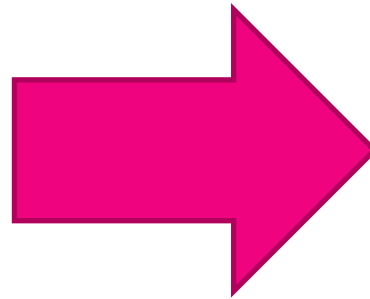
FROM PHILANTHROPY TO CORE BUSINESS



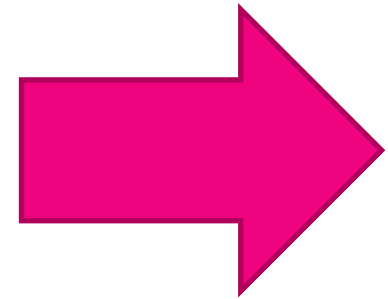
Giving:
cash and
in-kind



Community
investment:
time and
skills



Collaborative
action: to
maximise
impact



Core
business:
economic
decisions

Giving: gifts and in-kind

©Cartoonbank.com



"It's Christmas, Melanie. Have young Cosgrove go down to the street and give something back to the community."

The Community investment journey

Beginner

Philanthropic with no or very little relevance to the business

Largely reactive, ad-hoc projects

Support for Charity of the Year

Intermediate

Some core programmes delivered via third sector partnerships

Employee volunteering may be well established

Some representation at board level

Advanced

An established community strategy that addresses business relevant community issues

Effective measurement of business and community benefits

Employee programmes linked to training and development



CommunityMark
developed by Business in the Community

Lead peer learning

Develop cross-sector partnerships

Shaping best practice in community investment

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Identify the social issues that are most relevant to your business and most pressing to the communities you work with.

Measure and evaluate the difference that your investment has in the community and on your business. Strive for continual improvement.

Work in partnership with your communities leveraging your combined expertise for mutual benefit.

Inspire and engage your employees, customers and suppliers to support your community programmes.

Plan and manage your community investment using the most appropriate resources to deliver against your targets.

CORE BUSINESS – THE COMMUNITY FOOTPRINT

- INVESTMENT DECISIONS
- EMPLOYMENT PRACTICES
- PROCUREMENT DECISIONS
- LOCAL AND NATIONAL PARTNERSHIPS
- COMMUNITY INVESTMENT
 - CASH AND IN-KIND
 - EMPLOYEE TIME & SKILLS



**ENTERING AREAS, MANAGING OPERATIONS,
RESPONSIBLE DOWNSIZING**

BUSINESS BENEFITS IN A RECESSION

- PUBLIC TRUST IN BUSINESS KNOCKED
'NEVER MORE IMPORTANT'
- SOME SECTORS SKILLS RECRUITING:
ACCESS TO JOB READY RECRUITS
- PUBLIC SECTOR REFORM LIKELY TO INVOLVE
BUSINESS
- EMPLOYEE MORALE IMPROVEMENT
- POTENTIAL NETWORKING AND INTER-TRADING
BENEFITS
- PERSONAL SATISFACTION



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CSR360 Global Partner Network

- 100 partners in Europe, Asia Pacific, Americas & S. Africa
- Not-for-profit agencies promoting community investment and responsible business practices
- Signatories to partner quality charter

www.csr360gpn.org

Business in the

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CSR360 Global Partner Network



smartKOLEKTIV



BUSINESS LEADERS FORUM SERBIA

Business in the

Community

ENGAGE

Network of businesses and community organisations that **collaborate to increase the quality and amount of employee involvement** in local communities

www.engageyouremployees.org

ENGAGE- what do we do?

- We support companies in developing and implementing their international community investment strategies
- We support community intermediaries
- We are catalysts of collaboration among companies through our Key Cities Programme

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ENGAGE Collaborative Programmes

BELGRADE, BRATISLAVA, DUBAI,
FRANKFURT, HONG KONG, MADRID,
MILAN, PARIS, SANTIAGO DE CHILE
AND VALENCIA.

www.EngageYourEmployees.org

OUR BELGRADE!

Kompanije članice Business Leaders Forum



Partneri akcije



FUTURE



- **Our Belgrade 2010**
- **Novi Sad event – december 2009**
- **Niš event – may/september 2010**

ENGAGE VALENCIA 2008-2009

COMPANIES: 14

EMPLOYEES: 171

1. BANCAJA,
2. BP OIL,
3. BBVA,
4. TEMPE (INDITEX),
5. FERRO SPAIN,
6. LEOPOLDO PONS,
7. ÁREA CONSULTORES,
8. KPMG,
9. SECOT,
10. AUTORIDAD PORTUARIA DE VALENCIA,
11. FERROCARRILS DE LA GENERALITAT VALENCIANA,
12. GRUPO SOS Y
13. AESOV (SPB & LA FLORIDA)

SOCIAL CONTEXT/PROBLEM TO ADDRESS:

THE SPANISH EDUCATION SYSTEM IS CHARACTERIZED BY HIGH RATES OF FAILURE (AROUND 30 %) BETWEEN THE AGES OF 14 AND 16 YEARS OLD AND BY HIGH RATES OF SCHOOL ABANDON.

DIFFERENT DEPARTMENTS ARE WORKING ON IMPROVING THE PROFESSIONAL ORIENTATION OF THE PUPILS (ONE OF THE KEYS OF THIS FAILURE), AND IN AVOIDING THIS PREMATURE ABANDON OF HIGH SCHOOLS, WHICH PROVOKES MARGINAL SITUATIONS.

ENGAGE VALENCIA 2008-2009

PROJECT DEVELOPED IN 27 HIGH SCHOOLS FROM DIFFERENT AREAS OF THE VALENCIAN COMMUNITY (CASTELLÓN, VALENCIA AND ALICANTE).

IN COLLABORATION WITH THE EDUCATION DEPARTMENT OF THE VALENCIA GOVERNMENT: SUPPORT TO CHOOSE HIGH SCHOOLS AND DESIGN ACTIVITIES.

FOCUS:

- EXPERIMENTAL PROGRAMME TO PREVENT SCHOOL ABSENTEISM
- EXPERIMENTAL PROGRAMME OF CAREER ORIENTATION IN 4TH
- EXPERIMENTAL PROGRAMME FOR GIFTED KIDS

ACTIVITIES TO PREVENT ABSENTEEISM:

- DEVELOPMENT OF SOCIAL SKILLS: CLASSROOM'S ACTIVITY
E.G. DILEMMA OF THE GIRL AND THE GRANPA WHO WANTS TO SMOKE AND DRINK.
- VISIT A COMPANY GUIDED BY THEIR EMPLOYEES
- SKILLS FOR EMPLOYABILITY: VOLUNTEERS TEACH STUDENTS HOW TO FACE A JOB INTERVIEW OR HOW TO FILL OR IMPROVE THEIR CV.

ENGAGE VALENCIA 2008-2009

TRAINING OF VOLUNTEER S AND TEACHERS:

ON-LINE TOOL AND BROCHURES FOR
VOLUNTEERS

PARTICIPATION IN MEETINGS IN
ADVANCE

ENGAGE VALENCIA 2008-2009

THE FIGURES:

- 14 COMPANIES
- 171 VOLUNTEERS
- 1329 STUDENTS
- 27 HIGH SCHOOLS

ENGAGE VALENCIA 2008-2009

ASPECTS TO IMPROVE

- DIVERSITY OF ACTIVITIES, BETTER ADAPTED TO THE LEVEL OF THE STUDENTS.
- MORE FLEXIBILITY IN THE CHOICE OF COMPANIES.
- DEVELOP AN ACTIVITY POST VISITS TO GATHER STUDENT'S REFLECTIONS/THOUGHTS.
- DIRECT CONTACT BY TELEPHONE OR E-MAIL WITH THE PARTICIPANTS IN ADVANCE OF THE VISITS.

2ND EDITION: 20 COMPANIES + ACTIVITIES IN PRISONS

mobi³

The logo features the word "mobi" in orange lowercase letters, followed by a blue superscript "3". To the right of the "3" is a cluster of seven green circles of varying sizes, arranged in a roughly circular pattern.







Discovering the Technology, People
and Careers behind a Mobile Phone



NOKIA

IBM



New Product Development				Manufacturing		Distribution
STAGE	Design	Marketing	Legal	Manufacturing & Logistics	Mobile network	Sales
DESCRIPTION	Design of digital prototype: use of 3D software (Product Lifecycle Management)	Marketing new products: market research and definition of the "4Ps" (Price, Product, Place-Distribution, Promotion)	Intellectual property of models designed: protection of names, technology, designs	Manufacturing processes and phone components Managing orders, inventories, transport...	Managing and setting up mobile phone infrastructure	Commercialization of mobile phones in specialized stores
JOB	R&D Engineer	Product manager	Lawyer	Logistics Manager	Engineer	Sales Representative
ILLUSTRATED BY*:						

* Not the only profession existing in the company

- 120 MIDDLE SCHOOL STUDENTS (13–14 YR OLDS)
- 6 MIDDLE SCHOOLS IN THE PARIS REGION
- DEPLOYED OCTOBER –MAY (2007, 2008) AND IN OCTOBER 2009 THE 3RD EDITION HAS STARTED



o VISIT IN THE FIRM :

- 1 TO 5 EMPLOYEES INVOLVED PER VISIT IN THE FIRM
- VARIETY OF PROFESSIONS REPRESENTED : ENGINEERING, MARKETING, LOGISTICS, LAW, SALES
- SKILLS DEVELOPED



o FINAL JURY :

- REPRESENTATIVE OF PARTNER COMPANIES
- PRESENCE OF TOP MANAGERS FOR THE FINALS



-
- CREATIVE; INNOVATIVE
 - RESPONDS TO A LOCAL SOCIAL NEED
 - MULTISECTORAL PARTNERSHIP
 - LONG TERM EDUCATION PROJECT
 - SUSTAINABLE
 - SKILLS-BASED VOLUNTEERING
 - A REPLICABLE MODEL: MILAN

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ENGAGE Research

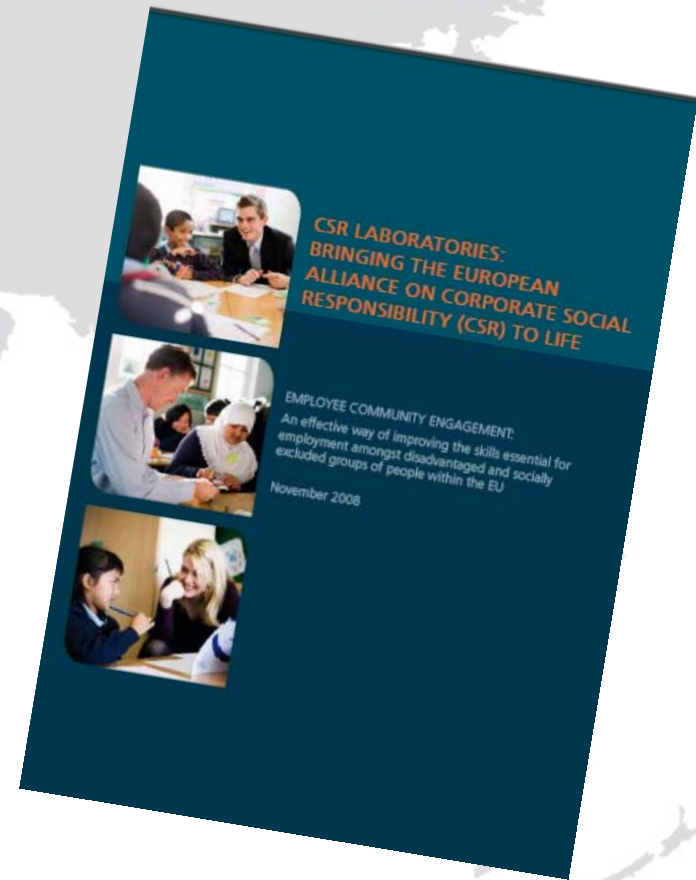
- Facilitating European research project looking at employee engagement and how it can help disadvantaged groups improve employability skills

http://www.engageyouremployees.org/uploads/documents/Skills_for_Employability_Report.pdf



ENGAGE Research

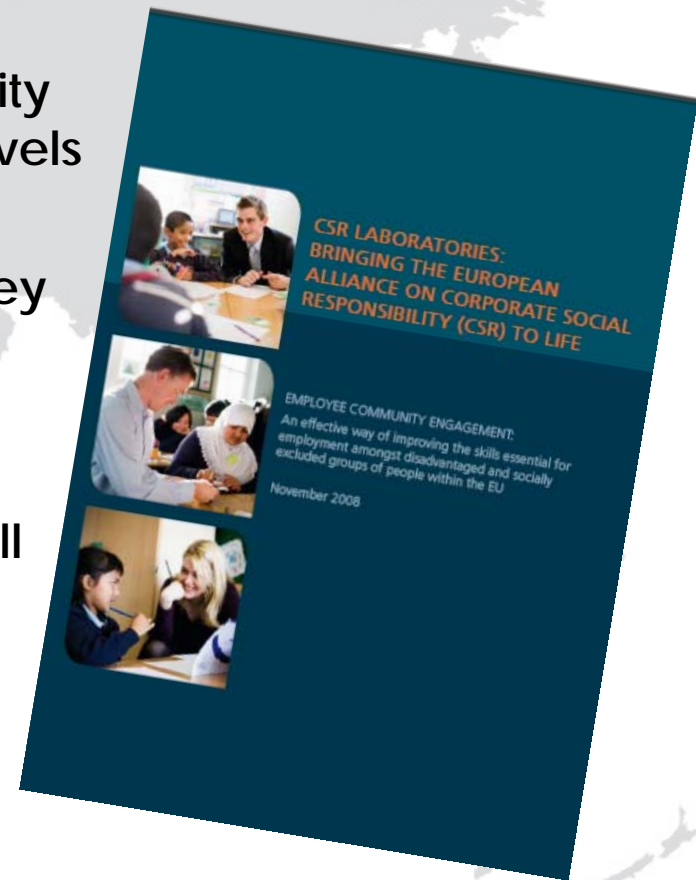
Our aim: demonstrating the effectiveness of employee community engagement in improving the skills essential for employment amongst disadvantaged and socially excluded groups



ENGAGE Research

Some findings:

1. Corporate investment in employee community engagement has now reached significant levels
2. Businesses invest in this resource because they believe it is crucial for economic and social cohesion.
3. Consistency and robustness of data across all employee community engagement is sometimes lacking. **EVALUATION!!!!**
4. The impact of employee community engagement can be enhanced by working collaboratively with other stakeholders.



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