

Brand B360  
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# B360 opens doors .....





...so that students in Southern Africa  
and European professionals can connect



# Our goals

## B360 Goals

Capacity building in higher education  
in Southern Africa

Help prepare students for the working  
world

Give students access to international  
business view points

Create social engagement opportunities for  
European companies and professionals

Build bridges between Europe and  
Southern Africa

**Win-win situation for all parties involved**

# Project implementation

## **B360 expert program – ‘Sending South’**

- Active and retired professionals teach as volunteer lecturers during three weeks on average.
- They bring the international viewpoint to the classroom and show how theory is translated into practice in the working world.

## **B360 internship program – ‘Sending North’**

- B360 finds and arranges three month internships at companies in Switzerland for talented students from our partner universities.

# B360 volunteer experts

**B360**  
education  
partnerships





# B360 interns and alumni



# Operating model

The principle of our financial and operational concept is based on a contribution from all stakeholders:

- The companies, institutions and professionals provide time, skills and expertise on a volunteer basis.
- The partner institutions finance the accommodation and organize arrival and departure transfers for experts.
- The flight costs of the volunteers and interns and part of the operating costs of *B360 education partnerships* are covered by donations (unless sponsored by the volunteer or a third party).
- The administrative and operational costs of *B360 education partnerships* are kept low due to voluntary work and pro bono services.



# Volunteering

- Our 'business'
- A key pillar of our operating model



# Volunteering impact 2014

**7'250**

volunteering hours

**1'400'000**

approximate CHF market value  
of pro bono services and volunteering



# Key aspects for success?

## Key aspects for a win-win outcome in cross border volunteering

‘Know your local partner’

Clearly defined goals, value-add, impact

Length of assignment

Focus on volunteer work during assignment

Volunteer selection

Preparation and expectation management

Organization, planning, costs



# Making a difference?

Broad range  
of impact  
with cross  
border  
volunteering

Theory to practice

Preparation for the working world

International exposure and best practice

Two way know-how transfer

Testing comfort zones

Cross cultural understanding

Flexibility, creativity and being up-to-date

Building bridges

Ripple effects

# A good investment ?

*‘The B360 experience in Namibia created a Win-win-win-win-win situation – how can anyone ask for more? The students, the lecturers, the school management, myself as a B360 volunteer, my family and my employer Credit Suisse gained from it. And when I returned, the first thing most of my clients wanted to know was, ‘how was Africa?’*

Laurent Bouvier, B360 volunteer



# Thank you!





Back up - Challenges to be aware of

# Challenges for local partners

- Integrating volunteers into daily business is an effort for local partners
- Often beneficiaries of the volunteering work are not the ones who have the additional work load



# Challenges for companies

- Right positioning of cross border volunteering program in the company
- Staff members need to be able to fully focus on volunteering assignment
- Staff members who are not selected in some cases have a hard time to accept the decision
- Corporate volunteers can only go once to the same volunteering project but often local partners might want him or her back
- Amount of work for NGO (and price tag) to arrange cross border assignments is often underestimated



# Challenges for volunteers

- Knowledge sharing volunteer assignments need preparation and hard work
- Full focus on the volunteer assignment during the 2-3 weeks
- One has to be diplomat, partner and teacher
- ‘Red carpet’ expectations
- Simple accommodation
- Limited internet connectivity