

2015 European Conference on Corporate Volunteering

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CR at Audi: five key areas

» Corporate Responsibility at Audi is divided into **five** key areas: **product, environment, employees, operations and society**

Society: responsibility through involvement

Audi Urban Future Initiative



Audi Volunteers



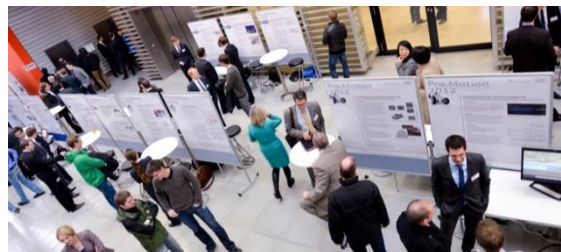
Donations



Location management



Research partnerships



Audi ArtExperience



How do we organize CV activities at Audi?

- ▶ Audi headquarter: Ingolstadt, situated in the center of Bavaria, called “Region 10”
- ▶ Audi Ingolstadt cooperates with 5 so-called „agencies for voluntary commitment“ or **Volunteer Centers** (Freiwilligenagenturen/ Koordinierungszentren für bürgerschaftliches Engagement) in a defined area (Region 10) consisting of 4 rural districts
- ▶ In Bavaria all agencies are represented by an umbrella organization called „lagfa“ (“Landesarbeitsgemeinschaft der Freiwilligenagenturen”), the **Bavarian Network of Volunteer Centers** with which Audi has a contractual relationship.

- ▶ Volunteer Centers’ tasks on behalf of Audi:

Acquisition of social projects through social institutions for

- ▶ Audi’s Volunteer Day (2015: 40 projects, 300 participants)
- ▶ Special events (e.g. “Autumn: A Time to Give” – 2014: 30 projects, 180 participants)
- ▶ Projects for individual Audi departments (March – August 2015: 17 projects)
- ▶ Individual queries

Cooperation: Audi – Volunteer Centers

▶ **Audi Volunteer Day: inquiry by CSR department**

- ▶ Centers send project suggestions to Audi CSR department
- ▶ Publication of projects on the Audi intranet (online registration)
- ▶ CSR department > informs social institutions and centers about project approval/refusal

▶ **Departmental workshop, inquiry by any individual department**

- ▶ Consultation by Audi Academy/Trainer or CSR department
- ▶ Direct registration on the intranet; if no suitable project is available, departments fill in a form stating their special wishes and needs
- ▶ Second case scenario: Centers receive form and start a project search
- ▶ Departments are provided with project suggestions
- ▶ Departments organize the project in cooperation with the social institution

▶ **Query by social institution**

- ▶ Centers refer query to Audi, CSR department places project on the intranet (online registration)
- ▶ CSR department > informs institutions and centers, if a sufficient number of volunteers is available

▶ **Individual volunteering:** private voluntary commitment, CSR department advices, refers employees to centers for counsel

Challenges

- ▶ Coaching of Volunteer Centers (costly & time-consuming, especially when working with several centers; their traditional work is different)
- ▶ Bringing together expectancies and needs of two different “worlds”
- ▶ Drawing the line between areas of responsibility (who is responsible for which part in the project organization?)
- ▶ Organization of projects for departments with more than 20 employees
- ▶ Infrastructure in social institutions, e.g. resources & skills of personnel

Lessons learned

- ▶ Communication is the key! Importance of communicating company's needs and wishes and listening to the "sorrows" of social institutions and centers (e.g. centers felt under pressure to deliver projects; social institutions thought they were responsible for "entertainment").
- ▶ Finding volunteers can take time! It is especially difficult to find enough volunteers available at one fixed date.
- ▶ Finding a process which works for everybody involved is a work in progress! Details are often tricky (e.g. social institutions have to communicate when a project is not relevant anymore).
- ▶ The social institution's carrier needs to be communicated! Complications with Audi compliances (e.g. contribution receipt, benefit to the public) are otherwise foreseeable obstacles.
- ▶ Telling employees what they can and cannot expect is fundamental! Individual one-on-one conversations or with the whole department are thus indispensable.