

Voluntary Activity ECOLOGY engagement belfast Fair protection CONCEPT environmental WORK ethics GOALS sustainable Fundraising COMMUNITY giving back environment engagement

Corporate Social Responsibility



Voluntary Activity PROTECTION Social belfast standard business GOALS ECOLOGY Fair Organisation environment giving back work nature NATURE CSR RESPONSIBLE SUCCESS management corporate fair Belfast standard regulation responsibility work environmental engagement sustainable Idea Responsibility corporate Giving Back Fair CONCEPT ECOLOGY Organisation NATURE standard protection community SOCIAL Fundraising sustainable regulation community BUSINESS sustainable voluntary activity standard PROTECTION Idea WORK environmental corporate management belfast fair giving back Responsibility ecology belfast work Voluntary Activity BUSINESS regulation success Fundraising COMMUNITY giving back fair standard business Goals sustainable nature standard sustainable corporate ecology PROTECTION



- Our structure and how we have achieved an sitewide approach. Converting policy into a culture!
- Best Practices:
 - ✓ Induction Volunteering scheme
 - ✓ Creative communication - Volunteering & Social Enterprise Expo
- Challenges
- Q&A session

Our Communication Tree and Structure





Induction Volunteering Program

The Problem:

The Belfast Corporate Social Responsibility (CSR) committee surveyed our staff in 2011 and discovered that **only 14% of Belfast staff had ever used their volunteer day.**

In previous years some pockets of staff had participated in volunteering programs but nothing had been done **across the site** to put volunteering firmly into the DNA of Citi Belfast.

After an initial pilot of the scheme through the Legal intake in 2012, the first site wide Induction Volunteering Program took place between the 1st September 2013 and the 31st August 2014.

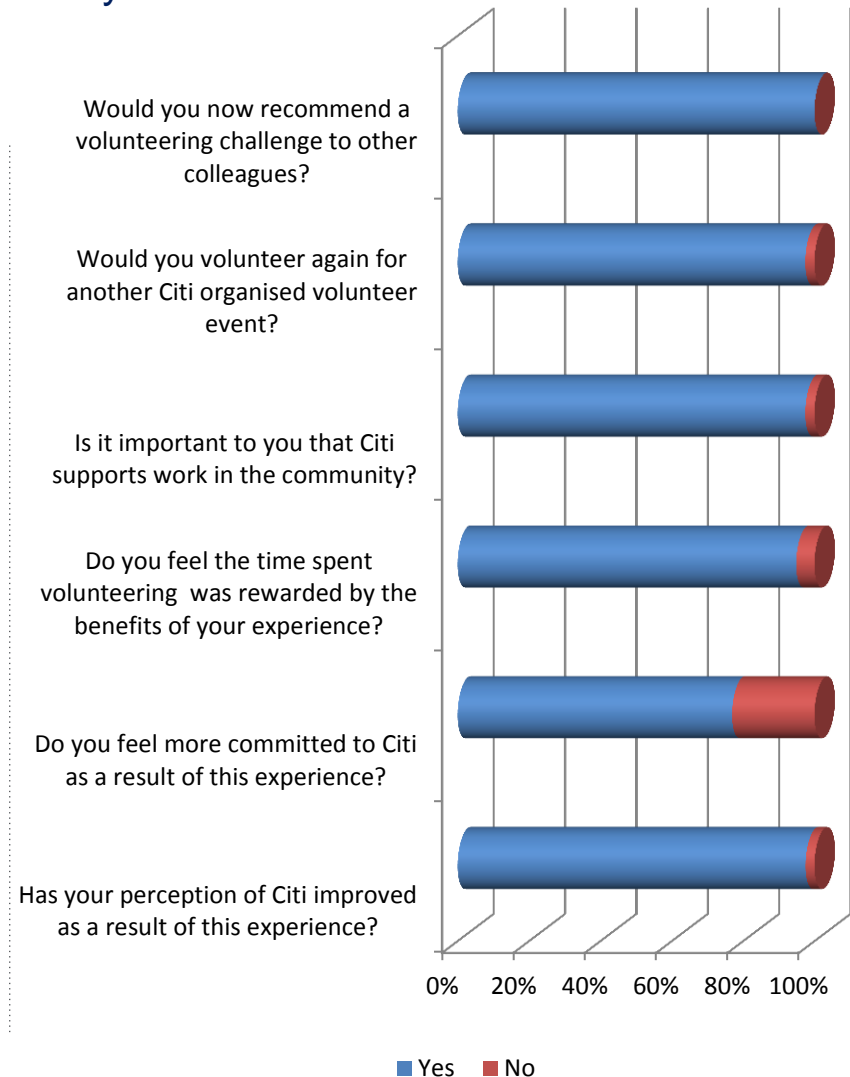
Three volunteer days captured all the new graduates employed by the Belfast CSC during this period.

Objectives of the scheme

- Ensure all new employees participate in a volunteer day early in their employment
- Provide a networking & team building opportunity early on so that people get to know their own teams and departments.
- Provide staff with a volunteering experience, with the hope that those staff will volunteer year in year out following employment.

Metrics

Each volunteer was sent a survey in order to determine how they felt their experience had impacted them. Here is some of what they said:



Implementing as Best Practice

- Suitable when **10-20** employees are recruited at the same time and go through an initial induction program.
- **Results in**
 - Increased number of volunteer days used in the company (year in year out)
 - increased staff commitment to the company **(see above metrics)** and
 - improved staff survey results.
- **You need:**
 - leaders in your organisation who also champion your culture and commitment to volunteerism

With a little enthusiasm and time invested we can all 'be the change'



- ## Challenges



- Plan and Facilitate!
- Two –way communications. No assumptions
- Make it personal to the employees
- Ensure opportunities are enjoyable and have value
- Educate managers on the team benefits
- Bottom up and top down approach necessary
- Build programmes that are not about clocking up hours but are about true impact