



PRO BONO LAB

Short introduction & Ideas on partnerships between business & non-profits

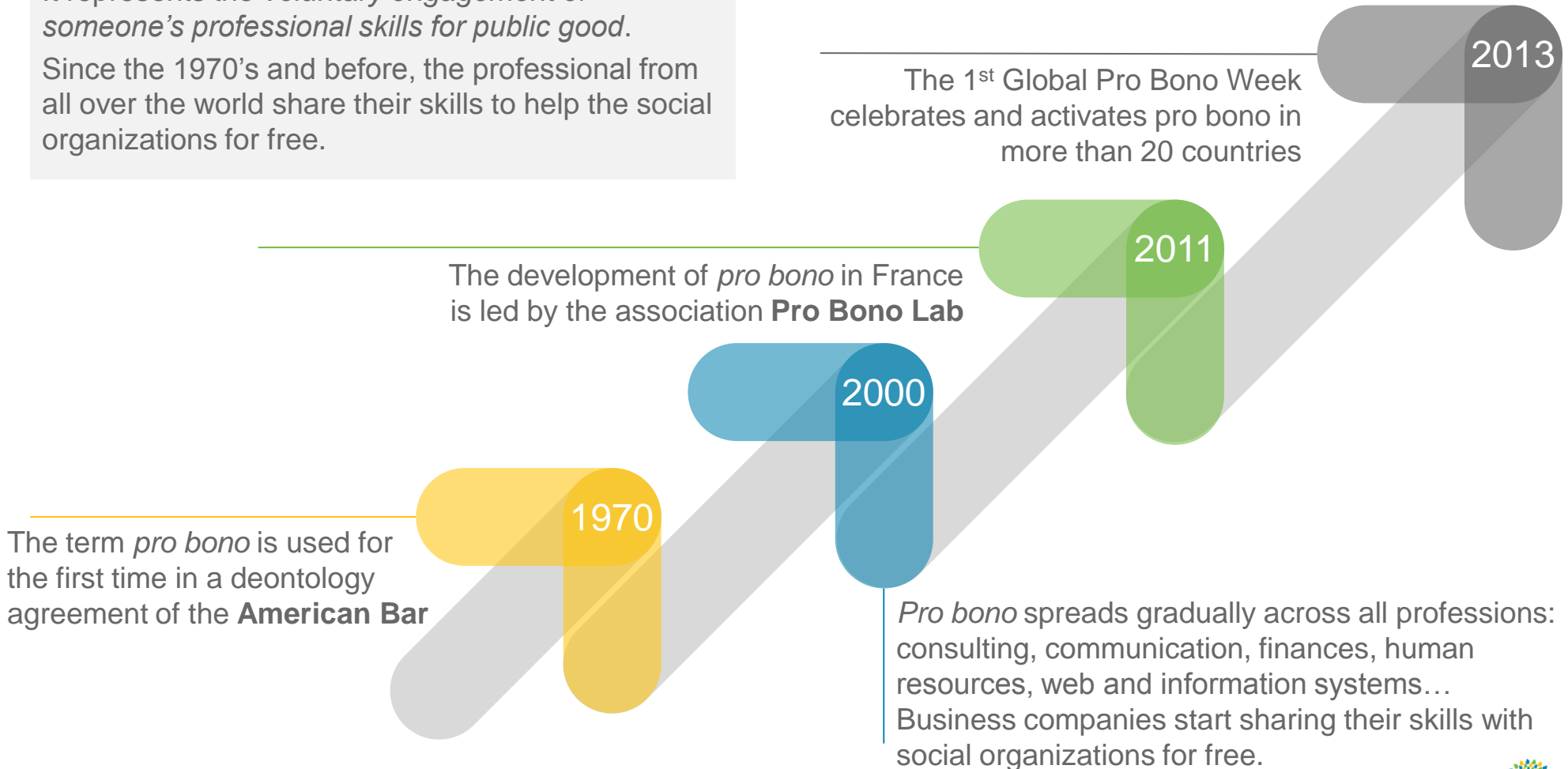


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WHAT IS *PRO BONO* ?

Engaging the talents of professionals « for public good »

In Latin, *pro bono* means « for public good ». It represents the *voluntary engagement of someone's professional skills for public good*. Since the 1970's and before, the professional from all over the world share their skills to help the social organizations for free.



PRO BONO LAB

Leading *pro bono service* in France & inspiring social entrepreneurs in the world



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22,000 Hours of pro bono

2,100 Volunteers engaged

160 Non-profit organizations

250 Missions achieved

190 Diagnosis performed

50+ Partners



Pro Bono Lab mobilizes teams of volunteers to provide pro bono consulting services to small and medium non-profit organizations.

Those missions called « Probono Missions » enable mission-driven non-profit organizations to mobilize the talents they need in marketing, communications, strategy, finance, human resources, web development, legal...

Since 2012, Pro Bono Lab has helped 110 non-profit organizations by engaging 1500 volunteers to deliver more than 180 Probono Missions.

We want to be the open source lab for pro bono volunteering.

Our values are : Humanism, Cooperation, Autonomy



DEMONSTRATING THE BUSINESS VALUE OF PRO BONO SERVICE

By Yoann Kassi-Vivier, Jennifer Pawlowski, and Carol Guttery
with Dima Mostovoy



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PRO BONO BUSINESS VALUE OVERVIEW

BUSINESS DRIVERS	BUSINESS IMPACTS	BUSINESS OUTCOMES
HUMAN RESOURCES	Innovative professional development	<ul style="list-style-type: none"> Broaden range of training opportunities that efficiently sharpen employees' skills that are directly applicable to the work environment Aid in transitioning employees to new jobs or across divisions within the company or to prepare for or ease into retirement Increase opportunities to measure employee performance, including potential to promote outstanding employees
	Increased employee satisfaction	<ul style="list-style-type: none"> Boost employees' pride in their own skills and in their company Enhance understanding and commitment to the company's culture and values Increase staff motivation, resulting in higher productivity and reduced absenteeism Strengthen employee loyalty and advocacy
	Enhanced recruitment	<ul style="list-style-type: none"> Increase attractiveness of the firm to potential recruits, especially Gen Y professionals Create unique opportunities to engage non-employee participants in pro bono projects, creating recognition for the company
	More inter-connected workplace	<ul style="list-style-type: none"> Foster cross-functional communication across the company Strengthen teamwork and collaboration between employees and line or HR managers Provide employees broader visibility within the company
REPUTATION	Improved public relations	<ul style="list-style-type: none"> Increase visibility and brand recognition Enhance positive perceptions of companies with innovative and impactful Corporate Social Responsibility strategy Empower employees and partners to be brand ambassadors Generate effective press recognition at minimal or incremental marketing costs
	Stronger relationships and network	<ul style="list-style-type: none"> Strengthen non-transactional relationships with priority stakeholders such as clients, businesses, or community partners Increase visibility of the company's expertise Generate business development opportunities
	Sustained license to operate	<ul style="list-style-type: none"> Reduce exposure to risks such as public criticism or negative government decisions Foster stakeholder support for the company during possible periods of controversy or negative PR
New or improved products	Fostered climate of innovation	<ul style="list-style-type: none"> Stimulate employees' creativity, productivity and commitment Foster new ways of thinking and an entrepreneurial culture
	Markets serviced	<ul style="list-style-type: none"> Develop new services and products to meet social needs that can ultimately be sold commercially Improve existing products that integrate the end-user innovations generated on pro bono projects Improve understanding of the challenges, priorities, and large unmet needs of new markets and niches to be served Broaden geographic presence and reach clients that are not currently served by the company, such as nonprofits or small companies

MISSIONS WITH INNOVATIVE FRAMEWORKS

Pro Bono Lab has developed methods to facilitate project management for impactful time-limited pro bono missions performed by teams of volunteers

The pro bono missions are services tailored to the specific needs of social organizations. They are led by a team of volunteers, students or volunteer employees, in parallel with a main activity.

CONCEPT

DIAGNOSIS



2 volunteers analyze the situation of an organization and create a project (12h)

EXAMPLE

- 1st phase : understanding the social project/model
- 2nd phase : creating mission briefs

MARATHON



10 volunteers realize a project team for 8 to 24 hours

- Visual and / or digital communication
- Business economic model plan
- Performance indicators

CONSEIL



5 volunteers carry an advisory mission 4h / week for 1 to 3 months (50h)

- Brand strategy and key messages
- Improved volunteers HRM
- Social Impact Assessment

TALENTS



OUR ACTIVITIES

One mission, four programs



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Mobilizing teams of volunteers to provide pro bono consulting services to small and medium non-profit organizations.



Advisory services to help companies mobilize their employees on pro bono projects for non-profit organizations.



Annual campaign to raise awareness and engage students and graduates in pro bono projects



Capacity building program designed to provide small non-profit organizations with the skills they need over the course of 1-3 years.



Action tank to share knowledge and experiences about pro bono in France and in the world.

OUR PARTNERS

We partner for everything we do

20 non-profit partners



30 companies & foundations



12 universities & 5 public institutions

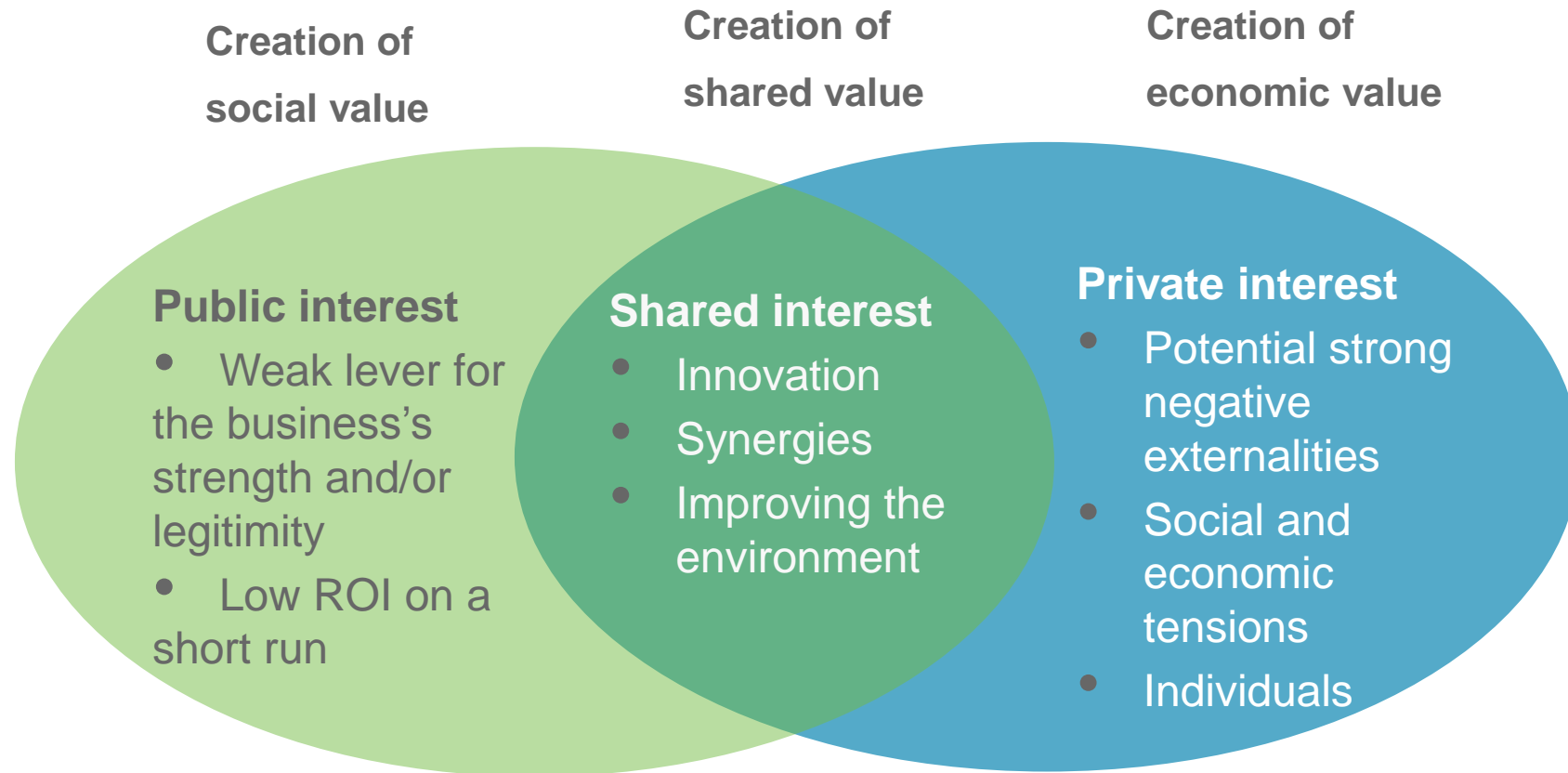


140+ non-profit recipients



CREATING SHARED VALUE

A way to see it...



Source : Pro Bono Lab, adapted from FSG, *Creating Shared Value* (2011) et E. Porter et M.R. Kramer *The Link between Competitive Advantage and Corporate Social Responsibility* (2006)

NEEDS IN CAPACITY IN THE NON-PROFIT FIELD

Common needs observed in France and in the USA

MANAGEMENT

- Improve the relationship with the leadership
- Improve internal communication
- Avoid "management burn-out"
- Animate volunteers

LEADERSHIP

- Strengthen Boards
- Improve the relationship between the Board and the ED
- Avoid "executive burnout"
- Leadership transmission over the years

ADAPTATION

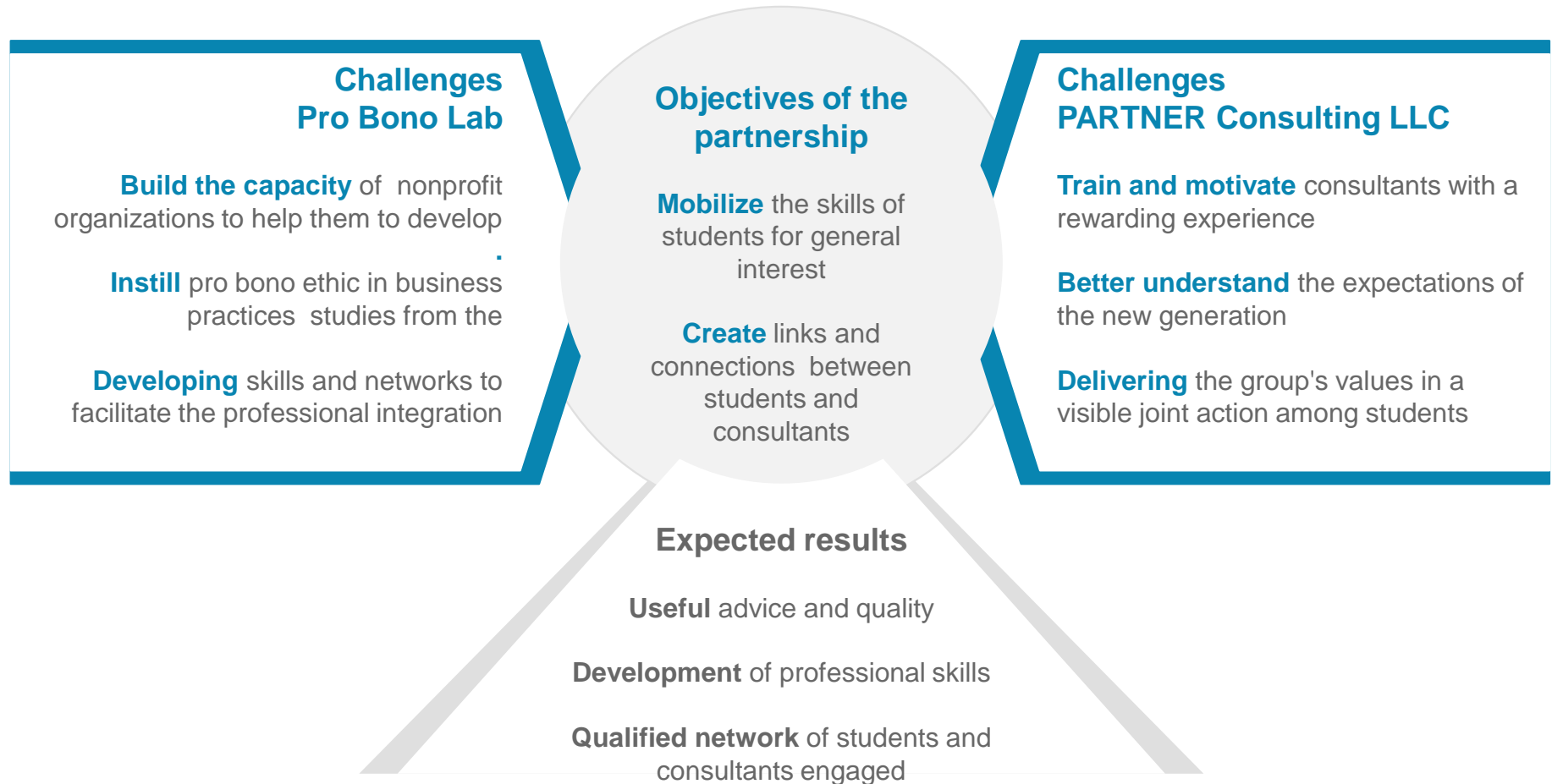
- Stay proactive despite the pressure on resources
- Improve the quality of strategic alliances
- Improve management of organizational knowledge
- Formalize the theory of change
- Improve planning

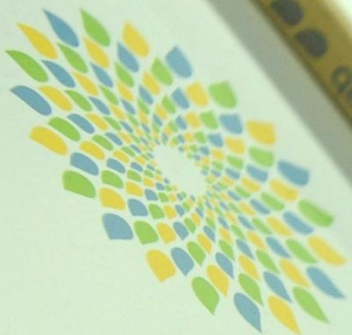
TECHNIQUE

- Ability to deliver quality programs
- Ability to work with new technologies
- Ability to review processes

CHALLENGES AND OBJECTIVES OF THE PARTNERSHIP

Importance to clarify expectations before a joint project





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Mobiliser des équipes de volontaires pour conseiller
gratuitement les petites et moyennes associations



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