



# CORPORATE VOLUNTEERING RESPONSE TO THE REFUGEE CHALLENGE

MAY 19, 2016 | BERLIN, GERMANY



International  
Association for  
Volunteer  
Effort



CCCD  
Centrum für Corporate Citizenship  
Deutschland



# LEAD PARTNERS



## International Association for Volunteer Effort

IAVE exists to promote, strengthen and celebrate volunteering in all of the myriad ways it happens throughout the world. With members in 70+ countries, we are the connective tissue of a global network of leaders of volunteering, NGOs, businesses and volunteer centers that share a belief in the power of volunteers to make a significant strategic contribution to resolving the world's most pressing problems.

### **IAVE is a recognized global leader for corporate volunteering. Our work includes:**

**Network Development.** IAVE's Global Corporate Volunteer Council (GCVC) is the only leadership network for global companies, headquartered throughout the world, that share a commitment to engaging their employees as volunteers in their communities.

**Knowledge Development.** Our Research Working Group on Disaster-Related Corporate Volunteering is building new knowledge on best practices in preparation, prevention, response, relief, and recovery.

**Convening.** Corporate volunteering is a priority topic on the agendas of IAVE's biennial World Volunteer Conference and our regional conferences.

**Advocacy.** We are working closely with the United Nations, GCVC member companies and other NGOs to encourage recognition of corporate volunteering as a unique asset that can be put to work to address the forthcoming Sustainable Development Goals.

**A special thank you to UPS for sponsoring the Forum on Corporate Volunteering Response to the Refugee Challenge.**



Founded in 1907 as a messenger company in the United States, UPS has grown into a multi-billion-dollar corporation by clearly focusing on the goal of enabling commerce around the globe. Today, UPS is a global company with one of the most recognized and admired brands in the world. We have become the world's largest package delivery company and a leading global provider of specialized transportation and logistics services. Every day, our 435,000 employees work together to manage the flow of goods, funds, and information in more than 200 countries and territories worldwide.

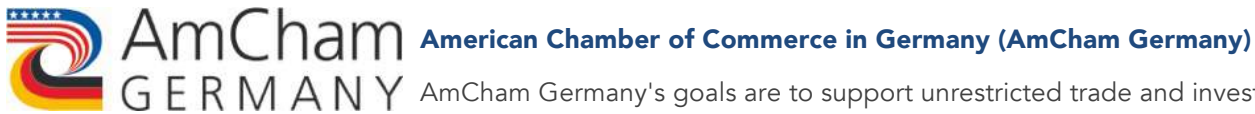
UPS employees are passionate about making the world a better place, which is why they volunteered nearly 1.9 million hours in local communities with their favorite nonprofit organizations last year. The UPS Foundation provides those organizations with the operational expertise, leadership development and technology enhancements they need to tackle today's societal challenges. During our Global Volunteer Month every October, UPSers use this time to help with volunteer projects put on by their team or department and volunteering with organizations on their own. We have pledged to complete 20 million hours of volunteering and community service globally by the end of 2020.

# AGENDA

8:30-9:00	<b>Registration and Coffee</b>
9:00-9:30	<p><b>Welcome and Introductions</b></p> <p><b>Eugen Baldas</b>, IAVE Board Member &amp; <b>Kylee Bates</b>, IAVE World President  <b>Gabriella Civico</b>, Director, European Volunteer Centre (CEV)  <b>Lorrie Foster</b>, Director, IAVE Global Corporate Volunteer Council &amp; Research Working Group</p>
9:30-10:00	<p><b>Update on Volunteering to Help Refugees in Europe and Germany</b></p> <p><b>Svenja Stadler</b>, Member of the German Bundestag, Chairwoman Subcommittee on Civic Engagement  <b>Dr. Christoph Steegmans</b>, Director Sub-Division on Engagement Policy, Federal Ministry for Family Affairs, Senior Citizens, Women and Youth</p> <p><i>Moderator: <b>Hans-Peter Teufers</b>, Director International Humanitarian Supply Chain, UPS</i></p>
10:00-11:15	<p><b>Private Sector Volunteer Response Panel</b></p> <p><i>Hear from companies actively responding with employee volunteers. Learn how they conducted needs assessments, developed innovations and confronted challenges.</i></p> <p><b>Peter Kusterer</b>, Corporate Citizenship &amp; Corporate Affairs Manager Germany, IBM  <b>Michael Evason</b>, Corporate Citizenship &amp; Corporate Affairs Manager, IBM Europe, Middle East &amp; Africa  <b>Gabriele Kotulla</b>, Vice President, Corporate Responsibility, Deutsche Telekom  <b>Michael Jansen</b>, Head of the Volkswagen Group Representative Office, Berlin</p> <p><i>Moderator: <b>Dr. Susanne Lang</b>, Executive Director, Center for Corporate Citizenship, Germany (CCCD)</i></p>
11:15-11:30	<b>Break</b>
11:30-12:45	<p><b>Viewpoints Beyond the Private Sector</b></p> <p><i>The session will feature the perspectives of humanitarian organizations working to help refugees. From their perspective what type of assistance is most useful? What lessons have we learned from previous refugee crises?</i></p> <p><b>Nava Hinrichs</b>, CEO, Hague Process on Refugees and Migration  <b>Jessica Sommer</b>, Director Corporate Partnerships &amp; Foundations, Save the Children Germany  <b>Lejla Sehic Relic</b>, Croatia Volunteer Center &amp; CEV Board Member</p> <p><i>Moderator: <b>Kathleen Dennis</b>, Executive Director, IAVE</i></p>
12:45-13:45	<b>Lunch</b>
13:45-15:00	<p><b>Private Sector Response Panel</b></p> <p><i>Hear from additional companies actively responding with employee volunteers. Learn how they conducted needs assessments, developed innovations and confronted challenges.</i></p> <p><b>Hans-Peter Teufers</b>, Director International Humanitarian Supply Chain, UPS  <b>Lucila Ballarino</b>, Global Manager, Telefónica's Corporate Volunteering  <b>Franziska Streipert</b>, Learning &amp; Quality Manager, The Ritz-Carlton  <b>Eyad El-Khouly</b>, Head of Volunteering &amp; Social Innovation, Siemens AG  <b>Florian Hoffmann</b>, Founder &amp; President of the DO School</p> <p><i>Moderator: <b>Mirko Schwärzel</b>, Board Member, BBE</i></p>
15:00-15:15	<b>Break</b>
15:15-16:15	<p><b>Next Steps: Impact through Collaboration</b></p> <p><i>A number of companies have collaborated to help refugees. This session will highlight those collaborations and through small group discussions evaluate the potential for added impact through collaborations.</i></p> <p><b>Tanya Bell</b>, Senior Manager, Citizenship Engagement Programs, RBC  <b>Hector Mujica</b>, Social Responsibility Regional Manager, Google  <b>Dr. Federico Carlos Baradello</b>, Advisor, Tent Foundation</p> <p><i>Moderator: <b>Kazumi Ikeda-Larhed</b>, Chief of Partnerships and Communications Division, United Nations Volunteers</i></p>
16:15-16:45	<b>Wrap Up/Conclusion</b>

# PARTNER ORGANIZATIONS

Many thanks to our partner organizations for their support in promoting the conference.



AmCham Germany's goals are to support unrestricted trade and investment between the United States and Germany, and to promote a healthy, open and productive business climate between the two countries. Founded in 1903, it is now the largest American Chamber of Commerce in Europe, with over 3,000 members.



Bundesarbeitsgemeinschaft der Freiwilligenagenturen e.V.

## **Bundesarbeitsgemeinschaft der Freiwilligenagenturen (Bagfa)**

Bagfa is a registered society and acts as both an umbrella organization and a professional association, promoting and empowering volunteer agencies on the ground. Established in 1999, Bagfa now has more than 150 members. Its aim is to generate greater awareness for and appreciation of the achievements of Volunteer Agencies, as well as to improve their operating conditions.



Bundesnetzwerk Bürgerschaftliches Engagement

## **Bundesnetzwerk Bürgerschaftliches Engagement (BBE)**

The BBE is a nationwide network linking organizations and associations from the third sector and civil society, from business and work life, and federal and community institutions. The cooperation within the network is based on mutual trust and partnership, relying primarily on dialogue, cooperation and practical stimuli for the promotion of commitment for civic involvement. Founded by the National Council of the International Year of Volunteers (IYV 2001) on June 5, 2002, BBE now has 250 member organizations representing millions of members.



CCCD  
Centrum für Corporate Citizenship  
Deutschland

## **Centrum für Corporate Citizenship Deutschland (CCCD)**

CCCD is a non-profit organization at the intersection of business, academia and politics. The CCCD organizes forums for professional exchange between corporate citizens, along with other businesses, academia, politics and civil society; leads and carries out research for better practice; and facilitates the learning process for non-profit organizations and corporate citizenship.



## **Wirtschaft. Initiative. Engagement. (WIE)**

WIE is an initiative comprised of companies taking an active role in society in order to support civic involvement. The companies of WIE work in cooperation with stakeholders from the state as well as civil society in order to meet the social challenges and duties together.



European Volunteer Centre

## **European Volunteer Centre (Centre européen du volontariat) CEV**

CEV is the European network of over 80 national, regional and local volunteer centers and volunteer support agencies across Europe. It works to promote and support volunteering through advocacy, knowledge sharing and capacity building and training. CEV channels the collective priorities and concerns of its member organizations to the institutions of the European Union and the Council of Europe.



## **Employee Volunteering European Network (EVEN)**

Established by CEV in 2013, EVEN currently has 10 corporate members and 36 volunteer-involving organizations in its membership. EVEN aims to promote employers and volunteer-involving organizations, helping them to implement good-quality employee volunteering and give greater visibility to their initiatives.

# PRESENTERS



**EUGEN BALDAS** is Vice President and the Regional Representative (Europe) for the International Association for Volunteer Effort. Eugen served as the head of the Germany Caritas Association's Volunteer Sector, which currently has a network of 60+ volunteer centers. Eugen is also the Chair of the international "BeSo" association (Begegnung und Solidarität e.V.), organizing full-time voluntary service overseas.



**LUCILA BALLARINO** is the Global Head of Telefónica's Corporate Volunteering Program and also a member of IAVE Board of Directors, as one of two corporate representatives. Since 2009, Lucila has worked with Telefónica Foundation's "Telefónica Volunteer" program, offering over 125,000 employees the opportunity to participate in different volunteering initiatives around the world.



**KYLEE BATES** is the World President for the International Association for Volunteer Effort. Kylee has extensive experience in the non-profit sector. She previously served as the State Director of Service Delivery for Mission Australia, one of Australia's largest non-profit community services organizations, and was also the Deputy CEO of Volunteering Australia for over four years. She was also the General Manager at Jobactive for Advanced Personnel Management.



**TANYA BELL** is the Senior Manager of Citizenship Engagement Programs for RBC, with responsibility for strategy, developing and managing programs affecting almost 80,000 employees globally. Her encouragement of cross platform collaboration and understanding the business, socio-economic and community impacts, are identifying features of her experience to date.



**GABRIELLA CIVICO** is the Director of CEV (European Volunteer Centre). At CEV, Gabriella launched the Employee Volunteer European Network (EVEN) and The European Volunteering Capital Competition. She represents CEV in the European Economic and Social Committee Liaison group and is a member of Civil Society Europe Steering Committee. She was previously the project manager for the European Year of Volunteering Alliance.



**KATHLEEN DENNIS** is the Executive Director of IAVE, with overall responsibility for working in partnership with the board of directors to implement IAVE's strategic plan while managing the secretariat team and working closely with the World President on outreach to external partners. In the past she also worked with Habitat for Humanity International and the Corporation for National and Community Service.



**EYAD EL-KHOULY** is the Head of Volunteering-Social Innovation at Siemens in Germany. Eyad has had a long history working with Siemens, starting off his career with Siemens through their Graduate Program in 2005. Since then, he has held multiple positions within the company, working in project procurement, business development, portfolio management, consultancy, and marketing. He was also a part of AIESEC, a global youth network impacting the world through leadership development experiences.



**MICHAEL EVASON** is Corporate Citizenship and Corporate Affairs manager for IBM, covering around 30 highly varied markets across Europe, the Middle East and Africa. His major focus is on Corporate Volunteering, including all aspects of employee volunteering, community engagement and pro bono technology engagements with NGOs and government organizations across the region. Michael has worked in a number of leadership roles with IBM, including leading communications for UK and Ireland and managing IT analyst outreach programs across Europe.



**LORRIE FOSTER** is an independent consultant specializing in corporate-non-profit partnerships, strategic planning and transition leadership. She is currently the Facilitator for IAVE’s Research Working Group on Disaster Response

and the Director of IAVE’s Global Corporate Volunteer Council. Prior to joining IAVE she was the Vice President of Councils at The Conference Board.



**NAVA HINRICHS** is the Managing Director of The Hague Process on Refugees and Migration (THP) in the Netherlands. THP seeks to affect policies and policy decision-making processes in the migration field through research

collaborations and engagement with key stakeholders, particularly the private sector and cities. She is a regular guest lecturer on International Migration Law and Refugee Law in Maastricht University.



**FLORIAN HOFFMANN** is the founder and president of the DO School, an organization that empowers individuals and teams by teaching them ways to turn their ideas into action, create innovations and make an impact that benefits both

themselves and the community. Florian regularly contributes to the public debate on new forms of learning and innovation and has been teaching the DO School method at a variety of universities worldwide.



**VAHIDA HUZEJROVIC** is the National Representative for IAVE in Bosnia-Herzegovina. In 1992 she was forced to leave her hometown in Bosnia as a refugee. She obtained refugee status in Slovenia and in 2002 obtained a Slovene

citizenship. Since her arrival in Slovenia, Vahida has been working in the civil society sector and in the field of humanitarian work and development cooperation not only in Slovenia but also globally in conflict or otherwise affected countries.



**KAZUMI IKEDA-LARHED** is the Chief of Partnerships and Communications Division at the UN Volunteers Program (UNV) Headquarters in Bonn, Germany. She is a member of UNV’s Strategic Management Team, which leads UNV’s

priority setting, innovation and investment decisions. Her Division is responsible for partnership management, resource mobilization and corporate communications to promote volunteering for peace and development.



**MICHAEL JANSEN** is the head of the Volkswagen representative office in Berlin. He began his career as a research assistant in the Bundestag. He then worked as a consultant in the CDU / CSU parliamentary group and later headed the

office of the CDU federal chairman, Federal Chancellor Angela Merkel. From 2010 on, Mr. Jansen was Manager Governmental Affairs Deutsche Post DHL and from 2011 was Head of Corporate Representation of Deutsche Post DHL in Berlin.



**SALAM KANAAN** is the CARE Country Director in Jordan. She is a development and humanitarian professional with over 25 years of experience with international organizations, the UN, academic and research institutions in the Middle East.

She has extensive knowledge of strategizing, implementing, coordinating and leading development and emergency programs. She is also a board member of several organizations in the Middle East including Defense for Children International – Palestine Section.



**GABRIELE KOTULLA** is the Vice President Group Corporate Responsibility at Deutsche Telekom. Gabriele ensures that the Group observes its responsibility towards employees, customers, investors and

society. She is in charge of developing the Group-wide Corporate Responsibility (CR) strategy in three dimensions (ecological, economical and social) and manages CR that is consistent throughout all of Telekom locations worldwide.



**PETER KUSTERER** is the Corporate Citizenship & Corporate Affairs Manager at IBM Deutschland GmbH. He is responsible for developing and delivering on IBM's Germany's citizenship initiatives and programs, as part of the worldwide team of Citizenship Managers at IBM. Peter has a long history with IBM, working with the company since 1984, within various departments.



**DR. SUSANNE LANG** is Founder and Executive Director of CCCD (Centrum für Corporate Citizenship Deutschland), an organization that brings together leading businesses, academic institutions and civil society organizations. CCCD is a platform for dialogue, a catalyst and host for corporate citizenship. Prior to founding the CCCD in 2005, she worked as an independent political consultant at the intersection of politics and academia, both in Germany and abroad.



**HECTOR MUJICA** is a Social Responsibility Program Manager at Google. He manages Google volunteering and giving engagement for various regions of the United States and Latin America, as well as various other philanthropic initiatives and programs. Hector is the portfolio lead for disaster relief within the GooglersGive team, managing Googler disaster giving and volunteering via the GooglersGive Disaster Corps (GDC) program.



**LEJLA SEHIC RELIC** is the Executive Director and Founder of Volunteer Centre Osijek, an organization that strives to be an inspiration and support to volunteers and organizations in building an open and democratic society. She has many years of experience in the civil society sector. She has personal experience as a Bosnian refugee in Croatia, which has inspired her involvement with volunteering for refugee relief. She is also a board member of CEV, serving as the Vice President.



**JESSICA SOMMER** is the Director of Corporate Partnerships & Foundations at Save the Children Germany. Together with her team she focuses on building strategic alliances and partnerships with the private sector. In collaboration with Tchibo, Postbank, IKEA, C&A BASF and others, she develops high-value, industry-leading partnerships to transform children's lives.



**FRANZISKA STREIPERT** is the Learning and Quality Manager at the Ritz-Carlton, Wolfsburg. She is responsible for leading the hotel-wide CSR program, Community Footprints. Community Footprints is Ritz-Carlton's social and environmental responsibility program. It aligns The Ritz-Carlton around the issues that are important to the communities where they operate.



**HANS-PETER TEUFERS** is the Director of International Humanitarian Supply Chain for the UPS Foundation. He works with humanitarian partners of the Foundation in Europe to deliver critical services in humanitarian situations. The UPS Foundation cooperates with non-profit organizations, providing various resources and charitable donations for projects in different focus areas. He also works on capacity building projects in preparedness and resilience improvement.



**Be sure to join us in Mexico City this November for the 24<sup>th</sup> IAVE World Volunteer Conference. To learn more and to register, please visit [CEMEFI.ORG/IAVE2016](http://CEMEFI.ORG/IAVE2016).**

## ABOUT IAVE'S GCVC & RWG



The Global Corporate Volunteer Council (GCVC), which was launched in 2006, is made up of 50+ companies from Asia-Pacific, Europe, Latin America and North America. Members share with and learn from one another, working together to achieve a shared vision of a world in which community needs are better met because of global companies releasing the energy, passion and talent of their employees in the communities where they do business.

Members meet in person and virtually to share best practices and ideas about employee volunteering. What distinguishes the group from other peer networks is that it is a truly global network in terms of membership, program content and meeting locations. To qualify for membership a company must operate in at least three regions of the world.

GCVC members have access to a private website and discussion forum enabling them to share questions, challenges and successes with each other between meetings. Members are active participants and presenters at IAVE World Volunteer Conferences, regional conferences and special forums. Companies often choose to be represented on GCVC by more than one individual, sometimes from the same region or different regions, to enable company-wide learning.



The IAVE Research Working Group on Disaster-Related Corporate Volunteering is a peer group committed to developing new knowledge about best practices in corporate partnerships with humanitarian organizations and to innovating corporate volunteer opportunities related to humanitarian disasters.

In 2015 and early 2016 the research working group met in Geneva and in New York with a number of humanitarian organizations such as UNOCHA, IFRC, the Salvation Army, CARE International, Save the Children, UNICEF, WFP, All Hands Volunteers, and several others. The goal was to understand the process of disaster response and determine where employee volunteers can best be utilized.

The focus of the group now is on collaborations with both humanitarian organizations and other companies that will increase the impact of volunteer efforts. The Research Working Group members' interest in and concern for the refugee crisis is what prompted the development of the Forum on the Corporate Volunteer Response to the Refugee Challenge. Members will engage with additional best practice companies to discuss their employee volunteer efforts before, during and after disasters. Case studies of optimal NGO-corporate partnerships are being developed to enhance members' knowledge.

### **IAVE Research Working Group on Disaster-Related Corporate Volunteering Member Companies:**

C&A Foundation  
Disney

Ford Motor  
Google

Manulife  
Medtronic

RBC  
Telefónica

UPS

**For more information about IAVE's GCVC or RWG contact Lorrie Foster at [lorrie@iave.org](mailto:lorrie@iave.org).**