



International
Association for
Volunteer
Effort

2017 IAVE

EUROPEAN CONFERENCE ON
CORPORATE VOLUNTEERING

PARTNERING FOR IMPACT

**MAY 8-9, 2017
MADRID, SPAIN**

HOSTED BY

Telefónica

FUNDACIÓN

WITH THE COLLABORATION OF



"la Caixa" Foundation



IBERDROLA

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WELCOME

We are very pleased to welcome you to the 2017 European Conference on Corporate Volunteering at the Fundación Telefónica conference space in Madrid. Telefónica, through its Foundation, contributes to the economic, social and cultural development of the countries in which it is present, improving the quality of life and promoting equal opportunities among citizens.

The goal of the conference is to gather thought leaders and professionals in corporate volunteering; and to debate and be a source of inspiration and new knowledge about the trends and challenges facing corporate volunteering today. With our theme: “Partnering For Impact” we also aim to uncover the dynamics of successful corporate –NGO and multi-company partnerships.

There will be plenary sessions where we will learn about how corporate volunteering must evolve to face economic and social digitalization, and about the contribution of corporate volunteers in the fight against youth unemployment. These sessions will be reinforced with discussion forums, where we will get to know the opinions, experiences and ideas of corporate and NGO experts on issues such as multi-company collaboration, cross-border volunteering, employee development, alignment with sustainable development goals, techniques of measurement and CSR strategies, among others.

We wish to thank the collaborating organizations and sponsors that have worked with us to make the conference possible. And, thank you for coming!



Carmen Morenés
Global Head of Volunteering
Telefónica Foundation



Kylee Bates
World President
IAVE

CONFERENCE HOST

Telefónica

FUNDACIÓN

Volunteers Telefónica promotes social action of the people related to the Telefónica Group who wish to contribute by giving part of their resources, their knowledge, time and enthusiasm to benefit the community and other disadvantaged groups.

The programme, managed from Telefónica Foundation, is today one of the main initiatives of corporate volunteering in the world with more than 27.000 active participants in 2016 from all countries in which Telefónica is present. Last year more than 250.000 hours were spent doing more than 4.000 activities for social purposes.

With a common strategy, each local Telefónica Foundation carries out its own volunteering activities, taking into account the specific characteristics and needs of each country in the fields of children and education, social inclusion, special care for people with disabilities, the environment, health, employability and entrepreneurship. The programme organizes volunteering activities throughout the year and there are two major transnational milestones: the International Volunteering Holidays and the Telefónica International Volunteering Day.

THANK YOU TO OUR CONFERENCE SUPPORTERS



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.



The Ibero-American network, **Voluntare**, is an organization of companies, academic entities and third sector parties, united in the goal of promoting the spread and professionalization of corporate volunteering. Our mission is to promote corporate volunteering programs that produce a positive impact on society, volunteers and on companies. We do this through dialogue, development of new forms of activity, the creation of innovative formats and social innovation.

More than 60 companies and social and academic entities in Spain and Latin America are part of Voluntare. These are organizations that are leading corporate volunteering in their countries and generating shared value to improve the conditions of the communities in which they are located.

We are professionalizing the field through the development of tools such as the Guide to Indicators of Measurement of Corporate Volunteering and the Certificate of Excellence in Corporate Volunteer Management; publishing studies and documents; and sharing best practices and trends through workshops and meetings.

Voluntare is one of the founders and strategic partners of the Impact 2030 initiative, working for the promotion of corporate volunteering as a strategic tool in the achievement of the Sustainable Development Goals.



At **Iberdrola** we have an unwavering commitment to improving society and that is why we designed a Corporate Volunteering Program: to harness the solidarity of our employees and encourage them to take part in social projects geared towards helping vulnerable groups to integrate, enhancing the environment, sustainable development in the territories where we

have operations and taking energy to those that are not yet connected to the grid.

Iberdrola's Volunteer Program was set up in 2006 and is today a global, international project, in line with the Group's values and its sustainability policy. Our employees take part in social projects in the countries where the Group operates, forming a global community of volunteers who contribute to improving our environment through national and international initiatives. Together, they help enhance the environment and the quality of life of the most vulnerable members of society so that they can hope for a better future. The program is also aligned with the SDGs. It focuses its efforts on goals 3, 4, 7, 10 and 13.

The Volunteering Program celebrated its 10th anniversary in 2016. On the occasion the program received a special mention from King Felipe. **In 2015, the activities of the International Volunteer Day benefited hundreds of thousands of people on a direct or indirect basis, in the United States, the United Kingdom, Mexico, Brazil and Spain.** Our volunteers act as ambassadors representing Iberdrola's values around the world and are an example of sacrifice, generosity, solidarity and ethical behavior.



"la Caixa" Foundation

this is done through social, environmental and cultural solidarity activities that make our world a better place.

The Obra Social "la Caixa" is committed to volunteering in coherence with the founding values of the organization and its social commitment. For years, active and retired employees, family and friends spend part of their time carrying out activities with vulnerable groups. Our goal is to be an organization committed to human rights, peace, justice and the dignity of all people. All

The "la Caixa" Volunteer Program was created in 2005 with the purpose of supporting the concerns of its employees, retirees, friends and family members and facilitating the realization and development of altruistic and cooperative initiatives in an organized and effective manner. "La Caixa" volunteers work on a variety of activities all year long to eradicate poverty and social exclusion and to care for the planet.

PROGRAM AT A GLANCE

TIME	MONDAY, MAY 8 TH
9:00-9:30	Registration
9:30-10:00	[Auditorium] Welcome <i>(English & Spanish)</i>
10:00-10:45	Opening Plenary: [Auditorium] Current Trends in Corporate Volunteering <i>(English & Spanish)</i>
10:45-11:15	Coffee Break
11:15-12:30	Plenary Session: [Auditorium] Corporate Volunteering in the Digital Age <i>(English & Spanish)</i>
12:30-14:00	Forums Session 1 <ul style="list-style-type: none"> • [Auditorium] Leveraging the Impact of Corporate Volunteering through Multicompany Collaboration <i>(English & Spanish)</i> • [Hall] Skills Based and Pro Bono Volunteering <i>(English)</i> • [3rd Floor] Volunteering and Personal and Professional Development <i>(English)</i>
14:00-15:30	Lunch
15:30-17:00	Forums Session 2 <ul style="list-style-type: none"> • [Auditorium] Cross Border Volunteering <i>(English & Spanish)</i> • [Hall] Volunteering to Help Refugees <i>(English)</i> • [3rd Floor] Partnering with the Community and Public Sectors <i>(English)</i>
17:00-17:30	[Auditorium] Wrap Up <i>(English & Spanish)</i>
17:30-18:30	Networking Cocktail Reception
21:00-23:00	Dine around Madrid
	TUESDAY, MAY 9 TH
9:00-9:30	Registration
9:30-10:45	Plenary Session: [Auditorium] Working to Reverse Youth Unemployment <i>(English & Spanish)</i>
10:45-11:15	Coffee Break
11:15-12:30	Forums Session #3 <ul style="list-style-type: none"> • [Auditorium] Aligning Volunteer Programs to the SDGs <i>(English & Spanish)</i> • [Hall] The Role of Intrapreneurship in Corporate Volunteering <i>(English)</i> • [3rd Floor] Partnering in Disaster Response <i>(English)</i>
12:40-13:55	Forums Session #4 <ul style="list-style-type: none"> • [Auditorium] New Perspectives on Impact Measurement <i>(English & Spanish)</i> • [3rd Floor] Planning a Volunteer Program within a wider CSR Strategy <i>(English)</i>
13:55-14:45	Lunch
14:45-16:00	Closing Plenary: [Auditorium] The Value of Collaboration and Partnerships in Corporate Volunteering <i>(English & Spanish)</i>

PROGRAMACIÓN GENERAL

TIEMPO	LUNES, 8 DE MAYO
9:00-9:30	Inscripción
9:30-10:00	[Auditorio] Bienvenida <i>(Español y Inglés)</i>
10:00-10:45	Plenaria de apertura: [Auditorio] Tendencias actuales en Voluntariado Corporativo <i>(Español y Inglés)</i>
10:45-11:15	Descanso para el café
11:15-12:30	Sesión plenaria: [Auditorio] Voluntariado Corporativo en la Era Digital <i>(Español y Inglés)</i>
12:30-14:00	1ª Sesión de Foros <ul style="list-style-type: none"> • [Auditorio] Potenciando el impacto del voluntariado corporativo mediante colaboración multiempresa <i>(Español y Inglés)</i> • [Hall] Voluntariado basado en habilidades y voluntariado pro bono <i>(Inglés)</i> • [3ºPiso] Voluntariado y desarrollo personal y profesional <i>(Inglés)</i>
14:00-15:30	Almuerzo
15:30-17:00	2ª Sesión de Foros <ul style="list-style-type: none"> • [Auditorio] Voluntariado transfronterizo <i>(Español y Inglés)</i> • [Hall] Voluntariado para ayudar a los refugiados <i>(Inglés)</i> • [3ºPiso] Alianza con la comunidad y los sectores públicos <i>(Inglés)</i>
17:00-17:30	[Auditorio] Resumen <i>(Español y Inglés)</i>
17:30-18:30	Cóctel de recepción
21:00-23:00	Cena por Madrid
	MARTES, 9 DE MAYO
9:00-9:30	Inscripción
9:30-10:45	Sesión plenaria: [Auditorio] Trabajando para revertir el desempleo juvenil
10:45-11:15	Descanso para el café
11:15-12:30	3ª Sesión de Foros <ul style="list-style-type: none"> • [Auditorio] Alineando los programas de voluntariado con los Objetivos de Desarrollo Sostenible <i>(Español y Inglés)</i> • [Hall] El papel del "Intrapreneurship" en el voluntariado corporativo <i>(Inglés)</i> • [3ºPiso] Alianza para la respuesta en casos de desastres <i>(Inglés)</i>
12:40-13:55	4ª Sesión de Foros <ul style="list-style-type: none"> • [Auditorio] Nuevas perspectivas sobre la medición del impacto <i>(Español y Inglés)</i> • [3ºPiso] Planificación de un programa de voluntariado dentro de una estrategia más amplia de RSE <i>(Inglés)</i>
13:55-14:45	Almuerzo
14:45-16:00	Plenario de clausura: [Auditorio] El valor de la colaboración y las alianzas en el voluntariado corporativo <i>(Español y Inglés)</i>

CONFERENCE PROGRAM

PLENARIES

Plenaries bring us all together to start and end the day in community, focused on issues and innovations.

FORUMS

The conference forums are designed to bring great thinking to specific issues identified by companies as high priorities; offer participants the opportunity to showcase their own efforts, innovations and challenges; and stimulate a lively discussion to expand our thinking and improve our practice.

MONDAY, MAY 8th

09:00-09:30 **REGISTRATION**

09:30-10:00 **WELCOME** (*English & Spanish*)

[AUDITORIUM]

- **José María Sanz-Magallón Rezusta**, Global Director of Institutional Relations and Sponsorship, *Telefónica S.A.*
- **Excmo. Sr. D. Mario Garcés Sanagustín**, Secretary of State for Social Services and Equality
- **Kylee Bates**, World President, *IAVE*

10:00-10:45 **OPENING PLENARY**

[AUDITORIUM] Current Trends in Corporate Volunteering (*English & Spanish*)

- **Dr. Kenn Allen**, IAVE Senior Consultant and author of *The Big Tent: Corporate Volunteering in the Global Age*

10:45-11:15 **COFFEE BREAK**

11:15-12:30 **PLENARY**

[AUDITORIUM] Corporate Volunteering in the Digital Age (*English & Spanish*)

How are technologies transforming the way people collaborate? With the huge drop in the cost of communications, the efforts of planning and organizing people's work have also been reduced. This session will explore how companies have been using technology to broaden volunteer opportunity channels and to create decentralized models for volunteer collaboration.

Presenters:

- **Belén Perales Martín**, Corporate Citizenship Manager, *IBM*
- **José M. Bendito**, Innovation Specialist, *United Nations Volunteers*
- **Carmen Morenés Giles**, Global Head of Volunteer Programs, *Fundación Telefónica*

Moderator: **Bruno Ayres**, President and Co-Founder, *V2V.net*

12.30-14.00 FORUMS SESSION #1

[1.1 @ AUDITORIUM] Leveraging the Impact of Corporate Volunteering through Multi-Company Collaboration *(English & Spanish)*

Company to company partnerships in corporate volunteering are rare. There are many issues to reconcile – different company cultures, goals, stakeholders and approaches to societal issues. In this forum participants will discuss the example of Pro Futuro, which aims to bring educational opportunities to disadvantaged youth with a digital mobile classroom. Also featured is the Pinardi Foundation's work to create collaboration among its corporate partners.

Presenters:

- **Ariadna Bardolet Urgelles**, Directora del Departamento de Programas Internacionales, *Fundación Bancaria "la Caixa"*
- **Leticia de Rato Salazar-Simpson**, Head of Global Partnerships, *Fundación "Pro Futuro"*
- **Javier Doval**, Director, *Fundación Pinardi*
- **Tomás Franquet**, Corporate Responsibility's Director, *Melià Hotels International*

Moderator: Dr. Juan Ángel Poyatos, Director, *Voluntare*

[1.2 @ HALL] Skills Based & Pro Bono Volunteering *(English)*

This topic continues to be top of mind for most volunteer managers. How do you choose a project that is right for your company and your employees? And how do you recognize and put to work the skills of all of your employees, not just high-level professionals? What is an appropriate balance between skills-based and "hands-on" employee volunteering? What are the limits in bringing it "to scale"?

Presenters:

- **Ana Higuera Garrido**, Lawyer and Pro Bono Coordinator, *Fundación Fernando Pombo*
- **Antoine Colonna d' Istria**, Co-Founder, *Pro Bono Lab*
- **Paul Phillips**, Senior Private Sector Engagement Manager, *VSO*
- **Marion Kiewik**, Randstad-VSO Partnership Manager, *Randstad*

Moderator: Jeff Hoffman, President, *Jeff Hoffman & Associates*

[1.3 @ THIRD FLOOR] Volunteering and Personal and Professional Development *(English)*

Not only does volunteering "feel good" but also it often helps an individual develop skills they would not otherwise acquire. Leading companies are helping employees leverage and even select volunteer opportunities to boost cross-cultural and technical knowledge as well as leadership development.

Presenters:

- **Ana Gómez**, Head of Vol+ Program, *Plataforma del Voluntariado de España*
- **Eva Halper**, Director, Global Citizens Program, *Credit Suisse*
- **Federica Lamma**, Internal Communication and Community Involvement Manager, *Mondelēz International*

- **Javier Santoyo**, Corporate Relationships Manager, *National Council for Voluntary Organisations (NCVO)*

Moderator: **Kylee Bates**, World President, *IAVE*

14:00-15:30 **LUNCH**

15:30 -17:00 **FORUMS SESSION #2**

[2.1 @ AUDITORIUM] Cross Border Volunteering (*English & Spanish*)

Programs that send teams of skilled volunteers across national borders raise issues for companies, for their volunteers and for the places they go to serve. What works? Is it a good investment? How do you develop strong partnerships to implement your programs? How do you select, prepare and train volunteers? Learn answers from our experienced panelists.

Presenters:

- **Eva Halper**, Director, Global Citizens Program, *Credit Suisse*
- **Patricia Benchenna**, Corporate Philanthropy Director, *Schneider Electric*
- **Ana Enrich Milá**, Coordinator, *Ashoka*

Moderator: **María Jesús Pérez**, Deputy Director, *Fundación CODESPA*

[2.2 @ HALL] Volunteering to Help Refugees (*English*)

The number of refugees fleeing to Europe in the past two years has not been seen since WWII. While some governments balked and stumbled many companies responded to the challenge with funds and enthusiastic employee volunteers willing to provide cultural and on-the-job mentoring, language training, diversions for children, housing, food and clothing. Learn what corporate volunteers are doing now to ease suffering and smooth the way towards integration for refugees.

Presenters:

- **Suska Dreesbach-Bundy**, Founder, *Volunteer Vision*
- **Johan Karlsson**, Founder and Managing Director, *Better Shelter*
- **Belén Perales Martín**, Corporate Citizenship Manager, *IBM*

Moderator: **Gabriella Civico**, Director, *CEV/EVEN*

[2.3 @ THIRD FLOOR] Partnering with the Community and Public Sectors (*English*)

For-profit companies are developing innovative projects with community and government organizations. Find out the unique benefits and challenges of these types of partnerships from our featured presenters.

Presenters:

- **Ciara Herity**, Manager, *Sligo Volunteer Center*
- **Daragh Fallon**, Global Citizenship Manager, *Abbott Ireland*
- **Vadim Kovalev**, First Deputy Executive Director, *Russian Managers Association*
- **Conchita Navarro**, Head of Corporate Social Responsibility, *Mutua Madrileña*

Moderator: **Iraida Manzanilla**, Board Member, *IAVE*

17:00-17:30 **WRAP-UP**

17:30-18:30 **NETWORKING COCKTAIL RECEPTION**

21:00-23:00 **DINE AROUND MADRID**

TUESDAY, MAY 9TH

09:00-09:30 **REGISTRATION**

09:30-10:45 **PLENARY**

[AUDITORIUM] Working to Reverse Youth Unemployment (*English & Spanish*)

The unemployment rate for youth in Europe is as high as 40% in some countries. Corporate volunteers have an important role to play in mentoring, skills building, supporting and modeling entrepreneurship and providing insights and opportunities in their workplaces. This session will share how leading companies are approaching this important issue.

Presenters:

- **Tammy McFeggan**, Director, Corporate and Community Affairs, *The Walt Disney Company*
- **Montse Cabré**, Directora del Departamento de Personas y Voluntariado, *Fundación Bancaria "la Caixa"*
- **Luis Miguel Olivas Torrijos**, Global Manager of Employability and Entrepreneurship, *Fundación Telefónica*
- **Begoña Barberá Garcia**, Director of Social Projects, *Iberdrola S.A.*

Moderator: Nacho Sequeira, CEO, *Fundación EXIT*

10:45-11:15 **COFFEE BREAK**

11:15-12:30 **FORUMS SESSION #3**

[3.1 @ AUDITORIUM] Aligning Volunteer Programs to the SDGs (*English & Spanish*)

Corporations are finding the Sustainable Development Goals to be a good way to define and measure their employee volunteer programs. A select group of companies are doing an outstanding job of keeping the SDGs visible to their employees and stakeholders and designing volunteer programs with the SDG targets - and the world's most challenging problems – front and center.

Presenters:

- **Jordi Sala Serra**, Human Resources Director, *The Ritz Carlton Hotel Company*
- **Jesús Martín Vidal**, Communication Manager, *Nutrition Without Borders*
- **Audrey Guibat Demont**, Global Engagement Philanthropy Lead, *Medtronic Foundation*

- Aurelia Takacs, Global Delivery Partner Manager, Cisco
- Moderator: Jonathas Barreto**, Senior Director-Global, *Points of Light*

[3.2 @ HALL] Intrapreneurship and Corporate Volunteering (English)

Entrepreneurial employees of corporations design innovative commercial products and services. Yet intrapreneurs are also taking risks and developing creative volunteer programs that engage employees in new ways and make a big impact on those in society who most need assistance. They partner with social businesses that turn financial donations and employee mentoring into investments. This session will shed light on this relatively new approach to creating social impact.

Presenter:

- Daniel Nowack, Director, *Yunus Social Business*
- Iñigo Blanco, Co-Founder, *DOT S. Coop*
- Alicia Lenze, VP and Head of Global Corporate Social Responsibility, *SAP*

Moderator: Kylee Bates, World President, *IAVE*

[3.3 @ THIRD FLOOR] Partnering in Disaster Response (English)

Humanitarian and natural disasters are occurring at a rapid pace, and when they do employees urge their companies to “do something”. However the most effective corporate response to disasters occurs as a result of careful planning before disaster strikes. This session will focus on these partnerships and uncover answers to these questions: What makes them successful? How are they sustained? How do they overcome challenges? It will also feature the perspective of a first-responder disaster volunteer.

Presenters:

- Olaug Bergseth, Manager Strategic Partnerships, *International Federation of Red Cross and Red Crescent Societies (IFRC)*
- Andrea Debbané, Executive Director, *Airbus Foundation and Head of Corporate Social Responsibility*
- Manuel Hernández Vázquez, *Ericsson Response Volunteer*

Moderator: Francisco Moro Gutiérrez, International Projects Manager, *Fundación Telefónica*

12:40-13:55 FORUMS SESSION # 4

[4.1 @ AUDITORIUM] New Perspectives on Impact Measurement

(English & Spanish)

Vigorous efforts are underway to measure the impact of corporate volunteering, including the “Impact 2030” initiative. As the field attempts to settle on a common approach now is an opportune time to explore new ideas and possibilities.

Presenters:

- Jorge Mayer, Sustainability Expert, *EDP*
- Sarah Ulrich, Social Impact Consultant
- Carme Artigas Brugal, Founder & CEO, *Synergic Partners*

Moderator: Dr. Kenn Allen, Senior Consultant, *IAVE*

[4.2 @ THIRD FLOOR] Planning a Volunteer Program within a wider CSR Strategy *(English)*

How does your volunteer program fit within your overall corporate social responsibility strategy? How does it relate to your philanthropic giving, your sustainability programs? Your supply chain policies? This session will take a step back and view employee volunteer programs from a holistic and strategic perspective.

Presenters:

- **Alicia Lenze**, VP & Head of Global Corporate Social Responsibility, SAP
- **Estelle Roth**, Global Project Leader, Corporate Volunteering, *Novartis International AG*
- **Jeff Hoffman**, President, *Jeff Hoffman & Associates*

Moderator: **Jeff Hoffman**, President, *Jeff Hoffman & Associates*

13:55-14:45 **LUNCH**

14:45-16:00 **CLOSING PLENARY***(English & Spanish)*
[AUDITORIUM]

- **Wolfgang Krell**, Director of the Augsburg Volunteer Center & IAVE
National Representative for Germany

The Power of Collaboration

- **Ana Sainz**, Directora General, Fundación *SERES*

Closing Remarks

- **Carmen Morenés Giles**, Global Head of Volunteer Programs, *Fundación Telefónica*

Moderator: **Dr. Kenn Allen**, Senior Consultant, *IAVE*

PROGRAMA DE CONFERENCIAS

LUNES, 8 DE MAYO

09:00-09:30 **INSCRIPCIÓN**

09:30-10:00 **BIENVENIDA** (*Español y Inglés*)
[AUDITORIO]

- **José María Sanz-Magallón Rezusta**, Director Global de Relaciones Institucionales y Patrocinio, *Telefónica S.A.*
- **Excmo. Sr. D. Mario Garcés Sanagustín**, Secretario de Estado de Servicios Sociales e Igualdad
- **Kylee Bates**, Presidente Mundial, *IAVE*

10:00-10:45 **PLENARIA DE APERTURA**

[AUDITORIO] **Tendencias actuales en Voluntariado Corporativo** (*Español y Inglés*)

- **Dr. Kenn Allen**, Consultor Senior de IAVE y autor de *La Gran Carpa: Voluntariado corporativo en el era global*

10:45-11:15 **DESCANSO PARA EL CAFÉ**

11:15-12:30 **PLENARIO**

[AUDITORIO] **Voluntariado Corporativo en la Era Digital**
(*Español y Inglés*)

¿Cómo las tecnologías permiten un voluntariado más impactante? Esta sesión explorará diferentes maneras en que la tecnología puede ser utilizada – desde el voluntariado en línea hasta la educación tecnológica para niños desatendidos, hasta nuevos y creativos medios para empoderar a las mujeres y las niñas, y métodos para fortalecer las ONGs privadas de recursos.

Presentadores:

- **Belén Perales Martín**, Gerente de Ciudadanía Corporativa, *IBM*
- **José M. Bendito**, Especialista en Innovación, *United Nations Volunteers*
- **Carmen Morenés Giles**, Jefe Global de Programas de Voluntariado, *Fundación Telefónica*

Moderador: **Bruno Ayres**, Presidente y Cofundador, *V2V.net*

12.30-14.00 **1ª SESIÓN DE FOROS**

[1.1 @ AUDITORIO] **Potenciando el impacto del voluntariado corporativo mediante colaboración multiempresa** (*Español y Inglés*)

Las colaboraciones entre empresas en el ámbito del voluntariado corporativo son raras. Hay varios asuntos que reconciliar – diferentes culturas empresariales,

objetivos, partes interesadas, enfoques de las cuestiones sociales. En este foro los participantes discutirán el ejemplo de Pro Futuro, que tiene como objetivo brindar oportunidades educativas a jóvenes desfavorecidos con un aula móvil digital.

Presentadores:

- **Ariadna Bardolet Urgelles**, Directora del Departamento de Programas Internacionales, *Fundación Bancaria “la Caixa”*
- **Leticia de Rato Salazar-Simpson**, Jefe de Asociaciones Globales, *Fundación “Pro Futuro”*
- **Javier Doval**, Director, *Fundación Pinardi*
- **Tomás Franquet**, Director de Responsabilidad Corporativa, *Melià Hotels International*

Moderador: Dr. Juan Ángel Poyatos, Director, *Voluntare*

[1.2 @ HALL] Voluntariado basado en habilidades y voluntariado pro bono (Inglés)

Este tema continúa siendo el tema más importante para la mayoría de los gerentes voluntarios. ¿Cómo elegir el proyecto adecuado tanto para su empresa como para sus empleados? ¿Cómo reconocer y poner a trabajar las habilidades de todos sus empleados, no sólo las de los profesionales de alto nivel? ¿Cuál sería el equilibrio adecuado entre el voluntariado basado en habilidades y el voluntariado “práctico”? ¿Cuáles son los límites para adaptarlo a las necesidades?

Presentadores:

- **Ana Higuera Garrido**, Abogado y Pro Bono Coordinador, *Fundación Fernando Pombo*
- **Antoine Colonna d’ Istria**, Cofundador, *Pro Bono Lab*
- **Paul Phillips**, Gerente Senior de Participación del Sector Privado, *VSO*
- **Marion Kiewik**, Randstad-VSO Gerente de Alianzas, *Randstad*

Moderador: Jeff Hoffman, Presidente, *Jeff Hoffman & Associates*

[1.3 @ 3^{ER} PISO] Voluntariado y desarrollo personal y profesional (Inglés)

El voluntariado no sólo “se siente bien”, sino que a menudo ayuda a un individuo desarrollar habilidades que de otra manera no adquiriría. Las empresas “líderes” están ayudando a los empleados a aprovechar e incluso a elegir oportunidades de voluntariado para impulsar los conocimientos interculturales y técnicos, así como el desarrollo del liderazgo.

Presentadores:

- **Ana Gómez**, Jefe del Programa Vol +, *Plataforma del Voluntariado de España*
- **Eva Halper**, Directora, Programa Ciudadanos Globales, *Credit Suisse*
- **Federica Lamma**, Gerente de Comunicación Interna y Participación Comunitaria, *Mondelēz International*
- **Javier Santoyo**, Gerente de Relaciones Corporativas, *National Council for Voluntary Organisations (NCVO)*

Moderador: Kylee Bates, Presidente Mundial, *IAVE*

14:00-15:30 **ALMUERZO**

15:30 -17:00 **2ª SESIÓN DE FOROS**

[2.1 @ AUDITORIO] Voluntariado transfronterizo (Español y Inglés)

Los programas que envían equipos de voluntarios cualificados más allá de las fronteras nacionales plantean problemas para las empresas, sus voluntarios y los lugares a los que van a servir. ¿Qué es lo que funciona? ¿Es una buena inversión? ¿Cómo desarrollar alianzas sólidas para implementar sus programas? ¿Cómo seleccionar, preparar y capacitar a los voluntarios? Descubra las respuestas de nuestros experimentados panelistas.

Presentadores:

- o **Eva Halper**, Directora, Programa Ciudadanos Globales, *Credit Suisse*
- o **Patricia Benchenna**, Corporate Philanthropy Director, *Schneider Electric*
- o **Ana Enrich Milá**, Coordinator, *Ashoka*

Moderador: **María Jesús Pérez**, Subdirectora, *Fundación CODESPA*

[2.2 @ HALL] Voluntariado para ayudar a los refugiados (Inglés)

El número de refugiados que han huido a Europa en los últimos dos años no se ha visto desde la Segunda Guerra Mundial. Mientras que algunos gobiernos tropezaron, muchas compañías respondieron al desafío con fondos y empleados voluntarios entusiásticos dispuestos a proporcionar orientación cultural y en el trabajo, capacitación lingüística, programas de diversión para niños, vivienda, alimentación y vestido. Aprenda lo que los voluntarios corporativos están haciendo ahora para aliviar el sufrimiento y facilitar el camino hacia la integración de los refugiados.

Presentadores:

- o **Suska Dreesbach-Bundy**, Fundador, *Volunteer Vision*
- o **Johan Karlsson**, Fundador y Director Gerente, *Better Shelter*
- o **Belén Perales Martín**, Gerente de Ciudadanía Corporativa, *IBM*

Moderador: **Gabriella Civico**, Directora, *CEV/EVEN*

[2.3 @ 3^{ER} PISO] Alianza con la comunidad y los sectores públicos (Inglés)

Las empresas con fines de lucro están desarrollando proyectos innovadores junto con organizaciones comunitarias y gubernamentales. Descubra los beneficios y desafíos únicos de estos tipos de alianzas de nuestros socios destacados.

Presentadores:

- o **Ciara Herity**, Gerente, *Sligo Volunteer Center*
- o **Daragh Fallon**, Gerente de Ciudadanía Global, *Abbott Ireland*
- o **Vadim Kovalev**, Primer Director Ejecutivo Adjunto, *Russian Managers Association*
- o **Conchita Navarro**, Responsable de Responsabilidad Social Corporativa, *Mutua Madrileña*

Moderador: **Iraida Manzanilla**, Miembro de la Junta, *IAVE*

17:00-17:30 **RESUMEN**

17:30-18:30 **CÓCTEL DE RECEPCIÓN**

21:00-23:00 **CENA POR MADRID**

MARTES, 9 DE MAYO

09:00-09:30 **INSCRIPCIÓN**

09:30-10:45 **PLENARIO**

[AUDITORIO] Trabajando para revertir el desempleo juvenil (*Español y Inglés*)

La tasa del paro juvenil en Europa alcanza hasta el 40% en algunos países. Los voluntarios corporativos tienen un papel importante que desempeñar en la orientación, la creación de habilidades, el apoyo y la creación de modelos de emprendimiento y proporcionar conocimientos y oportunidades en sus lugares de trabajo. En esta sesión usted podrá enterarse de cómo las empresas líderes abordan esta importante cuestión.

Presentadores:

- **Tammy McFeggan**, Directora, Asuntos Corporativos y Comunitarios, *The Walt Disney Company*
- **Montse Cabré**, Directora del Departamento de Personas y Voluntariado, *Fundación Bancaria "la Caixa"*
- **Luis Miguel Olivas Torrijos**, Gerente Global de Empleabilidad y Emprendimiento, *Fundación Telefónica*
- **Begoña Barberá García**, Directora de Proyectos Sociales, *Iberdrola S.A.*

Moderador: Nacho Sequeira, CEO, *Fundación EXIT*

10:45-11:15 **DESCANSO PARA EL CAFÉ**

11:15-12:30 **3ª SESIÓN DE FOROS**

[3.1 @ AUDITORIO] Alineando los programas de voluntariado con los Objetivos de Desarrollo Sostenible (*Español y Inglés*)

Las empresas consideran que los Objetivos de Desarrollo Sostenible son una buena manera de definir y medir sus programas de voluntariado de empleados. Un grupo selecto de compañías está haciendo un trabajo excelente en mantener los ODS visibles para sus empleados y partes interesadas y en el diseño de programas de voluntariado con los ODS – y los problemas más difíciles del mundo – al frente y en el centro.

Presentadores:

- **Jordi Sala Serra**, Director de Recursos Humanos, *The Ritz Carlton Hotel Company*
- **Jesús Martín Vidal**, Gerente de Comunicaciones, *Nutrition Without*

Borders

- o **Audrey Guibat Demont**, Liderazgo de Filantropía de Compromiso Global, *Medtronic Foundation*
- o **Aurelia Takacs**, Gerente de Socio de Entrega Global, *Cisco*

Moderador: **Jonathas Barreto**, Director Senior Global, *Points of Light*

[3.2 @ HALL] El papel del “Intrapreneurship” en el voluntariado corporativo (Inglés)

Los empleados de empresas con el espíritu empresarial diseñan productos y servicios comerciales innovadores. Pero los “intra-emprendedores” también están tomando riesgos y desarrollan programas creativos de voluntariado que implican de nuevas maneras a los empleados y tienen un gran impacto en aquellos miembros de la sociedad que más necesitan ayuda. Se alían con empresas sociales que convierten las donaciones financieras y la orientación de los empleados en inversiones. Esta sesión arrojará luz sobre este enfoque relativamente nuevo para crear impacto social.

Presentadores:

- o **Daniel Nowack**, Director, *Yunus Social Business*
- o **Iñigo Blanco**, Cofundador, *DOT S. Coop*
- o **Alicia Lenze**, Responsable de Responsabilidad Social Corporativa Global, *SAP*

Moderador: **Kylee Bates**, Presidente Mundial, *IAVE*

[3.3 @ 3^{ER} PISO] Alianza para la respuesta en casos de desastres (Inglés)

Los desastres humanitarios y naturales están ocurriendo a un ritmo acelerado y cuando ocurren, hacen que los empleados insten a sus empresas a “hacer algo”. Sin embargo, la respuesta corporativa más eficaz a los desastres es el resultado de una planificación cuidadosa antes de que ocurra un desastre. Esta sesión se enfocará en estas alianzas y descubrirá respuestas a preguntas como: ¿Qué las hace exitosas? ¿Cómo se sustentan? ¿Cómo superan los desafíos?

Presentadores:

- o **Olaug Bergseth**, Gerente de Asociaciones Estratégicas, *International Federation of Red Cross and Red Crescent Societies (IFRC)*
- o **Andrea Debbané**, Directora ejecutiva, *Airbus Foundation and Head of Corporate Social Responsibility*
- o **Manuel Hernández Vázquez**, Voluntario de la Respuesta

Moderador: **Francisco Moro Gutiérrez**, Gerente de Proyectos Internacionales, *Fundación Telefónica*

12:40-13:55 4ª SESIÓN DE FOROS

[4.1 @ AUDITORIO] Nuevas perspectivas sobre la medición del impacto (Español y Inglés)

Se están realizando enérgicos esfuerzos para medir el impacto del voluntariado corporativo, incluida la iniciativa “Impacto 2030”. A medida que se intenta decidirse por un enfoque común, ahora es un momento oportuno para explorar nuevas ideas

y posibilidades.

Presentadores:

- **Jorge Mayer**, Experto en sostenibilidad, *EDP*
- **Sarah Ulrich**, Consultor de Impacto Social
- **Carne Artigas Brugal**, Fundador y CEO, *Synergic Partners*

Moderador: Dr. Kenn Allen, Consultor Senior, *IAVE*

[4.2 @ 3^{ER} PISO] Planificación de un programa de voluntariado dentro de una estrategia más amplia de RSE (Inglés)

¿Cómo se encaja su programa de voluntariado dentro de su estrategia general de responsabilidad social corporativa? ¿Cómo se relaciona con sus donaciones filantrópicas, sus programas de sostenibilidad? ¿Y con su políticas de cadena de suministro? Esta sesión dará un paso atrás y verá los programas de empleados voluntarios desde una perspectiva holística y estratégica.

Presentadores:

- **Alicia Lenze**, VP & Responsable de Responsabilidad Social Corporativa Global, *SAP*
- **Estelle Roth**, Líder de Proyectos Globales, Voluntariado Corporativo, *Novartis International AG*
- **Jeff Hoffman**, Presidente, *Jeff Hoffman & Associates*

Moderador: Jeff Hoffman, Presidente, *Jeff Hoffman & Associates*

13:55-14:45 **ALMUERZO**

14:45-16:00 **PLENARIO DE CLAUSURA (Español y Inglés)**

[AUDITORIO]

- **Wolfgang Krell**, Director del Augsburg Volunteer Center y Representante Nacional de *IAVE* para Alemania

El valor de la colaboración y las alianzas en el voluntariado corporativo

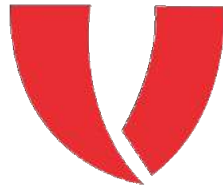
- **Ana Sainz**, Directora General, Fundación *SERES*

Comentario final

- **Carmen Morenés Giles**, Jefe Global de Programas de Voluntariado, *Fundación Telefónica*

Moderador: Dr. Kenn Allen, Consultor Senior, *IAVE*

ABOUT IAVE



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's vision is of a global culture of volunteering that is recognized as vital to creating a fair, peaceful, sustainable and compassionate world.

Our priority areas include national leadership structures for volunteering, businesses committed to engaging their employees as volunteers or strengthening volunteering, global volunteering involving organizations and our members.

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

Network Development and Mobilization. We create and sustain networks of like-minded stakeholders and members in order to strengthen our shared capacity to pursue our mission. Examples include, but are not limited to, our Global Corporate Volunteer Council (GCVC) and our Global Network of National Volunteer Centers.

Knowledge Development and Dissemination. We foster the development of new knowledge about volunteering through research and organized learning activities and actively share that knowledge.

Convening. We bring together, in person and online, leaders in volunteering to discuss, debate and deepen our shared understanding of volunteering and its potential as a global force for good. Examples include, but are not limited to, world and regional conferences, in-person meetings of our networks and webinars.

Advocacy. We use key global, national, regional and, where appropriate, local forums, institutions and communication channels to advocate for recognition and advancement of volunteers and volunteering and on issues of critical importance.

Learn more about IAVE at www.iave.org.

PRESENTERS

The best measure of a conference is the strength of its content. We are very pleased to have a distinguished group of presenters and moderators who are here to share their experience and perspective with us.



KENN ALLEN is founder and president of Civil Society Consulting Group LLC with which IAVE contracts to provide its Secretariat. He also serves as Senior Consultant to

IAVE's leadership. He is known globally for his research, writing and consulting in support of corporate volunteering and as author of *The Big Tent: Corporate Volunteering in the Global Age*.



CARME ARTIGAS BRUGAL is the Founder & CEO of Synergic Partners, a strategic and technological consulting firm specialized in Big Data & Data Science, founded in 2006 and

acquired in 2015 by the Telefónica Group. She has more than 20 years of expertise in the telecommunications and IT fields and broad experience in several executive roles in both private companies as well as governmental institutions.



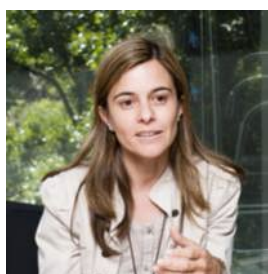
BRUNO AYRES is a Brazilian entrepreneur and creator of V2V.net, a social network for volunteers. His research lies in the use of new technologies for citizen engagement. V2V has

created innovative ways to engage citizens, organizations, and companies in volunteering. It has connected more than 200,000 people who have created over 20,000 local volunteer opportunities, mainly in the corporate sector.



BEGOÑA BARBERA is the Head of Social Projects of Iberdrola S.A. She leads the strategic development and execution of the Global Corporate Volunteering program, offering to the

27,000 Iberdrola's employees the opportunity to annually participate in more than 8,000 different volunteering initiatives around the globe. She has been with Iberdrola for 25 years, in a range of HR roles across different areas of the business.



ARIADNA BARDOLET URGELLES is the Director of the International Programs Department at Fundación Bancaria "la Caixa". She is in charge of global health, education and

development issues in more than twenty of the world's most vulnerable countries in which the institution is promoting several projects. Ariadna has been with the foundation for 20 years.



JONATHAS BARRETO is a Senior Director at Points of Light, an organization with a global focus to redefine volunteerism and civic engagement for the 21st century, putting people at

the center of community problem solving. He has almost 10 years of experience promoting social entrepreneurship, corporate social responsibility and sustainability in the private and social sectors.



KYLEE BATES is the World President for the International Association for Volunteer Effort. She is currently the CEO of Ardoch Youth Foundation, a non-profit that focuses on

education support for children in disadvantaged communities. She previously served as the State Director of Service Delivery for Mission Australia, and was also the Deputy CEO of Volunteering Australia.



PATRICIA BENCHENNA is the Corporate Philanthropy Director at Schneider Electric. She spearheaded projects such as the deployment of the Schneider Electric Foundation

delegates network and the Schneider Electric Teachers NGO. She is also very engaged in Schneider's program to fight fuel poverty.



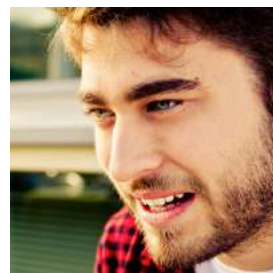
JOSE M. BENDITO is the Innovation Program Specialist at United Nations Volunteers currently working on a modality to bring corporate volunteers into the work of the UN. He is an

innovative policy advisor and program developer with more than 10 years of experience at the UN, both at HQ and in the field.



OLAUG BERGSETH is the Manager of Strategic Partnerships at the International Federation of Red Cross and Red Crescent Societies (IFRC). She manages global relations

and partnerships with the private sector, for the benefit of IFRC's 190 Red Cross and Red Crescent Societies worldwide.



IÑIGO BLANCO is the co-founder and the international business developer of the design & social innovation studio DOT S.Coop. He is also the co-founder and president of the center for

social entrepreneurship Impact HUB Donostia - San Sebastián. He is an international lecturer and business team-coach at Mondragon Team Academy.



MONTSERRAT CABRÉ is the Director of Human Resources and Volunteer Department at "la Caixa" Foundation. Montse has been with the Foundation for 25 years. She is currently

sharing responsibility for the coordination of the Volunteer Program in the whole country and the Human Resource's management.



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.



ANTOINE COLONNA D'ISTRIA co-founded Pro Bono Lab in 2011 and developed it into a 15 staff organization that has duplicated social innovation practices in more than 20

countries. He holds a double Masters degree in Corporate & Public Management from HEC & Sciences Po Paris. He is a member of the High Council for Associations in France.



ANDREA DEBBANÉ is head of Airbus Corporate Social Responsibility and the Executive Director of the Airbus Foundation. The Airbus Foundation has been closely collaborating with

global NGOs to support humanitarian causes and to inspire youth development through contact with the aerospace industry.



JAVIER DOVAL is a General Manager at Pinardi. He is an expert in Leadership and Innovation in NGOs. He is currently a member of the regional Immigration Forum and

the Commission for Protection of Child Rights in Madrid and actively collaborates as a lecturer on psychosocial community-oriented intervention at the Autonomous University of Madrid.



SUSKA DREESBACH-BUNDY is the founder of Volunteer Vision, a social business offering online mentoring programs that take place completely digital via video chat and is based

on embedded eLearning materials. Volunteer Vision enables corporate volunteers to mentor in the areas of work, training and language.



ANA ENRICH MILÁ is the Coordinator of Ashoka in Catalonia, working to consolidate Ashoka's Everyone a Changemaker vision in the region and working on international

strategic alliances. Previously she has been leading projects at the Department of Innovation and Education of the Spanish technological company, BQ.



BENEDETTA FALLETTI DI VILLAFALLETTO is the coordinator of the Voluntary Network and collaborates with Voluntariado y Estrategia in the design of strategic programs.

Previously she supported the CSR of Grupo Vips in Spain and worked on micro-financing projects in Bolivia and Ethiopia.



DARAGH FALLON is the Global Citizenship Manager at Abbott Ireland. He has been with Abbott for nine years, mainly in a Human Resources and communications capacity.

He graduated from the Institute of Technology, Sligo with a Bachelors in Business and Marketing.



LORRIE FOSTER is an independent consultant specializing in corporate-nonprofit 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.



TOMÁS FRANQUET is the Corporate Responsibility Director at Meliá Hotels International. He is also a member of the CSR Commission of the Hotel's Federation in Mallorca. In the

course of his career he spent 10 years in strategy consulting on national and international projects.



MARIO GARCÉS SANAGUSTÍN is the Secretary of State for Spain's Ministry of Health, Social Services and Equality. He has held different positions in the

Ministry of Economy and Finance and was the advisor to the Spanish President's Cabinet from 2000-2004.



ANA GÓMEZ is a psychologist and is currently responsible for the Vol Plus Program, leading all projects concerning the recognition of volunteering on the Spanish Volunteering Platform. She has spent most

of her career in the Third Sector, from career guidance to gender equality.



AUDREY GUIBAT DEMONT is the Global Engagement Philanthropy Lead at the Medtronic Foundation. She supervises the deployment of the Foundation's philanthropy

programs in the EMEA region. She also leads a global program that recognizes patients who are contributing in communities all around the world through charitable service and volunteerism.



EVA HALPER leads Credit Suisse's Global Education Initiative, building and managing partnerships with international not for profits. In 2010 she conceived and subsequently rolled out the

Bank's flagship international skills-based volunteering program, The Global Citizens Program.



CIARA HERITY is the Manager at Sligo Volunteer Centre, a member of Volunteer Ireland and the National Network of Volunteer Centres. She has been managing the Sligo

Volunteer Centre since 2007. The Sligo Volunteer Centre promotes volunteering and offers training and support to local not for profits.



MANUEL HERNÁNDEZ VÁZQUEZ has been an Ericsson Response Volunteer since 2002. He has been in two field operations: first in Liberia where he installed the UN offices that had been

destroyed by civil war; then in Tanzania, collaborating with the demine UN program.



ANA HIGUERA GARRIDO is a lawyer and pro bono coordinator for Fundación Fernando Pombo. She is a regular collaborator in legal projects with social entities, notably as a

Coordinator of the "Study on the care of children with serious illness" which implemented new subsidies to allow working parents to look after their children during temporary periods of illness.



JEFF HOFFMAN leads Jeff Hoffman & Associates, a global corporate social responsibility firm that enables businesses, organizations and individuals to re-imagine a world full of

hope, promise and opportunity while strengthening their own enterprise. He is also a member of the IAVE Board of Directors.



JOHAN KARLSSON is the Managing Director of Better Shelter, a social enterprise with a mission to develop and provide temporary shelters for families that have lost their

homes during conflicts and natural disasters. He has developed the product with a team of designers and engineers, in partnership with UNHCR and the IKEA Foundation.



MARION KIEWIK is Partnership Manager at Randstad Holding nv, one of the leading global HR services providers. She is responsible for advancing the Partnership with VSO

within the Randstad Group and developing its strategy of expanding employability and entrepreneurship programs, currently focusing on Tanzania and India.



VADIM KOVALEV is the First Deputy Executive Director at Russian Managers Association. He is also a member of the Civic Chamber of Moscow and the Federal Expert Council.

He has organized several volunteer assistance projects for flood victims, refugees and pilgrims throughout Russia and Eastern Europe.



FEDERICA LAMMA is the Internal Communication & Community Involvement Manager at Mondelēz International. She is responsible for the company's employee

engagement agenda and manages community involvement initiatives such as promoting volunteering activities, supporting the business in creating ad-hoc CRM projects and maintaining strong relationships with NGOs.



ALICIA LENZE is the Vice President and Head of Global Corporate Social Responsibility at SAP. She has extensive international experience in product, corporate and executive

communications programs for consumer tech and business-to-business IT companies.



SILVIA MALDONADO MELIA is the Head of the International Programs Department at "la Caixa" Banking Foundation. Her responsibilities include leading the International

Volunteer Program. She is an active volunteer in several organizations including the "la Caixa" corporate volunteering program.



IRAIDA MANZANILLA is a founding member of the consulting firm Iniciativa Latinoamericana C.A., consulting in strategic planning, corporate social responsibility, volunteering

for social development organizations and corporate volunteering. She is a member of IAVE's Board of Directors.



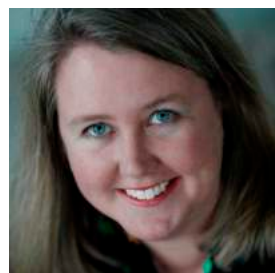
JESÚS MARTÍN VIDAL is based in Nutrition Without Borders's headquarters in Barcelona, where he coordinates the communications department. There he designs and

implements communication strategies to accomplish the organization's mission: to protect the universal right to food.



JORGE MAYER is the founder of EDP's corporate volunteering program and has managed it for over five years. He has vast experience in volunteering and social innovation in

Portugal. Since October 2016 he started working on the Sustainability, Environment and Community Relations Division of EDP Produção.



TAMMY McFEGGAN is the Director of Corporate Citizenship, managing Disney's Community Engagement efforts for Europe, the Middle East and Africa (EMEA). In this role

she has responsibility for Disney's charitable giving, community relations and employee volunteer programme - Disney VoluntEARS.



CARMEN MORENÉS is the Global Head of Volunteering at Telefónica Foundation. The volunteer program is active in 15 countries and has mobilized more than 27,000 volunteers

worldwide in 2016. She developed her career in the financial and real estate sector, previously doing pro bono volunteering before joining Telefónica Foundation in 2015.



FRANCISCO MORO GUTIÉRREZ is responsible for various educational projects of the Telefónica Foundation. He works with Telefónica Volunteers, where he is responsible for

international coordination in the 27 countries where the corporate volunteering program is present. He also leads several global projects.



CONCHITA NAVARRO is responsible for CSR of Mutua Madrileña, taking charge of the coordination and development of the CSR strategy of the Group. She is also responsible for social

projects of the Mutua Madrileña Foundation and coordinates the corporate volunteer program.



DANIEL NOWACK is the Head of Business Development at Yunus Social Business Funds, an impact-investing fund. He is also the Executive Director for YSB's fund in the Balkans.

Previously, he has helped start four businesses in image manipulation, mobile payment, online marketing and publishing.



LUIS MIGUEL OLIVAS TORRIJOS is a telecommunications engineer passionate about innovation, people and entrepreneurship. He joined Fundación Telefónica in

2012 after working in several companies. Currently, he is the Manager of the Employability and Entrepreneurship, seeking to improve the professional and personal opportunities of young people so that they can create their professional life plan.



BELEN PERALES MARTÍN is the Corporate Citizenship and Corporate Affairs Manager at IBM Spain. She launched most of the current CSR programs in the company at the national level, focusing on community engagement and corporate service programs. She leverages the IBM Volunteering Community with more than 1.600 employees and retirees.



MARÍA JESÚS PÉREZ is the Deputy Director of CODESPA Foundation and Director of the Research, Social Innovation and Consulting Services Department. She led the expansion of CODESPA's pioneering Corporate Volunteering program, Professionals for Development, working with over 20 companies on international skills based volunteering activities.



PAUL PHILIPS is a Senior Private Sector Engagement Manager at VSO. He manages the strategic direction of ICV programs with companies like Accenture, IBM, Syngenta and Randstad. He is a seasoned international development professional passionate about engaging the private sector. Paul is a former VSO Education volunteer in Rwanda and South Sudan.



JUAN ANGEL POYATOS is the Director of Volutare, the Ibero-american Corporate Volunteer Network. He has long experience supporting companies and NGOs in their corporate volunteer programs in Europe and Latin America. He has also worked, with public organizations like the European Commission as well as the Colombian and Spanish Governments.



LETICIA DE RATO SALAZAR-SIMPSON is the Head of Global Partnerships at Fundación ProFuturo, a major digital education project for underprivileged children and adolescents, sponsored by Fundación Telefónica and Fundación Bancaria 'La Caixa'. She has been working with Telefónica since 2008.



ESTELLE ROTH is the Global Project Leader of Corporate Volunteering at Novartis. She joined Novartis in 2007 with increasing responsibilities in HR and ComOps Asia, Middle East, Africa and W/E Europe. Previously Estelle worked for a non-profit-organization "International Board on Books for Young People" and as Head of Legal Services DHL Management AG.



ANA SAINZ is the Director-General of SERES, a foundation that promotes corporate commitment to improving society through socially responsible actions that are aligned with core business strategies. The foundation works with more than 134 companies. Ana is also a trustee of Fundación Bequal.



JORDI SALA SERRA is the Human Resources Director at Hotel Arts, The Ritz Carlton Barcelona. He worked in Ritz Carlton properties in Hong Kong and San Juan, Puerto Rico.

He is member of several NGOs including Red Cross Spain, Doctors without Borders and Support in Action.



JOSÉ MARÍA SANZ-MAGALLON REZUSTA is the Director General for Fundación Telefónica. He has been with Telefónica since 1997, working in various areas such as

marketing, internal communications and institutional relations. He was previously the CEO of Telefónica International USA.



JAVIER SANTOYO is the Corporate Relationships Manager at the National Council for Voluntary Organisations (NCVO) where he promotes and supports partnerships between

businesses and voluntary and community organizations that create positive change, and is NCVO's in-house specialist in Corporate Responsibility and Sustainability.



NACHO SEQUEIRA is the CEO of Fundación Exit. He is also the Vice President of the Social Mentoring Platform and promotes other initiatives like Juntos por el Empleo, the biggest

collaborative project in Spain to enhance employment of the most vulnerable people.



AURELIA TAKACS is a Global Delivery Partner Manager in Cisco's Technical Services organization. She is a 'Cisco Citizen' CSR Ambassador, with a focus on volunteering

programs geared towards children and young girls, encouraging them into STEM. She is also the Co-Lead for her organization leading and driving all Diversity and Inclusion initiatives.



SARAH ULRICH is a social psychologist specializing in research methodology. She has developed and implemented a range of impact management methods and tools for

various NPOs, foundations, public institutions and companies. The main characteristics of her approach are target group orientation, participation and outcome transparency.

COOPERATING ORGANIZATIONS

Many thanks for your support in promoting the conference.



WHERE TO NEXT?

Upcoming IAVE Conferences



7TH IAVE LATIN AMERICA REGIONAL VOLUNTEER CONFERENCE

October 18-20, 2017 | Antigua, Guatemala | *Hosted by Guatemalan Volunteer Center*

The theme of the 7th Latin America Regional Volunteer Conference, **Volunteering: A Pathway to Development**, recognizes the power and importance of volunteering to reach important goals such as the 2030 Agenda. Today more than ever, volunteering, through all sectors, is positioned as an essential platform for the development of our communities. The objective is to strengthen and empower participants with tools and successful experiences to face the challenges of volunteering in the development of their communities and countries.

15TH IAVE ASIA-PACIFIC REGIONAL VOLUNTEER CONFERENCE

November 22-26, 2017 | Kuala Lumpur, Malaysia | *Hosted by Yayasan Salam Malaysia*

The 15th Asia-Pacific Regional Volunteer Conference will be designed around six major topics that hold particular interest in the region: **leadership, technology and social innovation, the SDGs, financial sustainability, corporate volunteering, and strategic partnerships**. The objective of the event is to mobilize volunteer groups into a single force in reaching out to the community. It will be a space for dialogue for participants to engage with one another while discussing, debating and deepening their understanding about how volunteering is responding to modern lives.

25TH IAVE WORLD VOLUNTEER CONFERENCE

October 17-20, 2018 | Augsburg, Germany | *Hosted by Volunteer Center Augsburg*

We are pleased to welcome participants from all over the world to Augsburg, Germany for the 25th IAVE World Volunteer Conference and the 9th World Youth Volunteer Conference. Since the very first conference in 1970, the IAVE World Volunteer Conference has been the premier gathering point for volunteer leaders from throughout the world, for people who share a commitment to volunteering as a means to build understanding across borders through the active engagement of people in service to their communities, to their societies and to the world.

2017 EUROPEAN CONFERENCE
ON CORPORATE VOLUNTEERING:
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International Association for Volunteer Effort

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