Interview with Sue Stephenson of IMPACT2030

Corporate volunteering with VSO

12 Benefits of Corporate Volunteering

...and more!

How these companies are contributing to the SDGs

Telefonica • Iberdrola
Medtronic • PIMCO • Discovery "la caixa" • C&A • BD

Issue No. 1, July 2018
Welcome to Volunteering Together, our new quarterly magazine. It comes as part of our continuing move toward implementing the strategic direction set by our board of directors in 2016. That plan was built on these guiding principles:

**Diversity** – Developing & sustaining a global perspective on volunteering

**Inclusion** – Recognizing, valuing and supporting everyone who volunteers

**Partnership** – A primary way of work to leverage our resources into global impact

**Impact** – Helping realize the effective engagement of volunteers in achieving the SDGs

**Peace & Development** – Working to promote & strengthen the roles volunteers must play

Our intention is that Volunteering Together will become a primary tool to promote, strengthen and celebrate volunteering in all the myriad ways it happens throughout the world. Issues will be built around important themes, as this inaugural issue is, but also will evolve to include regular news from IAVE and from contributors in the field as E-IAVE did in the past.

Like all healthy organizations must, IAVE itself is evolving. As we approach our 50th anniversary in 2020, we want to honor what IAVE is, celebrate our current work, and launch ourselves into the future. As we do in our own lives, we look back with nostalgia, remembering the people and places that have shaped what we are today. As all of us must, we look ahead with hope and expectation of what lies ahead, dreaming of new successes, new value, new impact.

Volunteering Together, then, is a next step into that future. Watch us continue to evolve over the next few months as we announce more changes that will continue to position us for even greater leadership in the years ahead.

And, of course, we look forward to welcoming you to the 25th IAVE World Volunteer Conference in Augsburg, Germany, October 16–20.
It was the year 2000 when I worked for Volunteering Australia that I first heard the term ‘corporate volunteering’. To many in the volunteering sector at the time it was an odd, even controversial, phrase. The idea that a company could be credited with volunteering was difficult to comprehend, while the notion that employees in businesses could be ‘volunteering’ in work hours while paid by their employer was surely a gimmick.

Nearly two decades later, corporate, employee or workplace volunteering are all well understood terms to describe the efforts of organisations to mobilise and support their employees to volunteer for causes and communities that matter to them. No longer is it necessary to debate the question ‘is this volunteering?’ Instead, around the world, focus has shifted to questions of ‘How do we maximise the effectiveness of this form of volunteering?’ and ‘How can we measure the impact on all parties involved – the community, the not-for-profit organisations; the volunteers and the companies that enable them?’.

IAVE published the first ever global study of corporate volunteering in 2011. This landmark study highlighted that all over the world tens of thousands of corporate employees were volunteering their time, talent and energy to make demonstrable difference to the world¹ and noted that “Even the global recession seems to have strengthened volunteering” with “Global companies report(ing) new employee energy for volunteering; more creative initiatives...; more strategic use of volunteering to leverage the giving of money and in sustaining employee pride and morale through difficult times.”²

The 50+ global companies who are members of IAVE’s Global Corporate Volunteering Council (GCVC) continue to bear this out. They represent different sectors and may even be business competitors, but they come together through GCVC to share, work and learn together so that volunteering experiences for their employees can be more impactful.

Similarly, while they may be at different stages of the journey, in each region of the world it is unquestioned that employee volunteering is a powerful strategic asset that must be leveraged if the Sustainable Development Goals are to be achieved by 2030.

I also see this borne out every day as CEO of Ardoch. Ardoch is a children’s education charity that works to close the gap in educational outcomes experienced by children in some of Australia’s most disadvantaged communities. With less than 15 full–time equivalent employees, Ardoch mobilises over 1600 volunteers a year to support the engagement, build the aspirations and enhance the learning outcomes of these children. Of these, 1400 volunteers come from our corporate and community employer partners. In each program 25–30 employees from a workplace are matched as ‘Big Buddies’ to children in our partner schools and participate in a year–long literacy program by exchanging letters or a half–year numeracy program where the buddies work together via a blog to solve worded mathematical problems.

Critically, their efforts are invariably multiplied as volunteering with Ardoch leads them to do more for the cause: the group of young professionals who developed a fundraising event that raised $40,000 in its first year; the corporate leader that invested to expand the program so that more employees could participate, and children could benefit, as he was inspired by how much his employees valued it; or the employee who changed companies but felt so passionate about the program that they introduced it to their new company.

To return to controversy, dare we imagine the multiplier effect if employees in every organisation, in every country, volunteered – might we just create a fair, peaceful, sustainable and compassionate world as IAVE envisage?

¹p.5 Allen, Galiano, Hayes, Global companies volunteering globally, International Association for Volunteer Effort (2011)
²Ibid
12 benefits of Corporate Volunteering

Many studies agree that the volunteering opportunities that companies offer their employees make them better professionals and better people.

**1: FLEXIBILITY**
Almost 9 out of 10 volunteers become more adaptable to change
- 87%

**2: PROFESSIONAL SATISFACTION**
More than half put their professional knowledge to use
- 60%

**3: PRIDE IN BELONGING**
Employees gain a better perception of the company and become more committed
- 85%

**4: INTEGRATION**
Volunteering strengthens their working relationships
- 64%

**5: INNOVATION**
Almost all volunteers see an improvement in their mental flexibility
- 97%

**6: STRENGTH**
Volunteers experience benefits on a physical and emotional level
- 76%

**7: EMPATHY**
The majority improve their emotional intelligence, empathy, flexibility and sociability
- 80%

**8: SELF-ESTEEM**
The volunteers gain more confidence and pride in themselves
- 85%

**9: STRESS RELIEF**
Volunteers experience a reduction in stress levels
- 78%

**10: NETWORKING**
Almost 100% of volunteers improve their network of professional contacts
- 96%

**11: EMPLOYABILITY**
More than 70% of those who volunteer find it easier to find employment than those who do not volunteer
- 73%

**12: PROFESSIONAL DEVELOPMENT**
Almost all those who volunteer gain employment, improve salaries or receive promotions
- 94%

Source: Common Impact, Deloitte, United Health Group, Optum Institute, Volunteer Match, United Healthcare, GlaxoSmithKline, ESADE, Capital One.
The 17 Sustainable Development Goals (SDGs), also known as the Global Goals for Sustainable Development, were adopted by the United Nations in 2015. They built on the previous set of Millennium Development Goals (MDGs)–but were expanded to include more goals as well as 169 associated targets. In addition to being more all encompassing, the consultation process to develop the SDGs was allegedly the most transparent and inclusive in UN history. Five million people from across 88 countries took part in the consultation to develop the goals and targets with the ultimate goal of creating a better world for all by 2030. Most importantly the Global Goals are predicated on multi-stakeholder, cross-sector partnerships as the key to success.

In this inaugural issue of E-IAVE magazine we explore how IAVE member companies, specifically those on the Global Corporate Volunteer Council, are using the Sustainable Development Goals to plan, implement, promote and measure their employee volunteer programs.

The nearly 50 companies that make us the IAVE Global Corporate Volunteer Council are an impressive group with companies headquartered in five different regions of the world. To participate in the Global Corporate Volunteer Council (GCVC), a company must operate and offer volunteer programs in at least three regions. GCVC enables those who lead global corporate volunteer efforts for their companies to benchmark with their peers and share ideas, challenges and inspiring practices.

All GCVC companies have significant and impressive employee volunteer programs. They range from employee choice volunteer programs to a coordinated company Global Day, Global Week or Global Month of Service, to signature, cross-border, skills-based volunteer programs. Yet how they are using the Sustainable Development Goals varies considerably. Some companies are investing their resources in educating their employees, retirees, school children, and others about the goals. One has an internal SDG committee to review the company’s activities related to the goals and also supports a “SDG Chair” in a local university.

One GCVC member company decided to restructure their volunteer program by first surveying employees to determine which SDGs resonated with them. Another company selected two goals and thereafter ensured that all volunteer programs incorporated both.

Certain companies are exploring new territory by collaborating with each other. Yet others have created an impressive multi-stakeholder, cross-sector approach to their employee volunteer programs along with a rigorous impact measurement system.

For this issue, we invited seven companies to share their stories. They tell us in words and pictures how they are using the Sustainable Development Goals in their employee volunteer programs. This is an evolving story and one that we will continue to follow and share.
Ever since Instituto C&A’s corporate volunteering program added Sustainable Development Goals (SDGs) to its proposal 3 years ago, surprising feats have been achieved. “Focused on the idea of combining volunteering, education and sustainability, volunteers have created unique projects and carried a strong message about the importance of protecting the planet,” says Daniela Pavan, Instituto C&A’s community strengthening manager.

One of the initiatives brought together volunteers from six C&A fashion retail stores in Belém, Northern Brazil, in environmental education activities for children at A Mão Cooperadora Preschool. The project occurred in the latter half of 2017 and comprised of awareness building activities about the importance of recycling and waste separation, and culminated with a one-day group effort to “ecologically remodel” the children’s library.

Wooden pallets became sofas and PET bottles collected by the children were used as structure for building poofs to sit on. Discarded fabric became curtains that were sewn by members of the community. Information was combined with action and the project took on huge importance for the people involved.

“The teachers explained the idea to parents and children, and then walked with them around the community to gather recyclable material. We the volunteers, also set out to find discarded items at C&A. When we finished the remodeling project, everyone was surprised to see how things that would have been thrown out could be reutilized at no cost and provide so much satisfaction to the children, teachers and the community,” said Ana Lúcia Alencar Santos, a volunteer.

Planned in accordance with Instituto C&A’s volunteering project methodology, the initiative involved 25 volunteers, as well as school leaders and teachers. A step-by-step plan was designed with tasks to prepare for the joint-effort day and also included intermediate goals that were to be fulfilled over a five-month period. “What was once a half-empty room, with tables and chairs with no life, became a warm and lively space where children can now come in, choose books and want to stay. The library was completely repurposed for them.

By Daniela Pavan, Program Manager, Instituto C&A, GCVC Member
and the community,” exclaimed Maria Edicleuma Nogueira, the school’s director. Roughly 170 children are benefitting from the project.

In order to further support volunteers with putting sustainability education into practice, Instituto C&A will publish a booklet on the theme within the next few months. The publication relates the volunteering program with the SDGs, presents the main dynamics of the program and provides good examples on how to generate positive social impact. “We want to delve deeper into the theme of sustainability education so that volunteers see how much we need to reeducate ourselves, considering new paradigms, to advance in the direction of the 2030 Agenda,” said Daniela Pavan.
The key focus areas and the relevant SDGs are as follows:

- **Youth - Goal 4:** Ensure inclusive and quality education for all and promote lifelong learning. The goal in this focus area is to improve skills amongst youth, resulting in increased access to employment.

- **Health - Goal 3:** Ensure healthy lives and promote well-being for all, at all ages. The goal is to strengthen health systems for improved service delivery within Orange Farm health facilities.

- **Enterprise and Supplier Development (ESD) - Goal 8:** Promote inclusive and sustainable economic growth, employment and decent work for all. The focus area was initially called employment, where our main focus would be to facilitate access to employment for youth, through partnerships. With the establishment of a business hub funded by various partners, the goal evolved into enterprise and supplier development for economic growth within the community.

The various activities are monitored utilizing the Monitoring, Evaluation and Reporting (MER) plan, which describes the targets, objectives, outputs, outcomes and indicators for each focus area. The MER plan was developed in consultation with key government partners and aims to aid the process of working more efficiently towards achieving the goals and objectives of the various focus areas. It outlines the various roles and responsibilities pertaining to MER and provide a plan for data collection, analysis, use and data quality.

“Businesses today have the resources and more importantly, the opportunity, to move beyond traditional corporate social investment,”

By Andronica Mabuya, Senior Specialist, Corporate Sustainability, Discovery Limited, GCVC Member
Imagine what might be possible if, by 2030, employees around the world felt connected to the Sustainable Development Goals, acted on them, and shared how their volunteer efforts contribute to achieving them? We’d be that much closer to ensuring good health and well-being to every person on this planet, as well as the other 16 interconnected challenges we’re determined to achieve.

As a Founding Partner of IMPACT2030 Medtronic believes that if the world community – both public and private sectors – pulls together, we can multiply our collective actions and strengths toward shared pursuit of global good. That’s the inspiration that guided us to partner with IMPACT2030 and AIM2Flourish to develop Introducing the Global Goals. With these materials in tow, we rolled out a new stakeholder learning program for our 84,000+ employees and retirees to great success.
About Introducing the Global Goals

We developed Introducing the Global Goals in partnership with IMPACT2030 and the educational initiative AIM2Flourish, based in Cleveland, Ohio at the Weatherhead School of Management’s Fowler Center for Business as an Agent of World Benefit. The toolkit is part of IMPACT2030’s broader Employees for the Global Goals resources which were launched at the United Nations Global Compact Leaders’ Summit in New York City in September 2017. Introducing the Global Goals is an in-office, self-guided toolkit to educate colleagues on the Global Goals framework and spark idea-sharing through the provided slides, Facilitator Guide, and links to videos and online resources.

Led by an employee, participants explore how their company supports the SDGs and how their own community involvement and volunteering advance the Global Goals and amplify positive impact locally and globally. The multi-lingual and open-source materials are available at www.employeesforsdgs.com.
GLOBAL GOALS TRAINING COMES TO LIFE AT MEDTRONIC

This Fall, Medtronic locations from Chile to Jordan to Switzerland to New Hampshire hosted Introducing the Global Goals workshops. In celebration of this initiative and in conjunction with International Volunteer Day on December 5th, Medtronic’s trained Global Goals facilitators hosted 12 sessions with more than 200 employee attendees. In preparation for the workshops, nearly 50 employees attended three live Global Goals Facilitator training sessions where Medtronic staff and IMPACT2030 staff introduced the curriculum and provided attendees the information and tools needed to lead the workshops in their own offices.

This is only the first step into helping Medtronic employees, patients, and communities take action to achieve the Global Goals by connecting them to their potential to be Global Goals Leaders in their own communities. Next steps include inspiring another wave of Medtronic stakeholders to become trained and to train others this Spring as we kick off our exciting new year of volunteering.

“We really enjoyed presenting the Introducing the Global Goals Workshop at our site today. The materials were so well put together with very impactful videos – it is a powerful toolkit for raising awareness.”

Medtronic Employee
By Carmen Morenés Giles, Head of Telefonica Volunteering Program, Telefonica, GCVC Member

Fundación Telefonica is firmly committed to the goals of IMPACT 2030, supporting its initiatives and adapting its internal procedures to ensure an effective contribution to its mission.

Since January 2017, Fundación Telefónica has adapted a specific framework to measure the impact of its initiatives. It centers on the Sustainable Development Goals (SDGs) and measures the contribution each initiative makes towards achieving these goals. Each of our initiatives are categorized into specific SDGs. Consequently, the SDGs have become the key indicator used to measure our impact.

Since then, Fundación Telefónica, through its Volunteering Program, has been involved in the implementation of a series of joint initiatives with other companies to promote the achievement of specific SDGs through the work of its volunteers. For example, during a 15-day collaboration with Fundación Bancaria La Caixa and SAP, Fundación Telefónica supported the work of four social institutions to improve the employability of vulnerable groups.

In October 2017, Fundación Telefónica also became involved in the implementation of the COMPANIES4SDGs Campaign, a
“To Fundación Cecilia Rivadeneira, working with partners like Fundación Telefónica is something very enriching. To us volunteering is a lifestyle. We believe it can induce very positive changes in the lives of cancer-affected children and in their families. Through their diverse array of workshops, volunteers from Fundación Telefónica are promoting positive life skills to these children. Their knowledge and capacity to support the implementation of these projects is really improving the quality of life for these young people.”

Paz Obando Head of Families, Fundación Cecilia Rivadeneira
collaborative effort of 37 Spanish companies to promote the achievement of the SDGs through their corporate volunteering programs. This campaign has two key objectives. The first is to sensitize the employees within the participating companies about the SDGs. It aims to provide information about how they can get involved, on a personal level and through the adoption of good practices. This awareness building is done mainly through the companies’ internal communication channels. In the framework of this campaign, Fundación Telefónica has produced informational materials about the SDGs such as videos and posts, which are disseminated through different internal channels in 14 Latin American countries and Spain, reaching over 66,000 employees.

The second objective is to mobilize the companies’ employees to get involved in volunteering activities that contribute to the SDGs. To this end, the campaign outlines an action plan that spans from October 2017 to September 2018. Each month focuses on a specific SDG and companies are encouraged to follow this outline to plan and implement activities in the different countries where they operate.

To date, Fundación Telefónica has organized more than 100 volunteering activities with participation from 2,500 volunteers and has impacted the lives of more than 17,000 individuals.

For example, on December 16th, 20 Ecuadorian volunteers participated in the opening ceremony for the second phase of the Fundación Cecilia Rivanedeira farm school improvement project in Quito, which helps children affected by cancer. The ceremony was attended by the President of Fundación Telefónica in Ecuador, Mr. José Manuel Casas. Volunteers organized and led a series of workshops (chatbooks, scratch, robotics) designed to help develop the children’s skills. These activities directly contributed to goals 3, 4 and 9 of the SDGs.
CORPORATE ACTION FOR THE SDGS

With "la Caixa" Banking Foundation

By Marta Gil Ibáñez, Managing Director, "la Caixa" Banking Foundation, GCVC Member

With an annual budget of €510 million (approx. $600 million USD), the "la Caixa" Banking Foundation" is one of the world’s leading private foundations. Our mission is to build a better, fairer society, providing more opportunities to those most in need.

The volunteering program operates across Spain, with an international branch, and belongs to Poverty and Social Action, one of the Foundation’s five strategic priorities alongside Research & Health, Education & Scholarships, Culture, and Science.

The "la Caixa" Volunteer program was born thirteen years ago and has been growing rapidly ever since - we now have a community of over 10,000 volunteer. Last year alone, the program organized more than 3,000 activities throughout Spain.

In order to reap the benefits of this fast-paced expansion, in 2016 we created the "la Caixa" Volunteers Association, supported by a network of 39 local branches, and an Action Plan setting a global strategic vision and common goals for 2017-2019, while taking into account the specific needs of each region.

The Volunteer program started as an instrument to enhance the engagement of current and former employees, friends, family members and people associated with the "la Caixa" Group. It now aspires to be also a crosscutting strategic instrument to increase the overall impact of the "la Caixa" Banking Foundation.

The Foundation’s Social Action priority contributes to four SDGs through several programs:

- **SDG 1 – No Poverty**, mainly through Caixaprolinfancia on child poverty;
- **SDG 3 – Good Health and Well-Being**, with the Health and Older People program;
- **SDG 4 – Quality Education**, with EduCaixa for pioneering innovative projects; and
- **SDG 8 – Decent Work and Economic Growth**, with Incorpora, promoting labor market access for disadvantaged groups.
Not coincidentally, the 2017-2019 Volunteer Action Plan focuses on four main policy areas aligned with these four programs: Child poverty, health and older people’s well-being, financial education, and employability and job placement.

To take just one example, as part of the employability line of action, we have mentoring activities for people in risk of social exclusion who are trying to enter the labor market. It combines professional, skills-based volunteering while creating public-private partnerships between social entities and private companies. We train our volunteers and raise awareness on the broader impact and reach of their individual projects as contribution to the SDGs. As the President of the Volunteers "la Caixa", Mr. Lluis Romeu, puts it, “having the SDGs as global goals helps us [the volunteers] find even more purpose in our activities, by understanding how we are contributing our grain of sand to making a better world.”

The "la Caixa" Group is keenly aware that the effective implementation of the Sustainable Development Agenda requires corporate action - and that corporate volunteering is a highly effective mechanism to foster collaboration, complement the capacity of the Foundation's work and make a lasting impact.
By Sarah Middleton, Senior Vice President, Corporate Responsibility, PIMCO

Earlier this year, we declared ourselves at PIMCO. We agreed to focus on core, strategically-aligned issues and find the sweet spot opportunities to add value. After conducting employee focus groups in our offices around the world and interviewing members of senior management, we heard loud and clear that our people wanted to “focus up” on two global, significant issues: hunger (SDG 2) and gender equality (SDG 5).

As part of this re-positioning effort, we have committed to tackling hunger and gender equality for the long-term. We have found excellent partners and are pursuing meaningful employee engagement. We call our new corporate responsibility framework “Purpose at PIMCO.”

But what does this actually look like? I’ll tell you:

We have run a vibrant employee volunteer program since 2007. We recently rebranded our volunteer program and gave it a new name: PIMCO Acts. Through PIMCO Acts, we intend to bring the PIMCO story to life and demonstrate our firm’s culture and values. We also aim to leverage PIMCO’s strengths to drive substantial impact in our communities.

“We have redrawn our employee volunteer global business plan, so that firm leadership and our global Volunteer Councils understand the significance of our new focus areas — and the importance of aligning our corporate volunteerism with the SDGs.”

In May, we announced a new partnership with The Global Foodbanking Network (GFN). GFN works in more than 30 countries, principally emerging market economies, and offers expertise, resources and connections that give food banks what they need to procure surplus food from waste and serve hungry and food-insecure communities around the world.

Our partnership will predominantly support GFN’s Powering Food Banks for Growth and Impact program. Through this partnership, PIMCO employees will have the opportunity to leverage their expertise and skills to address targeted needs across the global GFN network — and my PIMCO colleagues have wasted no time in getting involved.

The GFN network of food banks overlaps with our PIMCO office locations, so our Purpose at PIMCO team has connected each local Volunteer Council with the GFN food bank in its region. PIMCO Volunteer Councils have already conducted food drives for their local food bank, sorted and packed food in various food bank warehouses, and more. For our 10th Annual Global Week of Volunteering this July, all PIMCO offices will participate in a global food drive benefitting GFN member food banks.

Together with GFN, we are tracking this employee engagement and capturing how we’re impacting SDG 2. Given that PIMCO is a founding partner of IMPACT2030, a private sector-led initiative to activate human capital investments through employee volunteering to advance the achievement of the SDGs, we also want to be able to report out on progress made.

We have redrawn our employee volunteer global business plan, so that firm leadership and our global Volunteer Councils understand the significance of our new focus areas — and the importance of aligning our corporate volunteerism with the SDGs.

We’re excited about the impact we can make alongside GFN, and we know our people are embracing the opportunity to use their passion, skills and expertise to solve global hunger.
PIMCO'S EMPLOYEE VOLUNTEER PROGRAM INTERSECTION WITH THE SDGS
WHY DID IBERDROLA INTEGRATE THE SDGS IN THE COMPANY?

For Iberdrola, the SDGs represent an opportunity, both to better respond to the expectations and aspirations of the societies in which we live, as well as to develop innovative business strategies and models adapted to a world in deep transformation. Unlike the Millennium Development Goals, which were more focused on the public sector and on social issues in developing countries, the SDGs now contain two key elements that make a company like Iberdrola get involved in a new way:

- The SDGs constitute a universal strategic plan that concerns all countries.
- Participation from the private sector is considered critical for the achievement of the SDGs.

From Iberdrola we have incorporated the Sustainable Development Goals approved by the UN in September 2015 into our business strategy and our Sustainability Policy.

Iberdrola, leader in the energy sector, focuses its efforts on the SDGs where its contribution is most relevant: in the supply of affordable and non-polluting energy (Goal 7) and in climate action (Goal 13). This commitment is part of its governance model: the 2017 Shareholders’ Meeting approved that the long-term incentive plan be linked to the contribution to the fulfillment of these two objectives.
HOW HAVE WE INTEGRATED THE SDGS?

Iberdrola has an SDG Chair with the Polytechnic University of Madrid. It is a multi-stakeholder alliance (Goal 17) that is bringing us knowledge and innovative measures for the management of the SDGs.

In addition, an internal SDG committee meets every two months to review the activities carried out by the company in this field. We review all activities that are focused on three axes:

- **Internalize**: Dissemination in the company portal, all internal Iberdrola news, training sessions, etc.
- **Measurement**: Iberdrola is the only Spanish company invited in a pilot project for reporting by Standard & Poors and Trucost.
- **Dissemination**: Through multiple activities including the Ibero-American Conference of Salamanca (June 28–29, 2018), where world experts will meet to see the implications of the 2030 Agenda.

With the SDGs, in the areas where Iberdrola has mainly focus on, the following objectives have been aligned:

- **SDG 13**: Achieve a 30% reduction in the intensity of CO2 emissions by 2020 (from figures drawn from 2007), 50% by 2030, and be carbon neutral by 2050.
- **SDG 7**: By 2020, reach 4,000,000 new beneficiaries in emerging and developing countries that still do not have access to electricity.

CHALLENGES DURING THE INTEGRATION STAGE

There is a challenge of overcoming distrust from other sectors when creating alliances. The private sector is new in this field and should legitimize its activity.
RECOMMENDATIONS WE CAN GIVE TO COMPANIES THAT START THE PATH OF INTEGRATING THE SDGS BASED ON THEIR CSR AND VC STRATEGIES

We understand that focusing the company’s efforts on a few SDGs aligned with its strategy and business agenda improves the efficiency of the work developed to achieve them. Due to the wide array of activities accomplished within companies, it is also possible to contribute directly and indirectly to the rest of the SDGs. Therefore it is necessary to study the scope of the activities that is carried out in order to avoid damaging the development of other SDGs that are not aligned with the company’s main line of work, since in the SDGs, it is not worth everything. The success of the Agenda will be a consequence of the collaborative efforts of the whole society, including companies in their role as promoters of innovation and engines of economic development and employment. Strong and visionary business leadership is essential for achieving the necessary transformation required by the SDGs. The SDGs generate future business opportunities, reduce risks, increase the value of corporate sustainability, strengthen relations with Stakeholders, stabilize societies and markets, and use a common language with a shared purpose.

The alignment of corporate volunteering programs to the SDGs is key to achieve the goals we want.

to achieve the Global Goals by connecting them to their potential to be Global Goals Leaders in their own communities. Next steps include inspiring another wave of Medtronic stakeholders to become trained and to train others this Spring as we kick off our exciting new year of volunteering.

HOW DID WE ALIGN OF OUR CORPORATE VOLUNTEERING PROGRAM?

In 2016 we carried out an analysis and study of the scope of our program and of the most relevant projects and activities that we carry out in the different countries where we are present.

We assessed our projects and defined what we really contribute from our volunteering – our strengths and what our real added values are.

Once aligned, the next step was to communicate our findings and inspire awareness to our volunteers. Hence in 2016, we decided to start publishing all our volunteering activities on our global portal specifying which SDGs they contribute to. This was done so that the employees were able to know their contribution to the SDGs through their participation in the volunteer activities, and felt like they were part of the main global social movement of our times.

It has already been almost 2 years of volunteering with the SDGs. We play a key role in the achievement of the SDGs and in their externalization. Each of our employees is a potential multiplier of impact. That is why we carry out internal communication campaigns and specific training for our volunteers. At the beginning of every volunteering activity or project we explain its relation to the SDGs. We also have a fixed section in our intranet called “The SDGs and Me” where the employees can find extensive information about the SDGs and how they can contribute, both through volunteering and through the adoption of sustainable habits. We work very hard to inspire awareness to our employee volunteers.

Today we can say that Iberdrola is a SDGs company and that is has a corporate volunteering program which reflects that – a real SDGs volunteering program.
**BD VOLUNTEER SERVICE TRIPS**

SEEK TO IMPROVE GOOD HEALTH AND WELL-BEING AMONG VULNERABLE POPULATIONS

By Ellen Rafferty, Manager, Social Investing, BD, GCVC Member

**BD** continually evaluates how it can contribute to the achievement of UN Sustainable Development Goals – primarily focusing on SDG3, improving the good health and well-being of vulnerable populations.

**BD**’s Volunteer Service Program is an excellent example of this alignment. This transformative program sends teams of BD volunteers to developing nations to help strengthen local health systems through training, education, laboratory service and construction projects.

**BD** strategically partners with 6 non-profit organizations and NGOs to implement the program, empowering **BD** associates to share their expertise and passions to help strengthen healthcare capacity, enable improved disease management, improve patient and healthcare worker safety and improve the overall quality of life for vulnerable populations. **BD** promotes the
the program via its company-wide intranet, and invites all associates to apply to participate, online. During each VST, participating associates blog about their experiences on the company’s intranet. The company also shares recap “impact reports,” which profile the results of each VST.

Since 2016, through this program, more than 222 BD associates from 30 countries have been deployed to sub-Saharan Africa, the Caribbean, Latin America, Southeast Asia, El Salvador, Haiti, Mexico, Peru and Papua New Guinea. The program has had a profound impact on the individual lives of the communities it serves – and the BD associates who serve as volunteers.

“I have enjoyed and cherished every moment of my Volunteer Service Trip experience,” said Jennifer Elliott, a BD volunteer, “My life has been forever changed.”

After participating in VST, Nicole Wilson, a registered nurse who works for BD as a clinical marketing manager, said “It was very rewarding to see how much the community health workers learned, and how excited they were to begin teaching in their communities.”

Below is a high-level overview of how BD Volunteer Service Trips have helped improve the health and well-being of communities the program has served:

• In partnership with Heart to Heart International and Hope for Health, 10 BD associates worked in Fotabong, Cameroon to improve access to healthcare by strengthening a subdistrict hospital. BD volunteers trained community healthcare workers, improved laboratory quality, upgraded the hospital’s infrastructure and worked with hospital leadership to develop a plan for financial sustainability.

• In El Salvador, in partnership with AmeriCares, 6 BD volunteers helped improve clinical services for diabetic patients, training 50 clinic staff over two years. A separate team of 4 volunteers later led leadership and management development training with clinic staff.

• In Haiti, again with Heart to Heart International, 6 BD associates helped strengthen local laboratory services.

• In Peru, with Direct Relief, 17 BD associates volunteered at the CerviCusco clinics to improve clinic operations, and to improve cervical cancer screening processes.

• In Papua New Guinea, 4 associates partnered with Australia Doctors International to provide much-needed infection prevention and control training to rural healthcare workers and nurses at three hospitals in the region.

• In Mexico, BD associates volunteered at a pediatric oncology clinic, helping to expand its capacity to serve local families facing childhood cancer through several on-site construction projects.
Q: What led you to personally get involved in IMPACT2030?

In 2013, while I was leading the Corporate Social Responsibility (CSR) efforts for The Ritz Carlton, we began to reassess our global employee volunteer programs so we could strengthen local ownership. At the same time, I was invited to participate in a multi-sector meeting convened at the United Nations to explore how there could be greater collaboration between the UN and the private sector through the expansion of employee volunteer programs. While conversations were continuing over the following 18 months, the Sustainable Development Goals (SDGs) were starting to come into focus. With the SDGs broad scope and global applicability, the working group realized that these 17 Goals provided a compelling platform for employee volunteering strategies. The Ritz-Carlton became the first Founding Partner company to join IMPACT2030 when the initiative officially launched in September 2015, coinciding with the adoption of the SDGs by the United Nations. At Ritz-Carlton, we moved forward with aligning our Community Footprints CSR strategy to the SDGs and started an awareness campaign to inspire our 30,000 employees in 40 countries that their local actions laddered up the SDGs and that our volunteers were part of a global movement.

Q: And then you became part of the founding leadership team of IMPACT2030, retired from The Ritz Carlton, and last year assumed the role of Interim CEO. How is IMPACT2030 focusing its efforts?

IMPACT2030 is focused on three priorities: Activate – Collaborate – Measure. We identified these three areas for the purpose of being additive and not duplicative and to extend the reach of our impact and partnership across sectors.

Our Activate programs are designed to educate and inspire employees on the role they can play in advancing the SDGs in their communities. Our Employees for the Global Goals (#Employees4SDGs) resources are available open-source – we want them to be used by everyone to help spread awareness of the Goals. So far, workshop materials and facilitator guides have been translated into nine languages for use in the workplace. We’ve also created materials in collaboration with World’s Largest Lesson to place employee volunteers in schools to educate students on the SDGs and inspire them to action.

To showcase that Collaboration is a multiplier of impact IMPACT2030 is developing a series of large-scale, cross industry, multi-sector Impact Projects. To start we have first mapped
IMPACT2030 is focused on three priorities: Activate – Collaborate – Measure. We identified these three areas for the purpose of being additive and not duplicative and to extend the reach of our impact and partnership across sectors.

In terms of Measure, our IMPACT2030 Metrics Council is currently working to develop very specific metrics on the investment of human capital through employee volunteer programs in communities. This is being done in collaboration with organizations such as GRI and WBCSD to ensure any metrics development is aligned with globally accepted approaches. The next phase will be to test measurement collection methods and evaluate new metrics of impact. This multi-year project will eventually enable the private-sector to better showcase the investment of their employees in local communities.

Q: What has surprised you in this journey to leverage the SDGs?

With the global launch of the SDGs in September 2015, there was a general expectation that there would be a strong movement to integrate the Goals into both business and CSR strategies. In truth, it has taken place at a slower pace over the past three years but it is now getting a strong foothold. You can see it in the Corporate Social Responsibility and Sustainability Reports being published this year that there is stronger messaging about SDG integration with very bold, multi-year commitments being made to advance the achievement of the Goals.

Q: What trends are you seeing in companies’ alignment the Sustainable Development Goals with the Employee Volunteer Programs?

For employee volunteer programs we are seeing companies taking broad ranging approaches in how they map to the SDGs. Some are aligning specifically with the Goals that are integrated into their business strategy, others are selecting a few SDGs and/or Targets to activate their employees around, while yet others are enabling their employees to self-select from the 17 SDGs based on their personal passion. There are many best practices emerging and we’re developing a resource guide to help our partners learn from and leverage what is being successfully piloted and deployed. Whatever the approach, the SDGs provide a tremendous roadmap to strategically direct the skills, time and talent of their employees to help address globally recognized societal issues that are relevant at the local level.
SYNGENTA
CORPORATE VOLUNTEER:

SWATI CHAWLA’S STORY
Thousands of the people VSO works with are denied access to education, healthcare and opportunities for employment, which prevents them from escaping poverty. VSO focuses on delivering lasting change in three areas: education, health and livelihoods. We aim to break the cycle of poverty and ensure that some of the world’s poorest and most marginalised communities have access to more responsive, equal and inclusive services.

**From India, to Basel, to Bangladesh – a corporate volunteer brings global perspective**

Swati Chawla is the Global Head for HR Analytics & Reporting for Syngenta, a company currently based in Switzerland. Swati spent four weeks in Rangpur, North West Bangladesh – working alongside farmers and buyers to identify the needs of the agricultural community as part of VSO & Syngenta’s ‘Growing Together’ project.

“Living in Rangpur, in North West Bangladesh, we got to experience first-hand the life of small-holder farmers and their families. Throughout my time in Rangpur we were able to interact with people at every part of the agriculture value chain. This not only helped us understand the customer better but also gave us insights into how we could help in their economic and social empowerment, through interventions at the top of the chain, as well as the bottom.

Our overall objective was to enable economic and social empowerment of smallholder farmers and their families, through diversifying the crops they were growing, and gaining improved access to markets. We also provided training in safer and more effective agriculture practices.

My team was tasked with working on ‘Women’s Business Development’ and aimed to improve business development opportunities for women, and female farmers in particular. I worked on researching potential business ideas, evaluating ‘seedling’ businesses, and developing the business case for the funding of the projects.
Because I speak Hindi and understand some Bengali (which is the national language of Bangladesh), I was able to understand the interviews we conducted with the farmers’ families. At times it was difficult for our translator to focus on all points with multiple people talking. I was able to help share the additional information with the group, which was really helpful.

Indian culture is quite similar to Bangladeshi – we have a shared history. Recalling my own upbringing sometimes helped me understand hidden messages. I could gauge when interviewees were giving answer that they felt we wanted to hear, rather than sharing the reality.

I originally applied for the Growing Together project because it felt like the right time for me to reconnect and contribute to the community, having left India 8 years back. I felt that I had been lucky to get exposure to developed markets and I wanted to share that experience and learning with communities back in emerging markets.

Like myself, anyone returning to the subcontinent after a few years is surprised at the sheer speed of progress. I was positively surprised to see the progress made in terms of technological adaptation, improvements in the acceptance of female children, infrastructures and access to education. It was heartening to see the progress made even in rural areas, and the contribution the Growing Together has made to this progress. The project has touched many lives and made a very positive impact in a very short period of time.

One experience I’ll always remember was meeting with a group of women from the Santal tribal community in Rangpur. These women are part of the minority community in Bangladesh, who typically work as day labourers on farms, performing hard labour for very little in return. The women said they sometimes walked for two hours one-way to get to their workplace, as there wasn’t enough work in the neighbouring area during off-seasons.

Upon asking what really mattered to them they said ‘money in hand’. This really defined our thought process on what we needed to do. They were hard working and hungry for work. We had to find avenues to bring more work to them that would give them ‘money in hand’. When asked what they used the money for, the top two responses were ‘to educate our children’ and ‘to improve sanitation in our homes’. This fundamentally clarified our premise that economic independence for women would lead to social empowerment of their families and the society.

Another moment that will stay with me is meeting a schoolboy who was trying to earn money to fund his education. The boy, who was the son of a farmer, spent three hours everyday after school standing outside a historical site to sell books on local history to tourists. Instead of spending his time in playing with his friends, he had chosen to do this so that the cost of his education would not burden his parents. He told me that the job came with perks as it allowed him to practice his English with the tourists and he was already getting better grades than his friends in English.

The boy’s positive attitude taught me a great lesson in life and left me wanting to do more for the community so that more parents could afford to educate kids like him.

If you are an experienced professional keen to share your skills and experience with people in Africa or Asia, learn more about how VSO will support you on this journey and apply to volunteer at:

https://www.vsointernational.org/volunteering/volunteering-pro
CLA VE – Consejo Latinoamericano de Voluntariado Empresarial (Latin American Council of Corporate Volunteering) – has three primary purposes:

“We connect leading regional companies in social responsibility so that together they contribute to raising the standards in Latin America by promoting a voluntary impact on sustainable development.

“We share learnings and best practices among peers and we seek with our examples to inspire other companies to develop a volunteer that impacts on the Sustainable Development Goals (SDG) in the region.

“We recognize the efforts of small and medium-sized enterprises (SMEs) in the region that are just beginning with volunteer programs and transfer our experience and knowledge to them.”

The last of these, the work with SMEs, is particularly important and possibly unique in a world that typically focuses on the largest global companies. “The CLA VE Mentoring Project supports which SME companies in the region can initiate or revitalize their corporate volunteering programs; through virtual sessions, where leaders of SMEs dialogue individually with their peers in KEY companies with extensive experience in corporate volunteering and where they get answers to their questions.”

CLA VE’s current seven members are Banco BAC Credomatic (Costa Rica), Banco General (Panama), Dell (Panama), Disney (Argentina), Banco Itaú (Brazil), and Centroamerica Telefonica Foundation (Panama).

CLA VE companies are actively engaging with the challenges of the Sustainable Development Goals. Here are how two member companies have aligned their volunteering with the SDGs.

**Banco Bac Credomatic**

Roxana Viquez, Regional Director of Sustainability, shared three examples:

“To contribute to the achievement of goals 4 (Quality
Education) and 12 (Responsible Consumption), our most important volunteering program is financial education, which is mostly carried out by volunteers in different formats and to different groups. Through this program in the entire Region, we have trained 542,000 people (children, students, teachers and adults) since 2009 and have established a goal to cover 1,000,000 people by 2021.

“To contribute to the achievement of goals 8 (Decent Work & Economic Growth) and 17 (Partnerships), through the program Yo me Uno we gave training, technical assistance and specialized professional volunteering to 144 NGOs in the last 2 years and have established the goal to reach 300 by 2019. Through the online platform www.yomeuno.com, in 2016-2017 we facilitated funding of US $1,200,000 to projects of social good carried out by these organizations.

“To contribute to the achievement of goal 8, through our SMEs strengthening program – carried out mostly by volunteers – we have reached 68,000 SMEs throughout the region since 2012. In this program, business owners or representatives receive free training from our volunteers in different management, leadership and motivational issues to help them grow their companies.

“To contribute to the achievement of goal 5 (Gender Equality), we also specifically address women business owners in ‘Mujer Acelera.’ As part of this program, during the last year, we have given 365 women the possibility to receive technical assistance and training (60 hours each) from our employee volunteers and have established a goal to reach 1000 more by 2021.”

DirecTV & AT&T Latin America

At DirecTV and its parent AT&T, the emphasis is on goals 4 (Quality Education), 9 (Industry, Innovation & Enterprise) and 12 (Responsible Consumption). Their lead program is Escuela+ which provides “access to quality education via the most advanced and complete platform of audio/video education in existence,” including state of the art AT&T satellite technology that provides coverage of the South American continent, including serving distant schools in Amazonia and the Antarctic region. This program has been implemented in over 8,900 schools in eight countries, benefiting approximately 2 million students.

Enzo Gabriel Dotto, Regional Director Corporate Citizenship, Volunteering and Communications –DIRECTV-AT&T Latin America), shared information about Padrinos+, the employee volunteer effort associated with Escuela+:

“The Padrinos+ are employees volunteers of DIRECTV, in charge of keeping alive the link with the teachers, to increase the educational resource that we offer through Escuela+. The process to join and be able to sponsor a school is very simple: entering the web, the employees fill out a form and they can choose up to three educational entities to sponsor.

“One of the strengths is that the volunteers monitor the schools from the office. This makes the scope of sponsorship greater, involving schools that are throughout the region. In addition, the fact that employees participate actively in these types of projects encourages commitment, a positive organizational culture and develops a close relationship with the communities in which we operate.”

[IAVE is pleased to be working in partnership with CLAVE and its member companies to promote and support the development of corporate volunteering in Latin America and to be working again with Monica Galiano, CLAVE’s executive secretary and our co-researcher and co-author of IAVE’s landmark research, Global Companies Volunteering Globally.]
JOIN US AT THE
25TH IAVE WORLD VOLUNTEER CONFERENCE

Learn more
www.iave.org/wvc2018
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Making a difference to people and communities.

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