



An initiative of the...



International Association for Volunteer Effort

Global Corporate Volunteering Research Project

The 21st IAVE World Volunteer Conference
Singapore, 2011 January 24-27

The project has two components:

- the State of Health Study, a regional and global assessment of the nature and scope of corporate volunteering worldwide and region by region and the trends, challenges and opportunities that are shaping it; and,
- the Global Companies Study which focuses on how global companies organize and manage their volunteer efforts.

Purpose

- Help global companies extend and strengthen their employee volunteer programs globally, nationally or locally.
- Help companies and their nonprofit partners strengthen employee volunteering worldwide.

The State of Health of Corporate Volunteering

- Corporate volunteering is a dynamic, global force: companies want to make a significant difference to serious global and local problems.
- Corporate volunteering is a “big tent” that encompasses a broad range of activities, philosophies, approaches and management structures.
- There are regional and cultural variations in how volunteering is understood and practiced that shape and adapt corporate volunteering to local realities.

The Learnings

1

Strategic Asset

Volunteering is being put to work, in varying degrees, as a strategic asset to help achieve business goals.

The Learnings

2

Inspiring Practices

“Inspiring practices” are better than “best practices” – “best” is in the eye of the beholder and all practices are highly situational.

The Learnings

3

Different Philosophies and Operations

There are very real differences in the philosophies and operations of corporate volunteering from company to company.

The Learnings

4

Partnerships with NGOs

Global and local partnerships with NGOs are an essential element of corporate volunteering.

The Learnings

5

Skills-based and International Volunteering

Skills-based volunteering and international (cross-border) volunteering are significant new trends with great potential impact – but there are major hurdles to bringing them to scale.

The Learnings

6

Measurement and Evaluation

While there is recognition of the importance of assessing performance, outputs and impact, there is little ongoing investment in sustained and consistent measurement and evaluation.

The Learnings

7

Technology

There are emerging examples of innovative use of technology to support both the practice and process of corporate volunteering but most use is rather routine and limited.

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Forthcoming products from the project include:

- * **The Research Report** - a more in-depth look at the major findings with examples and cases.
- * **Online Resources** - case studies of the participating global companies and compilations of inspiring practices in major activity areas.
- * **A Book** - sponsored by the Telefonica Foundation, with more in-depth discussion of the issues raised by this project, inclusion of learnings from other research and exploration of implications for practice.

Acknowledgments

We are deeply appreciative of the cooperation of those that participated in the Global Companies Study and that gave generously of their time for in-depth interviews; those who were interviewed, participated in focus groups or contributed other reports and analysis for the State of Health study; our Cooperating Organizations who have helped us make contacts and given the project visibility and credibility.

Global Corporate Volunteering Research Project



Global Companies Interviewed

Alcoa

American Airlines

AXA

BD

BHP Billiton

C&A

Camargo Correa

CEMEX

Citi

The Coca-Cola Company

The Walt Disney Company

Dow Chemical Company

Eli Lilly and Company

FedEx

Ford Motor Company

Fujitsu

GE

GSK

HSBC

Hyundai-Kia Motors

IBM

KPMG

Kraft Foods Inc.

Linklaters

Manulife Financial

Marriott Hotels Intl

Microsoft

Monsanto

Motorola

National Australia Bank

Nike

Pfizer Inc.

Rolls-Royce

Salesforce.com

Samsung

SAP

SK Telecom

SOMPO Insurance

Standard Chartered Bank

Starbucks

State Street Corporation

Tata Group

Telefonica

UBS

United Business Media Ltd.

UPS

Vale

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Other Companies Interviewed in Latin America as part of the in-depth regional study

Autoridad del Canal de Panamá	KPMG (Brazil)
Banco Patagonia (Arg)	Los Grobo (Arg)
Banesco (Venezuela)	Manpower (Arg)
Bradesco (Brazil)	Navistar (Mexico)
British American Tobacco (Mexico)	P&G (Chile)
CCN-Heineken (Mexico)	Polar (Venezuela)
CEMEX (Mexico)	Prologis (Mexico)
Credomatic (El Salvador)	Sigma alimentos (Mexico)
FIEMG (Brazil)	Sofftek (Mexico)
Gamesa Quaker (Mexico)	Souza Cruz (Brazil)
Gruma (Mexico)	Telefonica (Brazil)
Grupo Bimbo (Mexico)	Telefonica (Colombia)
HSBC (Brazil)	Telefonica (Mexico)
Itaú - Unibanco (Brazil)	Walmart (Mexico)
	YPF (Arg)

Cooperating Organizations

CEMEFI (Mexico)
Community Business (Hong Kong)
ComunicaRSE.web (Argentina)
Cooperación Internacional (Spain)
CSR Asia (Hong Kong)
DERES (Uruguay)
ENGAGE (UK)
European Volunteer Centre (Belgium)
EZER (Mexico)
Fundación Compromiso (Argentina)
Fundar (Spain)
GDFE (Argentina)
Glasswings (El Salvador)

IARSE (Argentina)
ICD (Uruguay)
International Business Leaders Forum (UK)
International Volunteering Project at Brookings (USA)
Özel Sektör Gönüllüler Derneği (Turkey)
Points of Light Institute (USA)
Stakeholders (Peru)
Stratego Consultores (Panama)
United Way Worldwide (USA)
V2V.net / Portal do Voluntario (Brazil)
Volunteer Australia (Australia)
Volunteer Canada (Canada)
Volunteering England (UK)

The Research Team



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