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.
Global Corporate Volunteering Research Project

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

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Strategic Asset

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

Inspiring Practices

“Inspiring practices” are better than “best practices” – “best” is in the eye of the beholder and all practices are highly situational.
There are very real differences in the philosophies and operations of corporate volunteering from company to company.
Partnerships with NGOs

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

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<td>Alcoa</td>
<td>GE</td>
<td>Rolls-Royce</td>
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<td>American Airlines</td>
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<td>AXA</td>
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<td>BD</td>
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<td>BHP Billiton</td>
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<td>Camargo Correa</td>
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<td>CEMEX</td>
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<td>Citi</td>
<td>Manulife Financial</td>
<td>State Street Corporation</td>
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<td>The Coca-Cola Company</td>
<td>Marriott Hotels Intl</td>
<td>Tata Group</td>
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<td>The Walt Disney Company</td>
<td>Microsoft</td>
<td>Telefonica</td>
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<td>Dow Chemical Company</td>
<td>Monsanto</td>
<td>UBS</td>
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<td>Eli Lilly and Company</td>
<td>Motorola</td>
<td>United Business Media Ltd.</td>
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<td>FedEx</td>
<td>National Australia Bank</td>
<td>UPS</td>
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<tr>
<td>Ford Motor Company</td>
<td>Nike</td>
<td>Vale</td>
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<td>Fujitsu</td>
<td>Pfizer Inc.</td>
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Other Companies Interviewed in Latin America as part of the in-depth regional study

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