

Corporate Engagement Monitor (CEM)

Background

The role of businesses in society has undergone a profound transformation over the years. Gone are the days when corporations were solely profit-driven entities. As global challenges like climate change, inequality, and health crises come to the fore, the corporate world's commitment to societal betterment has never been more pertinent. Amidst this backdrop, the Corporate Engagement Monitor (CEM) emerges as a tool to gauge the depth and breadth of this commitment within the dynamic landscape of German businesses.

Spearheaded by ZiviZ in the Stifterverband and the Bertelsmann Foundation, the CEM initiative is a collective endeavor, emphasizing a robust, evidence-based understanding of corporate engagement practices in Germany.

Data Collection

Corporate Engagement Monitor had 4 waves, the last data collection was an online representative sample survey, that gathered answers from 1803 companies throughout Germany. The survey was aimed either at the senior managers or the heads of the CSR departments (1 person per company).

Outcomes

CEM aims to be a reflection of the shifting paradigms in corporate responsibility. For example, it tries to understand how German businesses are embedding volunteerism within their organizations. The commitment to corporate volunteering showcases not just a dedication to societal well-being, but also an understanding of the mutual benefits: enriched employee morale, enhanced brand reputation, and fortified community relationships.

Research questions

1. How do corporate volunteering activities differ among companies of different sizes?
2. Is there a significant correlation between the size of a company and the frequency of their corporate volunteering activities?
3. Do companies within specific industries show a stronger commitment to corporate volunteering compared to others?
4. Is there a difference in the number of engaged employees in the service industry versus the manufacturing industry?
5. Are there discernible patterns in corporate volunteering among companies headquartered in different regions of Germany?
6. Can we predict the frequency of corporate volunteering events based on company size and industry type?
7. Can specific volunteering challenges explain why some companies volunteer less?
8. How do companies' volunteering challenges vary across industries?

9. Are companies that have been in operation for a longer duration more likely to have more engaged compared to newer companies?
10. Are employees in family companies more engaged in volunteering programs?