* Roundup is a microdonation initiative which allows our customers to make a big difference with their small change by opting in to roundup their purchases by a few pennies up to a monthly cap. The money raised will be channelled into “dynamic impact portfolios” aligned to specific causes based on the preference of the customer upon opting in – so, for example, the “Help the homeless” portfolio – which will contain social enterprises and charities who align to that cause. These portfolios are constantly updated to ensure capital is shifted to where it is needed most making it a much more efficient way of donating – something which our market research shows our customers want. Our research also shows that there is a gap in the market for an easier, more tech driven, way to donate to causes our customers care about. We’ll also provide a feedback loop telling customers of the impact they are having.
* Roundup was designed to profitably do good (the whole mantra of social intrapreneurship – a movement and a cause I dedicate a lot of time to and, quite frankly, really care about) – there are clear fiscal benefits to Barclays as well as significant social impacts which means that, when combined with our research, this shows a clear “win, win, win” for customer, company and citizenship as well as inherently demonstrating our citizenship policy of “shared value”
* Roundup won last year’s Barclays intrapreneurship challenge and is being built in conjunction with 2 business currently in the accelerator programme (interestingly Jes stated on Monday that he would like to see The Accelerator programme work more closely with our Intrapreneurs)
* Our MVP will be released to c500 colleagues to beta test in the Summer – ahead of a proposed future rollout to customers