

LP2: Encourage Employees to Volunteer

Time of Effectiveness	Short term Mid-term Long-term
Repeatability	90% (18 reports out of 20)
Level of confidence	9.18/10
Category	Labor Practices
Outcomes	<ul style="list-style-type: none"> Enhanced employee's engagement Enhanced relationship with the local community Better image in the public opinion
Metrics	<ul style="list-style-type: none"> Global time of volunteering (hours/year) Part of the workforce who took part into volunteering activities (%) Satisfaction and engagement of employees who followed the trainings (survey) Local community perception
Problematic	<ul style="list-style-type: none"> UN SDG 4: Quality Education UN SDG 8: Decent work and economic growth UN SDG 11: Sustainable Cities and Communities
Additional Components	None

Description

Give opportunity to employees to empower and to integrate the local community is a challenging objective for companies. In order to face it and to actively engage in the community where they are located, 90% of the companies decided to encourage employee volunteering.

From mentoring to teaching passing by implication into social events, this strategy allows company to have impact on both employees and people who take advantage from this volunteering. This strategy is most of the time combined with an active support to educational projects (COM1) and social projects (COM2).

Examples: Cisco (p.68)

In order to encourage their employees to volunteer, Cisco developed an internal community connection tool. This tool allows employees to find non-profit organizations to support and track their volunteering time. Moreover, they developed regional civic councils ran by employees in order to identify volunteering opportunities. Finally, they offer the possibility to match employees' donations among 2900 organizations in 45 countries, meaning that if an employee gives 1000\$ Cisco matches the fund and gives 1000\$ to the same organization. As shown on the table below, the number of volunteer hours is constantly increasing at Cisco since 2012.

Table 1. Performance Summary				
	FY12	FY13	FY14	FY15
Number of hours volunteered by employees	107,150	129,000	136,000	155,600

