

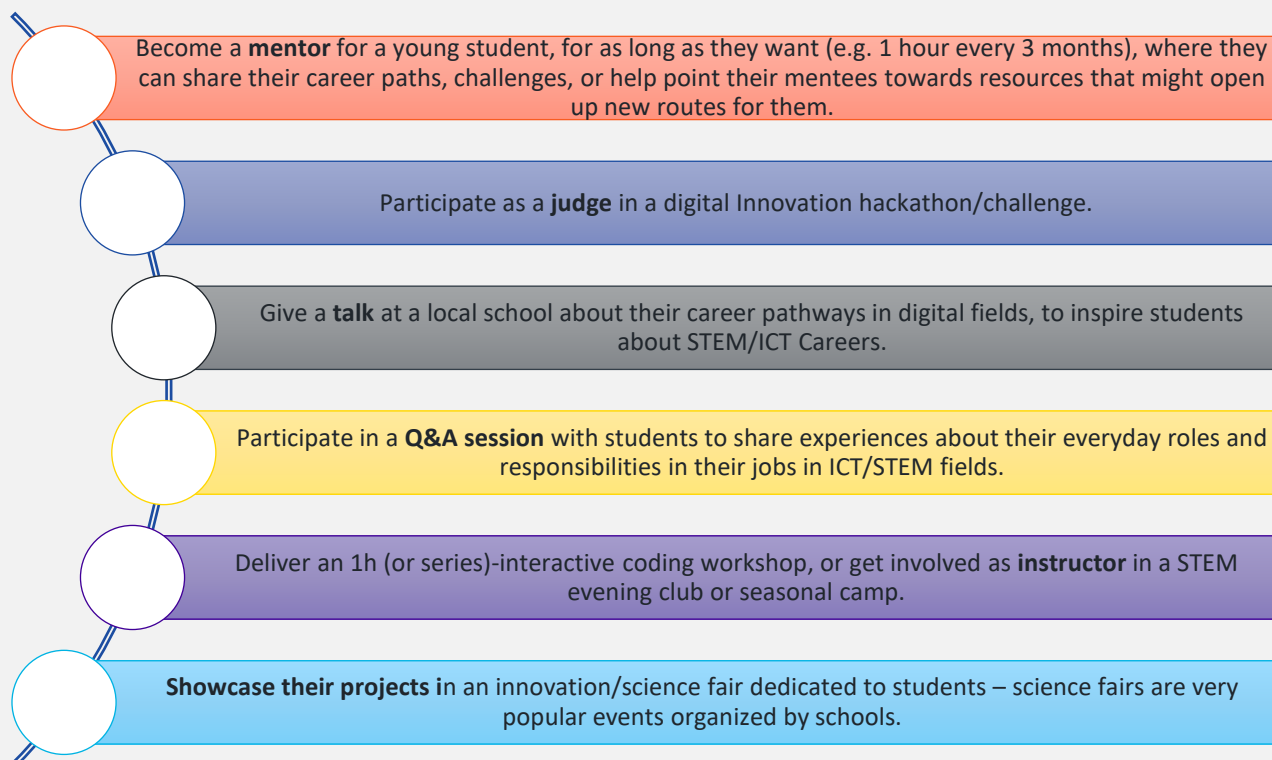
Employee Volunteering

As businesses deepen their commitment to sustainability, education, and social impact, it's a crucial opportunity to integrate **employee volunteering** into CSR strategies. Employees today seek to contribute to meaningful causes that align with their values. Companies that invest in **structured volunteering programs**, especially in STEM education, not only strengthen their corporate reputation but also build a more engaged and purpose-driven workforce. According to [recent studies](#), the top companies directly implement their CSR and employee volunteering activities into their [Reputation Quotient](#), and most of them measure volunteerism as part of the company's engagement score and performance.

By encouraging your company's employees to lead **coding workshops**, give a **talk** or participate in a **podcast**, be a **judge in a competition**, or **mentor students**, businesses like yours can bridge the skills gap while reinforcing their commitment to innovation and ensuring that every effort drives meaningful change. Moreover, tracking impact through measurable metrics and recognizing employee contributions enhances participation and long-term success. Investing in employee-driven CSR programs isn't just **good for communities** —it's a strategic move for businesses looking to create a lasting, positive impact.

Inspiration Corner | Suggested ideas

Check out below various ways that are related to "Employee Volunteering". Remember that each activity or event where one or more of your employees participate in can be showcased on the [EU Code Week activities map](#), so don't forget to register them there! By [registering as a volunteer](#), your employees can:



Checklist

Explore the 4 simple steps below on **how to involve your employees** in [EU Code Week](#):

Step 1

- ☐ After the necessary discussions with **leadership**, launch an internal campaign about **employee STEM volunteering opportunities** and share shortly (via a short ppt or just 1-2 paragraphs) how you are getting involved.
- ☐ **Inform your co-workers** internally via e.g. Microsoft Teams. An [internal email](#) to announce your involvement, would be ideal, so that all are informed.

Step 2

- ☐ Encourage your employees to register as volunteers on the [EU Code Week platform](#), using [this form](#).
- ☐ Create a simple **internal sign-up form** – via e.g. [Microsoft/Google/ Monday](#), for employees to register interest by volunteering type (e.g. mentoring, workshops, judging competitions, expert talk etc.), so that you know who is interested and will be involved (indicate Name, role in the company, expertise and key themes-activities that will be interested).

Step 3

- ☐ **Share the news** with your partners and your community via your corporate newsletter, social media pages, or your website.
- Tip:** Maybe you could share a simple **calendar** with the participating employees – via internal extranet/chat – and the activities that they got involved in e.g. “host a podcast,” “run a coding session”). You could also create a simple internal **“Volunteering Dashboard”**, visible to management, showing CSR alignment and ROI, if relevant and needed.

Step 4

- ☐ **Track participation** – number of volunteers, hours, student reach, activities delivered in a simple excel file, to use it when needed (e.g. reporting).
- ☐ Send a **short feedback survey** to all volunteers and use insights to improve future programs.
- ☐ Recognize volunteers publicly – via your corporate newsletter, a team meeting or a **social media post**.
- ☐ It takes only 5 minutes to share your initiatives to the world. Don't forget to [register your CSR activities](#) in the [EU Code Week map](#).

★ Bonus Tips

- To enhance engagement, maybe you could **involve employees** in the creation and design of your **volunteering or other programs**, as well as your overall participation in EU Code Week. You can use a quick poll to see what activities they might prioritise/align more behind.
- **Recognition** plays a vital role in motivating employees. Whether through **awards, certificates, or public acknowledgment events**, recognizing employee efforts strengthens morale and encourages further participation. Companies like Google host annual celebrations to honour volunteer achievements, creating a culture of appreciation and enthusiasm for CSR involvement.

Case Studies

Company/Program	Description
Amazon Digital Skills Training (Spain)	Amazon , in partnership with Forma Roboti-k, offers STEM workshops to pre-school and primary students and teachers. Employees volunteer to conduct workshops, introducing children to coding and robotics. The initiative has equipped schools with resources like Lego Education Spike Essential and Bee-bots, fostering interest in STEM.
Lenovo Love on Month of Service	As part of its annual “LMOS”, local Lenovo volunteers from numerous countries and partnering organizations deliver a month-long STEM discovery and free training program for teenage girls. More than 1,300 volunteers have impacted 10,000+ individuals, with 7,970+ hours in 38+ projects, from 24 offices. By equipping young people with technical skills and problem-solving abilities, Lenovo contributes to building a skilled workforce that drives innovation and economic growth.
Lockheed Martin UK Women in STEM	The Women in STEM committee was set up at Lockheed Martin UK Ampthill to encourage more women to enter engineering. Members of the committee visit schools and careers fairs to talk to young women about STEM careers and the range of engineering jobs available.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in Appendix C in Resources & Supporting Assets file as well as the editable versions of [the internal email](#) and the [social media posts](#) templates.