



www.CSR360GPN.org

Convened by





CSR360 Global Partner Network corporate supporters:



ENGAGE corporate supporters:



What is CSR360 Global Partner Network?

It is a network of independent organisations that work at the interface of Business and Society to mobilise business for good. The creation of the network was the inspiration of Henk Kinds (CPC Netherlands), Michael Tuffrey (Corporate Citizenship) and David Halley (Business in the Community) 10 years ago.

Business in the Community (BITC)* convenes this network that currently comprises 100 partner organisations from 60 different countries around the world.

The network offers an infrastructure of local expertise and support through which companies and partners can implement successful campaigns and programmes. The main focus is to promote Corporate Citizenship, Corporate Community Investment and the wider framework of Corporate Social Responsibility (CSR).

Around 60% of partners are member-led CSR organisations, which collectively represent over 1000 companies worldwide. The remaining 40% include Chambers of Commerce, Volunteer Bureaus, Umbrella Organisations and Academic Institutions.

* Business in the Community is a unique movement of over 850 UK companies committed to improving their positive impact on society



Mission

To develop a network of contributing partners working together to:

- Share and raise awareness of responsible business practice
- Cooperate on common priorities and projects
- Foster change for global sustainable business and society
- Strengthen and build the delivery capacity of partners

Vision

A network of partners working in the field of CSR, inspiring and engaging business to help build a more sustainable and just world.

Governance structure

Oversight of the network is through a Leadership Team of international companies and is chaired by Mike Wareing, International CEO of KPMG.

An advisory group of partners is drawn from the major regional networks and rotated on a regular basis to ensure equal involvement of all partners.

Both work collaboratively to deliver the two key objectives of the CSR360 Global Partner Network strategy:

- Knowledge sharing and capacity building for its Network Partners
- Developing international advocacy for corporate engagement through its network for Corporate Supporters

The network is funded through annual corporate sponsorship and Business in the Community acts as its secretariat with a team of 3 staff.

What are the benefits of becoming a partner of the network?

- Partners have the opportunity to exchange knowledge, tools and experience with other partners of the network
- Access to good practice guides, case studies and newsletters featuring global CSR developments
- Focussed capacity building for partners in the form of seminars, conferences and workshops
- Partners have a personalised section on the CSR360 Global Partner Network website to showcase their organisation globally to business and other partners
- Networking and opportunities for collaborative working on future programmes and research

More details about becoming a partner of the network can be found on our website www.CSR360GPN.org

What are the benefits to companies?

Member companies affiliated to BITC and other partners in the network automatically gain access to CSR360 Global Partner Network.

- Building on the collective experience of the partners, CSR360 Global Partner Network can, on a local scale*:
 - Offer access to business networks for Corporate Community Investment
 - Support networking with other companies
 - Assist member companies in identifying appropriate issues through running seminars, workshops and briefings
 - Broker opportunities with community and educational organisations
- Provide consultancy advice and research on regional or national themes
- Design cross-border community engagement programmes in co-ordination with country partners and other networks and provide the guidance and tools to measure and improve these programmes
- Ensure quality standards across countries

* Some of the above activities will involve a cost to cover the time of the partner or the secretariat's staff.

Corporate support for CSR360 Global Partner Network

Support the work of the network by:

- Putting a senior representative on our Leadership Team, who will lead the development of our global strategy
- Becoming an international advocate for responsible business practice via hosting or guest speaking at events with business leaders, Government & partner NGOs especially in emerging markets
- Providing a financial commitment over a minimum two year period to fund the development of CSR360 Global Partner Network

In return, we offer Corporate Supporters:

- Leadership profile and network opportunities for your company's International Advocate
- Provision of country/sector briefings and CSR business case support documents
- Opportunities to engage & develop your own company's operating units in local social issues and solutions by offering access to business networks for Corporate Community Investment
- Full brand association:
 - Demonstrates your company's commitment to global leadership
 - Corporate branding on www.CSR360GPN.org and event communications



ENGAGE

ENGAGE is an international employee community engagement programme that brings together companies and community organisations around the globe. It facilitates learning and collaboration among companies and generates a platform to raise the profile of employee volunteering.

ENGAGE is a programme enabled by CSR360 Global Partner Network, working with a subset of its partners, who are focused on community. Community organisations support companies to develop and implement their community strategies in their respective countries and also run the collaborative projects known as the ENGAGE Key Cities Programme.

Mission

To inspire, challenge and support companies to develop sustainable community investment programmes, and to provide community intermediaries with a network and the tools to support them in working effectively with business partners.

To find out more about ENGAGE please go to www.engageyouremployees.org

Business &

Community



Role of Community Partners

ENGAGE puts companies in touch with community partners, who provide a valuable resource for companies setting up community involvement programmes.

Strong community networks mean they are well placed to:

- Identify local opportunities
- Communicate the culture and expectations of community agencies to companies and their participating employees
- Prepare community organisations for partnerships with companies
- Provide a review and evaluation process to ensure successful long-term relationships

Community partners also support the development of appropriate links with local, regional and national governments and the media, and most importantly to ensure that employee engagement meets local needs

Participating companies benefit by:

- Freeing up valuable in-house resources from managing an employee programme
- Exchanging information, ideas, resources and learning from other partners in the programme

Partner organisations working within the ENGAGE framework are all supported by www.CSR360GPN.org



Examples of Key Cities Programme

The ENGAGE Key Cities Programme brings together community partners and companies to work in collaboration in designing and implementing employee engagement programmes.

The ENGAGE Key Cities programme is currently running in several cities in Europe and in Hong Kong.

In Frankfurt, Citi, Deutsche Börse, Freshfields Bruckhaus Deringer, Fidelity and Linklaters are working in collaboration in job interview and CV writing training, delivered by company volunteers to local disadvantaged youth.

In Paris, the Mobi³ programme is coordinated by partner IMS Entreprenre pour la Cite (IMS) with Dassault Systemes, DLA Piper, IBM, Nokia and SFR. In this innovative project, the collaborating parties have designed a special curriculum for a group of disadvantaged school students, where they learn about the life cycle of a mobile phone, playing the part of the different professionals involved in designing and marketing a mobile phone up to the point of recycling.

IMS also runs a Discovering Business Day programme with Deloitte, Freshfields Bruckhaus Deringer, HSBC, Linklaters, UBS, and the Walt Disney Company, in which company employees host disadvantaged school students at their offices for a day.

In Hong Kong, partner Community Business runs a Journey of Discovery Day in collaboration with Allen & Overy, Freshfields Bruckhaus Deringer and another 13 companies, where company volunteers accompany young people from a deprived area of Hong Kong on site visits to Universities and company offices, inspiring those young people to go into tertiary education and employment.

In Prague, partner Hestia runs seminars for university students, delivered by employees of collaborating companies, which aim to raise the students' awareness of ethical and responsible business issues.

In Istanbul, partner OSGD with Citi and another 3 companies runs an environmental awareness campaign in which volunteers deliver seminars on recycling to 300 children at a local primary school.

In Milan, partner Sodalitas have convened DLA Piper, KPMG, Linklaters and UBS to help improve the employability skills of local disadvantaged youth. Employee volunteers deliver training on professional life and job application skills, as well as providing long term mentoring.

In Bratislava and Kosice, partner Pontis Foundation runs an annual volunteering day with Allen&Overy, Citi, DLA Piper, IBM, KPMG, Linklaters and 11 other companies participating. Volunteers choose from a number of projects in education, environment, social welfare and NGO support, all contributing to the enhancement of society in Slovakia.

To find out more about ENGAGE please go to www.engageyouremployees.org

Business &

Community

