Scheme: Employee Involvement

2008 report

Results from June 2006 to June 2008

15 October 2008

With the collaboration of
Overview
The aim of the Employee Involvement scheme launched by Fundación Empresa y Sociedad is to encourage its member companies to work in a focused, structured way, sharing knowledge and taking advantage of economies of scale to facilitate the generation of results on employee involvement in community-related projects.

It began in June 2006 and has 17 savings banks and companies as members.

The scheme is a three-year plan (June 2006 to June 2009) designed to help members to improve in:

— Defining and putting into practice active policies for the involvement of employees and managers in community-related projects, focusing on those most closely related to their vocational and personal skills.

— Setting up educational schemes, providing mentors for entrepreneurs and working on development projects in neighbourhoods with integration difficulties.

— Acting as an agent of change for big companies and those responsible for government policies, the media and opinion leaders.

The Members refer to Empresa y Sociedad to define their aims and focus on achieving them, which includes the exchange of experiences and of management information.

The scheme is afforded the technical assistance of PeopleMatters and the collaboration of Business in the Community, as part of the international Engage programme.

The scheme prioritises its activities in line with the four institutional pillars of Fundación Empresa y Sociedad:

— Inspiring senior executives
— Involving line managers
— Having an impact on business and the community by obtaining results
— Influencing the environment

SCHEME MEMBERS

Accenture
Barclays España
BBVA
Citi
Cuatrecasas Abogados
Deutsche Bank
DKV Seguros
Ericsson
Grupo Inforpress
Iberdrola
Ibermutuamur
IBM España
La Caixa
Morgan Stanley
PeopleMatters
Siemens
The Royal Bank of Scotland
Inspiring
senior executives

Chief data and activities

The focal point of the 2007 Annual Members Meeting was “Business and multi-cultural neighbourhoods with integration difficulties”. The main speaker at this event was Mrs. Julia Cleverdon, Chief Executive of Business in the Community.

The winning candidates in the Employee Involvement section of the last three Empresa y Sociedad Awards were: Barclays España (2006), Uría Menéndez (2007) and Grupo Vips (2008).

Of the total activities described in the 2008 report of our Permanent Observatory, 19% involved employees. The community activities were mainly welfare-oriented while business action was chiefly tactical (46%). Actions included internal campaigns, voluntary work and co-funding.

Of the activities to integrate marginalised groups discussed in the 2007 Annual Reports of the leading businesses and savings banks analysed, 18% involved employees in community-related projects.

Between 2006 and 2007, the mention of activities with employee involvement in news articles published in the press on activities carried out by business for community integration fell from 12% to 4%.

As for perception:

– 42% of citizens see youth education as one of the main social issues for 2007. A total of 25% consider that companies and savings banks should work on education.

– Schemes involving the personal and technical skills and knowledge of staff are best perceived by experts, more so than welfare programmes.
Involving line managers

Chief data and activities

Contact with members is usually maintained through more than one line of operation, which can include Human Resources Management, Communications Management, Corporate Responsibility Management or the organisation’s own corporate foundation.

Besides day-to-day support, we have organised nine group meetings with Members, mainly to:

— Exchange experiences.
— Discuss good practices.
— Involve Human Resources when they are not direct participants.
— Explain national and international cases of reference.
— Exchange systems for measuring results.

We have also organised thirteen meetings with community-related bodies, two with the Autonomous Community of Madrid and two with Madrid City Council for the design and launch of new projects.

Analysis of the systems for measuring the results of this type of initiative, described in the 2007 annual reports of a selection of 51 companies and savings banks shows that the most common indicator is the number of employees involved, mentioned by 29%. This indicator of project scope is only rarely accompanied by the corresponding number of hours. Moreover, of those that mention the prizes and acknowledgements received, only Bankinter evaluates the satisfaction and motivation of its employees with community integration activities and schemes through internal surveys. No organisation reports on how this type of action affects the everyday measuring systems of their personnel management figures in order to relate them more clearly to the generation of value.
Having an impact  
on business and the community  

Chief data and aggregate activities  

RESULTS OF THE EMPLOYEE INVOLVEMENT SCHEME BETWEEN  
JUNE 2006 AND JUNE 2008  

It has enhanced the importance of projects focussing on the vocational and personal skills of employees  
— An average of 33% of the workforce got involved, compared to 27% in 2007.  
— Strategic actions related to employee involvement have increased by 4% on 2007 figures. However, 84% are still welfare-based as opposed to vocational, which account for 16% of the total.  
— 11 Members have operated schemes enlisting their teams’ vocational skills, 18% more.  
— 8 Members’ executives are involved in the governing bodies and advisory councils of four community-related organisations.  
— 44 staff from 4 Members have advised officers from community-related bodies.  
— 439 staff (60% more than in 2007) from 7 companies have offered pro bono advice to community-related bodies.  
— 467 are involved as educators at schools and 260 as youth advisors. This represents an increase of 69% and 36%, respectively, on figures for 2007.  

The number of welfare-based actions has fallen  
— 5,752 employees are involved in voluntary work. The number of employees involved has fallen by 20% in comparison with 2007.  
— 14,542 employees have donated over €800,000 for community-related projects. This represents an involvement of 61% less than in 2007.  

Collaboration on a new networking project  
— From 2008, 4 companies are collaborating on a project that provides business advice to low-income entrepreneurs in the Raval neighbourhood of Barcelona.
Influencing
the environment

Chief data and activities

We have systematised the analysis of actions, communication and the perception of actions based on employee involvement into five annual publications:

- Observatory of business in the community (7 publications)
- Coverage in companies' annual reports (6 publications)
- Coverage in the press (4 publications)
- Expert views (8 publications)
- Public perception (since 1996)

We regularly collaborate with the media to provide content on employee involvement:

- 8 op-ed articles on a special page in Monday's edition of Expansión business daily
- 13 press releases, 22 news articles published in our review, 18 internal publications and 8 articles in business journals
- 9 case studies published in Capital Humano magazine
- Op-ed article in the Human Resources special of Media Responsable

We have presented the activity of our Member Companies at

- Engage Programme, Business in the Community, Brussels 2006
- Engage Programme, Business in the Community, Istanbul 2008

- FUNDAR Volunteer congress (Valencia 2008)
- Stakeholder Engagement Summit (Barcelona 2008)

We constantly and openly collaborate with institutions and experts.

We work closely on day-to-day business with community-related bodies such as Asociación Semilla, Fundación Balia por la Infancia, Fundació Èxit, Fundación Junior Achievement and Fundación Tomillo.

We have collaborated on educational events and publications:

- Guía para Promover el Voluntariado desde la empresa, by La Caixa.
- Manual de Educación Financiera y Consumo Responsable to encourage employee involvement through personal finance courses for young people, by Citi.

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