

The concept of Corporate Social Responsibility (CSR) has made a steep career over the last years. It has become fashionable or even indispensable at least for big companies to be able to demonstrate to the wider public to be good “corporate citizens” and to do business “responsibly”. The topic has also reached the European policy agenda with the European Commission’s communications on a “business contribution to sustainable development” or “making Europe a pole of excellence on CSR”. Big businesses have created the CSR Europe alliance at European level. However, there is some scepticism that the concept of CSR remains an empty shell and merely consists of a public relation exercise for the sake of business reputation. What does it take so that CSR makes a real difference? Is CSR more than PR?

Employer supported volunteering is one way of making CSR concrete: Employees engaging in their communities to mentor disadvantaged youth; to engage in environmental action; or to offer their skills to local organisations can give a face to CSR. Successful collaboration between companies and volunteer centres and volunteer development agencies, however, still seems to be rather the exception than the rule when setting up employee volunteering schemes.

Is successful collaboration between companies and volunteer organisations a mission impossible? What is in it for both sides to collaborate?

This CEV conference will be a forum for an expected audience of 150 delegates from the voluntary sector, companies, public institutions and international organisations, to

- ✎ Promote contact making between corporate and volunteer organisations from over 20 European countries
- ✎ Discuss the added value for both companies and volunteer organisations to get involved in partnerships
- ✎ Explore good and bad practices concerning collaboration between the corporate sector and volunteer organisations
- ✎ Empower volunteer organisations and companies to speak the same language – or at least to be able to understand each other
- ✎ Discuss policies that promote employer supported volunteering

The results of the conference will feed into a publication of CEV widely disseminated amongst stakeholders all over Europe and globally through IAVE.

CEV, the European Volunteer Centre is the European network of 67 national, regional and local volunteer centres and volunteer development agencies in 28 countries representing over 17000 associations at the local level. As a voice for volunteering in Europe, CEV is funded by the European Commission under its Europe for Citizens programme.

CEV General Assembly Conference Under the patronage of the Mayor of Prague and the Czech Presidency of the EU



Developing employee volunteering – a joint venture between volunteer organisations and companies? Strategies | Success Stories | Challenges

15 May, Prague, Czech Republic



EUROPEAN VOLUNTEER CENTRE

CEV – the European Volunteer Centre
10, rue de la Science
1000 Brussels, Belgium
Tel : +32 2 511 75 01
Fax : +32 2 514 59 89
cev@cev.be | www.cev.be



HESTIA – Národní Dobrovolnické Centrum
Na Porčí 12
115 30 Prague 1
Tel: +420 2 24 87 20 75-7
Fax: +420 2 24 87 20 76
hestia@hest.cz | http://www.hest.cz



Dobrovolnické centrum
Prokopa Diviše 1605/5
40001 Ústí nad Labem
Tel: +420 475 216 684
Fax: +420 475 216 684
dcul@seznam.cz | http://www.dcul.cz



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T-Mobile

08.30 – 09.00 Registration

09.00 Opening of conference and inauguration of Employee Volunteering Partnership Fair

- **Dr Olga Sozanská**, *President Hestia Czech National Volunteer Centre*
- **Pavel Bem**, *Lord Mayor of Prague, patron of the event*
- **Dr Marijke Steenbergen**, *CEV President, CEO MOVISIE*
- **Dr Kang-Hyun Lee**, *President of the International Association of Volunteer Effort*
- **Jakub Dürr**, *Vice-Minister for European Affairs, Ministry of Education, Youth and Sports, Czech Republic*

09.30 Opening panel: Is CSR more than PR?

Chair: Markus Held, Director CEV

- **Pavčina Kalousová**, *Donors Forum Czech Republic*
- **Dr Torsten G. Christen**, *DG Employment and Social Affairs, European Commission*
- **Dr Frank Heuberger**, *State Chancellery Rheinland-Pfalz / BBE, Germany*
- **Andras F. Tóth**, *ÖKA National Volunteer Centre Hungary*
- **Sarah Hayes**, *Global Corporate Volunteer Council, USA*
- **Přemysl Filip**, *Corporate Responsibility, Vodafone Czech Republic*

11.00 Coffee break

11.30 Employee Volunteering Partnership Fair

12.30 Lunch

13.45 Good practice session I – Parallel Workshops and Debate

Workshop I

Double pleasure countryside project: employee and student volunteering

✦ Gwen van Roekel, Unive Insurance company (NL)

✦ *Facilitator: Eva Hambach, Vlaams Steunpunt Vrijwilligerswerk (BE)*

Workshop II

Measuring the impact of employee volunteering on the company and the local community

✦ Margot van Sluis-Barten, Fortis Foundation (NL)

✦ Prof Lucas Meijs, University of Rotterdam (NL)

Debate I

Volunteer organisations and business – two worlds apart?

Chair: George Thomson, CEO, Volunteer Development Scotland

✦ Henk Kinds, Community Partnership Consultants, CPC (NL)

✦ Darek Pietrowski, Polish National Volunteer Centre

During the whole day in the atrium :
Employee Volunteering Partnership Fair

Workshop III

Employee volunteering in the public sector: Tel-Aviv Jaffo Municipality - case study

✦ Uri Jaffe, Volunteer Unit, Tel-Aviv Jaffo Municipality (IL)

✦ *Facilitator: Cristina Rigman, Provobis (RO)*

Debate I continued

✦ Toyah Hunting, CSRPlus Denmark

✦ Michaela Macová, SODEXO Czech Republic

15.15 Coffee Break

15.45 Employee Volunteering Partnership Fair continued

16.30 Good practice session II – Parallel Workshops and Debate

Workshop IV

Successful employee volunteering schemes - the business case

✦ Jarosław Lepka, Leopold Kronenberg Foundation at Citi Handlowy (PL)

✦ Darek Pietrowski, National Volunteer Centre (PL)

✦ Přemysl Filip, Vodafone (CZ)

✦ *Facilitator: Karl Monsen-Elvik, Volunteer Development Scotland (UK)*

Workshop V

Volunteer organisations working with Corporations - what does it take?

✦ Eva Early, Volunteer Centres Ireland (EIR)

✦ Anita Prosser, BTCV (UK)

✦ *Facilitator: Nwadi Okereke, Volunteering England (UK)*

Workshop VI

The „Marketplace“ and other innovative models of public-private partnership

✦ Stefanie Lap, MOVISIE (NL)

✦ Henk Kinds, CPC (NL)

Debate II

Policies to promote employee volunteering – Should the public sector get involved?

Chair: Emira Mesanovic, CSRPlus and SEEYN, BiH

✦ Kirsten Koht, Municipality of Baerum, Norway

✦ Sophie Chapman, Policy Advisor, Office for Third Sector, UK

✦ Dr Martina Wegner, Executive Director, Centre for Civil Society Development ZZE, Germany

✦ Pavel Vlček, Citibank Europe, Czech Republic

18.15 Closing plenary

Chair: *Dr Mike Nussbaum, Chairman, Volunteering England*

19.00 Reception with the Lord Mayor of Prague