



CSR and Employee Engagement - from the Margins to the Mainstream

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April 2004

DIAGEO



ABB

3M

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perotsystems

accenture



Mitsubishi Corporation



Nestlé



hajj auto ltd.



Parsons Brinckerhoff



PASONA



BG



McKinsey & Company



Levi's

Somcrete Egypt



BRITISH AIRWAYS

Dabbagh

Lilly



RIO TINTO

PEARSON



WPP Group plc



Standard Chartered



Fourwave Investments Ltd

Russell

NEKISAN CORPORATION

ICF CONSULTING

BOOTS HEALTHCARE INTERNATIONAL

SuperClubs

NORTH AFRICAN BREWERY PLC

National Bank of Egypt



Morgan Stanley

TIME FORTUNE

ChevronTexaco

Discovery NETWORKS INTERNATIONAL



Culture Strategy

EDELMAN

ERM



Phillips-Van Heusen



Johnson & Johnson



A network of partners





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INTERNATIONAL BUSINESS
LEADERS FORUM



ENGAGE

COMPANIES PEOPLE COMMUNITIES

INTERNATIONAL EMPLOYEE ENGAGEMENT CAMPAIGN

ENGAGE and Volunteering Australia

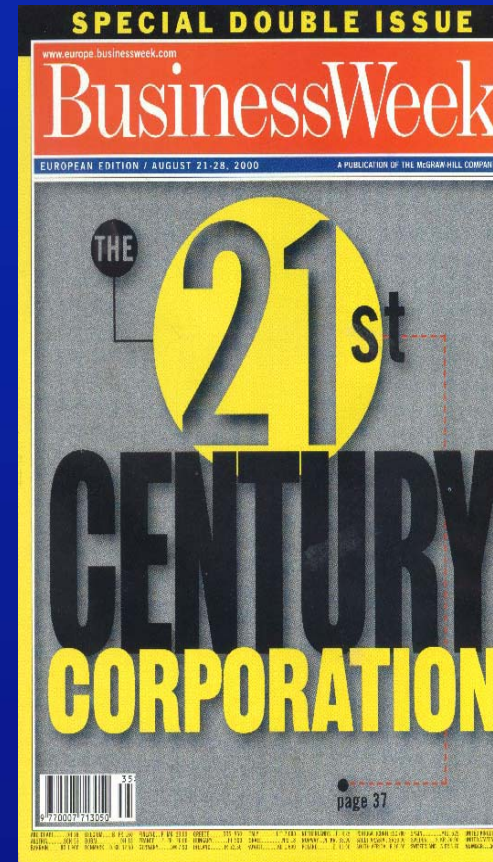


- Member of the International Partners Group
- Pilot Employee Team Challenge program
- Corporate Shares Community Profits booklets
- Strategic consultancy with companies to support business case development
- ENGAGE Week Seminars



CSR Today

- The CSR Journey - where we've come from; where we're headed
- The business case
- Employee Engagement – how it fits (as a means of social investment)
- Trends in employee engagement



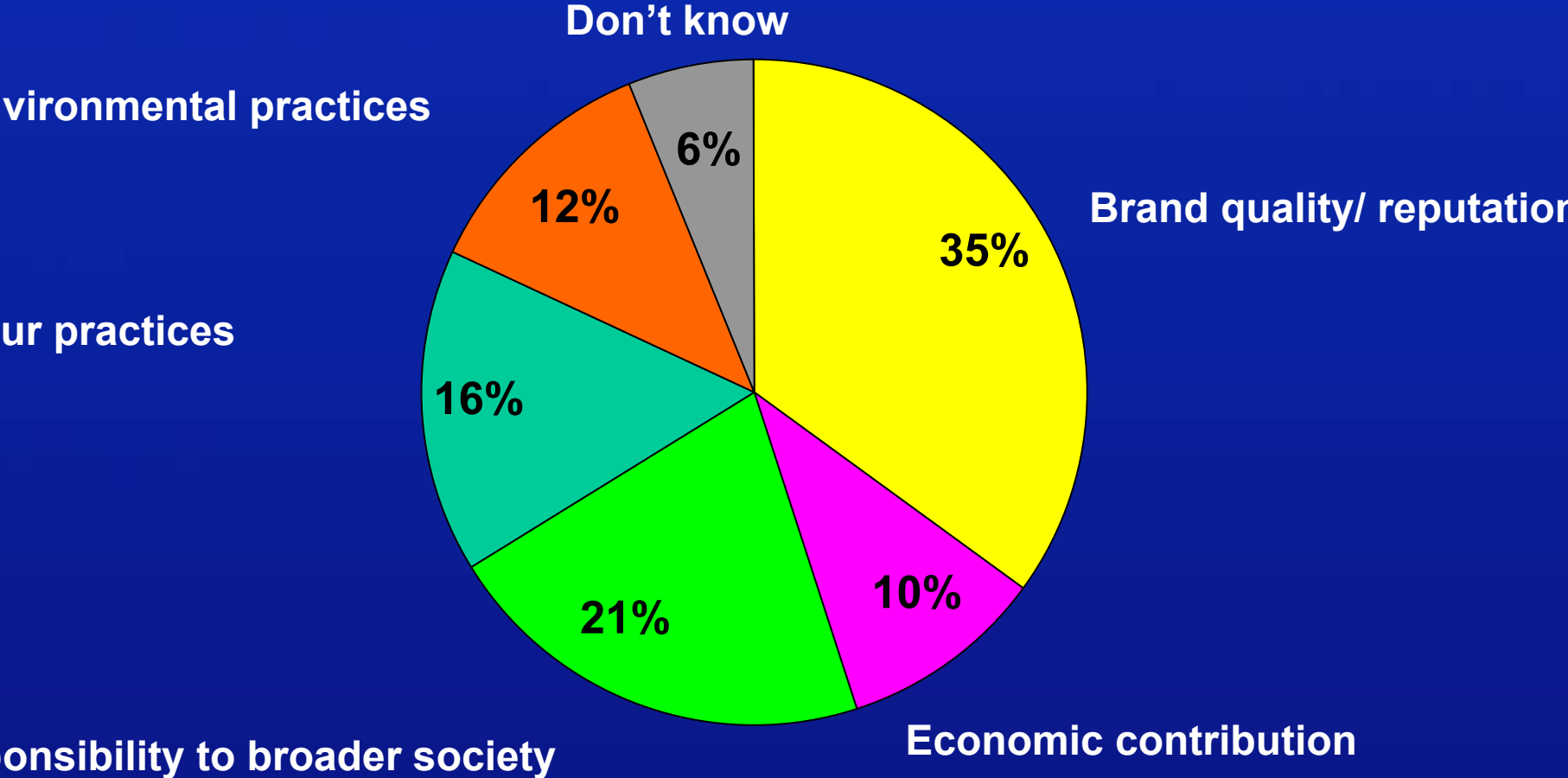
Relationship Building – The Key To Business Success

Relationships with Stakeholders determine

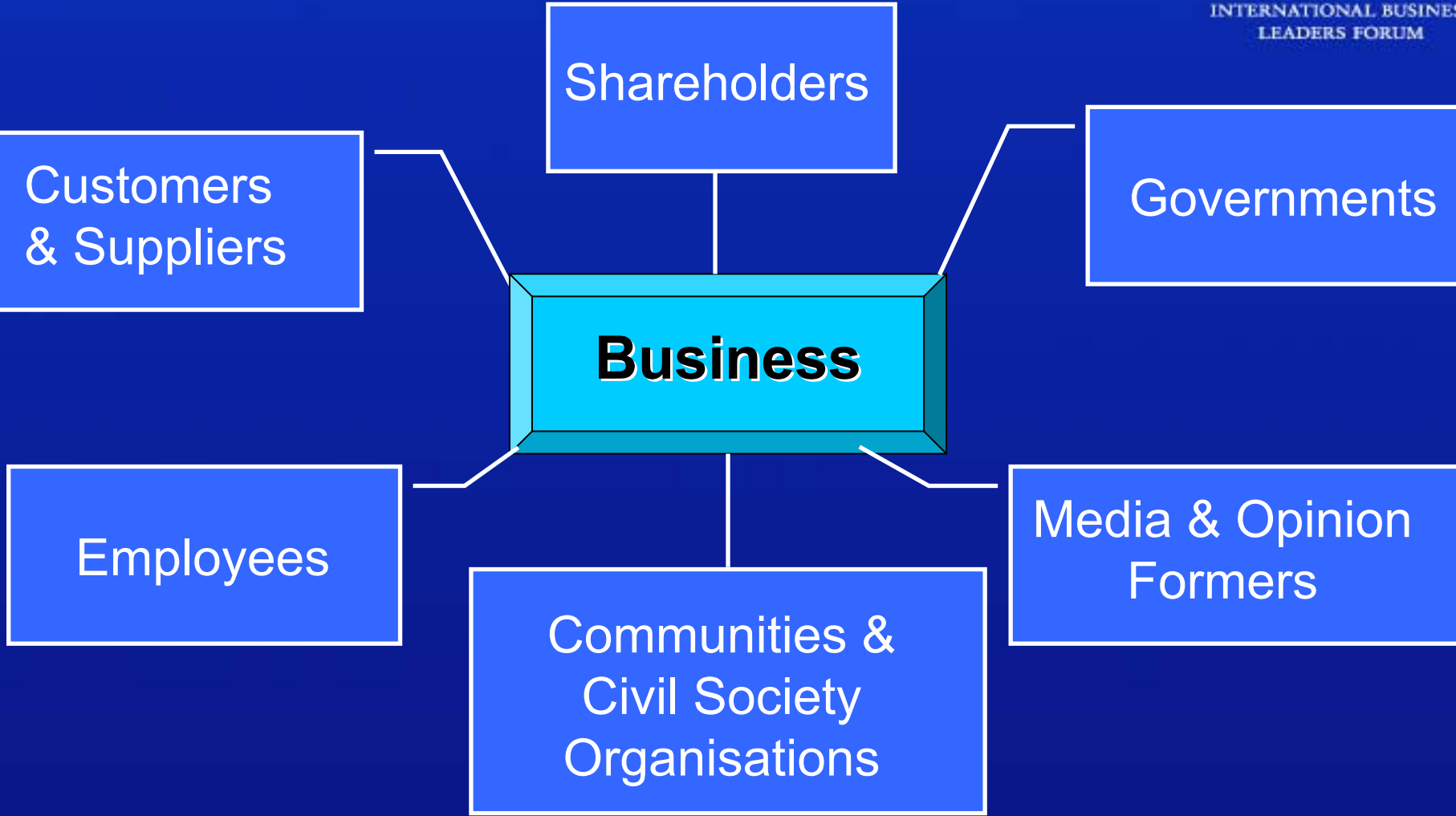
- Corporate Reputation/Brand Name
- Reputational Capital
- Stock Value
- Management of Risk
- Human Capital



Global Expectations of Business



Stakeholder Map



Increasing Stakeholder Expectations

- Market Liberalisation
- Technical Innovation
- Political Awareness and Activism



Growing Corporate Responsibilities



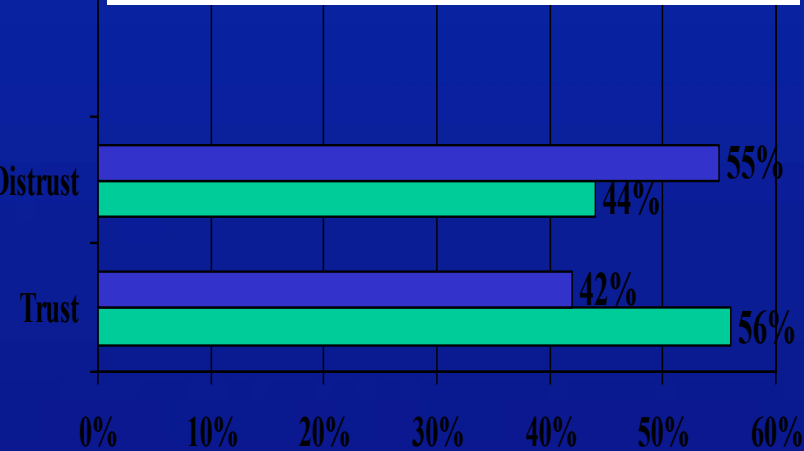
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It's surprising what today's top executives
might have to handle

Increasing Stakeholder Expectations

Trust in Large US Companies to Operate in Best Interest of Society



Possible Cost Of Getting It Wrong

- Strikes
- Legal Actions/Compensation Claims
- Increased Regulation
- Negative Publicity
- Conflict with stakeholders
- Bankruptcy

Source: Edelman



Source UWT Gazette

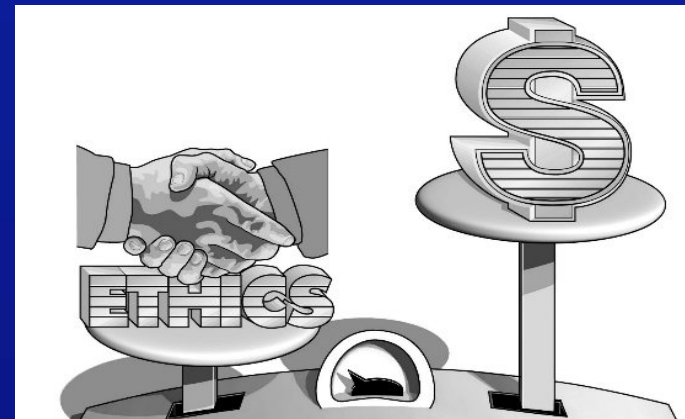
Potential Value Of Good Stakeholder Relations



- Upward shift in demand curve
- Decrease in marketing costs
- Increase in marketing costs for competitors
- Reduction in Business Risk
- Fall in employee and customer turnover

The Response to Increased Stakeholder Expectations

- Growing emphasis on social responsibility
- Increased corporate engagement in public welfare activities
- Emphasis on corporate accountability and transparency



Trends

- Beyond cheque book philanthropy
- Integration into mainstream business operations
- Partnership development
- Consultants, Advisors, NGOs
- Offshoring
- Measurement and evaluation
- Company reporting, Codes, Indexes
- Growing importance of employee audience



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TAX AND THE NET
A survey after page 76

The Economist

JANUARY 29TH - FEBRUARY 4TH 2000

MIGHTY STERLING
page 33

THE FUTURE OF WORK
pages 113-115

The world's view of multinationals



Employee Engagement - Repositioned as a strategic tool

- Leveraging corporate donations
- Corporate sponsored Volunteering
- Staff development and training
- Measured and reported
- Feeding competitiveness and innovation
- Sharing core competencies



The ENGAGE Way of Working



Business Need

Development Need

Search for issues and solutions

Maximise business impacts

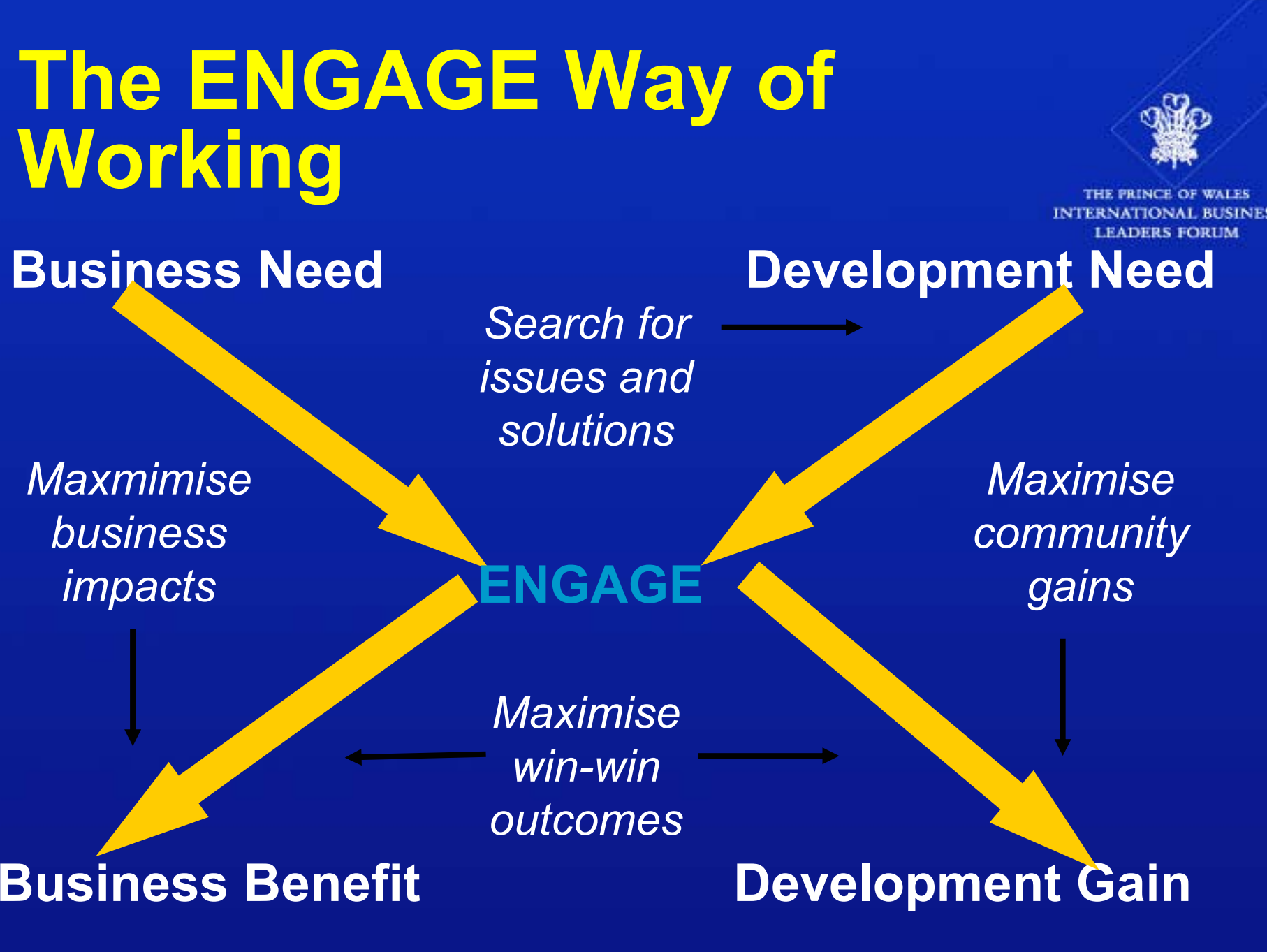
Maximise community gains

ENGAGE

Maximise win-win outcomes

Business Benefit

Development Gain



What do Employees do?

- Community Fellowships/Project Development Assignments
- Secondments
- Team Development Assignments
- One to One Support Mentoring
- Non-Executive Roles
- Individual Volunteering
- Done in a Day Projects



Shell Employee working with VSO in Uganda

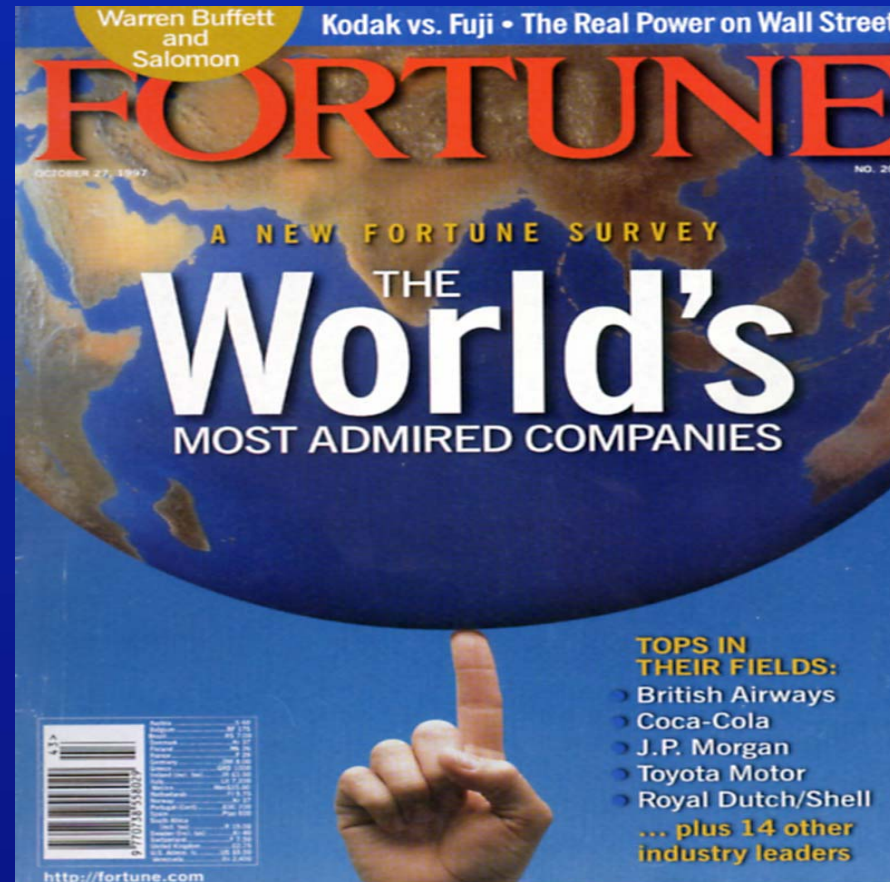


Fundacion Impulsa supports YBI in Argentina



The Business Case For Employee Engagement

- Democratization of CSR
- Benefits for business, employees and the community



Business Benefits



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- Brings culture and values to life
- Attract, retain and develop the best people
- Morale, motivation and pride
- Stakeholder relations
- Innovation and competitiveness
- Reputation



Employee Benefits

- Personal Satisfaction
- Enhances knowledge and skills
- Team-building exercise
- Leadership development
- Networking Opportunity
- Experiential learning



Community Benefits

- Economic Development
- Empowerment
- Building Management Skills
- Leveraging company resources
- Bringing new sources of energy and perspectives



Looking To The Future



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- Sustained partnerships
- Formal policies
- Engaging core competencies
- Including retirees
- Engaging consumers
- Collective Action
- Employee led programs
- Use of Technology

A journey of change



Ten years of business working
in partnerships to address
social, environmental and
economic challenges in
Central and Eastern Europe

The Prince of Wales
Business Leaders Forum



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