



EUROPEAN
VENTURE
PHILANTHROPY
ASSOCIATION

SCALING EMPLOYEE ENGAGEMENT WORKSHOP

**CREATING IMPACT-DRIVEN
EMPLOYEE ENGAGEMENT
ACTIVITIES**

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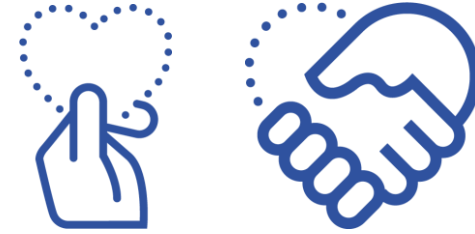
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EUROPEAN VENTURE PHILANTHROPY ASSOCIATION

Who we are and what we stand for



What is Venture Philanthropy?



Venture Philanthropy is about matching the **soul of philanthropy** with the **spirit of investing**

VENTURE PHILANTHROPY – SOCIAL INVESTMENT / DEFINITION

Venture Philanthropy is a high engagement and long term approach to supporting social purpose organisations through 3 core practices:

- Tailored financing
- Non-financial Support
- Impact measurement and management

Social investment is when this approach creates financial returns alongside societal impact.



EVPA counts 250+ members across 30 European countries

Our Mission

- Enable our members to **maximise societal impact** through increased resources, collaboration and expertise

Our Objectives

- Co-create a **well-functioning ecosystem** for societal impact
- Increase **funding and expertise** coming into the VP/SI space
- Increase **effectiveness** of Venture Philanthropists and Social Investors



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WORKSHOP

CREATING IMPACT-DRIVEN ENGAGEMENT ACTIVITIES



Learning Objectives

- 1) Understand what the social value of employee engagement can be.
- 2) Develop an understanding about potential impact challenges of employee engagement.
- 3) Familiarise with EVPA's 4-step process of setting up impact driven engagement activities.

Employee engagement is...



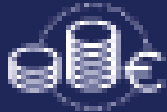
...any formally organised support or encouragement from companies, albeit in varying degrees of collaboration with CSIs, to leverage employee resources to support SPOs.

Employee engagement can vary from corporate volunteering and/or corporate giving to co-investment programmes.

Awareness
and
visibility



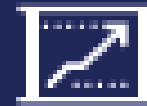
Funding



Operational support



Organisational
resilience



Strategic develop-
ment



Slacktivism,
Campaigns,
Blogging

pay-roll
giving,
matching
donations
or volunteer
hours, co-
investment

Hands-on
volun-
teering

Skill based volunteering

Generic

Hacka-
thon,
Accelera-
tor

Low bono,
pro bono

Board
services

Strategic
support

EMPLOYEE ENGAGEMENT IS AN EASY WIN- WIN-WIN!

**WHAT DOES IMPACT-DRIVEN ENGAGEMENT
ACTIVITIES MEAN TO YOU?**

WHAT IMPACT CAN YOU CREATE?



WHY IS IT IMPORTANT TO PLACE THE IMPACT AT THE CORE?

WHAT MIGHT BE THE CHALLENGES?



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CREATING IMPACT-DRIVEN ENGAGEMENT ACTIVITIES

EVPA's 4-Step Process



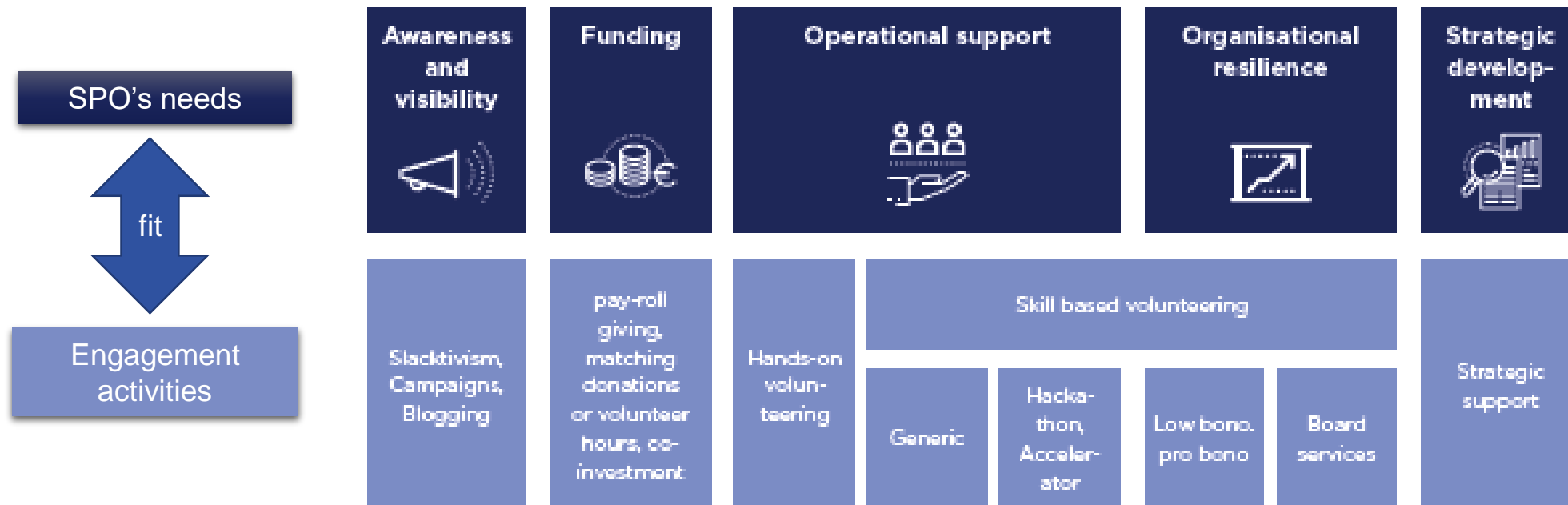
Overview

- *Creating impact-driven engagement activities can be sought by following the four step process below.*



Step 1 – Define the SPO’s primary needs

... and design the most impactful engagement activity



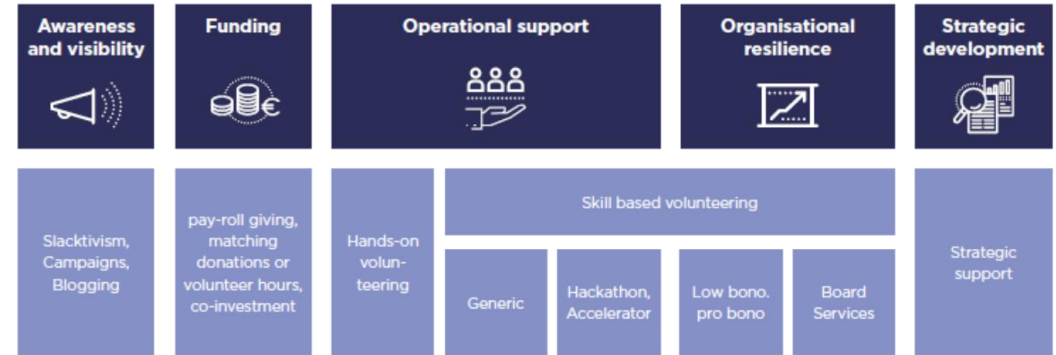
Step 2 – Assess what you can offer

... and take a closer look at yourself, the company and its employees

Contextual Dimensions	A	B	C	D	E
DIRECTLY RELATED TO THE ORGANISER OF THE ACTIVITY					
Allocation of resources	<input type="radio"/> Your resources are too limited to engage in impactful activities or you are not certain about how many resources you have.	<input type="radio"/> You have the resources to plan an activity but not to monitor.	<input type="radio"/> You have the resources to plan an activity and to monitor occasionally.	<input type="radio"/> You have the resources to extensively plan an activity and to closely monitor the activity over a medium-term duration.	<input type="radio"/> You have the resources to extensively plan an activity and to closely monitor the activity over a long-term duration.
Accessibility to employees	<input type="radio"/> You are not certain how accessible the activity should be.	<input type="radio"/> You and/or the company want to organise an activity that is accessible for (almost) all employees.	<input type="radio"/> You and/or the company want to organise an activity that is accessible for the majority of employees.	<input type="radio"/> You and/or the company are willing to organise an activity that is accessible to a small group of employees.	<input type="radio"/> You and/or the company are willing to organise an activity that is accessible to only very few employees.
Degree of financial dispersion	<input type="radio"/> You have none to little financial resources.	<input type="radio"/> As the organiser, you want to spread your financial resources among as many employees as possible.	<input type="radio"/> You want to spread your financial resources among those employees, who want to be actively engaged with SPOs or their beneficiaries.	<input type="radio"/> As the organiser, you are fine to spread your financial resources to only a few employees if that helps the SPO.	<input type="radio"/> As the organiser, you are fine to spread your financial resources to only a few, high-level employees if that helps the SPO.
DIRECTLY RELATED TO EMPLOYEES					
Employees' tolerance for complexity	<input type="radio"/> You are not certain how much tolerance employees have for complex activities.	<input type="radio"/> The employees are not able to engage in complex activities. They are able to engage in activities that require low skills and expertise.	<input type="radio"/> Employees can handle some degree of complexity, but the activity should still require relatively little specific skills and expertise. Employees are able to apply generic skills.	<input type="radio"/> Employees are able to engage in complex activities, in which they can use their professional skills to solve problems.	<input type="radio"/> Employees are able to engage in even highly complex activities. They are used to challenging themselves and using their skills to solve complex problems.
Employees' time commitment	<input type="radio"/> The employees are not able to commit any time to an activity or you are not certain how much time they would be able to commit.	<input type="radio"/> Employees are only able to dedicate very little time. Their working or private environment does not allow them to spend time externally at SPOs.	<input type="radio"/> Employees are able to commit some time to SPOs, as long as it can be done within a few hours or a day. Thus, ad hoc activities to short-term projects are feasible to them.	<input type="radio"/> Employees are able to commit to activities that can last weeks or even a few months.	<input type="radio"/> Employees are able to commit several months to an activity.
DIRECTLY RELATED TO THE COMPANY					
Leadership support	<input type="radio"/> You have no leadership support or you are not certain to what extent.	<input type="radio"/> You have only limited support from leadership within the company.	<input type="radio"/> You have some support from the company's leaders. They endorse the activity and participants.	<input type="radio"/> You have a strong support from the company's leaders. They endorse the activity and see (professional) value for employees to participate.	<input type="radio"/> You have very strong support from the company's leaders. They endorse the activity and see (professional) value for employees to participate.
Corporate policies and structures	<input type="radio"/> Corporate policies and structures do not leave room for any engagement activities or you are not certain to what extent.	<input type="radio"/> Corporate policies and structures are relatively strict but leave some room to organise quick and easy activities that do not distract employees from their daily work.	<input type="radio"/> Corporate policies and structures enable employees to (take some time off) to participate in employee engagement activities.	<input type="radio"/> Corporate policies and structures enable employees (to take a few weeks and even months off) to participate in employee engagement activities.	<input type="radio"/> Corporate policies and structures enable even high-level employees to take a few weeks and even months off to participate in employee engagement activities.







Step 3 – Analyse if there is a match

... and see if you are ready for the most impactful engagement activity



Step 4 – Identify your action strategies

... and understand the potential of your role

		 OBSERVER	 ADVISOR	 CO-CREATOR	 DRIVER
<p>Does your context aligns with the most impactful engagement activity for the SPO?</p>  	YES. This means you and/or the company can organise the most impactful engagement activity for the SPO.	Coach the SPO to lead a successful negotiation with the company.	Be the matchmaker and endorse the activity	Lobby for the activity, then organise the activity.	Organise the activity.
	NO. This means that there is a gap between what the most impactful engagement activity is for the SPO and what you and/or the company can offer.	Match the SPO with another CSI or company.	Make the introduction and advise on the gaps.	Lobby for bridging the gaps.	Lobby for bridging the gaps.

What is your optimal role in employee engagement?



Take the online quiz
Visit <https://csi.evpa.eu.com/toolkit-quiz/>

1

Analyse your organizational context

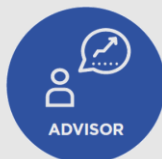


Take a look at the relationship with your related company, the company's objective, your own capacity and your legal and cultural environment say about you.

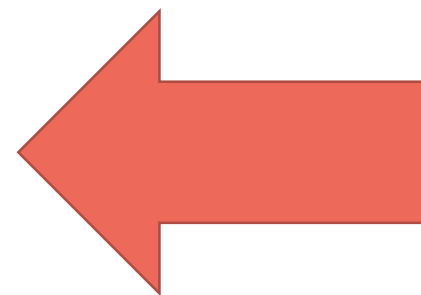
2

Find your optimal role

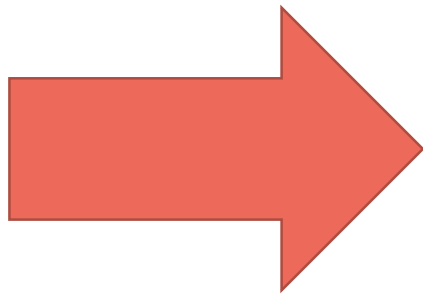
Learn everything you need to know about your optimal role.



Or our online quiz



Toolkits “Social Impact through Employee Engagement”





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FURTHER BACKGROUND INFORMATION





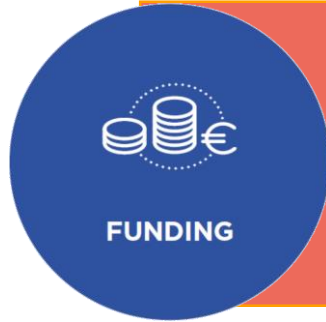
Slacktivism
Blogging
Campaigns

Challenges

- **Direct impact on the NGO is often limited**
- **Creating a lasting impact**

Key Success Factors

- **Design it as a gateway for future engagement**
- **Make it appealing and relevant**
- **Make it voluntary**
- **Make it accessible**
- **Make it shareable on social media**



Pay-roll giving programmes
Matching programmes
Co-Investment programmes

Challenges

- Resource intensive to organise
- Be aware of the impact trade-off

Key Success Factors

- Focus on the long-term
- Do not understand the importance of administrative tools
- Make it complementary
- Incorporate behavioural nudges



Hands-on volunteering
Generic skill based volunteering
Hackathons, accelerators

Challenges

- Making a lasting impact
- Getting side-tracked by participation rates
- Leaving an emotional or physical gap behind

Key Success Factors

- Integrate employee volunteers
- Cover any additional costs
- Design it as gateway for future engagement
- Focus on quality, not quantity
- Transformative volunteering



Skill-based volunteering
Pro-bono, low-bono
Board services

Challenges

- **Complex and time-intensive to organise**
- **Culture clash between corporate employees and NGO employees**
- **Creating an impact beyond the duration of the activity**

Key Success Factors

- **Select employees with caution**
- **Train volunteers**
- **Train NGOs to be ‘employee engagement’ ready**
- **Endorse participants**



Strategic support
e.g. refining the business model
market and risk assessment

Challenges

- Only accessible for a few highly skilled employees
- Culture clash
- Unfinished projects

Key Success Factors

- Cautiously select employees
- Train volunteers how to coach, not tell
- Provide opportunities to reflect
- Prepare an exit phase