

GET ENGAGED

Many businesses in Europe are supporting employee community initiatives designed to help people from disadvantaged backgrounds improve the skills essential to gaining and keeping a job.

Ensuring disadvantaged groups of people enhance their basic skills is key to developing and sustaining a thriving economy and cohesive society. It makes good business sense.



"The students have been transformed, they have overcome their fears and found their voices"

teacher whose pupils participated in the Mobi³ project, Paris

"Volunteers have been visiting our school since 1999. With their enthusiasm, help and encouragement many of our pupils have improved their literacy and numeracy skills. Perhaps even more importantly, it has helped to motivate the children, improved their communication skills, given them new confidence and a different perspective on life which we hope they will carry with them as they move through school and into the world of work"

head teacher at a primary school in London

"I learned that I can be someone, if I want"

participant in job coaching scheme, Frankfurt

Discover more about how employees can make a real and positive difference to the lives of people in their local communities from our online best practice guide and toolkit at www.ENGAGEyouemployees.org.

“I was broken when I came to you and you fixed me... this experience has opened doors for me”

**participant in Ready for Work,
a UK work placement scheme for homeless people**

“I would recommend becoming a Reading Partner, Number Partner or a Chess Partner to anyone who would like to do something different that can make a significant difference to a young child’s learning potential. It’s fun, easy to fit into working week, helps the local community and also enables you to meet new people from the office”

volunteer, London

“Some young people do not believe that they’ll succeed - this type of experience gives them back their confidence”

volunteer, Paris

www.ENGAGEyouremployees.org brings together a range of case studies and a step-by-step toolkit to help employers of all sizes and in all areas of business and industry to develop effective employee community engagement and volunteering initiatives.

The online toolkit is designed to enable employers to create programmes that:

- require different levels of skills and commitment in terms of time and money;
- improve the skills essential for employment;
- work with a wide range of people from disadvantaged backgrounds;
- are stimulating and rewarding for all participants;
- make a positive difference to the community; and
- ensure employers are being socially responsible.

Employee community engagement is a great way of improving the skills essential for employment. As well as making a positive difference to participants and the wider community, for volunteers it can be motivating and personally rewarding; making good business sense for employers in the short and the long-term.

This best practice guide on employee community engagement and volunteering with its emphasis on initiatives designed to improve essential skills for employability amongst disadvantaged and socially excluded groups of people within the EU is part of the European Commission initiative CSR Alliance coordinated by CSR Europe. Led by Citi, Freshfields Bruckhaus Deringer LLP and KPMG LLP, in association with ENGAGE which is also supported by Allen & Overy LLP, APCO, BP, Brown-Forman, Credit Suisse, Diageo, DLA Piper LLP, GE, IBM, Linklaters LLP, Morgan Stanley, Nokia, Rolls-Royce and UBS.

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