

BENEFITS OF CORPORATE VOLUNTEERING | GUIDE

Benefits of Corporate Volunteering		
For company	For employees	For NGO/society
Increases and improves public image and reputation. <i>Corporate branding</i>	Contributes to employee's professional and personal development by expanding their foundation of experience. <i>Personal development</i>	Improves life quality in (local) community by supporting solutions to social problems. <i>Social value</i>
Improves employee team work, work moral, productivity, engagement, retention, performance, loyalty. <i>Knowledge and competences</i>	Increases interaction between employees in different departments and levels of the company. <i>Cross-organisational cooperation</i>	Increase number of volunteers and supply of talents/competences in (local) community <i>More hands</i>
Increases corporate competitiveness in connection with, among other things, talent recruitment. <i>Employer branding</i>	Improves employee initiatives, teamwork, social competences and cooperative skills. <i>Empowerment, pride</i>	Enables exchange of competences and knowledge between private companies and organisations. <i>More competent heads</i>
Increases innovation of e.g. new products, services <i>(Corporate) Social Innovation</i>		Increases innovation of e.g. new products, services <i>(Corporate) Social Innovation</i>

Source: Ellis, T. *The New Pioneers*, Wiley 2010

