

## 2nd EUROPEAN PRO BONO SUMMIT

18-20 October 2017, Budapest, Hungary

### Review

Experts, supporters and leadership of the Pro Bono movement gathered in Budapest in October 2017 to attend the 2nd European Pro Bono Summit. After several successful Global Pro Bono Summits and the first European Pro Bono Summit in Paris in October 2016 the event aimed at providing useful content for both newcomers and experienced Pro Bono practitioners. By examining the role of Pro Bono in corporate leadership development programmes and presenting a European marketplace for corporates and intermediary organisations to meet this years summit was a great success.

### Participants

The event gathered 134 people from 23 different countries. Representatives of corporations, intermediaries, NGOs and the academic world met to exchange and share knowledge about pro bono trends and best practices. 20 of the Global Pro Bono Network member organisations were present and around 40% of the participants were from corporations, mostly large corporations from the Budapest headquarters but several participants came from other European countries and overseas too.

It was great to see the growing interest for pro bono all over the Globe and in European in particular.

Thanks to all participants!



### An event co-organized by

The two-day event was organised by Volunteering Hungary (ÖKA) in partnership with GE Hungary, KPMG Hungary and the active participation of the Global Pro Bono Network members.

Volunteering Hungary would like to thank everyone who made this Summit possible. We owe a big thank you to partners, sponsors, speakers, presenters, co-workers and volunteers, who all contributed to the success of this event.

The event was supported by the Herbert Quandt BMW Foundation, Pro Bono Lab, Taproot Foundation and several dedicated local corporations.

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## **About the European Pro Bono Summit**

The Pro bono movement has grown to include more than 30 countries over the last 6 years. Worldwide, individuals share their professional skills with social change organizations for free. They are supported by pro bono intermediaries, connecting volunteers with nonprofits for various projects from marketing to communication, from strategy to web design.

Since 2012, the Global Pro Bono Network gathers organizations that share the same goal of developing pro bono, with the support of the BMW Foundation and Taproot Foundation. This program is a network of pro bono intermediaries from around the world, who actively participate in a collaborative effort to share their experiences and develop best practices. This contributes to driving the pro bono movement forward: together, these pro bono intermediaries foster a global support network for pro bono service.

Within the Global Pro Bono Network, Global Pro Bono Europe is a cooperative group of 14 organizations working together to promote and develop pro bono service in Europe.

Building on the experiences of the previous Pro Bono Summits, for this year's summit planning was co-organized by Volunteering Hungary with the goal of introducing learning opportunities, useful strategies and a specific European flavour to both experienced and organisations new to the movement.

The Summit brought together stakeholders from both the corporate and the NGO world from Europe and beyond. Presentations, panel debates and breakout sessions helped participants to deep dive into the different issues related to corporate pro bono services.

### **Programme development**

The program consisted of four major blocks:

1. Site visits on the 18th in the afternoon
2. Summit with presentations and workshops on the 19th – 20th
3. First Pro Bono FuckUpNight on the 19th in the evening
4. Global Pro Bono Network day on the 20th in the afternoon.

The two main focuses of the event regarded the challenges of the digital realm and the promising possibilities of the student pro bono programs. These were both reflected on the first and the second day of the program. Next to these main topics of discussion a big mix of themes and subjects for both newcomers and advance level participants were covered.

## 0. DAY - GLOBAL PRO BONO ADVISORY COUNCIL MEETING

On the 0. day the Global Pro Bono Advisory Council met and had a whole day meeting at the Mastercard Hungary office. The meeting focused on the tasks for the remainder of 2017 and 2018:

- a). Government/Management structure/roles
- b). Budget proposal
- c). Members/Memberships
- d). Communication with (new) members



## 0. DAY - SITE VISITS

Participants had an opportunity to visit several local Hungarian organisations in the afternoon of Wednesday, the 18th of October. The site visits offered 3 local organisations active in social development. They presented an in-depth look into their organisation and their present projects. These organisations were: Design Terminal, Impact Hub Budapest and Kitchen Budapest.

### Design Terminal

Design Terminal is an incubation ecosystem offering business development and talent management services. They match the most promising talent with innovative companies to work on solutions that serve the best long term interest of the community. The organisation operates a 3-month long accelerator program for international startups focusing on the social good in the fields of sports and healthcare, working and learning, mobility and urban development. Since 2014 they have helped apx. 800 innovative enterprises. The European Commission recognised their endeavour with the European Enterprise Promotion Award in 2014, and in 2016 the organisation obtained the award for the best Hungarian accelerator, as part of the Central European Startup Awards.

### Impact Hub Budapest



Impact Hub Budapest is part of a global network of people, places, and programs that inspire, connect, and catalyze change for a sustainable world. Impact Hubs are spaces designed to help materialize your vision for a better world - offering a unique mix of infrastructure, connections, inspiration, and learning for people, who want to move their ideas from intention to impact. Since the opening in March 2016, they have introduced numerous social entrepreneurs to a wider audience through meetups, educated themselves and their

community about new practices of collaboration and co-creation and hosted programmes that provided financial and non-financial support to new impact ventures. Impact Hub's work and services include - among others - open coworking, rentable meeting and event spaces, coaching and mentoring, training programmes for entrepreneurs, facilitated access to their international network of changemakers, but also weekly childcare and yoga sessions.

As collaboration is among their core values, they are carrying out all that work together with local partners – impact ventures, social entrepreneurs, seasoned mentors, universities, financing institutions and other supporting organizations.

### Kitchen Budapest



Kitchen Budapest was founded as one of the first media labs in Hungary in 2007. KiBu found its primary mission to spread digital literacy and DIY techniques in the local scene. Ever since, KiBu has been actively present as an internationally recognized innovation lab with a team of young researchers and developers. They bring together different mindsets to blend science, technology, engineering, arts and mathematics in

an interdisciplinary manner. KiBu empower people to leave their comfort zone and set new paths.

**0. DAY - GATHERING PARTY**



The first gathering of the participants took place at the French Cultural Institute.

**1. DAY - EU SPEECH, PRESENTATIONS, PANEL DISCUSSION AND WORKING GROUP SESSIONS**



The first day of the Summit took place in GE Hungary headquarters

**Goal:**

- To give participants an insight and understanding of different topics concerning pro bono work and its environment.
- A more sustainable and stronger civil sector can be created by strengthening corporate and civil relationships.

**Result:**

- More companies and non-governmental organizations are planning to take advantage of expertise-based pro bono.
- The European Commission also has a strong role and partnership in spreading knowledge-based pro bono projects / The prospects and the growing importance of pro bono in the European Union

In the morning, among others, **Mr Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport**, spoke about the prospects and the importance of pro bono in the European Union. In the future, more companies and non-governmental organizations are planning to take advantage of expertise-based pro bono. He mentioned that the **European Commission** also has a strong interest in volunteering and corporate social responsibility where business and the public sphere can find mutually beneficial cooperation. Mr Navracsics stated that the Commission is making serious efforts to assist Member States in the dissemination of knowledge-based pro bono projects.



Later on there was an interesting and instructive **keynote speech** on Global Trends influencing Pro Bono by Joel Bashevkin, Director of Social Ventures, Tides Foundation (USA), and a **panel discussion** with experienced pro bono members.

In the afternoon, **working groups** discussed their unique approach to tackling global challenges using pro bono. Working group leaders included network members, corporate representatives and a strategic design consultancy, who were focusing their efforts on a larger field approach.

***Newcomer session – Tatiana Heinz, Pro Bono Lab (France)***

This Newcomer session was designed for organisations willing to become pro bono service providers. Building on the experience of Pro Bono Lab, which has been implementing various pro bono programmes for the past 6 years, this workshop was an introduction to the concept of pro bono and what it entails in terms of engagement programmes and social impact. Participants, who attended this workshop notably learned more about the value that pro bono brings to different stakeholders, including non-profit organisations, professionals and companies, and about the various forms that pro bono can take.

***Service Design workshop for Pro Bono intermediaries – Judit Kertész Strategy consultant & Ákos Csertán Design strategist, Frontira strategic design consultancy (Hungary)***

How many times did you carry out a project and in the end you found out that you addressed the wrong problem? In order to tackle the right problem, the right questions need to be asked in the very beginning. The biggest challenge of most projects is to set the focus and have a well defined and valid problem definition that is understood and accepted by all stakeholders. Productive collaboration between teams from the NGO and the private sector can have meaningful impact if both parties have the same point of view. At this 3-hours workshop Judit and Ákos showed how a human-centric method based service design can help to reach a common platform of understanding.

***Pro Bono programmes in corporate leadership programs – Presenting the corporate pro bono manual – practical workshop Krisztina Lengyel, CSR & Engagement Specialist, Laszló Ráb, Global Project manager, GE (Hungary)***

The Pro-bono Manual is a joint initiative of Weil, KPMG and GE, which aims to provide an understanding of how corporate volunteerism works, to identify and summarize the possible issues and risks related to volunteering and to propose methods or ideas for how such issues and risks could be evaluated and mitigated. For this workshop representatives of corporations who already do volunteering and also those who are yet planning, as well as NGO-s and intermediaries were invited for opening a discussion for all parties to be able to develop the document further. At the end of the day the document potentially contributed to promoting volunteerism more widely.

***Eye for Design: Developing an Impact-Driven Corporate Pro Bono Program – Renay Loper, Associate Director Global Pro bono, PYXERA Global (USA)***

In this interactive workshop, participants were able to discuss critical elements of designing an impact-driven pro bono program – from concept through monitoring and evaluation. They explored various models (including virtual, accelerated executive, local, global and more) as well as key aspects to consider during the design phase that will prepare the pro bono program for success



As the closing event of the day, the first Pro Bono FuckUpNight was held with renowned professionals, who shared their real stories about failures experienced in the area of pro bono. Speakers were the following:

- *Shalabh Sahai, Co-founder & Director, iVolunteer (India)*
- *Renay Loper, Associate Director Global Pro Bono, PYXERA Global (USA)*
- *Elizabeth Schwan-Rosenwald, Chief External Relations Officer, Taproot Foundation (USA)*
- *Antoine Colonna D'Istria, Co-founder & Consultant, Pro Bono Lab (France)*



The first FuckUpNight and the evening dinner was organised at Prezi HQ – House of Ideas.

## **2. DAY - WORKING GROUP SESSIONS, CORPORATE SESSION AND GLOBAL PRO BONO NETWORK DAY**

The second day of the Summit took place at the new downtown campus of the Central European University.

Working group sessions:

***How to create a common language for pro bono? What is the value of pro bono? How to sell pro bono programs inside and from outside of corporations? – Elizabeth Schwan-Rosenwald, Chief External Relations Officer, Taproot Foundation (USA)***

Globally, people and companies are seeking to define purpose and create impact. Companies want to offer their employees' ways to feel fulfilled and strongly connected to their communities and workplace while NGOs must develop leadership, build inclusive cultures and foster creativity on limited budgets. The vision of purpose and impact is clear; the roadmap of getting there more complicated. Pro bono offers a solution to finding purpose and engaging employees if it can be harnessed to its full potential.

**An exploratory session covered the following:**

- > Telling the story. While the impact of pro bono is tremendous the “sell” is hard and the champions in this field must be artisans in story-telling
- > Getting to the point. Jargon is leveraged far too easily in the pro bono movement. Let's unpack what the impact is and focus our attention there.

Participants in this interactive session left with strategies for communicating internally and externally about pro bono and also recommendations for a worldwide “campaign” to make pro bono universally understood and appreciated.

***The resilient pro bono program of the future – Joel Bashevkin, Director of Social Ventures, Tides Foundation (USA)***

Pro bono programs, whether organized inside companies or by community institutions, have tremendous strengths and ability to create high quality and high impact collaborations. While they are capable of delivering dramatic benefit to all participants, these programs often suffer from a lack of financial support and continuing investment.

Some may state that pro bono programs are ‘ahead of their time’; that they are early to a young market. Recent findings are now reinforcing proof that pro bono is increasingly seen as central to achieving business success, competitive advantage, collaborations and community impact. At the same time, the ‘business’ of pro bono programming is maturing with new models and tools available to quickly bring together the right experts to solve a need efficiently, at scale.

In this workshop, participants worked together to design the Resilient Pro Bono Program. At the outset they together identified the biggest challenges and greatest opportunities for attendees. In order to solve these, participants then created high level program and business models that incorporate the latest trends. The workshop was geared to participants who want to uncover strategic, action-orient insights, as well as those who seek to address immediate program challenges.

***Pro Bono for Good lobby – Andrea Boccuni, The Good Lobby Team (Belgium)***

Citizen Lobbying Workshop was designed for those who want to make a difference in their community, whether at a local or EU level. The Workshop provided a unique opportunity to learn how to lobby for good and discover the lobby tools available to affect meaningful change in society. The workshop was based on Prof. Alberto Alemanno's book “Lobbying for Change – Find your Voice to Create a Better Society”.

***Designing multinational pro bono programs – co-creational workshop with the participation of NGO and corporate participants – Tanja Siebert and Peter Gilbert, AMAIDI (Germany)***

The co-creational workshop “Designing multinational pro bono programs” was about acknowledging the power of the Global Pro Bono Network and its expertise to provide multinational solutions to our corporate partner’s needs. The workshop was divided into two parts: 1st part was to show the global pro bono network presence and expertise. The 2nd part was about analysing and defining the global needs for a successful Multi-National Pro Bono Program.

***Pro bono for future employees, student programs at universities – Andrea Sanchez, Founder & Director and Pablo Gavilan, Founder, Work for Social (Spain)***

The workshop was about exploring the different ways universities can design pro bono programs for students and how they can collaborate in order to create standardise programs that can be replicated in other universities around the world.

Benefits for students were analysed, NGOs, universities and companies to do this kind of pro bono programs and some of the best practices that are already running in some universities.

**Global Pro Bono Network Day:**



### Corporate session:

Corporate session lead by István Szabó, Manager (IARCS and CR) KPMG and KPMG Hungary Team

KPMG and other companies shared their experiences about the transformation from non-skill based volunteering to skill-based volunteering. After a short presentation a panel discussion guided the participants in sharing practical insights into how to make this change practical.

All participants had the opportunity to share their experience in 3 categories regarding pro bono to make these initiatives as sustainable and value-adding as possible:

- What are the business impacts of the pro bono (e.g. product development, business development, indirect or direct sales, branding, enhanced reputation among stakeholders, collaboration between teams, etc...)?
- How organizations embed pro bono into internal management systems e.g. performance management, learning & development, talent management, reward & recognition, internal communication, etc., to maximize the impact on the individual?
- How do we measure the pro bono projects internally and externally so that we can present the impacts to the stakeholders and ensure that they will invest their time and resources next time again?

KPMG facilitators assisted the process in which all mixed groups rotated through all topics. After the 3rd round a volunteer or a KPMG facilitator summarized the main outcomes in the plenary ensuring that all participants learned as much as possible from existing good case practices and start working on joint actions in the future.

## 2. DAY - CLOSING PARTY



The closing party was at the cosy Jurányi Suterene.

## Positive outcome of the two days event

Several companies participating in the conference have clearly stated that they will more intensively develop and disseminate pro bono programs in their companies, as they can see the benefit for themselves while at the same time addressing societal challenges. Representatives of civil society organizations had the opportunity to meet and will be much more likely to take advantage of the opportunities offered by these programs. As a result the growth in these types of corporate and civil relationships can contribute to a more robust and more sustainable civil sector.

## GLOBAL PRO BONO NETWORK

The Global Pro Bono Network exists to promote knowledge sharing, mutual support and collaboration among pro bono intermediaries from around the world. Through this increased capacity, member organizations are better equipped to drive the movement forward, creating greater global change through meaningful local and regional actions in New York City. The Global Pro Bono Network was created in 2013 with support from the BMW Foundation and Taproot Foundation who convened intermediaries for the first Global Pro Bono Summit. The Network is currently composed of 48 organizations from - 31 countries plus - 2 global & 1 regional organization

### List of Network Members

|   |  |
|---|--|
| AUSTRALIA Resonate  | RUSSIA Impact Hub  |
| BRAZIL Phomenta, ATADOS   | SAUDI ARABIA Ghadan Foundation                             |
| BULGARIA Time Heroes Foundation   | SERBIA Smart Koletiv                                       |
| CANADA Spark, LEAP Centre for Social Impact, Endeavour Volunteer Consulting | SINGAPORE Empact, Conjunct Consulting                      |
| CHILE Fundación Transcender   | SLOVAKIA Pontis Foundation                                 |
| CHINA China Pro Bono Link, Huizeren, Talent Achievement Consulting          | SOUTH KOREA SESNet   |
| COLOMBIA Moving Worlds  | SPAIN Hazloposible, Work for Social                        |
| FRANCE Passerelles & Compétences, Pro Bono Lab                              | SWEDEN Volontärbyrån                                       |
| GEORGIA The Centre for Strategic Research and Development of Georgia        | THAILAND Thai Young Philanthropist, NEEDeed                |
| GERMANY Proboneo  | TURKEY C@rma - Care Move Act                               |
| HONG KONG Asian Charity Service   | UNITED KINGDOM Reach, Inspiring Scotland, Career Volunteer |
| HUNGARY Volunteering Hungary – Centre of Social Innovation                  | UNITED STATES PYXERA Global, Taproot Foundation            |
| INDIA iVolunteer  | VIETNAM LIN Center for Community Development               |
| JAPAN Service Grant Japan   | GLOBAL PILNet, AMAIDI, VSO International                   |
| NORWAY Prospera Network   | EU REGION The Good Lobby                                   |
| PERU Trabajo Voluntario   |  |
| PORTUGAL Social Entrepreneurs Agency  |  |