Professional Volunteering and Pro Bono: differences, advantages and best practices
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Work group led by:

Work for Social
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According to the latest study on Trends and Innovation in Corporate Volunteering, generated by the Voluntare Innovation Area, two of the main trends for the next decade are the search for greater strategic alignment in volunteering programs and more stable relationships between companies and NGOs.

In this sense, programs that mobilize the skills and talent of their employees are increasingly present in companies. They allow for alignment of these volunteering programs with activity that the company is already developing as well as establishment of relationships with the third sector within their professional field, while also generating social impact.

Professional volunteering and pro bono practices are expanding year by year, both in our country and in other regions of the world. For this reason, at Work for Social and Voluntare, we believe that it is time to identify, collect and recognize best practices carried out in our country in order to serve as inspiration and to clarify some doubts regarding the definitions that exist within these types of programs.

Throughout this guide, we will reflect on the different definitions used. We will present real examples of innovative programs, comparing different models and analyzing their benefits for companies as well as social entities and volunteers. We hope to engage and inspire you to participate in both pro bono practices and professional volunteering.
More and more, programs generate social impact through the mobilization of their employee’s skills. They align action with the company’s activity, collaborating with the third sector within their professional field.
Defining concepts

According to the Global Pro Bono Network, “public pro bono” is the rendering of professional work to a social cause by voluntary means and free of charge. Unlike traditional volunteering, professional skills are used to provide services to entities that cannot afford them.

This definition encompasses what in our country is known as strictu sensu pro bono practice, and what is also referred to as “professional volunteering” in many companies nationwide. We believe it is necessary to contextualize this international definition according to our environment within the corporate framework.

- **Pro bono**, strictly speaking, consists of a free service provided by a company (usually consulting firms and law firms) to social entities. The company deals with these entities as it would with any other client and this work is always carried out during working hours. Some companies even account for these consultancies carried out in the third sector within the labor objectives of their employees.

- It is also referred to as **low bono** when companies offer large discounts to social entities for these services. This is a widespread practice in the United States, increasingly so in sectors such as technology services.

- **Professional Volunteering**, in particular, encompasses all types of corporate volunteer programs that aim to mobilize talent, professional knowledge and expertise of company workers and put them at the service of social entities. These formats can range from conducting free counseling to a social entity to providing awareness-raising workshops on a specific topic, as well as mentoring social entrepreneurs or performing professional fieldwork in third countries.

Both approaches offer very similar benefits and difficulties. Before touching on this in order to establish their main differences, we would like to present some recent best practices for both models.
Summary of best practices

Pro bono models

Deloitte Case: Pro bono program

At Deloitte, we understand CSR as the opportunity and responsibility to actively participate in the resolution of the main challenges our society has. Specifically, the principle (but not exclusive) focus we share is the one included in the SDG No. 4 “Quality Education and Lifelong Learning Opportunities for all”.

We develop our Volunteering activity on two levels:

Traditional Volunteering: executing solidarity activities:

- Economic Donation from employees: “Solidarity Payroll” Program.
- “Mixed” Donations: employees collect a sum and the company matches it.
- Face-to-face activities on personal time: Weekends, Christmas and summer holidays, etc.
- Face-to-face activities on company time: “Impact Workday”.

Corporate Volunteering: Skill Based

We organize and develop training workshops given by our volunteers at our offices, usually on Friday afternoons (during non-work hours).

The workshops have variable themes and are aimed at young students from foundations which work with children and youth at risk of exclusion, as well as others which work with students with certain intellectual disabilities.
Deloitte’s pro bono services have the same quality as those developed for any other client.

Description of Deloitte’s Pro Bono Program

The program was started approximately 2 years ago.

Deloitte is a company which offers a wide range of professional services provided by the different service lines of the Firm. We offer a multitude of specialized lines on the most varied topics: audits, consultancy, risks, specialized advice in finance, industry, etc.

Because of this, we have a global framework of Pro bono Work. It establishes the common base for all Deloitte departments, which each working group then adjusts according to specific needs.

The Program reflects the approach to services that can be provided in a pro bono format. It clarifies which services are not allowed (due to risk control issues) and the internal procedure to request, authorize and manage each pro bono project.

Social entities that request pro bono services must meet the same requirements of transparency and trust as any other Deloitte client.

Authorization and management: the pro bono services offered by Deloitte have the same quality as those we develop for any other client.

Examples of Pro Bono Work:

• Legal Area: This is the area where the majority of pro bono activity is carried out. It usually involves issues related to foundation constitution, statutes, labor, tax and legal aspects, retirement issues, collective bargaining, etc.

• Financial Advising: Helping entities to optimize management of their financial activity, clearing up doubts, etc.

• Consulting: Each Consulting Area collaborates to advise on issues related to their specialty, regarding topics such as technology, strategy, business plans, etc.

• Risk Area: Advice on possible technological, reputational and financial risks is also provided.

Summary of best practices
Fundación Fernando Pombo Case:

The Fundación Fernando Pombo is a foundation of lawyers, as Fernando Pombo practiced law. It began in 2010 as a joint initiative between Fernando Pombo and the Gómez-Acebo & Pombo Firm. Its mission is to promote commitment within professional law practice to defend the rights of the most disadvantaged.

Being the first clearinghouse - Pro Bono coordination center - created in Spain, it plays a prominent role in the promotion and development of the social function of legal practice, Pro Bono work and legal clinics in and out of Spain, for which it has obtained significant recognition both nationally and internationally.

Its method is based on network development between lawyers, NGOs, universities, legal clinics, companies, associations, public administration and representative institutions of national and international scope, thus achieving a multiplying effect.

Although the Foundation develops its activities in Spain, it has a strong international presence, occupying executive positions in the International Bar Association and being a part of the council for the Pro Bono European Forum as well as the advisory council for the CEELI Institute for the Rule of Law.

The Fundación Fernando Pombo promotes legal innovation for social transformation, taking action through Pro Bono work, legal clinics and bringing human rights awareness and training to company lawyers.

The foundation’s activity revolves around four axes:

Axis 1: Legal projects aimed at vulnerable groups, with special attention to vulnerable women, doubly vulnerable patients, homeless people and forced migrants.

Through these projects, the Foundation seeks to transform the reality of the most vulnerable, by designing innovative legal solutions that promote better legal advice in defense of their rights.

These projects range from Pro Bono legal collaboration with social entities in matters of public interest, to the analysis and investigation of the rights of these vulnerable groups. Among other actions of a legal nature, some mentionable activities include providing Pro Bono legal advice and training to social entities on specific legal matters, developing legal clinics on the rights of these vulnerable groups and designing proposals for legislative improvements.

Axis 2: Social Entrepreneurship

The Foundation considers it essential to involve the Pro Bono legal practice in the promotion of social entrepreneurship through legal innovation. As such, the Foundation creates projects with Pro Bono legal advice to social entrepreneurs. It also researches innovative legal formulas focused on the sustainability of NGOs and social entrepreneurs, such as the legal viability of the Social Impact Bonds in Spain. In addition, The Foundation participates in forums as well as national and international projects on social entrepreneurship, socially responsible investment and legal innovation.

Axis 3: Legal Practice for the Future

MUTIPLÍCATE (MULTIPLY) is the Foundation’s project for universities. It aims at both engaging future lawyers in defending the rights of the most disadvantaged as well as contributing to a greater development of the social function within legal practice. Since 2011, the Foundation has offered specialized training to law students and develops legal clinic projects in collaboration with leading universities in Spain.

Axis 4: Legal Practice for Business

The Foundation conducts training to company lawyers to raise human rights awareness through the most innovative international practices, mainly the UN Guiding Principles on Business and Human Rights.

Finally, it should be noted that all Foundation initiatives pursue the strengthening of the Rule of Law and the promotion of the Sustainable Development Goals of the United Nations (SDG), especially considering Objective 16 “Peace, Justice and Strong Institutions”.

Corporate Volunteering: Professional & Pro Bono
The Fundación Fernando Pombo promotes legal innovation for social transformation through Pro Bono work, legal clinics and human rights training for company lawyers.
Hogan Lovells Case: BaSE Training Program (Business and Social Enterprise)

Hogan Lovells implemented the Global Citizenship Policy (GCP) in 2015. It was the first firm to establish an objective for hours dedicated to Corporate Social Responsibility. The GCP expects Hogan Lovells’ 6,000 employees to render a minimum of 25 annual Citizenship hours (approximately two hours a month) as part of their day to day activity. Expectations are set for lawyers to use their Citizenship hours to carry out pro bono activities.

Being an exemplary citizen is an integral part of the culture and strategy at Hogan Lovells. Our shared belief in the value of social responsibility is one of the bonds that holds our global firm together. Through the GCP, every member who forms a part of Hogan Lovells strives to live up to this commitment.

As a result of this policy, our offices in Spain have increased their pro bono activity by 350% (2015). This represents an estimated value of € 500,000 in working hours.

Our commitment to good citizenship comprises five programs: pro bono, Diversity and Inclusion, Volunteering, Fundraising, and Donations and Sustainability. All of them contribute to our global initiative for the Empowerment of Women and Girls. We have dedicated thousands of work hours to pro bono clients and collaborating NGOs, helping tackle some of the most urgent problems today.

With the Global Citizenship Policy (2015), Hogan Lovells was the first firm to establish an objective for hours dedicated to CSR and set the expectation for lawyers to invest that time in pro bono activities.

Program description

The BaSE Training program is designed to qualify junior firm lawyers in commercial matters and to bring them closer to the field of social impact business activities.

The training, imparted in collaboration with Ashoka United Kingdom, is organized twice a year at the London headquarters, hosting an estimated 90 junior lawyers from all over Europe. In order to complete the training on issues regarding social impact, the last training phase consists of a legal advice workshop in which entrepreneurs from all over Europe share their business model with lawyers.

Each entrepreneur is assigned a group of 4-6 junior lawyers (supervised by a senior lawyer also traveling to London), with the aim of discussing their business model, their social impact and most importantly any legal issues on which they may need specialized advice. After the workshop in London, the group of lawyers commits to advising the entrepreneur pro bono for six months on legal issues previously agreed upon.

Thanks to this program, social entrepreneurs have the opportunity to travel to London and meet fellow entrepreneurs who are carrying out projects of social impact, as well as receiving legal advice from an international team of lawyers. The selection of entrepreneurs is done in collaboration with entrepreneurship networks such as Ashoka, UnLtd, Pro bono Lab, Impact Hub and Youth Business International.
Program benefits

This activity involves the committed efforts of the firm’s Human Resources and Training teams, as well as the pro bono team. The program design combines both the needs for additional training that lawyers may have while also thinking about raising awareness on social entrepreneurship. Additionally, it provides the opportunity to meet an entrepreneur in person and become influenced by their enthusiasm and desire to build a more just society.

In turn, social entrepreneurs have the opportunity to travel to London and meet fellow entrepreneurs who are carrying out projects of social impact, as well as receiving the legal advice from an international team of lawyers.

In all our entrepreneur support programs, we additionally count on the participation of lawyers coming from our corporate clients to join the Hogan Lovells advisory teams. At the next BaSE Training session, we will have four junior lawyers coming from firm clients that will integrate different entrepreneur support teams. This allows us to further strengthen our relationships with corporate clients, putting younger members of both teams in contact, while additionally expanding the contact network for entities providing support to social entrepreneurs.

The candidacy process also allows us to identify social entrepreneurs who can benefit locally from pro bono legal support even if they cannot participate in the program due to lack of openings or incompatibility of their legal needs and our capacities.

In addition, thanks to contact established between UnLtd Spain and Hogan Lovells in Madrid, we managed to organize a similar workshop in Madrid last year in order to find entrepreneurs to participate in this program. In it, three Spanish entrepreneurs were invited to participate along with representatives of the firm’s clients in Madrid. This local experience was so successful that similar activities are being prepared in Milan, Paris and Rome.
CODESPA case. Collaboration with GAES: Professionals for development

Since its foundation in 1949, GAES has been dedicated to providing auditory solutions to people with hearing disabilities. Its hearing centers are equipped with state of the art technology, and staffed with technical specialists to detect a possible hearing deficit and provide the most appropriate hearing aid adapted to each personalized case. Currently, GAES has a network of around 600 hearing centers. Over 500 are located in Spain, where the remaining centers are distributed throughout Andorra, Portugal, Chile, Argentina, Ecuador, Colombia, Mexico and Panama.

GAES Solidaria was created by María José Gas-só in 1996, as a social action department within GAES. Its objective was to improve the quality of life of the people who need it most and to promote hearing care. During its 22 years of existence, its activity and field of work has grown to encompass 300 volunteers active in 21 countries, all of them employees of GAES.

Entre los diversos proyectos llevados a cabo bajo el paraguas de GAES Solidaria destacan iniciativas desarrolladas en países como India, Senegal o Camerún, siempre en colaboración con distintas organizaciones.

Among the various projects under the umbrella of GAES Solidaria, there are initiatives worth highlighting in countries such as India, Senegal and Cameroon, which have always been carried out in collaboration with different organizations.

The consolidation of the various initiatives developed by GAES Solidaria has led GAES to take a step further and establish the Fundación GAES Solidaria. This will not only give continuity to the initiatives that were being carried out up to now but will also incorporate three new resolutions: to promote research on otolaryngology pathologies, to raise popular awareness on the importance of hearing health as a essential element of people’s well-being and to help amateur athletes and musicians achieve their dreams.

Program description

In Ecuador, rural areas are always the ones which reflect the highest poverty rates. In order to face these difficulties, the Fundación CODESPA is supporting a group of small milk producers in the creation of the COCICHIC company in the municipality of Colta, located in the Ecuadorian central highlands. This initiative is ultimately intended to improve their income and life conditions.

To contribute to this goal, GAES and the Fundación CODESPA signed an alliance that facilitated the support of company employees.
This program opens the doors of volunteering to employees from other departments, such as Marketing or Human Resources.
The Maji Ni Uhai project, by Ferrovial, proved that a company can multiply its contribution when it does what it knows best. In this case, building infrastructures.
Inma and Ana, from the GAES HR and Marketing departments, traveled to Ecuador to review internal processes of the COCICHC company, helping implement a work plan that will reinforce recruitment and retention of talent, as well as milk sales.

Benefits

Over the years, the Fundación GAES Solidaria has developed different volunteer programs, mainly aimed at hearing aid prosthetics. This program also allows employees from the GAES Marketing and Human Resources Departments to develop their experience as volunteers. It has opened the door for employees from other departments to participate in this experience as well.

Specifically for Ana Zapata and Inma Sotelo, from the Marketing and the HR department respectively, it was a very enriching experience. They worked every day with the Fundación CODESPA staff and the employees of La Quesera, managing to develop a HR and Marketing plan for the company that would make it easier to market the product and increase profits. Thanks to this experience they were able to learn from indigenous values and draw on their desire to learn and improve and on their caring.

Ferrovial Case: Social Infrastructure

Ferrovial’s commitment to sustainability and Corporate Social Responsibility (CSR) dates back to 1999 when, as a result of its flotation, it began to comply with the reporting requirements on corporate governance. Three years later, Ferrovial was the first Spanish company to join the United Nations Global Compact and played an important role in launching the Spanish Global Compact Network.

The company has continued to believe in CSR as a strategic function, aimed at sustaining its competitiveness and improving its reputation. Therefore, its current CSR strategy is aligned with its core business, focusing on the promotion of more efficient, cleaner and more accessible infrastructure. The company is part of prestigious sustainability indexes such as the Dow Jones Sustainability and the FTSE4Good.

According to Communication and Corporate Responsibility director Francisco Polo, “At Ferrovial, we understand that we must provide financing, but we also want to contribute something else: the talent and skills of our employees”. For this purpose, the “Maji Ni Uhai” (Water is Life) water infrastructure project was launched in 2008. Financed entirely by Ferrovial, it was designed and executed in collaboration with the Amref NGO in the Serengeti region in Tanzania.

This experience marked a turning point for Ferrovial and its social commitment. The Maji Ni Uhai project proved that a company can multiply its contribution to human development when it does what it knows best: in the case of Ferrovial, building infrastructure.

As a company working in construction, infrastructure maintenance and service provision, Ferrovial wants to contribute to project development with its talent and experience within this sector.
Social Infrastructure Program

After the experience collaborating with Amref, Ferrovial decided to institutionalize this type of intervention and in 2011 developed a program to finance and execute cooperative projects in collaboration with development NGOs: the Social Infrastructure Program. With this program, Ferrovial opted for alliances with NGOs as the best model to maximize its contribution to human development.

This program represents:

- A significant financing channel from the business sector to organizations in the third sector (up to €150,000 per project) in the form of competitive tendering, which is rare in business sectors supporting NGOs.

- The alignment between a large Spanish company and several Spanish NGOs regarding sector priorities (water and sanitation) and geographic priorities (Africa and Latin America).

- An uncommon collaboration method, in which the company is involved beyond donation through permanent collaboration and participation of Ferrovial employees, through professional corporate volunteering.

At the time the program was institutionalized, the Directing Committee and the Board of Directors were allocated a yearly budget of €500,000, which was exclusively invested in projects carried out in developing countries. Additionally, positions were created at that time to manage the Communication and Corporate Responsibility program.

We must also consider expenses for volunteer employees and Ferrovial representatives in the field (flights, accommodation, meals), which are covered by Ferrovial. Additionally, the technical team of the Ferrovial Corporate Social Responsibility Area participates closely with the partner NGO in planning prior to project initiation.

Methodology

Project selection is made through competitive tendering, based on the proposals that Spanish NGOs and their local counterparts send Ferrovial through an annual open call launched by the company. It is important to highlight the task previously carried out by the Spanish NGO local counterparts to identify the needs and solutions to be implemented in the field. For this reason, all proposals are evaluated based on technical crite-
ria that address, among other things, the experience of the tendering organization and its partner in the field, and identifies sustainability, as well as technical and economical feasibility.

Once the project has been selected, the initiative begins with the signing of a collaboration agreement with the NGO, which establishes, among other aspects, the role and duties of both parties and the mechanisms of management, supervision and communication throughout the project. The agreement between Ferrovial and the NGO is set up as a Business Collaboration Agreement in activities of general interest (Article 25 of Law 49/2002), and not as a mere donation, which gives this NGO-company relationship a less philanthropic character and a more collaborative one. The “Joint Commission” formed for each one of the projects is in charge of shared management and follow-up.

In it, Ferrovial and NGO representatives participate in equal numbers, thus generating a space for coordination, communication and decision-making in a consensual and balanced manner.

Volunteering

In 2010 a survey on corporate volunteering was distributed to some 5,000 employees of the company in Spain to know their interests and expectations in this regard. The results pleasantly surprised those responsible for CSR and Human Resources. Against an expected response of 3-4%, 30% of the people consulted responded to the questionnaire and 89% stated their interest in volunteering. Among the topics that raised the most interest were the participation in a cooperation project, followed by professional consulting to NGOs (with traveling to the field not required).

At the time of launching the Social Infrastructure Program, this interest from employees, together with the company’s desire to support projects beyond financing, served to include corporate volunteering as an essential part of the program.

Every project has at least one volunteer trip. Between 2 and 5 employees and a group representative from the Corporate Responsibility Area make the trip depending on the needs and the logistical possibilities of the area.

Internally, the company carries out a process aimed at employees which offers the possibility of participating in the project as technical advisors. The identification of needs, to which Ferrovial’s employee volunteers can respond, is carried out in the field. In the Joint Commission, these needs are paired with the company’s employee profiles.
The large number of employees interested in taking part in the program and the diversity of their profiles allows for candidate selection to closely match the request made from the field. Once the volunteers are selected and their participation is confirmed, a detailed work plan is set out, assigning functions based on the expertise of each selected person and the existing needs.

Before the trip, the group receives information on the project and attends an informative session regarding the context, the project, the Spanish organization and its counterpart, as well as logistics. The stay in the field is two weeks in duration, in which functions are carried out to support the project’s starting procedure (design improvements, technical file, hiring, etc.), the technical supervision of construction work, the implementation of strategies for project sustainability, etc.

Once the work is done, a report with the conclusions and further recommendations is prepared and extended to the local counterpart and the Spanish NGO. Upon their return, volunteers continue to receive information about the project, providing specific support.

Aware of the efforts made by employees who voluntarily support these projects, the company treats one of the two weeks in the field as part of the employee’s paid work. Volunteers, meanwhile, contribute the second week as part of their vacation.

Benefits and keys to Program success

- From the beginning, it has had the support of Ferrovial’s senior management: it was presented to the Board of Directors and the Chairmanship participates in monitoring the Program.

- It has a well structured design, based on clear procedures and criteria, with an approach that goes beyond the usual company involvement in the field of social action. A highly motivated and experienced team is responsible for the Program which favors collaboration with NGOs in an atmosphere of trust and co-responsibility.

- It is aligned with the core business of the company, facilitating Ferrovial’s experience contribution to the projects. By relying on the key factor of employee participation through corporate volunteering, it is also able to channel Ferrovial’s technical contribution to the projects.

- It is oriented towards development results and has effective channels for internal and external diffusion. It is aligned with employee expectations, thus promoting their pride in affiliation to the company.

In the Joint Commission, the identified needs are paired with the profiles of volunteer employees.
Mapfre Colombia Case: “Providing opportunities for working life”

The principle data for the “Providing opportunities for working life” program in 2017 is as follows:

· More than 1000 staff employees
· 330 Volunteers and 208 Family Members
· More than 30% of the staff is voluntary
· More than 95% of the activities are carried out outside the working hours

Program description

The program cooperates with the development of people in situations of vulnerability and at risk of social exclusion, contributing quality of life improvement and reducing poverty.

It is addressed to:

· People with motor impairment.
· Female heads of households.
· Young high school graduates with very limited economic resources.

Summary: (6 modules, 13 topics, 3 months, 8 Saturdays, 30 hours):

· Theoretical and practical modules structured, planned and imparted by volunteers (4 and a half hours per module; Office automation, commercial techniques, Finance, Customer Service, etc.).

· Location: at the MAPFRE facilities (Saturday mornings from 8:00-12:30).

The program has a positive impact on company culture and good atmosphere with the beneficiaries becoming partners and serving as an example of self improvement.
**Program benefits**

Creation of inclusive environments

It has a positive impact on culture and good atmosphere, with beneficiaries becoming partners and serving as an example of self improvement to others.

Impact by Pride of belonging and commitment: The people who join the company become highly committed employees increasing their productivity. In addition, they will feel proud to work in the organization.

Results

In 2016, twelve out of sixteen participants completed the training and five of them joined MAPFRE. Another five are now in other companies. In 2017, the program was repeated and the Sponsor Plan was incorporated. It consists of the periodic assistance of those joining the company to each one of the beneficiaries now employed by MAPFRE, thus motivating them to make the life plan a reality.

Positioning:

The company image improves with regard to different interest groups to which it is related, making visible its determination to be socially responsible. Ultimately, better positioning brings a better reputation and therefore better businesses.

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**Metro de Madrid Case: L.A.R.A. Project**

Metro de Madrid S.A. is a public company of the Community of Madrid. The capital’s Metro, which opened on October 17th, 1919, serves 2.3 million daily travelers in the city of Madrid and 11 other municipalities. To date, it has 301 stations along 294 km of track.

Metro de Madrid’s own activity generates a contribution to society by offering a mobility service, which provides benefits to citizens and allows for comfortable, safe and efficient commuting. This contributes to reducing traffic congestion, accidents and occupied surface space, improving people’s quality of life. In addition, it acts as an important integrating element and favors job creation.

As a responsible company committed to sustainable development, Metro de Madrid orients its management to contribute to the economic, social and environmental progress of the society in which it operates, based on a firm commitment to respect internationally recognized human rights. To achieve this contribution within the framework of its new Corporate Responsibility Policy, Metro de Madrid works according to three lines of action:

- **Responsible Business:** We prioritize respect for people, ethical values and the environment.
- **Environmental Management:** Sustainable public transport, based on energy efficiency and the rational use of resources.
- **Inclusive Culture:** As an integrating element of society, Metro de Madrid is committed to the social inclusion of all people and collective entities.

In addition, Metro de Madrid contributes to society by reinvesting in, or sharing, the assets obtained by its own activity. Since 2012, looking to encompass all actions related to Metro’s contribution to society in a Social Action Plan with its own image and messages, we have referred to Metro’s social action as the Metro de Madrid Social Line.

The corporate volunteer activities of Metro de Madrid have a marked emphasis on social inclusion: they improve accessibility and autonomy for all travelers, with special attention to the most vulnerable groups.
Metro, responding to strategic planning, collaborates with different social and collective entities, aiming to contribute to social transformation and quality of life improvement in society as a whole. By making key company resources available (economic, human, technological or their own facilities) and taking advantage of its great potential as a communication channel, Metro tries to alleviate the needs of people and groups at risk of social exclusion due to their characteristics, capacities or special circumstances.

Throughout 2017, 83 initiatives have been carried out within the social line, an almost 12% increase over the previous year (78). 85 entities with social purposes (NGOs, foundations and other types of associations or companies) benefited from these initiatives, showing the company’s commitment to a wide range of non-profit entities in efforts to diversify the distribution of its aid.

Metro de Madrid Corporate Volunteering Program

Metro frames its Corporate Volunteering Program through collaborative initiatives with entities and social groups, fulfilling another specific commitment set out in the “Inclusive Culture” action line of its Corporate Responsibility policy. Thanks to the volunteer program, Metro de Madrid promotes, facilitates and coordinates the participation of its active employees, retirees and early retirees and their families, in charitable and voluntary activities included in the social line. Likewise, more than 60 volunteer activities have been carried out since 2012. 200 employees participated, accumulating a total of 3,200 hours of corporate volunteering.

The objectives of the Metro de Madrid Corporate Volunteering Program are:
- To contribute to the social line development and the fulfillment of its objectives.
- To support the social concerns of its employees.
- To encourage participation in solidarity activities.

From the outset, Metro de Madrid’s corporate volunteering activities have had a marked emphasis on social inclusion through access to quality underground public transportation. They include plans aimed at improving accessibility and autonomy for all travelers, paying special attention to the most vulnerable groups. The first corporate volunteering activity was carried out with people with ASD (Autism Spectrum Disorder) in order for them to come in contact with the Metro facilities, museums and simulators. Since then there have been initiatives with children and young people at risk of social exclusion, patients with cancer and rare diseases, homeless people, elder citizens, etc.

At the same time, the Metro de Madrid volunteering program encourages social participation through employee and public involvement in the promotion of solidarity values. Examples of these are the dozens of collection campaigns for food, books, donations, school and sports equipment, as well as collaborations in awareness campaigns promoted by NGOs and social entities, in which Metro employees and travelers have jointly participated.
The Metro de Madrid volunteering program encourages social participation through employee and citizen involvement in the promotion of solidarity values.

**L.A.R.A. Project - Support Line for Autonomy Reinforcement**

Metro de Madrid’s corporate volunteering initiatives have brought about new ways of providing a public service to society, relying on its employees’ professional skills and fostering teamwork within the company. In the words of Mónica Mariscal Contreras, head of the Corporate Responsibility Service, the L.A.R.A. project - Support Line for Autonomy Reinforcement -, “is a new line of work aimed at favoring the autonomy of intellectually disabled people within the metro network based on the conviction and experience that all people can make progress, when given the necessary support.”

Lara, the young girl with Down syndrome after whom the project was named, was the first to make use of the accompaniment program where Metro volunteers help familiarize disabled people with the elements of the stations and trains, as well as to overcome the fear of the “Metro space”. In her case, her family and the people in charge of the Fundación Alas -where Lara participates- asked Metro for personalized training so that she could carry out her routine metro commute. The training lasted for over a year, imparted by volunteers every Friday afternoon.
Currently, Lara is completely autonomous in her commute on public transportation, thus increasing her quality of life as well as her family’s.

The work of volunteers and Metro personnel involved in this program is managing to overcome problems in comprehension, sense of direction and insecurity affecting people with intellectual or developmental disabilities in their relationship with the train network. The participation of employees has been key in triggering the success of this training program. They have fully engaged in providing their professional experience, coordinating shifts always outside their work schedules to make them compatible.

The involvement of volunteers, coordinated with other workers who provide direct service to travelers, has also enhanced the work, social inclusion and visibility of the foundations involved in the L.A.R.A. Program up to this point (Plena Inclusión Madrid, Síndrome de Down España, Down Madrid, Fundación Alas, Fundación A LA PAR).

Since then, other young people with intellectual disabilities such as Lara- Virginia, Paula, Ana, Aitor...- are now able to travel alone by Metro, enjoying the autonomy that allows them better access to work, studies and leisure.

Furthermore, the volunteers and the company itself have developed vital skills in their professional development: teamwork, empathy, conflict resolution, task planning, communication skills, social innovation, change management, commitment, trust, leadership...

This line of work started with L.A.R.A. it is not only social action or volunteering, it is a transversal project that forms part of the Metro strategy, affecting all areas of the company and having three clear objectives:

· To promote complementary accessibility measures included in the Metro Accessibility and Inclusion Plan, especially designed for people with intellectual and learning disabilities. Among these measures is the inclusion of a compulsory module into the training plan, which hundreds of direct customer service workers have already completed. There is also improvement on information through easy-to-read user guides and a new design of network maps, to facilitate understanding and improve accessibility.

· To facilitate individual sense of orientation through training and the accompaniment program, allowing intellectually or developmentally disabled people to learn how to navigate the network autonomously while reinforcing sensitivity among employees with direct traveler contact. These employees, as mentioned, have the necessary training and documentation to handle orientation and comprehension needs of travelers of different capabilities.

“Lara, the young girl after whom the project was named, was the first to make use of the accompaniment program in which Metro volunteers help familiarize people with disabilities with the elements of the stations and trains.”

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Corporate Volunteering: Professional & Pro Bono
Public acknowledgments in 2017

The skill based professional volunteering and the impact the L.A.R.A Program has had on Metro de Madrid have also been publicly acknowledged through several awards received in 2017.

Among those worth noting is the “Empresa por la Inclusión 2017” award, granted to Metro de Madrid by Plena Inclusión Madrid. This federation includes 110 entities which deal with intellectually disabled people and development in the Community of Madrid. This recognition highlights Metro de Madrid’s “collaboration to favor the inclusion of people with intellectual or developmental disabilities, training more than 300 workers to provide them with guidelines and tools to help in their daily contact with intellectually disabled people. It has edited an easy-to-read user guide of the metro and has a CSR department involved in the inclusion of the social group, also collaborating in lending spaces for social visibility initiatives”.

Metro de Madrid has also received the Trébol a la Solidaridad Prize awarded by the Down Syndrome Federation in Spain for its collaboration in the diffusion of the “XTUMIRADA” campaign, highlighting the program launched by the Madrid underground system to advance inclusion through transportation.

“The volunteers have developed vital skills in their professional development: teamwork, empathy, conflict resolution, planning, communication skills, social innovation, change management, commitment, trust...
The Tenerife Solidario Program was born in 1997 through the Area de Acción Social (Social Action Area) of the Tenerife Insular Council. The program is currently managed by the Sociedad Insular para la Promoción de la Discapacidad (Insular Society for the Promotion of Disability), SINPROMI, S.L. Its objective is “to promote, strengthen and raise awareness about volunteering and the associative fabric of the Island of Tenerife”.

Work on the promotion of Corporate Volunteering among companies on the island began in 2008 with this general concept. In 2010, the application of Corporate Volunteering actions effectively began. Interest and participation from companies as well as volunteering entities has increased every year (associations and foundations, pursuing the general public interest and relying on volunteers for activity development and the fulfillment of the statutorily established purposes).

2018 ends with the celebration of 30 Corporate Volunteering alliances coinciding with the VIII International Corporate Volunteering Week (Give & Gain).

In this section, we gather the collaborations that the Tenerife Solidario Program has enabled from 2010 to 2017. This description recounts a very heterogeneous set of Companies (with diverse activities, sizes and concerns), and Volunteer Entities (each one presenting different needs) and the benefits that both parties have obtained.

In recent years, a line of work has been developed among companies with the objective “to enhance Corporate Social Responsibility within the Tenerife business world, through the implementation of a Corporate Volunteering program”. From this perspective, Corporate Volunteering is understood as an activity promoted and favored by a company so its employees can carry out volunteer work in the Tenerife Volunteering Entities, according to their motivations and interests.

2011

> Turismo Tenerife and Fundación ATARETACO: The project aimed to raise awareness about the importance of the environment as a means of social integration. It lasted one year with 22 participating employees investing a total of 220 hours which benefited 100 users.

2014, inside the FORETICA International Corporate Volunteering Week:

> Márquez Díaz S.L. and AECC: support in member recruitment campaign.

> Casinos de Tenerife, Cáritas Diocesana and Red Cross: personnel training for entities in the “Lienzo de optimización en la gestión de proyectos” (Model for project management optimization).

> DLógica and ACUFADE: web consulting for the entity.

> General Treasury of Social Security and Red Cross: workshop on good environmental practice at the workspace.

2015, inside the FORETICA International Corporate Volunteering Week:

> Casinos de Tenerife and Fundación En Pie: training in the Model for Project Management.

> Lider-Haz-GO! Canarias Professional Coaching School, Amate, Quiero ser como tú, ASINLADI, Entrelazados and ATELSAM: training in model change from Boss to Leader Coach.

> Red Innovación Social, Asociación IMPARCI and Asociación ¡Vive!: training on the promotion program for science and technology volunteering.

Interest and participation from companies as well as volunteering entities has increased every year. The initiatives favor employees carrying out volunteer work according to their motivations and interests.
2016

> Obra Social de Casinos de Tenerife and Cáritas Diocesana de Tenerife: imparting an Objection Resolution workshop for social workers.

> Obra Social de Casinos de Tenerife and Real Sociedad Económica de Amigos del País de Tenerife: carrying out a personalized coaching process with the president of the entity.

> Casinos de Tenerife Human Resources and Red Cross: giving a Job Search Technique Workshop.

> LIDER-HAZ-GO! Coaching School, Asociación tinerfeña de Esclerosis Múltiple (ATEM), Asociación de Fibromialgia de Tenerife (AFITEN), Asociación de Mujeres con Cáncer de Mama and AMA-TE-KOMYO REIKI: group coaching on health with personnel from several entities in this field.

2017

> Excelencia Turística de Tenerife and Asociación Rayuela: imparting a talk on employability in the hotel sector.

> Casinos de Tenerife and Asociación Rayuela: giving a talk on skills for handling job interviews and C.V development.

> Centro de Asesoramiento Psicológico y Social C-PAS, Asociación Tinerfeña de Enfermos Reumáticos (ASTER) and EN PIE Fundación Canaria: teaching a Directive Skills Workshop for board members of both entities.
At Suez, our responsibility is to contribute to the community by guaranteeing the human right to water, dialoguing with related groups and boosting innovation in our field of action.

In 2017 we started HandsON, our Corporate Volunteer program, with over 500 volunteers and 1,000 volunteer hours.

HandsON PRO, Suez’s professional volunteering, started in 2018 (first pilot, February 15th), based on the skills of our employees and focusing on partnerships with third sector entities.

Benefits

100% of the technical team at Associació Hàbitats, a third sector environmental entity that mobilizes over 3,000 volunteers per year in Catalonia, was trained with the “Proyecto Ríos” (Rivers Project) to deal with water diagnosis and cleaning. The training involved aspects to improve performance as an entity, producing deliverables such as a sponsorship model, a model for partnership agreements, a business contacts list or style guides.

HandsON PRO from SUEZ is based on the skills of our employees, focusing on partnership with third sector entities.
Collaborative project in which a multidisciplinary group of volunteers from three different companies worked for a common goal: SDG 8 (decent work and economic growth).

Voluntariado y Estrategia Case: Voluntarios por IMPACT2030

Fundación Telefónica, Fundación la Caixa and SAP came together to carry out the Voluntarios por IMPACT 2030 project. Its objective is to support four social entities that favor employability: Fundación Santa María la Real, Fundación Adsis, Fundación Tomillo and Fundación Integra. This project was developed under the coordination of Voluntariado y Estrategia.

A total of twelve employees and retirees (four for each participating company) were grouped into multi-company teams to address the internal challenges of the social entity assigned to them. All teams worked for two intensive weeks within each social entity.

It is a collaborative project in which four different organizations with varied trajectories and experiences took part. To find a common goal, a first meeting was held in which more companies were invited to participate. As a result, Sustainable Development Goal number 8: Decent Work and Economic Growth, was identified as a priority objective to confront through the project.

Benefits

According to 90% of the volunteers, “the project offers important and unique learning and development opportunities for me”; “It is enriching for all the participants and for the company itself, since it is a way of investing in non-technical training. And the participants benefit from their inclusion in multidisciplinary teams, where they learn different things which they can develop in their own work” “It places value on volunteers in projects of wider significance rather than isolated ones”.

100% of the volunteers consider that working with employees from other companies has been enriching, “because you have to reach agreements with other people with different profiles and business culture. Everyone is an "expert" in their area”; “It has allowed us to share different business cultures with each one contributing his or her vision. We have also met three different generations, which has enriched the process even more and we have complemented each other very well.”
Atresmedia Case: Professional Volunteering and Pro Bono Program

Atresmedia is the leading communications group in Spain and the only audiovisual company with key positions in all the sectors in which it operates - television, radio, digital and multimedia development, cinema and event organization - through its flagship brands, Antena 3, La Sexta, Onda Cero and Europa FM, among others.

Being aware of its responsibility as a communications medium, Atresmedia is committed to putting the reach of its communication channels at the service of society, focusing on responsibly handling the contents and advertising it issues, as well as promoting accessibility and transparency. The protection of groups most vulnerable and the contribution to solving problems of social concern are also guiding principles of the Group’s activity.

Corporate Volunteering is one of the fundamental channels for Atresmedia’s corporate responsibility policy. Since 2005, the Group has shown unconditional support to volunteer activities, promoting a Corporate Volunteering program that responds to the solidarity concerns of its professionals, making all their potential and skills available to associations and NGOs with the aim of contributing to their work. Since its inception, more than 1,080 volunteers have participated in different corporate volunteer program activities of Atresmedia, donating a total of 233,469 hours.

In addition, Atresmedia uses its media outlets to spread and raise social awareness about the importance of volunteer work by broadcasting numerous reports and news pieces. It also takes part in volunteering initiatives such as the “Día Solidario de las Empresas” along with International Cooperation or “Give and Gain” together with Forética. It has been a member of the Volunteare network since 2012.

Professional volunteering

Since the beginning of the Corporate Volunteering Program 10 years ago, Atresmedia has promoted different volunteer initiatives based on the professional skills of its employees.

Most of these projects have been developed within the framework of the international volunteer-
Among other things, employee volunteers have designed communication plans, prepared photo catalogs and video reports or created voiceover communication material for benefiting social entities.

<table>
<thead>
<tr>
<th>2007 – 2017</th>
<th>Projects implemented</th>
<th>Benefiting NGOs</th>
<th>Countries</th>
<th>Participating volunteers</th>
<th>Hours Volunteered</th>
</tr>
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<tr>
<td></td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>57</td>
<td>9,774</td>
</tr>
</tbody>
</table>

This advertising service, which is one of the main ones offered by Atresmedia to its conventional advertisers, has allowed social entities with limited resources to broadcast their advertising TV and radio spots on all of Atresmedia’s television channels, radio stations and digital platforms, helping them increase their membership numbers as well as their capacity to raise awareness and shed light on the social issues they work with.

This pro bono program is managed year-long by participating employees from 5 departments: advertising, broadcasting, legal advice, production and corporate responsibility which receives requests and coordinates procedures.

Since it was launched in 2007, more than 90 campaigns have been broadcast through signed collaboration agreements with numerous non-profit entities such as Down España, Juegaterapia, AS-PACE, Educo, Fundación RAIS, Fundación Integra and Fundación Aladina, among many others. This collaboration with the social sector, in only the last seven years, has meant delivering advertising space valued at over 63 million euros at no cost to participating social entities.

Pro Bono Program

A decade ago, Atresmedia designed a zero cost broadcasting procedure for social entities’ advertising campaigns. It is a pro bono program that offers numerous non-profit associations (meeting certain requirements) the possibility of broadcasting their advertising campaigns for free in all channels of Atresmedia.
Benefits

Offering the business’ main service and the professional skills of employees to social causes and entities has a very positive impact both on the company and on society:

• Developing a pro bono program, which offers free advertising service for certain NGOs, aligns the corporate responsibility of Atresmedia with its core business and strategy, bringing coherence to Atresmedia’s social commitment as a media organization.

• For employees, pride in belonging to the company is strengthened. By participating in solidarity actions, they become aware of the potential and usefulness of their work for NGOs, thus feeling satisfied with the company for facilitating these opportunities.

• It reaffirms the Group’s commitment to the social sector and its field of work, as it provides a greater value beyond lending assistance.

• It strengthens Atresmedia’s reputation. This is reflected in the results of certain reports, such as the latest “Estudio RepTrak España 2017”, prepared by the Reputation Institute, in which ATRESMEDIA stands out as the audiovisual group with the best reputation.

Fundación Hazloposible Case: Ideas con Valor and Pro Bono Channeling

Hazloposible is an organization that was born in the year 2000, to innovatively promote society’s participation in solidarity causes using technology.

Its main focus is the channeling of talent to NGOs through several web platforms and apps aimed at companies (voluntariadocorporativo.org) and citizens (hacesfalta.org, solucionesong.org, probonos.net). More than 10,000 NGOs from all over the country, 700,000 citizens and 20 companies with more than 30,000 employees participate through the foundation’s platforms.

The Corporate Volunteering and Social Innovation area works along with companies to maximize the impact of their Corporate Volunteering programs, seeking three way benefits for the company, the employees and the community. As such, there are different services depending on the maturity of the companies’ programs, one of them being professional volunteering /pro bono work.

This type of volunteering allows the professional skills of the employees to be put at the disposal of the Third Sector, generating a greater impact for all participants, as well as greater commitment.
1. IDEAS CON VALOR (pro bono program / skill based volunteering)

Ideas con Valor is a Corporate Volunteering activity aimed at senior management (or people with a high degree of responsibility), in order to help in solving real NGO challenges. Its methodology was developed by a North American organization (Common Good Ventures).

The characteristics of the initiative are:
- 1.5 - 2 hour event.
- 10-12 people.
- NGO presenting a real challenge.
- Brainstorming methodology, where volunteers contribute their knowledge and experience.
- 9-12 month follow-up on the application of ideas generated in the brainstorming session.

Ideas con Valor is an efficient and high impact activity for the benefiting organization. At Hazloposible, four editions of Ideas con Valor have already been carried out with a multi-company approach:

- **Ideas con Valor 2017**
  Benefiting NGO: Fundación Rais Multiempresa (6 Managers from different companies).
  Challenge: How to position the RAIS integration company to maximize sales, thus generating more jobs for people at risk of social exclusion.

- **Ideas con Valor 2016**
  Benefiting NGO: Fundación Secretariado Gitano Multiempresa (13 Managers from different companies)
  Challenge: How to transform our approaches and employment programs with the Roma community (successful so far) so that they remain effective in the light of expected changes in the labor market; additionally, how to have the Roma community be part of this change and not a victim of it.

- **Ideas con Valor 2015**
  Benefiting NGO: Fundación Ashoka Multiempresa (11 Managers from different companies)
  Challenge: How to expand the network of Ashoka nominators and experts, generating identity and loyalty.

- **Ideas con Valor 2014**
  Benefiting NGO: Fundación Tomillo. Multiempresa (9 Managers from different companies)
  Challenge: How to transmit the essence of Tomillo to generate interest, commitment and participation from the people of Madrid.

By not requiring too much time, this format allows top management of organizations to get involved in corporate volunteering. Additionally, it contributes to changing the paradigm of sometimes understanding corporate volunteering as an activity purely related to assistance. By making it a multi-company activity, it helps solidify networking among peers.
HOW THE PROGRAM HAS BENEFITED THE NGO

The participating NGOs in Ideas con Valor benefited from the expertise of the professionals who took part in the event. These are a few statements from the entities that have participated:

Fundación Rais (2017):

I’m leaving with very good ideas. This has been stepping out of the box to learn how others see us.

Fundación Secretariado Gitano (2016)

I think Ideas con Valor was a very interesting initiative. Well, more than interesting, I would say valuable. We have surpassed the initial expectations we had and now we are leaving with many ideas to digest and reflect on. We sincerely believe that some of them will provide us with lines of reflection and work ... And we will explore them in greater depth.

Social organizations gain a lot because in the end if you want to progress, you have to listen. We are only enriched to the extent to which we are open to learning. I think this happens more and more in our sector, where we think we have something to learn from others. In other times I thought differently, like “we are social entities, we know about solidarity, what are companies going to come and tell us?” Companies know how to address you, in your own language as well, adding real value to what we do, to our organizations, to our development.

Fundación Ashoka (2015)

The ideas wouldn’t stop flowing out as they linked with each other. They built one on top of the other.

2. PRO BONO CHANNELING (pro bono program / skill based volunteering)

In December 2014, Fundación Hazloposible implemented the Probonos.net platform, from which free legal advice is channeled towards NGOs and their beneficiaries.

The platform itself is the channel through which NGOs communicate their professional volunteering/pro bono needs. At the moment, Fundación Hazloposible has a network of law firms, university legal clinics and private attorneys participating in the resolution of pro bono cases.

Fundación Hazloposible handles:

- Receiving NGO requests and analyzing the real need at hand; Estimating the number of work hours required and formulating and publishing the petition with the appropriate language.

- Identifying which is the best company/university/private lawyer to attend each request and establish contact between both parties.

- Ensuring pro bono work is done on time.

- Helping both parties assess each service after its completion.

- In the case of pro bono channeling to offices and companies, Fundación Hazloposible additionally sends them reports that allow them to estimate how their work is valued by the NGOs and to monitor the pro bono activity they are carrying out as a whole.

Main achievements reached up to date since launching in December 2014:

- We have channeled 355 cases from 225 NGOs.
- The average satisfaction level for NGOs is 91% and 89% for lawyers.
- We are part of the European Pro Bono Alliance and the Global Pro bono Network.
- The project is developed through a strategic alliance with Wolters Kluwer and Noticias Jurídicas.
- Currently, new outlets are being developed in the platform that will allow pro bono channeling in areas other than legal ones such as marketing and communication, technology...
Ideas con Valor makes it easier for top management to get involved in Corporate Volunteering because it does not require dedicating a lot of time.
HOW THE PROGRAM HAS BENEFITED THE NGO

We transcribed received testimonies:

Special Olympics NGO

The service from pro bono lawyers was fast, friendly, practical and decisive.

Adilas NGO

“The experience has been great. The lawyer extended her knowledge to help us.”

(Full article on the Probonos.net blog)

Pau Rodríguez and Alicia Agra, participants at the Legal Clinic of Universidad Europea

Regarding the possibility of participating in a Legal Clinic, Pau says that it is a “highly recommendable experience” and considers the work done by students there a “social benefit” for the people who need it. Alicia maintains a similar opinion and comments that “it should be included in any syllabus. What better way to learn than helping someone who needs you.”

We also asked these two law students for their opinion on the need for pro bono activity to be promoted in the legal world. Alicia comments that “one of the most important things that companies have is the knowledge their employees process, so why not share this? It could be highly enriching both professionally and ethically. I would participate in projects like these without hesitation”. Pau, for his part, ends by saying that “all law firms should have a quota of pro bono hours. Currently free legal advice is very limited and does not cover most legal acts in which the citizen is involved.”

(Full article on the Probonos.net blog)

Juan Manuel Campo Cabal, collaborating lawyer in Probonos.net and director of the Legal Clinic of the Universidad Europea de Madrid:

“A change in the legal program is imperative in order to facilitate legal aid services to communities most in need.”

(Full article on the Probonos.net blog)

Paula María González Chorén, recent Law graduate and regular Probonos.net collaborator:

“We are professionals interested in contributing our part to social projects.”

(Probonos.net blog)

Work for Social Case: Pro Bono Marathon

Work for Social is a non-profit association that aims to make high-quality professional services accessible to social entities, through the practice of pro bono work and professional volunteering. Its mission is to design innovative programs so that company employees, as well as students and citizens in general, can offer their talent and expertise to social entities, through pro bono work and professional volunteering.

Program description

The Pro Bono Marathon consists of bringing together a multidisciplinary team of employees (around 8-12 people) so that during a working day they can tackle a specific problem from a social entity. The problem could be related to various areas: strategy, legal, finance, technology, etc. With the coordination and facilitation of Work for Social, concrete results are obtained by the end of the day. These results have a lasting impact and great importance for the social entities which are also present during the day of the Marathon.

To this date, more than 40 volunteers have participated in a Pro Bono Marathon, eight social entities have received counseling and pro-bono services and several companies have participated in this type of Marathon.

Benefits

It proposes a format of short duration but of great impact. By only requiring an eight hour commitment on the part of the workers, it is an attractive approach both for the companies and for the benefiting social entities. The degree of employee satisfaction is such that 97% say they would participate in another Pro Bono Marathon.
The Pro Bono Marathon gathers a multidisciplinary team of company employees so that during a workday they can tackle a specific problem from a social entity which is also present during that day.
The Global Pro Bono Network gathers members ranging from social entrepreneurs to experienced organizations, encouraging the exchange of best practices.

By offering their time and expertise, company workers are having a great impact on social entity management, considering that access to the talent companies possess can be very complicated for these types of organizations.

The sense of pride in belonging increases while skills are developed: hard skills (those related to technical knowledge) and soft skills (those linked to personal skills, such as empathy, teamwork or active listening). Finally, by being a one-day event in which various teams are formed within a company, it creates the perfect format to enhance teambuilding.

Externally, ties with the Marathon’s benefiting social entities are generated by organizing a follow-up meeting three months after the event to celebrate achievements and see what difficulties the social entity has encountered while implementing the pro bono consultancy received. In the end, many of the company volunteers become volunteers for the social entity, expanding the impact far beyond the Marathon itself.

Pro Bono Week Case

The Global Pro Bono Network is an international network of organizations that promotes pro bono practice and professional volunteering. Its members range from social entrepreneurs to experienced organizations, adding diversity and encouraging the exchange of best practices.

Officially founded in 2013 by the BMW Foundation - Herbert Quandt and the Taproot Foundation (USA), all its members meet once a year globally and again at a regional level. Organizations such as Fundación Hazloposible and Work for Social are members of the network in Spain.

Event Description

Pro Bono Week is an annual event to raise awareness of pro bono practice at a global level. Since 2013, it has been celebrated during the last week of October as an initiative of the Global Pro Bono Network. Its purpose is to raise awareness for the international pro bono movement at a regional level. Over the last few years, more than 50 events have taken place in more than 20 countries.

The format of these events is decided by each organizer, who is not required to be a member of the Global Pro Bono Network. These local events can be awareness raising workshops involving pro bono work, collaborations between volunteers and social entities to promote pro bono practices or other formats such as Pro Bono Marathons or individual mentoring for social entities.

In the last three years, both the Fundación Hazloposible (through its platform www.legal.probonos.net) and Work for Social (with workshops held at Impact Hub Madrid) have promoted events locally in Spain during Pro Bono Week.

Finally, this event also includes a communication campaign coordinated by a member of the Global Pro Bono Network. The participation of all organizations carrying out local activities is promoted. The campaign aims to generate conversations about pro bono practice on social networks, having its own event web page, hashtag, Thunderclap and social network profiles.

This global event gives great diffusion to the pro bono movement, promoting its understanding and its practice at a regional level.
Summary of best practices
Conclusions: advantages of both models

Pro bono practices and professional volunteering have significant differences in terms of organization and implementation, as we have pointed out in this guide. However, they also offer a number of common advantages:

Advantages for companies:

- Regarding human resources: If well communicated, both pro bono practices and professional corporate volunteering promote team cohesion, talent management, talent attraction (employer branding) and pride in belonging to the organization.
- Regarding reputation: when an organization allows its employees to work pro bono or engage in professional volunteering, it is showing society its interest and commitment to local issues, portraying a responsible image where workers are ambassadors of the values the organization promotes.
- Regarding innovation: pro bono practice and professional volunteering allow organizations to carry out new work dynamics, prototype new services, adapt their services to the third sector, and establish new relationships with collaborators, suppliers and customers, etc.

Advantages for benefiting social entities:

- Improving their management efficiency.
- Becoming more effective in their mission.
- Increasing their reach by accessing more beneficiaries.

Advantages for volunteers:

Finally, from their perspective, those engaged in professional volunteering or pro bono work express that:

- They get personal satisfaction from collaborating with a social project.
- Their practice has represented professional growth, by putting their knowledge at the service of a social cause.
- They return to their jobs with new ideas to apply in their day-to-day projects.

Therefore, we conclude that professional volunteering and pro bono practices are formats that mobilize fewer people within companies, but generate a much greater impact for benefiting organizations and volunteers.

Likewise, we detected a clear trend within corporate volunteering: the search to mobilize employee talent and expertise, promoting relationships which generate benefits to all participating parties.
Pro Bono kickoff meeting (top) and closing (bottom).
Work group

Participating entities

Atresmedia is the leading communication group in Spain. Through its flagship brands (Antena 3, La Sexta, Onda Cero, Europa FM, etc.) it is the only audiovisual company with key positioning in all its operating sectors - television, digital and multimedia development, film, radio, internet, as well as event organization.

A non-profit organization with 32 years of experience in international development cooperation. Trusting in the human capacity to build a more equal and just world, our mission is to provide opportunities to people so they can develop their skills and become protagonists of their own development through their work.
Corazón y Manos is an association formed by Clece employees, open to external members. It contributes to finding solutions to problems in our social environment and works, to the extent of its possibilities, beyond its scope of internal action.

Deloitte is the leading professional services firm in Spain and the world. We aim towards business excellence, training, promotion of our human capital and maintaining recognition as the firm giving the best service to its clients without ever forgetting its commitment to society.

Ferrovial is one of the main global operators of infrastructure and city service management, committed to developing sustainable solutions. It is listed on the IBEX 35 and forms part of sustainability indexes such as the DJSI and FTSE4Good. Its activities are developed through four business lines: Services, Highways, Construction and Airports. Its commitment to society is materialized through Corporate Responsibility, good Quality and Environment practices and Innovation.

Hazloposible is an organization in which we work to promote innovative social participation in solidarity causes through technology. We want to achieve a more committed and participative society in which each person and organization plays a main role in the construction of a more just and sustainable world.

Hogan Lovells Madrid offers a collaborative business approach to its clients. We provide close and transparent counseling, with experience in all industrial sectors such as, energy, infrastructure, real estate, new technologies, insurance and pharmaceutical, among others. Our lawyers and supporting staff work regularly in Spanish, English, German, French, Italian and Dutch.

MAPFRE is a global insurer with presence in all five continents. As a company of reference in the Spanish insurance market, it is the largest Spanish insurer in the world, the main multinational in the Latin American sector, and is situated among the Top 5 Non-Life insurers in Europe by volume of premiums. MAPFRE has over 36,000 employees and in 2017 its revenues neared 28 billion Euros with a net profit of 701 million Euros.
Metro de Madrid is a public company under the authority of the Community of Madrid. Its main functions are the management of all running Metro lines, the planning and quality improvement of the transport service and the facility maintenance and optimization of the Madrid underground network.

The Fundación Fernando Pombo is a foundation of lawyers born in 2010 with the mission to defend the rights of the most disadvantaged, promoting an advocacy committed to human rights. We act through Pro Bono representation, legal innovation, legal clinics and awareness raising with human rights company lawyers, achieving a multiplying effect in defending of the most vulnerable and their rights.

SUEZ España is a global reference for products and services for municipal, industrial and agricultural water management, aiming to improve people’s quality of life and move forward in resource protection. Through innovation, circular economy and the promotion of dialogue and collaboration, SUEZ contributes to sustainable development in the communities where it is involved.

Program by the Área de Acción Social and Gobierno Abierto del Excmo. Cabildo Insular de Tenerife, managed by the Sociedad Insular para la Promoción de las Personas con Discapacidad. Since its creation in 1997 it “promotes, strengthens and raises awareness about volunteering and the associative fabric on the Island of Tenerife”.

Voluntariado y Estrategia is a consultancy firm specialized in supporting, guiding and accompanying all types of organizations in their CSR programs, especially in their corporate volunteering and social action strategies.

Work for Social is a non-profit association that aims to promote pro bono practice and professional volunteering in companies, universities and among general citizens. It is a member of the Global Pro Bono Network since 2015 and of Voluntare since 2017.
Alberto Muñoz Alfaya, Almudena Calvo Domper, Andrea Sánchez Angulo, Beatriz Sicilia Afonso, Benedetta Falletti di Villafalletto, Esmeralda Fernández, Clara de Bienassis, Gonzalo Sales Genovés, Joan Miquel Domínguez Reig, José Francisco Pérez, José Manuel Veiga, Julia Aramendi, Julio García Martín, Lucía Jiménez, Marta Granero Burillo, Nerea Plaza Martínez, Rafael Merino Rus, Samanta Fernández-Canillas and Teresa González Barreda have all taken part in the meetings.

The coordination for this guide has been led by: Andrea Sánchez Angulo, director and co-founder of Work for Social, Benedetta Falletti di Villafalletto, director of Voluntare, and María José Medialdea Fernández, communication manager of Voluntare.