



GLOBAL PRO BONO SUMMIT

100% digital

PARIS | OCTOBER, 13-15th 2020

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ABOUT THE GPBS 2020

The Global Pro Bono Summit is an annual invitation-only gathering of leaders from across sectors and around the world with a shared vision to make the talents and skills of the entire business community accessible to organizations serving our collective good.

The GPBS 2020 was planned to be organised in Paris from 13-15th May together by the local host Pro Bono Lab and the Global Pro Bono Network, with the support of Axa, BMW Foundation, Fondation d'entreprise Deloitte and Chanel social commitment, but the COVID crisis came along the way, making travelling difficult.

In the context of a global health crisis, it was essential to keep exchanging ideas, especially at a time when the pro bono sector, like the non-profit sector in general, is grappling with new challenges. Thus, the Global Pro Bono Summit was delivered virtually for the first time, from 13-16th October. The spotlight was put on pro bono in France and its pioneering companies and charities around an overall theme: "Is pro bono a solution to solve the world's issues?"

BY THE NUMBERS

4 days **330** subscribed **42** speakers **30** countries

ABOUT THE GLOBAL PRO BONO SUMMIT

The Global Pro Bono Summit brings together leaders of the pro bono movement to meet, discuss and share best practices. Participants include a diverse range, from startups to mature organizations, involving Network members, companies with pro bono programs, foundations that are supporting pro bono, and various other specialists in the field. The summit offers many opportunities for pro bono leaders to explore ways that increase the impacts of delivering pro bono services, and provides a dedicated forum to engage in interactive discussions, design sessions, and facilitated breakout sessions. It also creates a good environment for participants seeking to share expertise and discuss collaborations. Global Summits take place at a different country and city each year, to demonstrate the different facets of pro bono, support growth in each region, and accommodate the needs of members.



DAY 1

PRO BONO, COMMITMENT & SOCIETY

Introduction Pro bono actions are a very interesting way to design our future, to educate ourselves, to discover our territories and its main actors, and to feel useful. France, with its 20 million volunteers, is a committed country. More than ever, people need meaning, fraternity, bonding, and charities will need skills, energy and creativity in the next month and years: we have to believe in the future of pro bono.

With Céline Soubranne, Head of Corporate and CSR - AXA group, Agathe Leblais, CEO - Pro Bono Lab and Sarah El Hairy, member of the French Government

Is pro bono a solution to solve the world's issues? In 2020 more than ever, engagement is a key interest. The Covid-19 crisis was and is an opportunity: a lot of people want to get involved, and pro bono is an answer for citizens wanting to get engaged. In the meantime, the search for meaning is at the center of companies' strategy today. It's a new subject, that pro bono must tackle, because it is a solution: companies need to be aware of it. Pro bono intermediaries will have a role to play to facilitate engagement when the situation comes back to normal.

The world issues are today represented by the 17 SDGs. Pro bono is about working together (SDG 17), education (SDG 4), but in the end, it is a solution to solve them all: it's about working together, sharing skills and educating oneself and others around this frame of reference (cf results of the International Panorama).

With Agathe Leblais, CEO - Pro Bono Lab, Markus Hipp, director - BMW Foundation, Shalabh Sahai, founder and CEO - Ivolunteer.

Is cooperation the key to reach SDOs ? The SDGs are a shift of vision: it is no longer about helping the Southern countries on questions of poverty, education, etc. It is about having a systemic view of the world situation and setting goals to respond to it globally. SDG 17 is a revolution: it marks the absolute need to cooperate collectively to invent what no actor alone could do by itself. It's true for the current crisis: 81% of French people and 84% of French business leaders think that to go out of the crisis, making alliances is necessary. Pro bono being the act of making alliances, it is much more important and powerful than any toolbox that can be offered.

With Charles-Benoit Heidsieck, founder and president - Le RAMEAU

What kind of solidarity for Europe? A lack of reactivity and problems of financial sustainability were witnessed among the civil society, charities. The Good Lobby expanded its activities (legal and lobbying cases) to help with bankruptcy, financial assistance, HR problems... We all have to be resilient if we want solidarity to be efficient. And to make the society more resilient in unexpected situations, we have to continue building a culture of pro bono across the continent.

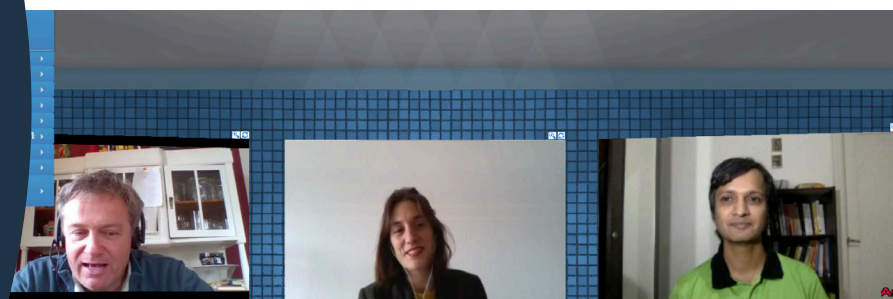
With Jessy Colzani, Pro Bono Manager - The Good Lobby

THE WORKSHOP

Pro bono innovative models

One day pro bono mission, 3 months program centered on communication, mentoring program for NGO's administrators... Samen Voor Eindhoven presented its different pro bono programs. What to remember:

- One-day pro bono mission can be too short for some non-profits. Samen Voor Eindhoven reinforced it and created a 3 months programme focused on communication and marketing.
- NGOs have needs, and so do their board members : they sometimes need to develop skills in order to fully embrace their role. That's the analysis that led to the development of the Community coaching program : for half a year, board members get a mentor on a specific issue.



DAY 2

PRO BONO BY ALL, FOR ALL

A panorama of pro bono across the world

Who makes pro bono a reality ? Beneficiaries of pro bono can be cities, social entrepreneurs, charities , individuals... On the other hand, individuals and companies commit with pro bono. Tomorrow, we could also have non-profits helping other non-profits, sharing challenges, realities, or non-profits doing pro bono for companies or foundations (reversed effect). It's necessary for pro bono to be available to all. A few tips for it: 1. Volunteers better have a link with the beneficiary (knowledge of their field of action, activity area...) 2. Companies' leadership has to be a driving force 3. Impact measurement is always necessary 4. A first phase of diagnosis can be necessary for beneficiaries, to dig deeper than the surface issues. Companies, charities, cities... need to work side by side, to give and create value for everyone, and find a way to adapt to unexpected situations. The COVID-19 showed how important it was. Pro bono is a way for that: everyone should be able to make it a reality.

With Alexander Shermansong, CEO - Civic Consulting, Charlotte Gatiner, Head of partnerships & corporate programs - Makesense, Antoine Clément, Mentoring program co-lead - SAP and Dieynaba Sall, Head of operations - Pro Bono Lab

Can anyone be an actor of change? Pro bono volunteers are mostly women, in their mid-career, broad-minded, generous and willing to engage. But it's necessary to gather a great diversity of volunteers to answer the needs of the non-profit sector. That's why a wide range of engagement formats exists: everyone should find a format that corresponds to their needs. To make pro bono more accessible, the use of remote tools (e-volunteering that emerged with the Covid-19 crisis), communications to say that everyone has skills to share, tailored communication to position people on relevant missions, word of mouth, and impact evaluation of pro bono missions were mentioned. Volunteering also seems to be easier when encouraged, by the government (Service Civique in France) or by companies for example. A few requirements are to keep in mind : a volunteer needs to have a positive mindset, his engagement needs to be intentional and his profile and skills must match the needs of the beneficiary.

With Clément Lescat, secretary general – Axa Atout Cœur, Mina Lopez Lugo, founder and CEO - Pro Bono Venture, Pauline Rethore, Head of programs - Planète Urgence and Anastasiia Holub, Communications Manager - Pro Bono Club Ukraine.

How do non-profits consider pro bono in usual and unusual times ?

If done correctly, pro bono can be a game changer for non-profits: 1. Pro bono has to be part of a long-term commitment: understanding each other and learning to work efficiently together is time-consuming, 2. Pro bono has to start with the non-profit needs and not the HR line of a company, 3. Better quality than quantity: it's better to have one volunteer for a long time than many for one day each, 4. Delivering is key: the effect of short pro bono missions focused on giving advice remains limited if there is no productive resource put into it afterwards. In the end, the crisis didn't change much: efficiency came from long-term partners, or when company really listened to the non-profit needs.

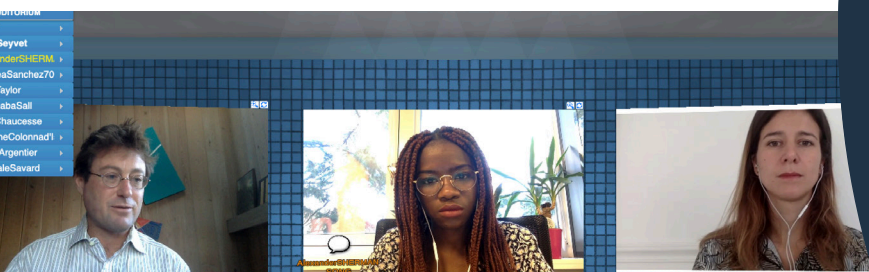
With Lucie de Clerck, Head of operations - Entourage.

THE WORKSHOP Why should you bet on pro bono during your maternity leave? How?

« Mamabono » is pro bono program for mothers in maternity leave. It was developed in Japan by Service Grant Japan and in Spain by Work for Social.

What to remember:

- The context is important. In Japan, almost 50% of women resign from their jobs due to child birth. They take about 3 years off and restart their job in much lower paid and/or part-time positions. In Spain, only 55% of women work full-time after motherhood. Maternity leave is 6 weeks.
- The program is a team-based project, composed of 6 to 8 members, with 5-10 hours per week working on a 2 month project. Mamabono members can be with their babies. They often use remote meeting systems.
- In Japan, the program is funded by the State which considers the departure of women from the job market a national issue.



DAY 3

TOMORROWS PRO BONO

Is pro bono going to contribute solving tomorrow's challenges?

How can a company act in times of a crisis? With the COVID-19 situation, 2020 was a peculiar year in terms of companies' engagement: 1. There was a surge of interest in pro bono, 2. The immediate reaction was to focus on non-profits combatting the Covid-19 crisis (health care and food access), 3. Pro bono programs were adapted online. The crisis strengthened companies' engagement: Chanel completed its mentoring program by computers giveaway. Cornerstone on Demand co-created contents related to Covid-19 and opened freely its platform and formation contents. They tried to adapt (quickly) to the needs of non profits, but didn't change everything they were already doing. What's next? Keep in mind how to act while respecting the companies' DNA, embark leaders, and find a way to use companies' skillset creatively to make a difference. In order to anticipate other crisis to come, it's necessary to reconcile immediate and long-term impact. It is essential to better the resilience of non-profits. *With Lindsay Gruber, president and CEO - Taproot's foundation, Anne-Claire Girault-Pouget, Head of Global Social commitment - Chanel, Peter Yang, Founder and CEO - Empact and Emmanuelle Lacroix, Partnership Development Manager - Cornerstone OnDemand Foundation.*

Should governments encourage engagement or donation? What are the benefits? Each country is different. The chinese government has passed a Charity Law in 2016 and created a Volunteer Service Regulation. France's tax policy on donations remains the most attractive one since 2003, and the government took up the subject via a public start-up aimed at developing volunteering and a program targeting the Youth, the *Service Civique*. In the UK, the program Big Society was launched after the 2008 financial crisis but collapsed in 2013 because of the lack of follow up. India has a National Service Scheme since 1969 and 2% of profits generated by companies have to be invested in social issues.

In some countries such as China, the government is still the most resourceful, powerful and efficient social mobilizer. In others, the civil society does a lot without any incentives : in the UK, public donations already make up half of all non-profit incomes. In general, it seems that the government could do more : amplify the call for volunteers, give incentives to the private sector, create a platform for discussion and collaboration with the non-profit and private sectors.

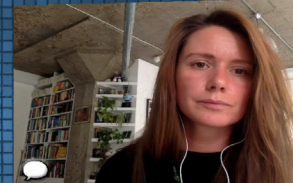
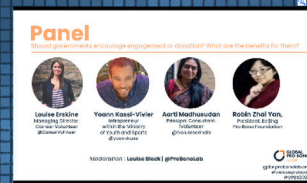
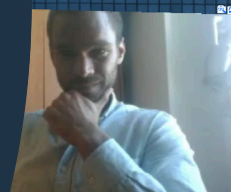
To fight the Covid-19 crisis, actions led by the civil society and the private sector have been essential. Even if pro bono is not in their radar (yet), we can hope that governments all over the world will acknowledge that collaboration is key, and that they have a role to play in the development of civic engagements.

With Louise Erskine, Managing director - Career Volunteer, Robin Zhai Yan, President - Beijing Pro Bono Foundation, Yoann Kassi-Vivier, entrepreneur within the Ministry of Youth and Sports and Aarti Madhusudan, founder - Gouvernance Counts.

THE WORKSHOP

Why should you bet on pro bono during your leave from work?

The Solidarity Leave (*Congé Solidaire*®) was created 20 years ago by the non-profit Planète Urgence. The idea is to commit citizens during their solidarity leave. The employer finances a 2 weeks mission for one or several of its employees. The missions mostly take place abroad and are not about doing tourism or emergency aid, but about skills-based volunteering. Employees participate in these missions on a voluntary basis. The Solidarity leave is offered by the company, facilitating its employees' engagement. Companies follow the entire process, from the application to the assessment. Employees need to be prepared in advance to the context and difficulties they will face in the country they're going to. Franck, a Solidarity Leave volunteer, confessed that giving time does not cost him much. On the contrary, giving time is much more engaging and creates more impact. To face the Covid-19 crisis, there was an increase in the use of e-volunteering. In addition, Planète Urgence is planning on launching new missions in France in a context where international movements of people is not possible.



FOCUS SKILLS-BASED VOLUNTEERING: A GLOBAL OVERVIEW

In 2019, Pro Bono Lab launched an international study to better understand the environment in which pro bono intermediaries operate. The identification of their specificities, their programmes and the stakeholders involved around the world provides inspiration by shedding light on innovative initiatives. It allows as well for the creation of more links between these actors working for the general interest.

Several deliverables have been or will be created to provide more resources on the subject :

- [Discover the interactive map that gathers all the pro bono stakeholders.](#)
- [Discover the synthesis with the first trends of the study.](#)
- Stay tuned : the complete study will be published in early 2021.

KEY RESULTS

70%
of intermediaries support companies in their CSR programmes

46%
identified cultural incentives among the incentives facilitating pro bono. In Western Europe, legal or financial incentives outweigh cultural incentives.

87%
said that having a sustainable economic model is a challenge for them, making it the main challenge for intermediaries worldwide.

WHO BROUGHT US TOGETHER



Local Host : Pro Bono Lab

Pro Bono Lab assembles for each important social and environmental cause the skills & expertise needed that the firms and volunteers are willing to share freely (#probonomode). Since 2011, Pro Bono Lab has been advising companies on their pro bono programs and has helped various non-profits find the right skillsets that they need to grow substantially and generate the largest social impact possible.

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THE GLOBAL PRO BONO NETWORK



We support civic engagement that brings positive social impacts to communities globally. Our members are pro bono service providers, or “pro bono intermediaries”, that link together individuals volunteering their services with social sector organizations otherwise not able to access them. Network members range from start-ups to mature organizations, all working to promote, provide and expand pro bono in their regions. This brings together a diversity of organizations which can then accelerate the sharing of best practices and lessons learned. Realizing that pro bono makes new connections between communities, we foster inter-cultural exchange and develop new models for civic engagement globally.

The Network was started in 2013 by its founding partners, BMW Foundation Herbert Quandt and Taproot Foundation, who convened pro bono intermediaries for the first annual Global Pro Bono Summit and supported the network and its global and regional summits ever since. It is organized under the guidance of the Global Council, consisting of selected members of the network, whose role it is to coordinate the Network’s activities and projects.

52 organizations *from* **34** countries *plus* **2** global *and* **1** regional organization

MEMBERS

AUSTRALIA

Resonate

BELGIUM

The Good Lobby

BRAZIL

ATADOS

Phomenta

BULGARIA

Time Heroes Foundation

CANADA

Endeavor Volunteer Consulting or

Nonprofits

LEAP Centre for Social Impact

Spark/The Canadian CED Network

CHILE

Fundacion Transcender

CHINA

Beijing Pro Bono Foundation

Huizeren

COLOMBIA

Moving Worlds

FRANCE

Passerelles Compétence

Pro Bono Lab

GEORGIA

The Centre for Strategic Research &

Development of Georgia

GERMANY

AMAIDI

Youvo

HONG KONG

Asian Charity Services

CPBS Hong Kong

HUNGARY

Volunteering Hungary

INDIA

iVolunteer

ToolBox India Foundation

JAPAN

Service Grant Japan

MEXICO

Pro Bono Venture

NORWAY

Prospera Network

PERU

Osmia

PORTUGAL

Social Entrepreneurs Agency

ROMANIA

Centrul de Resurse în Comunicare

(The Communication Resources

Centre)

RUSSIA

Impact Hub Moscow

todogood

RWANDA

Rwanda Volunteer Network

SAUDI ARABIA

Ghadan Foundation

SERBIA

Smart Kolektiv

SINGAPORE

Conjunct Consulting

Empact

SLOVAKIA

Pontis Foundation

SOUTH KOREA

SESNet

SPAIN

Hazloposible

Work for Social

Voluntariado y Estrategia

SWEDEN

Volontärbyran

SWITZERLAND

Alaya

THAILAND

NEEDeed

Thai Young Philanthropist Network

(TYPN)

TURKEY

C@rma — Care Move Act

UKRAINE

Pro Bono Club Ukraine

UNITED KINGDOM

Career Volunteer

Inspiring Scotland

Reach

VSO

UNITED STATES

PILNet

PYXERA Global

Taproot Foundation

Team4Tech

VIETNAM

LIN Center for Community Development