

SOCIAL COMMITMENT DAY

30 June, 2017

Debrief session

Notes

Question 1. Based on your previous experience and what you experienced and learned today, what would be the criteria that you would use to select an NPO partner? How do you prioritize the criteria?

- **Professionalism:** organized approach: roles, mission, vision, clear strategy
- Effectiveness: how to measure with indicators; KPI how to achieve impact
- **Communication:** How will communicate
- **How to support the delivery of a project:** not just rely on it; networks; skilled support/volunteers; training who are their partners
- **Understanding needs:** needs assessment
- **Who is it you serve:** beneficiary be specific
- **Target group:** geography, gender, ethnicity
- **Return of investment:** visibility; employee engagement; brand/image; income=> future market
- **Alignment:** Link or related to company activities
- **Win-win:** Employee engagement/volunteer opportunities
- **Good governance of NPO:** transparency; management
- **Others:** Realistic/trust, Long term project, Connection to cause, Giving back to society

Question 2. Based on where your company is at with its CSR journey, what is it that you need to develop or improve your company's CSR program? What resources would you need? What questions do you need answers? What would be your next steps?

- Team to manage CSR program: get information team to know more about NPO; Networking; Convince manager; Encourage staff to contribute their energy.
- Having a long term CSR program allow impact and outcome to happen
- CSR program understood from senior management to employees.
- Different levels and approaches across business units: how to have a common understanding
- Develop criteria for NPOs – Still challenging who to support
- How to engage employees (volunteering, mentoring)

- No matter how large or small company is there is something can be done and we need to invest for the long term: show benefits to company; labor workforce; social issues; what are the successful story.
- How companies can understand NPO in communities: a network, matching products and services to NPO reach communities.
- More events like this – target specific decision makes within companies.