

Case study

“Environmental Penguins”



Overview

Driver	Corporate Volunteers Association (CVA) = (Özel Sektör Gönüllüler Derneği)
Country	Istanbul, Turkey
Societal issue addressed	Education about effects of global warming and awareness on recycling
Partners	Businesses, Elementary schools, Business in the Community (Broker)
Status	Completed first phase of programme in the Spring of 2009 and continuing through Winter 2009
Impact	In 2009, at five local state elementary schools 27 corporate volunteers reached more than 620 4th and 5th grade students by serving a total of 61 volunteer hours. In 2010, at 4 schools, 71 volunteers were trained and they began reaching more than 130 students. At the end of each program each member organizes an exhibition of the posters the students create in the classroom. The participating students also receive certificates of participation.
Challenges	Working without coordinating budget prevented optimal results.

Executive Summary

This Environmental Penguins programme aims to increase awareness on the effects of global warming and the importance of recycling in the community through an education programme in schools targeting youth in the state schools of Istanbul. The programme was created as a means to help reinforce the concepts already taught for protecting the environment in state schools across Turkey. They used the penguins as a symbol, since they were an animal that students could warm up to easily. They are the mascots of the programme. The Corporate Volunteers Association (CVA) hopes to create young guardians of the environment, so the CVA volunteers come in to the classroom saying they are the Environmentalist Penguins who are charging students to take of their communities, to protect all the species and ecosystem in their world.

The companies participating in the CVA ENGAGE Istanbul Project committed to supporting a joint community investment project. The steering committee of companies convened by the CVA put together a curriculum for the programme which included information on how global warming still continues and that every member of the community has still help to protect those animals and societies in danger, especially those in the Arctic areas. It is stressed that as students they have the responsibility to do their share by conserving and recycling waste to decrease the damage done to the world. Each member helped their employees to become involved as volunteers in the programme by implementing

“Each member company helped their employees to become involved as volunteers in the programme by implementing a short training program.”

a short training program. Employee volunteers received training from their companies before carrying out the interactive sessions (80 minutes over two days).

After a pilot implementation period was carried out with 4th and 5th grade students from a local state elementary school in Istanbul, the programme was officially launched at the beginning of February 2009 and completed at the end of May 2009. During the four months, five member companies (Boyner, Citi, Delta-Eko, Netron and NuroI) provided volunteers with a school allocated to each company. In 2010, at 4 schools, 71 volunteers were trained and they began reaching more than 130 students. (2010 corporate volunteers were from Borusan Holding, Citi, Kadikoy Sifa Hospital, and Tepum Sigma)

1. Situation and societal issue

In Istanbul, the local nonprofit organizations and municipalities have been implementing recycling programs in many different regions of the city. They have placed recycling bins and have collection centers. Through the Ministry of Education, schools have become involved in environmental awareness programs, by placing responsibility on their students as environmental protection detectives. The media is also helping to spread information across the country on how the community can get involved in reducing waste, recycling and conserving energy to reduce global warming.

2. Partners

Business in the Community is the international and the Corporate Volunteers Association the local intermediary organization bringing together companies and schools to make this programme possible. The corporate volunteers helped to relay the information given to them at training directly to the students. Their ability to be good role models to the students helped them to inspire youth to aspire to become like them in the future. The schools ultimately were pleased with the programme since their students are already learning the basic concepts for protecting the environment. This gave a chance to reinforce the messages and information they took for granted which they had learned over the years. In addition, the school management developed lasting relationships with the companies for future possibilities to cooperate.

a. Driver

A steering committee made up of the ambassadors from each of the seven companies played the driver's role in helping to implement the aims and objectives of the program. They helped to create the curriculum, plan the course of the programme and train the volunteers from each company. The CVA facilitated the organization of each meeting to ensure maximum participation.

b. Businesses

Businesses involved in the project are Citibank, NuroI Holding, Boyner Holding, Netron, Delta-Eko, British Council, HSBC. The businesses not only lend their employees and occasionally provide for the payment of expenses to make the programme possible, but they also play a key role in helping to steer the program. They provide the venues, resources and materials for training of the corporate volunteers.

c. Community organisations

Involving community organisations help to increase the number of corporate employee volunteers and to make more impact in the community. Therefore the CVA has the chance to reach more students and families.

d. Broker/ intermediary organisations

The CVA as an intermediary organisation values this programme because it witnessed that across companies there are people passionate to work together for a common goal. It provides a new way of solving issues in the community. The CVA as the driver of the program, facilitates the programme to ensure participation and sustainability. The CVA recruits companies who have robust volunteer programs or those corporations who have not started any community programs, since it gives their participants a solid framework to work from.

e. Public administration and government

The CVA has a special protocol with the Ministry of Education to provide the programme in the classroom. The programme links in to the coursework of the schools in many respects, it helps to reinforce the concepts children already learn in their classes. Secondly the fair in which the students' works are displayed give the chance for other non participating classes from lower grades to learn about the concepts.

3. Programme Description

a. Initiation

The CVA was motivated by the presentations made by the ENGAGE team who had visited Istanbul in 2007. They wished to test whether companies could cooperate with one another on a single social issue without regard for their brands. It was the first time a social issue would be tackled in such a manner.

b. Process

The steering committee was pulled together after the visit of the Prince of Wales in November 2007. After short listing the subject area of the program, the steering committee began to meet bi weekly, the committee consisted of the businesses who were interested in working together to implement the program. A pilot was carried out in the spring of 2008. In the fall of 2008 the committee worked to perfect the programme and design the training. After training the volunteers, recruiting the schools, and gathering the resources, the programme officially began in February 2009.

c. Resources

Each corporation provided for their own expenses. The low budget caused many changes in the beginning but enabled more participants to become involved due to the affordability of the materials to make the programme possible. The steering committee of seven people planned the programme and trained the volunteers. The CVA coordinators invested much time to ensure that the programme took place. They spent hours after work and weekends to

guarantee that the deadlines were met. The Ambassadors of each company coordinated the volunteers so there would be enough volunteers to reach the students in each school.

d. Activities

The programme takes place over two sessions, 1 hour each, implemented by two volunteers with an audience of 40 students maximum.

First Week: How is our world getting warmer?

- Activity Brainstorming about Global Warming
- Activity-Experiment on Oceans Warming
- Activity-Environmental Penguins

Second Week: Observations by the Environmental Penguins

- Activity-Observations made by the Penguins
- Activity-We can make a difference
- Activity-What do you think?

Methods Used:

- Presentation
- Questions-Answers
- Experiments
- Observing
- Brainstorming
- Group Discussion

4. Programme Evaluation

The CVA created a questionnaire that had basic questions from the programme they had designed. The questionnaire is given to the students before and after the programme to find out if they learned some new information. The evaluation was still taking place when this case study was edited.

5. Impact

a. Benefits to the local/ regional community

At five local state elementary schools, 27 corporate volunteers reached more than 620 4th and 5th grade students by serving a total of 61 volunteer hours. Each volunteer organized an exhibition of the posters the students created in the classroom. The participating students also received certificates of participation.

b. Benefits of the community organisations

The Corporate Volunteer Association was able to add another well liked project to its School Friend program. It had the chance to learn from other companies and partner organizations.

c. Benefits to the companies

Companies were given the chance to work together and synergize to solve a common issue for the first time. They had the opportunity to be featured in national newspapers and websites. They presented their findings to the Board of the Corporate Volunteers Association.

6. Challenges

Since the CVA was not able to receive any contributions for the management of the program, the low budget meant they were unable to get some of the materials they originally had planned.

7. Contact & Further Information

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INCLUDE – Pathways to Community Investment

The European project INCLUDE provides local intermediaries like civil society organisations, economic development agencies, chambers of commerce and public authorities with support that will help them to engage businesses in innovative cross-sectoral partnerships. INCLUDE identifies on a worldwide scale good examples of collaborative business initiatives as well as business engagement in cross-sectoral partnerships, which contribute towards skills development and employability of disadvantaged groups, towards social inclusion and innovation in addressing societal challenges and communicates them.

INCLUDE builds upon the results of the CSR-Laboratory “Skills for Employability enhanced through Employee Engagement” which was carried out as part of the European Alliance for CSR and is run jointly by UPJ and the ENGAGE initiative coordinated by Business in the Community (BITC). Partners of the project are the German Federal Department of Labour and Social Affairs, Citi-Group, Asociata pentru Relatii Comunitare (Romania), Önkéntes Központ Alapítvány (Hungary), SMartKolektiv (Serbia), Pontis Foundation (Slovakia) and Özel Sektör Gönüllüler Derneği (Turkey).

The project is supported by the European Commission (Directorate-General for Employment, social affairs and equal opportunities).

Further information about the project is available at www.bitc.org.uk/global/include.html (in English) www.upj.de/include (in German)

UPJ

UPJ is the German national network of engaged businesses and local non-profit intermediary organizations. Its projects and programmes create new connections between businesses, civil society organizations and public authorities thus contributing to solve societal challenges and to shape sustainable communities. UPJ, a registered charity under German law, provides organizations from the business, community and public sectors with information and consultancy to improve their Corporate Citizenship and Corporate Social Responsibility activities. www.upj.de



ENGAGE

ENGAGE is an international programme that brings together businesses and community organisations around the globe to increase the quality and amount of employee community engagement in their local communities. Its mission is twofold: To inspire, mobilise and support companies to develop sustainable community investment programmes, and to provide community organisations with a network, tools and support that will help them work more effectively with business partners. www.engageyouremployees.org



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