A 2020 Vision for Employer-Supported Volunteering
Foreword

BY 2020, WE ANTICIPATE AN EVOLUTION IN THE VOLUNTEERING LANDSCAPE ACROSS THE UK.

Employer-Supported Volunteering (ESV) is expected to have undergone unprecedented growth and change, driven by a blend of economic, technological and policy factors. Organisations who embrace this change have a tremendous opportunity to make a greater social impact, while also benefiting their own businesses.

Accenture UK’s 2020 vision for ESV highlights five emerging trends and offers recommendations to help businesses looking to create or improve their ESV programmes to maximise social impact.
Volunteering is a powerful way to positively impact society. The Office of National Statistics calculated the economic value of volunteering to be £23.9 billion per year, accounting for 1.5 percent of the UK’s gross domestic product.\(^1\)

Through ESV programmes, businesses encourage their staff to participate in volunteering opportunities in local communities and with voluntary sector groups.\(^2\) Often organisations team with voluntary sector partners based on alignment to the vision and values of their organisation, and the skills their employees can offer. In addition to the social benefits, there is also a strong business case for ESV.

Research points to clear benefits of ESV programmes for the employer, the employee and the wider community.\(^3\) For example, Accenture’s United Kingdom/Ireland 2015 Employee Volunteering Survey highlights the strong business case for ESV in the following results:

Volunteering boosts employee engagement and pride
- 89% of volunteers reported increased job satisfaction.
- 87% of volunteers reported greater pride in the company.

Volunteering develops people and fundamentally strengthens the business
- 76% of volunteers said they developed core work skills.

Volunteering can develop stronger customer relationships
- 17% of volunteers said volunteering had helped them to develop stronger client relationships.

The greatest benefit of ESV\(^4\), however, lies in its potential for greater social impact. Contributions of time and relevant skills from employee volunteers can be a tremendous asset to the voluntary sector, as well as the wider community.
Findings

Based on our research, experience and consultation with partners, we have identified five trends, which we expect to impact the ESV landscape fundamentally over the next five years:

TREND 1
ESV as the standard, not the differentiator

With encouragement from the government, ESV programmes are likely to become part of the fabric of large UK companies. Businesses that wish to lead the way and maximise their social impact will not only need to look for opportunities to increase employee participation in volunteering, but also to closely align their volunteer offerings to the actual needs of the voluntary sector.

TREND 2
ESV capitalisation

The voluntary sector is facing new challenges to accommodate the anticipated growth in the number of volunteers. Businesses will need to help the voluntary sector absorb this support in a way that drives positive social outcomes. They will also have to be vigilant to ensure their own programmes respond to the needs of the voluntary sector without creating additional work and costs.

TREND 3
The rise of micro-volunteering

Micro-volunteering is growing fast, and ESV has the potential to speed its growth. Easy and on-demand opportunities to volunteer can minimise the administrative side of volunteering and open the door to a new crop of employee volunteers interested in opportunities which are more convenient.
Findings

Digital skills are in high demand; yet, there is a lack of talent to fill this need. The voluntary sector is no exception with a significant portion lacking basic digital skills, as well as the right knowledge and experience to improve their digital capabilities. ESV programmes can bring access to technology, digital capacity-building and overall digital skills training that can better position the voluntary sector to maximize reach and impact.

Highly-personalised and connected experiences are increasingly the expectation for individuals—whether working, shopping or socialising. ESV programmes that can offer highly-personalised options and experiences may help increase the number of employees volunteering.

Businesses and the voluntary sector can both benefit from the anticipated changes in ESV during the next five years. By structuring ESV programmes to embrace these five trends, there is an opportunity for businesses to greatly increase their net social impact, drive employee engagement, and help transform the way the world works and lives.
Available research shows that Employer-Supported Volunteering (ESV) is growing in the UK with 70 percent of FTSE 100 companies and 20 percent of small- to medium-sized enterprises (SMEs) offering ESV. From 2010-2011 to 2013-2014, the percentage of people in paid work participating in ESV increased from 10.5 to 13.3 percent. These percentages will increase much further once any legislation takes effect.

BUSINESS IMPACT

For many organisations without ESV programmes, offering three paid volunteering days can help improve employee engagement and spark overall culture change. Building such a programme will require organisations to consider factors such as new financial forecasting, resource adjustments, and sponsorship from senior leadership. Organisations with established ESV programmes will need to differentiate themselves to stay ahead. Businesses have typically tried to differentiate themselves by offering varying levels of paid employee volunteering days; however, the true measure lies not in the quantity of time offered or volunteered, but rather in the quality and impact resulting from the volunteer engagement.

With the potential for all big companies in the UK to offer ESV, organisations who wish to lead the way will seek to look to the quality of volunteering and the overall social impact to the voluntary sector and wider community.

BUSINESS OPPORTUNITY

Embracing ESV provides organisations with an opportunity to grow their social impact and gain business benefits. In addition to further investing in their own ESV programmes, businesses with established ESV programmes can increase social impact by collaborating with, sharing learnings with, and offering guidance to businesses building new ESV programmes, or improving existing ones.
BUSINESS RECOMMENDATIONS

Businesses setting up new ESV programmes

• Align your volunteering programme to your organisation’s corporate community investment strategy; stimulate dialogue and obtain leadership support for ESV programmes within the business (and across all levels) and highlight the benefits [see page 3].

• Determine the needs of the community to see what volunteer opportunities would be a good match.

• Assess the requirements to implement an ESV programme, including:
  – Supporting policies and processes;
  – Cultural change to encourage participation;
  – Resourcing to support the programme management;
  – Strategic objectives with measurable Key Performance Indicators.

• Select voluntary sector partners who have experience in ESV. Factors to consider:
  – Ensure partners have capacity to host volunteers.
  – Look for partners who map to the locations in which your business operates to allow equal opportunity for employees to participate.

• Team with partners to understand what types of ESV work best for them to empower the voluntary sector rather than divert their resources.

• Use technology as an enabler to connect employees with volunteering opportunities:
  – Utilise online volunteering platforms to reduce the burden on employer, employee and the voluntary sector organisation. For example, Accenture has partnered with a number of voluntary sector organisations who offer a wide range of online mentoring and CV-clinic opportunities that allow employees to volunteer remotely, increasing accessibility and feasibility of volunteering.
BUSINESS RECOMMENDATIONS

Businesses with established ESV programmes looking to maximise impact

- **Measure and maximise volunteering.**
  
  Quantify the net value of your volunteering contribution and then look to maximise. This can be calculated by using the London Benchmarking Group Measurement Framework to measure the volunteering impact and estimate the net value of your ESV programme, taking into consideration:
  - Input: volunteering hours contributed.
  - Output: activities delivered, numbers reached.
  - Impact: the changes that happen to individuals, organisations and the company, in the short or longer-term, as a result of the activity and hours committed.
  - Cost of volunteering to the voluntary sector.

  ![](image)

  Then, maximise the value of your ESV programme by:

  a) Increasing the average employee volunteering impact.

  - Consider the type of volunteering. For example, skills-based volunteering is more likely to have tangible impacts (e.g., getting people into employment, beneficiary skills development, etc.)

  b) Focus on the cost to the voluntary sector of hosting volunteers and use ESV programme offerings to help organisations derive the upside of additional volunteers without increased costs (e.g., the cost to the voluntary sector of hosting volunteers can often neutralise the benefit).

  c) Increase the percentage of employees volunteering.

  - Take into account barriers and other factors that impact volunteering (e.g., time, which is the number one barrier, choice, culture or attitude toward volunteering, and benefit to the individual.)

- **Work with clients, suppliers and other organisations** to enhance each other’s ESV programmes.

  - Provide guidance (e.g., gaining internal support, creating relationships with voluntary sector partners) to help set up ESV programmes for others.

  - Team with clients and suppliers in addition to other organisations to share best practices and learnings to help bring existing ESV programmes to the next level.
CASE STUDY:
Accenture's ESV programme

Accenture in the UK has offered paid volunteering since 2001 and is committed to providing our people with opportunities to make positive contributions to the communities in which they work and live. Our ESV programme in the UK, Time to Volunteer, gives each employee the opportunity to volunteer in their local community for three days every year. Our leadership recognises the programme as a key community investment and employee engagement initiative.

Last year alone, nearly a quarter of our people spent almost 4,000 DAYS volunteering across the UK; that is:
2,591 PEOPLE committing over 33,000 VOLUNTEER HOURS

Support our goal of equipping more than 3 million people globally with the skills to get a job or build a business by 2020.

Our people bring the same passion and rigor to our corporate citizenship initiatives as they do to serving clients, and consider getting involved in their communities a key part of what makes Accenture a great place to grow a career. As one employee said in response to the announcement of our 2020 corporate citizenship goals, “There are a lot of reasons to stay with Accenture—for me, our commitment to corporate citizenship is pretty close to number one.”

We partner with organisations that have needs aligned to the volunteer services we can bring. Through our global corporate citizenship initiative, Skills to Succeed, employees can volunteer their time and skills to
ESV Capitalisation

“IF ESV IS GOING TO TAKE OFF, ALONG THE LINES THAT THE GOVERNMENT IMAGINED WHEN IT FIRST ANNOUNCED THE THREE-DAY POLICY, IT IS IMPERATIVE THAT EMPLOYERS AND THE VOLUNTARY SECTOR ARE ON THE SAME PAGE.”14

BUSINESS CONTEXT

With an expected increase in Employer-Supported Volunteering (ESV), the volunteering sector’s ability to host and match volunteers to the right opportunities will be vital to achieving strong, socially-positive outcomes.

The development of increased capacity to absorb employer-supported volunteers can come from the following two areas—both of which are already facing capacity issues:

(1) Voluntary sector organisations:
Research shows that many within the voluntary sector are not employee-volunteer ready and emphasises the difficulty voluntary organisations can experience when bringing on more volunteers. The research also outlines the concern that there are virtually no funds to help the voluntary sector develop the capacity to absorb volunteers’ services in a meaningful way.15

(2) Volunteering brokerages:
The National Council for Voluntary Organisations (NCVO) found that the demand for volunteering brokerages is outstripping supply.16 With more than 50 percent of UK employers preferring to use brokers to identify volunteering opportunities and community partners, this supply issue requires attention.17 Brokers must be capable of effectively connecting the needs of voluntary organisations, businesses and volunteers to maximise net social value.18 The role of the broker cannot be over emphasised; a supply of volunteers alone is insufficient, and volunteers must be effectively matched to the voluntary sector’s needs.19 20

The above challenges are particularly important in regard to small- to medium- sized enterprises (SMEs), who often do not have the resources to initiate and maintain an ESV programme.21 Since SMEs employ the majority of the UK workforce, these capacity issues are particularly important for them.22
BUSINESS IMPACT

The limited capacity to effectively absorb volunteers into the voluntary sector and brokerages presents two key challenges.

1. If this limited capacity does not improve, it will become increasingly challenging to connect volunteers with timely and relevant opportunities. As a result, brokerage or in-house resourcing costs may increase, and valuable volunteer contributions may be lost.

2. Difficulties may also arise if businesses are unable to provide volunteer services aligned to the voluntary sector’s needs. Research has shown that voluntary sector organisations can feel pressure to host, manage and provide opportunities requested by businesses even if the volunteer services do not fit with their needs. This can lead the voluntary sector to redirect core resources away from frontline activities, resulting in a diminished positive social impact.

BUSINESS OPPORTUNITY

More than 80 percent of charities have a genuine need for employee volunteers, but 34 percent say they don’t have the capacity to manage more. Businesses have an opportunity to increase their social impact by building ESV capacity in the voluntary sector—much of which could be supported by experienced private sector volunteers.

Research has also shown that voluntary sector brokers have a key role in improving the connections between public, private and third-sector organisations by ensuring that skills and resources are effectively targeted toward a diverse range of groups. With this in mind, ESV should also support the development of voluntary sector brokerage services. For example, businesses could volunteer to share their expertise and skills to improve, expand, or build upon ESV brokerage services. The Benefacto case study is an example of how Accenture supported the set up of an ESV brokerage.

Voluntary sector organisations and brokerages may benefit from similar support. For voluntary sector organisations, this could involve volunteers supporting the attainment of their social goals without detracting from their frontline service.

For brokers, this could be connecting them with new partners and/or analysing which new businesses and voluntary organisations may be in need of their services.
BUSINESS RECOMMENDATIONS

Businesses setting up new ESV programmes

- When partnering to source volunteer opportunities, honour a shared goal to find voluntary opportunities that enable, rather than burden the voluntary sector.

- Choose one or more of the following approaches to source volunteering opportunities.
  a) In-house: assess the voluntary sector organisation with whom you wish to partner against whether they have a shared set of values and objectives your employee(s) can support; a skills gap that your organisation can fulfil; a support framework for your volunteers well; and a feedback and evaluation process that can evidence the impact your volunteers make.\(^\text{26}\)

  b) Voluntary sector brokerage: build a brokerage partnership where you understand the services and volunteering opportunities that the broker provides, and the broker understands the skill set and culture of your employees.

  c) Hybrid of in-house and voluntary sector brokerage: see a) and b).

  d) Employee-driven: Create internal policies, guiding frameworks and tracking mechanisms to enable employees to work within their own networks to create volunteer opportunities.

Businesses with established ESV programmes looking to maximise impact

- Focus part of your volunteering offering on capacity-building for the voluntary sector and/or voluntary sector brokerages to help them expand their capacity.

- Organise networking events and discussion forums for business, voluntary sector organisations and brokers to discuss how best to work together to maximise net social impact (e.g., around specific social goals).
In 2012, Accenture supported an employee in founding Benefacto, a voluntary sector brokerage set up to better connect businesses with the voluntary sector, particularly small charities that do not have access, or capacity, to manage ESV programmes. The social enterprise engages employee volunteers through a digital platform and a mix of online and offline communications. The organisation also helps businesses and the voluntary sector work together to ensure ESV aligns with the needs of smaller charities—maximising their net social impact.

Benefacto is an active champion in promoting a shift toward more meaningful employee volunteering through their thought leadership, industry networks, advocacy and events. Benefacto is continuing to grow and recently celebrated surpassing 1,500 volunteers who collectively donated more than 2,660 days to voluntary work since 2012. The Prime Minister recognised Benefacto with a Big Society Award in 2015.
The rise of micro-volunteering

DEFINITION

Micro-volunteering can be defined as easy and on-demand actions that benefit a worthy cause, often completed via a connected device in short, discrete periods of time.\(^\text{28,29}\) An example could be contributing to Wikipedia content.

BUSINESS CONTEXT

As the world grows ever more digital, many micro-volunteering opportunities can be completed through the use of technology, creating online volunteering opportunities. This has been a mainstream phenomenon since 2000 when the United Nations (UN) launched the Online Volunteering Service which connects volunteers with organisations around the globe.\(^\text{31}\) Online micro-volunteering built upon this platform and eleven years later, the UN declared micro-volunteering a fast-growing trend in the global volunteering arena\(^\text{32}\) and the UK government’s White Paper on Giving also highlighted the growth of micro-volunteering.\(^\text{33}\) More recently, in 2013, the Institute for Volunteering Research found that micro-volunteering is continuing to develop with technology as the key driver.\(^\text{34}\)

There is a huge range of micro-volunteering opportunities that are now widely recognised, such as: crowdfunding, software development, questionnaire completion and case study development.\(^\text{35,36}\) The Institute for Volunteering Research found that 78 percent of those involved in micro-volunteering were between 16-34 years old,\(^\text{37}\) making this particularly important for attracting and retaining millennials (1980-2000). See the case study on Missing Maps for an example.

BUSINESS IMPACT

Those who do not incorporate micro-volunteering into their ESV programmes may miss an important opportunity to scale the reach and impact of their ESV programmes. As more and more companies incorporate micro-volunteering into their ESV programmes, the companies who lag behind may ultimately experience difficulty in differentiating themselves against their competitors in this space.

Institute for Volunteering Research, November 2013
BUSINESS OPPORTUNITY

Micro-volunteering has the potential to drastically increase the number of employees participating in ESV. It can do this:

1. By breaking down the barriers to volunteering, for example, time, cost and knowledge. The 2013-2014 National Council for Voluntary Organisations' (NCVO) survey found a lack of time was the number one impediment to continued volunteering. Micro-volunteering reduces the administration and travel time associated with volunteering to a minimum.

2. By engaging those who do not volunteer via traditional methods (e.g., volunteering in a food bank for the day) due to time constraints, perceived inconvenience, or personal choice.

In addition to increasing participation, early studies and examples, such as the following, highlight micro-volunteering’s potential to have a powerful social impact.

- The PhotoFoundation has more than eight thousand images displayed online. The PhotoFoundation found that charities need images on a daily basis, and therefore, they support them by providing free access to their photo database. The photos on their database are supplied by micro-volunteers who ‘snap and share’ their photos.

- Free Rice, a hybrid of donation and micro-volunteering, has led to 98 billion grains of rice being donated to the hungry. The online platform aims to both educate about and tackle hunger. Volunteers answer multiple choice vocabulary questions; for every correct answer, 10 grains of rice are donated through the World Food Programme to those in need. In 2014 alone, 2,146,335,746 grains were donated.
BUSINESS RECOMMENDATIONS

Businesses setting up new ESV programmes
- Consider integrating micro-volunteering into your ESV programme; if relevant to the needs of your partners, set objectives to increase annual participation rates through micro-volunteering.
- Identify and partner with those who have experience in micro-volunteering.
  — Partnering can help expand the technology infrastructure and skill set available to you.
- Consider micro-volunteering as a tool to retain and attract employees.

Businesses with established ESV programmes looking to maximise impact
Collaborate cross sector to develop and initiate micro-volunteering initiatives that maximise social impact by:
- Supporting and further developing current micro-volunteering opportunities, such as large-scale events and online initiatives.
- Establishing micro-volunteering opportunities that allow multiple partners to join in, particularly those who are looking to establish micro-volunteering in their organisation.
The Missing Maps project maps vast unmapped areas of the world to reduce their vulnerability to disasters, and enable better management of health issues. Missing Maps is an open, collaborative initiative founded by Médecins Sans Frontières, the British Red Cross, the American Red Cross and the Humanitarian OpenStreetMap Team. Volunteers simply have to use an intuitive online tool to trace buildings, roads and points of interest from satellite imagery across as yet unmapped areas.

- Accenture volunteers have been participating in Mapathons as a micro-volunteering activity over the last few months. We started our mapping journey by hosting a 70-person mapping party for staff, and now have an established mapping community, involved in:
  - Hosting many mapping parties in multiple countries (some with as many as 900 people)
  - Creating and sharing processes to implement mapping with other employers

- Developing training materials for new mappers for the Missing Maps website and events

Accenture volunteers are now planning to participate in a global ‘mapathon’ coordinated across over 20 Accenture countries to map countries affected by refugee crises around the world.
The digital skills gap

BUSINESS CONTEXT

The world has become digitised with digital skills in widespread demand. The lack of these skills impacts virtually every aspect of the UK economy, regardless of sector or industry. The words of the European Commission’s Vice President for the Digital Single Market could be no more explicit. By 2017, lost economic output brought about by digital job vacancies is expected to be between £1.6 and £2.4 billion a year (2012 GVA) in the UK alone.45 Tech UK’s July 2015 White Paper quotes the same estimate and also cites their joint survey with Tech Partnership which found that 93 percent of technology firms believe the digital skills gap has a direct negative impact on their businesses.

Andrus Ansip, Vice President for the Digital Single Market European Commission

BUSINESS IMPACT

The direct business impact of the digital skills gap is a severe talent supply challenge. For the UK economy and those functioning within it, the result will be a loss of competitiveness. Put simply, “When job vacancies go unfilled, business growth is hampered.”

The digital skills gap heavily impacts the voluntary sector. An Accenture- Lloyds Banking Group collaboration— the Lloyds Bank UK Business Digital Index found that although overall digital maturity has increased from 2014 to 2015, charities remain digital laggards by a distance. Further still, an increased number of charities reported a lack of digital skills in 2015 (at 58 percent) as compared to 2014 (at 55 percent), and a growing number neither understand nor recognise the value of digital skills to their organisation. The Business Digital Index also shows a correlation between more digitally mature organisations and economic success.

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BUSINESS OPPORTUNITY

Businesses have the opportunity to help the voluntary sector tackle the digital skills gap through Employer-Supported Volunteering (ESV). Participants not only contribute to those they educate, but also grow their own digital skill set. Also, many of their employees already have the skills required to help close the digital skills gap.

The technology sector in particular can play a leading role in addressing the digital skills gap given the range of digital capabilities to which they have access.

The combined effect of increasing the number of people with digital skills and deepening digital skills of those volunteering addresses the talent supply dilemma on two fronts. Furthermore, teaching digital skills is a high impact/high leverage activity; it only takes one volunteer to improve the digital skills of a large group. The business case, along with the extensive social benefits, such as improving greater well-being, for contributing to the improvement of business relevant digital skills, is clear.
BUSINESS RECOMMENDATIONS

Businesses setting up new ESV programmes

- Assess the digital needs of your voluntary partners, and if appropriate, consider making digital skills a key focus in your ESV programme.
  a) Embedding digital skills as part of your ESV programme is not a 'one-off' exercise. Digital skills are constantly evolving, and therefore, require continued attention to develop your programme and skills.48
- Partner with businesses and voluntary sector organisations who have knowledge of delivering digital skills training and a dedicated mission to help close the digital skills gap.

Businesses with established ESV programmes looking to maximise impact

- Drive behaviour change toward learning digital skills through volunteering.
  a) According to the Government Digital Service, the greatest gap in digital provision is in promoting awareness and motivation to learn digital skills.49 With this in mind, create training programmes; communicate the benefits of becoming digitally skilled; and encourage volunteers, particularly those from the technology sector, to convey the importance of digital, share their experiences and help motivate young people to become producers of technology versus simply consumers of it.

b) Digital also presents an opportunity for the charity sector to benefit from advanced approaches to fundraising, raising awareness as well as managing data on their beneficiaries more effectively.
Accenture created Go Digital, a suite of digital skills training tools, to help address the need in the voluntary sector and among small- to medium-sized enterprises for digital capabilities and to drive employment and entrepreneurship outcomes for young people and others across the UK. Go Digital enables Accenture employees to volunteer to teach key digital skills to both young people and voluntary sector organisations. Volunteers can also buddy up to deliver training and enhance their own skills by learning from each other.
The Internet of Me

“AS EVERYDAY OBJECTS ARE GOING ONLINE, SO TOO ARE EXPERIENCES—CREATING AN ABUNDANCE OF DIGITAL CHANNELS THAT REACH DEEP INTO EVERY ASPECT OF INDIVIDUALS’ LIVES. FORWARD-THINKING BUSINESSES ARE CHANGING THE WAYS THEY BUILD NEW APPLICATIONS, PRODUCTS, AND SERVICES. TO GAIN CONTROL OVER THESE POINTS OF ACCESS, THEY ARE CREATING HIGHLY-PERSONALISED EXPERIENCES THAT ENGAGE AND EXHILARATE CONSUMERS—WITHOUT BREACHING THE CUSTOMER’S TRUST. THE COMPANIES THAT SUCCEED IN THIS NEW ‘INTERNET OF ME’ WILL BECOME THE NEXT GENERATION OF HOUSEHOLD NAMES.”

DEFINITION

‘Internet of Me’ describes the recent phenomenon of technology becoming ever more personalised. A recent example of this is the Fitbit Surge. The Surge is a watch that can track an individual’s distance, pace and route travelled, as well as calculate calories burned, monitor sleep, measure heart rate and connect wirelessly to other devices, among other things. Using this data, the Surge can provide personalised advice to the user, such as a diet plan or exercise regime.

BUSINESS CONTEXT

The consumer world is currently going through ground-breaking changes to the way in which individuals interact and experience products and services. These exciting technologies are as relevant to volunteering as any other part of the workplace, and the impact of these changes will increase as the ‘Internet of Me’ develops.
BUSINESS IMPACT
As employees’ lives, particularly millennials, become increasingly connected and personalised, they will expect their workplace, and therefore, Employer-Supported Volunteering (ESV) experience to match this.52

BUSINESS OPPORTUNITY
Harnessing the ‘Internet of Me’ to provide an enhanced, personalised volunteering experience could greatly increase the number of employees volunteering.

Offering employees a volunteering app could bring a highly-personalised and measured experience to ESV. For example, an app could:

a) Track an employee's volunteering hours and social impact.

b) Highlight opportunities in areas of interest, filtered by time, type, location and even weather.

c) Allow employees to define settings as to when they prefer to volunteer based on work and personal schedules, and obtain alerts accordingly.

d) Provide details about employee volunteers’ preferences to enable the voluntary sector to match opportunities with skills an individual and organisation can offer.

Technology also presents an important opportunity for employers: obtaining previously unknown ESV data to enhance their programmes to maximise uptake and social impact. A personalised volunteering app could help employers reduce the cost of data collection and management and provide the foundation for new infrastructure to collect data on volunteering habits, preferences and engagement.
BUSINESS RECOMMENDATIONS

Due to the complex and developing nature of the ‘Internet of Me,’ these recommendations target those with established EVS programmes and the technology sector is well positioned to lead the way in this space by developing solutions for personalised volunteering.

Businesses with established EVS programmes looking to maximise impact

- Prepare to shift toward a world where each employee has a unique view of the organisation’s volunteering offering.
- Analyse technologies your employees currently use/intend to use to establish the best platform for volunteering opportunities to be advertised and managed.
- Research across the volunteering industry to understand what others are doing to personalise experiences and which technologies are enabling this.
- Where possible, partner with organisations at the forefront of new technologies to support you with the development of a personalised ESV solution.
- Engage your voluntary sector partners to shift toward technology-supported, personalised volunteering and ensure they can input the necessary volunteering opportunity information.
- Plan what security measures will be needed with the introduction of new technology to maintain data privacy, security and anonymity, and most importantly, the trust of employees so they continue to share personal data and help to inform future ESV programmes.
As this is a trend which is still in its infancy, few solutions are present in the ESV space. That said, Team London, the Mayor of London’s volunteering programme, launched an exciting free app earlier this year. It is the first of its kind, to match volunteers with local speed volunteering opportunities. Their mission is to mobilise an army of volunteers across the capital. Designed to enable busy people to commit a small amount of time to suit their schedules, the app has been created in response to research that found 59 per cent of people are deterred from volunteering because of lack of time due to work commitments.

Opportunities are flexible, easy to join and enables volunteers to search for opportunities based on the skills that they want to develop. There are over 1,700 charities that have advertised roles on the Team London website and app, and 70,000 opportunities advertised at any one time. Opportunities include being an enterprise adviser, a speed networker, run to do good or helping charities to better understand and communicate their impact.

The Team London speed volunteering app can be downloaded from the iTunes app store by searching for ‘Team London’. The app will be available on Android soon.

To find out more about speed volunteering, visit [https://speedvolunteer.london.gov.uk/](https://speedvolunteer.london.gov.uk/).
ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

ABOUT CORPORATE CITIZENSHIP

At Accenture, we believe that one of the most important things we can do as a business is engage in the challenges of the communities in which we live and work. Our focus isn’t limited to our work within communities or programmes that naturally fit within a corporate citizenship agenda. We see our broader remit as being at the heart of the UK growth agenda—supporting the creation of jobs, improving skills and employability, and contributing to the economic success of the UK and Ireland.