



**AUSTRALIAN
BUSINESS VOLUNTEERS**

A Business and Community Partnership: ABV and IBM

IAVE 2014

Sarah O'Connor CEO

September 2014

Strengthening businesses and, through them, communities

ABV Introduction



- Established in 1981, ABV is a not-for-profit international development volunteer sending agency
- Professionals (as volunteers) offer business guidance to local organisations across Asia and the Pacific
- Core areas of expertise are business development, strategic planning, financial sector reform, organisational development, corporate governance, ICT, marketing and communications
- International corporate volunteering arm established in 2008 with the partnership with IBM
- Since then we have worked with other corporates
- Most recent being a new partnership with Schneider Electric

IBM Corporate Service Corps



- Founded in 2008 as a probono consulting program that supports communities in growth markets (34 countries)
- As at 2013, has benefited at least 140,000 people globally addressing:
 - Economic development
 - Energy
 - Transportation
 - Education
 - Healthcare
- Draws on IBM's most talented experts in technology, scientific research, marketing, finance, human resource, law, economic development
- 500 IBMers participate annually and have come from 52 countries

Corporate Service Corps Model



- Each CSC team has 10 -12 participants (IBMers) who work in a location on a 4-week community project
- ABV develops the projects in the community drawing on our networks and understanding of the social economic issues in the location
- ABV supports IBMers in the preparation phase as well as the time they are in-country
- Focus is on community impact through the use of IBM's expertise (cloud, analytics, mobile, social, security)

COMPANY

EMPLOYEE

COMMUNITY ORGANISATION

SKILLS



Intensive staff training and development



Global leadership development
Team Work



Skill development
Capacity building

ABV matches skills to community need; provides preparedness training, as well as professional and personal support:

CULTURAL EXCHANGE



Cross-cultural experience
Engage staff from multiple locations



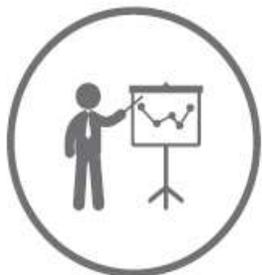
Cultural competence
Cultural intelligence



Cultural awareness
Expanded networks

ABV provides training and develops programs to support cultural learning and exchange

BUSINESS DEVELOPMENT



Staff engagement & retention
Market engagement & insights



Boosted wellbeing
Professional networks



Pro-bono services
Access to innovation

ABV designs and implements the program to support business growth objectives

Community Impact



- ICT Davao (the Philippines)
- Scope: set the strategic direction of the association to position Davao as the city of choice in the Southern Philippines in terms of technology-enabled business outsourcing
- Outcome: CSC participants collaborated to create a strategic plan and communications, media, advocacy and branding campaigns
- Five years on, Davao is now rated in top 30 outsourcing destinations globally
- Association became a benchmark for other regional cities to emulate
- President of ICT Davao is now also the President of the national body

Community Impact



- Hai Van Trading and General Service Limited Company (travel agency)
- Scope: broaden the services offered by the small air ticketing company through improved management and e-trade
- Outcome: CSC participants introduced new ideas including additional tourism activities such as hotel bookings and tours as value added services
- Five years on, company is the main tourist company in Danang with 50 staff in offices in Danang, Ho Chi Minh City and other provinces

Value to IBM and IBMers



- An average CSC team of 10 provides \$250,000 in high-quality IT and business consulting pro-bono services.
- 88% of participants agreed that their CSC involvement increased their leadership skills.
- 94% said it expanded their cultural awareness (cultural intelligence).
- 76% said it increased their understanding of IBM's role in the developing world.

Shared value - *“IBMers think of themselves as part of a global network of experts who can assemble into teams quickly to solve any problem a business, community or government agency can throw at them. They’re on board.”*

“This experience has been without a doubt a life changing event. It has been an absolute highlight of my 12 years with IBM. I am proud to be a part of an organisation that truly believes in its mission and values. I hope to build on those lessons both personally and professionally” (Gary Hampshire, CSC participant).

Why the NGO-Corporate Partnership

- Shared value (Porter and Kramer)
- Creating economic value in a way that also creates value for society by addressing its needs and challenges
 - Reconnecting company success with social progress
 - Not a social responsibility, philanthropy or sustainability but a new way to achieve economic success
 - Not at the margins of what companies do but at the centre, reconceiving the intersection between society and corporate performance
 - Requires a deeper appreciation of societal needs, a greater understanding of the true bases of company productivity and collaboration across the private sector, government and NFP sectors
- Businesses acting as businesses, not as charitable donors, are the most powerful force for addressing pressing societal issues



www.abv.org.au

sarah.o'connor@abv.org.au

ABV Volunteer, Diana Heng, Marketing Manager from Sydney on assignment in Manila to boost sales of handcraft products made at a refuge.