



Hands On Shanghai
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2015 Corporate Community Training Program

Program Overview:

Increasingly, corporations and employees have grown to understand that the value of corporate volunteering programs is tangible. Numerous studies have shown corporations that are involved in the community tend to retain employees at a dramatically higher rate, and when members of the same organization volunteer together, the unit as a whole, in terms of leadership, productivity and morale, improves dramatically.

To see this benefit though, firms need to have the capacity to develop and execute their volunteer programs successfully. An area where many firms have struggled in the past, particularly when moving from a program that is event driven to one that is driven by scalable partnerships.

As such, in an effort to further expand the capacity of firms to build, and maintain, impactful volunteer programs, HandsOn Shanghai has developed a training program for firms whose CSR staff, dedicated or part time, are able to learn how to build, manage, and scale their own programs. Programs that may begin with a single event, but over time are seen as part of a firm's culture of responsibility.

The workshops, to be held in November, will include lecture, discussion, and site visits to ensure that participants are able to effectively equipped to develop, manage, and scale their own programs by providing the tools corporate managers need to develop partnerships, build projects, increase internal buy-in and capacity, and effectively monitor their projects in a way that supports the long term needs of the community.

The goals of the workshops:

- 1) Highlight the benefits (internal and external) of corporate volunteer programs;
- 2) Provide CSR managers an opportunity to learn about how to develop corporate volunteer programs and tools for managing and growing programs; and
- 3) Provide participants with a site based experience to fully embed lessons.

Who Should Attend?

- 1) CSR Managers of firms who are looking to develop their first programs
- 2) CSR/ Volunteer committee members from across Greater China
- 3) Experienced PR/ HR managers looking to develop monitoring and reporting tools

Program Dates: January 15-16, 2015

Program Costs: 3,500RMB (early bird 2,250RMB)

Program Agenda:

Day One: Program Development and Management			
Session	Time	Format	Topic
Session 1	9:00 – 9:15		Registration
Session 1	9:15 – 10:15		Welcome Address and Introductions
	10:15 – 10:30		Break
Session 3	10:30 – 12:00		Corporate social responsibility and Volunteering <ul style="list-style-type: none"> • Overview of CSR in China • Role of volunteer programs • Benefits of volunteering programs to organization • Examples of successful programs
Lunch			
Session 4	14:00 – 15:15		5 Key elements of a successful Volunteer program <ul style="list-style-type: none"> • Identifying the issue • Developing a successful program partner • Recruiting and Engaging volunteers • Managing the experience • Communicating Impact
Session 5	15:15 – 15:30	Break	
	15:30 – 17:30		Offsite Volunteering Event <ul style="list-style-type: none"> • Partner introduction • Team based volunteer experience • Site and volunteer management lessons
Session 6	17:30 – 18:30		Group Discussion and Wrap Up (at partner site)
Session 7	18:30 – 12:00		Group Dinner and networking

Day Two: Scaling Capacity and Impact Measurement

Session	Time	Format	Topic
Session 1	9:00 – 9:30		Opening Reflection
Session 1	9:30 – 10:30		Program Strategy and Capacity <ul style="list-style-type: none"> • Building program management capacity • Stabilizing and Scaling Volunteer Pools • Partnering with GONGOs
	10:30 – 11:00	Break	
Session 3	11:00 – 12:00		Managing and Measuring the Volunteer Experience <ul style="list-style-type: none"> • Understanding the needs of volunteers • Tracking and Evaluation of Program Impact • Maintaining and rewarding volunteer engagement
Lunch			
Session 4	14:00 – 15:15		Scaling Volunteer programs <ul style="list-style-type: none"> • Developing China level volunteer programs • Creating Infrastructure: Committees, IT, and Training • Maintaining stakeholder engagement
Session 5	15:15 – 15:30	Break	
Session 6	15:30 – 17:00		Group Exercise:
Session 7	17:00 – 18:00		Group Discussion and Wrap Up

Previous Workshops:



Participants: 25 Greater China CSR representatives
Partner: HandsOn Shanghai



Developed one day training platform for 10 China CSR managers who were tasked with both program development and execution. To develop a practical base for the managers to work from Collective Responsibility developed an intensive training session where the managers learned about project development & Management, employee engagement, and impact assessment / reporting.



Participants: 15 Marketing, HR, and CSR managers
Partner: HandsOn Shanghai

Developed an internal framework for managing volunteers to attract and engage employee program engagement, and matched internal engagement to a framework that engaged, assessed, and developed candidate organizations.

Followed program process by assisting in development, and execution, of employee training programs, executing the first series of projects, and provide post-event analysis that was used to scale future programs. Program has grown from pilot to 50 cities in three years.



Participants: 30 Shanghai based managers
Partner: Shanghai British Chamber of Commerce

Delivered a half day workshop entitled Five CSR Programs that Every Company Must Have, where participants learned the keys to successful CSR programming in China.

Key topics included: how to build an effective CSR program in China when stakeholder expectations are rising, resource constraints increase, and regulatory environments grow more complex

Main Lecturer: Richard Brubaker



Driven by the belief that change begins with a single step, Richard Brubaker has spent the last 15 years in Asia working to engage, inspire, and equip those around him to take their first step.

Acting as a catalyst to driving sustainability, Brubaker works with government, corporate, academic and non-profit stakeholders to bring together knowledge, teams, and tools that develop and execute their business case for sustainability.

Currently, as the Managing Director of Collective Responsibility and a Visiting Professor of Sustainability at the China Europe International Business School (CEIBS), Richard is focused on building platforms that promote long term organizational capacity to address the economic, environmental, and social hurdles that China faces as the country's economic growth accelerates.

To date, Brubaker has overseen the development and execution of more than 200 projects focused on solving the social, environmental, and economic challenges that are faced in Asia

He frequently speaks on issues of social innovation & entrepreneurship, sustainability, corporate social responsibility, and leadership, and has been interviewed by more than 50 media outlets, including: CNN, CNBC, BBC, New York Times, Financial Times, China Economic Review, Inc., Fast Company, and the International Herald Tribune. He is regularly invited to speak at leadership, social innovation, and sustainability focused conferences.

Richard holds a Masters in International Management from the Thunderbird School of Global Management, and serves as the Vice Chairman of the Corporate Social Responsibility Committee of the American Chamber of Commerce in Shanghai.

About HandsOn Shanghai



HandsOn Shanghai (HOS www.handsonshanghai.org.cn) was founded in 2004 by a group of young professionals. With previous experience with the HandsOn / Cares worldwide network, they established an affiliate organization in Shanghai. We believe people can make a difference and HandsOn Shanghai can empower them to take actions that make our community and the larger world better - healthier, greener, more prosperous and equitable, better informed and educated, less vulnerable to disasters, and more civil and hospitable.

With a primary objective of providing flexible volunteer opportunities for busy professionals and serving local charities in needs, HOS manages a big group of volunteers and a diverse range of community service projects in Shanghai. Our work focuses on:

- Building a volunteer platform that provides flexible volunteer opportunities
- Developing and managing volunteer projects for charities in needs
- Empowering volunteers with trainings, tools, resources and opportunities to take actions

Some 2012 organizational highlights include:

- 88+ volunteer activities monthly
- 1,085 volunteer activities in a year
- 721+ volunteer opportunities monthly
- 10,552 volunteer opportunities offered a year
- 10,600 registered volunteers
- 6,921 volunteer mobilized
- 15,408 volunteer hours contributed
- 1,579 volunteers trained
- 2,878 training hours

HandsOn Shanghai is an officially registered non-profit organization with the Shanghai Civil Affair Bureau since 2010. Governed by a board of 11 members, HOS also manages the Minhang Volunteer Center, which serves as a hub for volunteers and the local community.