

FOREIGN EXPERIENCE

An important international event related to corporate volunteering, was the signing of an agreement at the 20th World Volunteer Conference held in Panama in 2008. At the event, the *International Association for Volunteer Effort Global Corporate Volunteer Council* publicly presented a new system of performance indicators which it offers to its member companies. The 'Performance Indicators for High Impact Corporate Volunteer Programs', is an online system which enables companies to diagnose the level of development of their volunteer programs, identifying strengths and weak points. Thanks to this program, the companies will be able to compare the stage of development of their programs in comparison to that of other companies. The main objective is to create a global database of current corporate volunteer programs and to help companies to determine their strengths and the opportunities for improvement.

Another approach to corporate volunteerism comes from food giant KRAFFT. In 2007 Kraft Foods supported a small jam-making factory (IRAY) located in Madagascar with the objective to improve product and packaging quality as well as developing a new line of products and packaging. In order to provide the C2C expertise, a team of three Kraft corporate volunteers assisted to their counterparts in Madagascar thus helping to unlock the corporate knowledge existing in a large company for the benefit of a smaller market participant.

Elsewhere, the United Parcel Service (UPS) through its employee volunteerism program supports community development projects. UPS staff ranging from the most senior levels of management to part-time employees makes their skills available by participating in knowledge sharing, and skills-based volunteerism. Since 2003, UPS has designated a week in October as Global Volunteer Week, but now the program has grown into a month long commitment of the 'Global Volunteer Month' to build, beautify and better communities. The volunteer efforts are characterized by an increasing number of UPS employees participating in painting schools, assisting food banks, renovating shelters and many other tasks in their communities in the United States, Canada, Latin America, Europe and Asia. UPS employees in each participating location select partners and volunteer activities to best serve the area's specific needs and identify specific projects where the support of the company can help produce a measurable social impact. Carrying out these activities, the company provides assistance to programs that address social and community issues including education, poverty, homelessness, hunger, illness and unemployment.

As part of Global Volunteer Month, in November 2008 UPS employees in the Emirates organized a breast cancer awareness campaign and donated their time to a full day of desert clean-up operations. To boost environmental awareness they also removed rubbish from the desert, to help restore the natural beauty of one of Dubai's most popular tourism destinations.