

AMBASSADORS FOR GOOD

The Power of Employee-Led Skills-Based Volunteer Programs

EXECUTIVE SUMMARY

Anglo American's Sustainable Mining Plan embodies the company's efforts to succeed in business while contributing to positive social outcomes around the world. To bring this plan to life, Anglo American launched 'Ambassadors for Good,' an employee-led, pro-bono volunteering initiative, that creates opportunities for employee teams to support local nonprofit organizations. Using their technical and professional skills, the employees deliver specific, time-bound projects designed to strengthen the nonprofits. The program was modeled on the success of a similar program (Embajadores Programme) in Chile. Leveraging five years of successful engagement and impact, the company expanded the program to additional markets in 2018.

ORGANIZATION



SECTOR

Mining

HEADQUARTERS

London, United Kingdom

SDGs IMPACTED BY THE CASE STUDY



BACKGROUND

Anglo American is committed to connecting all its assets to produce positive outcomes through its Sustainable Mining Plan, including its human resources: the employees. The company's objective was to engage employees meaningfully across their global footprint as well as build community resilience and capability by strengthening nonprofit organizations. These twin objectives are met in the Ambassadors for Good program.

The Ambassadors for Good program enables employees to identify opportunities and form internal teams to support eligible nonprofits through a fixed-term, pro bono engagement which is further supported by a company-sponsored grant. The program leverages an integrated project architecture that includes executive and management support, intentional partnership with the company's communications and marketing teams, and a robust program submission and tracking system. By actively involving employees in the project planning and delivery, the Ambassadors for Good program maximizes employee engagement and community impact.

“Ambassadors for Good has a reach far bigger than employee volunteering. We helped our partner organisation navigate a complex stakeholder environment and structured and prioritised their communication plan.”

- DAVID BAXTER,
Ambassadors for Good 2018 participant

SNAP SHOT

An Ambassador for Good project in the UK worked with an organization that supports the leadership development of young migrants and youth from under-represented backgrounds through mentorship. In another, an Ambassadors for Good team based in South Africa worked with a social enterprise, WomEng, to support access and opportunity for girls and women in the engineering and technology industry. The team supported this mission through the hosting of a workshop for young girls to explore different careers in engineering.

INNOVATION IN ACTION

Building on the success of Embajadores Programme, Anglo American launched Ambassadors for Good in the UK and South Africa in 2018 with impressive results: 72 employee-submitted programs were approved for implementation and 65 of the submitted programs were completed. These projects were implemented by 228 volunteers who contributed 5,472 hours to support 63 nonprofit organizations, positively impacting 120,000 beneficiaries. The projects addressed issues in community aligned with a number of the global goals, including quality education, good health and well-being, and decent work and inclusive opportunities.

Program Critical Success Factors include:

BUSINESS IMPERATIVE: Firmly grounded and integrated into the organization's strategy with demonstrated management support and participation

EMPLOYEE AGENCY: Enables employee agency (with explicit time allowance) and direct action by self-selecting in teams who identify partner organizations that align to their personal passion

FINANCIAL SUPPORT: Each project receives up to GBP 5,000 in funding

CLEAR COMMUNICATIONS: Integrated and supported throughout the organization, across multiple channels

IMPLEMENTATION & ASSESSMENT ASSISTANCE: Expert partners support the program architecture, delivery, and employee experience



PARTNERSHIPS IN PRACTICE

In order to effectively design and scale the program for Anglo American's broader employee base, the company brought on critical partners, PYXERA Global and Tshikululu Social Investments, who brought their unique expertise and experience in pro bono volunteering programs to ensure Ambassadors for Good was built on industry best practices and informed by relevant expertise.

At the same time, the company identified various institutions with grantmaking expertise for each relevant market in order to ensure organizations were appropriately vetted.

KEY OUTCOMES AND LEARNINGS

While Ambassadors for Good is still in a controlled launch phase, it has yielded outstanding results and learnings that inform further expansion. In addition to the critical success elements noted above, a few components stand out as most unique and impactful to the program:

It is a grassroots, employee-led program, putting employee enthusiasm at the center and empowering employees to take the lead.

Communications are clear, consistent across markets and echoed across multiple channels.

Scoping Workshops prepare both the employees and participant organizations for the each project, creating a shared understanding, common expectations, and alignment for implementation.

CALL TO ACTION

Employee-led, skills-based service projects, developed locally and aligned with business imperatives globally, build capacity in employees, communities, and the company itself. The strategies may differ, the community needs may vary, but this approach is scalable for companies of all sizes to make an impact in the communities in which they reside and rely upon for their long term success. Anglo American is willing to share the processes, documents, and other resources with any IMPACT2030 Partners to incorporate into their own programs.

