



Employee Engagement  
& Volunteering

# Transform Employee Passion into Sustainability Power

Your people are your hidden sustainability superpower.  
Here's how leading companies are unleashing it ...



# The key to real sustainability impact isn't in your strategy.

## It's in your people.

Your employees are more passionate about sustainability than ever. They bring energy, ideas, and determination to drive real change. But most companies struggle to unlock this potential. **There is a disconnect.**

**70%**

of employees define their personal sense of purpose by their work <sup>1</sup>

**57%**

year-on-year increase in demand for corporate employee volunteering globally <sup>2</sup>

**26%**

of Gen Zs are satisfied with their employer's social impact efforts <sup>3</sup>



# The Disconnect

Corporate sustainability leaders face an unprecedented challenge: rising expectations for impact, expanding ESG priorities, and mounting pressure for authentic action. Yet despite significant investment in frameworks, strategies, and partnerships, something essential is missing in translating commitments into action.

## The missing piece?

### Making sustainability real for your people.

Traditional approaches are falling short:

- "Day of service" programs that prioritize photos over impact
- Generic volunteering that ignores professional expertise
- Activities disconnected from core business objectives
- Initiatives that are fragmented and fail to create lasting change

The result? A reinforcing cycle where lack of understanding prevents emotional connection, without emotional investment motivation stays low, and without meaningful action sustainability remains theoretical.

Your employees are ready to contribute their skills and passion. They just need the right opportunities to make a difference.

# Three Barriers Between Ambition and Impact

## The Cognitive Disconnect

Sustainability remains abstract. Employees struggle to see how big-picture goals like 'net zero' connect to their daily work and expertise. Without clear links between global goals and local actions, engagement stays low.

## The Emotional Disconnect

Standard volunteering programs often fail to generate emotional investment, create meaningful connections, or enable lasting commitment. Employees want more than just ticking boxes.

## The Action Disconnect

Even when employees understand and care, they lack clear ways to contribute their valuable professional skills to sustainability challenges. Professional expertise remains untapped.

# A New Generation is Rewriting the Rules

Meanwhile, a new wave of young innovators is transforming sustainability engagement. They're creating breakthrough solutions. They're demanding authentic action. And they're judging companies on their real impact, not just their commitments.

What if one employee engagement and volunteering program could:

- **Channel employee expertise into tangible outcomes**
- **Connect professional skills with emerging solutions**
- **Drive meaningful impact across global teams**
- **Create authentic stories that resonate with stakeholders**

All while maximizing the return on your modest sustainability investment.



“

*SAP is a proud supporter of this incredible program. All of the amazing ideas we've seen inspired us and motivated us - from driving down significant inequalities that we see today all the way to addressing the imminent threat of climate change. It is my strong belief that young people aren't just the changemakers of the future, often they are also changing the world today.*

”

**Alexandra van der Ploeg**

Global Head of Corporate Social Responsibility, SAP



# Break the Cycle. Transform Your Impact.

Our proven approach to employee engagement and volunteering **puts your people at the heart of sustainability action.** By connecting employee expertise with next-generation innovation, we turn commitments into measurable results

The difference? We make it easy for your people to contribute in ways that create real value - for them, your business, and society.

# 96%

Employee satisfaction across all programs in 2024 -  
from quick-start experiences to long-term projects



“

*In a big world with many complex and often overwhelming challenges, Social Shifters has a way of making it seem possible that we can overcome any obstacle, and creates a real sense that we are all in this together working for a more hopeful future. That I can contribute to these powerful and creative ideas in any way is a true honor, and that I can do it remotely makes it an opportunity too good (and too important) to miss.*

”

**Sara Cullum**

Senior Performance and Development Specialist, Capita, UK

Capita

# Three Pathways to Employee Impact

A fully customizable program that can flex from 20 site employees to cohorts of 5,000+ globally, adapting perfectly to your context, needs and scale.

## 1. Gateway Experiences

Quick, high-value experiences that ignite sustainability engagement. Your people share expertise with youth innovators while gaining fresh perspectives - in just 2-3 hours, from any location. All without leaving their desk.

## 2. Sustainability Challenges

Keep sustainability momentum strong through regular connections to breakthrough solutions. Dynamic virtual sessions inspire your teams to take sustainability action relevant to their day-to-day work.

## 3. Impact Projects

Transform employee skills into social impact. Through high-impact 8-12 week skills-based volunteering experiences, individuals and teams accelerate youth-led solutions while building sustainability capabilities.

All delivered through one professionally managed service that maximizes impact while minimizing demands on your team.



# 1. Gateway Experiences

## Three Micro-Experiences (2-3 hours)

Quick, high value experiences that make sustainability real for your people.

### → Expert Mentoring Groups

Small groups share expertise with youth innovators to refine promising ideas. Turn professional knowledge into practical sustainability solutions.

### → Innovation Competition Judging

Review and shape breakthrough solutions from young founders. Gain fresh perspectives while providing valuable guidance that accelerates impact.

### → Changemaker Conversations

Dynamic sessions connect your people with young changemakers. Blend personal stories with actionable insights to inspire meaningful contribution.

## Boost your Impact

Amplify employee connections through corporate giving programs. Match employee support with donations or grants to help young innovators scale their solutions.

# 91%

Participating employees are inspired by the work of young people.

### Why it Works:

- Quick but meaningful contribution
- Available anytime, globally accessible
- Clear value for everyone involved
- Simple to implement
- Measurable outcomes

By enabling focused contribution with real impact, our gateway experiences spark the commitment needed for deeper involvement and more widespread volunteering.

“



*Participating in this event has been a truly eye-opener for me. It has broadened my awareness of local-scale problems that I didn't even know existed while simultaneously allowing me to draw connections to larger, global issues. I was genuinely impressed by the exceptional talent exhibited by youth participants. I found the experience enriching.*

”

**Shampa Bhattacharya**

Senior Director, Financial Institutions, Fitch Group, USA

FitchGroup

## 2. Sustainability Challenges

### Global Challenge Labs

60-minute dynamic sessions showcasing youth-led sustainability innovation that connects to your work. Each session is linked to a UN Sustainable Development Goal, and enables three clear paths to action.

#### → Discovery Track

Access a hub of session recordings, founder stories, and solution deep-dives. Perfect for self-paced exploration and building sustainability literacy.

#### → Team Impact Track

Complete toolkit for team leaders to transform sustainability insights into projects. Includes guides and templates for driving departmental change.

#### → Challenge Track

Structured sustainability challenges to drive company-wide action. Activate employees and deliver measurable outcomes behind a unifying mission.

Our flexible approach lets you engage your people at their own pace and in ways that complement other initiatives.

Start with a single session or scale across departments - the program adapts to your needs and resources.

# 83%

Participating employees report increased empathy for global problems.

#### Why It Works:

- Fits busy schedules
- Creates momentum without overwhelming
- Shows clear business relevance
- Scales easily across markets and sites
- Links directly to sustainability priorities

Turn youth inspiration and creativity into practical employee action. Our proven approach makes sustainability accessible, actionable, and measurable.

“

*Participating was an incredible experience. It allowed me to connect with passionate changemakers and contribute to innovative projects aimed at addressing global social issues. It deepened my commitment to creating positive, lasting change in my community.*

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### Bala Murali Sankar

Assistant Vice President SSC Reconciliation,  
BNP Paribas, India



**BNP PARIBAS**



# 3. Impact Projects

## Two Ways to Drive Real Change

Transform employee expertise into measurable impact through focused 8-12 week projects, enabling individual or team based volunteering.

### Team Innovation Projects

Cross-functional employee teams drive breakthrough solutions.

- Matched based on skills and interests
- Bi-weekly sessions with innovators
- Clear structure and support
- Defined deliverables and metrics

### Mentorship Projects

One-to-one partnerships between your people and young founders:

- Tailored matching for optimal collaboration
- Focus on key development areas
- Regular guidance sessions
- Sustainable relationship building

Projects span strategy, technical development, and innovation - matching employee expertise with real-world needs. Every project is focused on accelerating a promising sustainability solution.

# 81%

Participating employees report increased understanding of social innovation.

### Why it Works:

- Direct application of professional skills
- Fits alongside existing work
- Creates value for all participants
- Structured process with support
- Clear measurement framework

Our impact projects transform traditional skilled-based volunteering into real-world results by connecting employee expertise with youth-led sustainability solutions.

“



*It was an incredibly rewarding experience. The entire process was a wonderful chance to help a talented group of young innovators take their social impact projects to the next level. I thoroughly enjoyed the opportunity to collaborate with such driven individuals, and it was gratifying to see their growth throughout the coaching sessions.*

**Shriya Sharma**

Operations Manager, AMXL Amazon, India

amazon

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# Meet Social Shifters.

## Where Corporate Capability Meets Next-Gen Innovation

Social Shifters is an international charity with a difference. Our mission? To transform how companies drive authentic impact while empowering the next generation of changemakers.

Operating at the intersection of business capability and youth creativity, we've built something unique:

- Sustainability ecosystem spanning 150+ countries
- Successful partnerships with world-leading brands
- Deep experience across a number of sectors
- Professional end-to-end program delivery
- Proven track record of measurable results

But what truly sets us apart? We don't just connect company volunteers with young innovators. **We provide employee experiences that transform connection into sustainability solutions and lasting impact.**

We're proving that when corporate capability meets youth innovation, extraordinary change happens.

## Your Company

- ESG expertise
- Corporate capabilities
- Global reach
- Implementation power

## Our Network

- Fresh thinking
- Breakthrough solutions
- Digital-first approach
- Authentic engagement



# 2,840

Youth-led sustainability projects from 122 countries accelerated with support from our corporate partners in 2024

# From Program to Impact: The Amazon Story

Amazon faced a defining challenge: How to ignite authentic sustainability action across their vast global workforce while delivering clear business value.

The solution? **A targeted program** that transformed sustainability from abstract concept to tangible impact, delivering impressive results:

- **1,135 Amazon employees engaged globally**
- **99% participant satisfaction rate**
- **45% new volunteer activation**
- **87% increased volunteering intent**
- **58% enhanced advocacy for social causes**

Our program combined four strategic elements:

- **Changemaker Conversations** - Young innovators inspired employee action
- **Innovation Challenge Judging** - Employees evaluated breakthrough solutions
- **Expert Mentoring Groups** - Teams mentored youth-led projects
- **One-to-One Coaching** - Skilled professionals supported young innovators

The outcome? A proven model that transformed employee passion into measurable impact while delivering exceptional engagement rates. Easy to implement, simple to scale.



“

*I am a huge fan of the Social Shifters program. This is one of the most inspirational and heartwarming programmes I have encountered, giving young leaders an opportunity to change the world, bit by bit. All of the young people have demonstrated their hardest work, most splendid results and true grit. I am honored and humbled to have worked with Social Shifters. Looking forward to more adventures together.*

”

**Anna Derinova-Hartmann**

Corporate Citizenship Manager, Amazon

amazon

# A Partnership That Works For You

Every company's journey is different. Our modular approach adapts to your context, priorities, markets, and resources.

## Investment Options:

- **Choose components** - from quick-start to in-depth projects
- **Scale engagement** - team to enterprise-wide deployment
- **Flexible timeframes** - flexible timeframes that match your goals
- **Support level** - light-touch to full-service
- **Impact tracking** - customized to your needs

The result? A program precisely matched to your requirements and budget, while minimizing demands on your team.

## Implementation Made Simple:

# 1

### Align

We map your priorities, define success metrics, and design your approach.

# 2

### Launch

Our team handles setup, delivery and support - from communication to measurement.

# 3

### Impact

You focus on outcomes while we manage the details, ensuring quality at every step.

# What Our Partners Say



Thank you so much for facilitating what has genuinely been **the best volunteering programme we have undertaken as a company**. The engagement and enthusiasm from our colleagues have been superb and we are immensely grateful for the opportunity. I thoroughly enjoyed listening in to the panel today and was very impressed with the quality of the pitches and Q&A afterwards. Looking forward to hearing more about how they each progress.

**Millie Hawes**

Head of ESG, Fieldfisher



This programme fits perfectly as Standard Chartered moves to even more impactful forms of volunteering. Our colleagues love the ability to make a positive impact, with the ease of never leaving their desk. I have **loved the responsiveness of the Social Shifters team and the enthusiasm that comes through every communication**. It's engaging, easy and fun - it's something our employees really want to be part of!

**Kim Gallagher**

Global Director, Employee Volunteering



This has been a great opportunity to showcase Capita commitment to sustainability and to support employee wellbeing, confidence and self-worth. **The fact that three times as many employees got involved this year is testament to the positive experience so many have had**, and to their passion for supporting young people. Social Shifters have been an incredible partner and we will continue to champion their work.

Head of Employee Engagement



# Multiple Benefits. One Program.

## Accelerate ESG Performance

- Convert commitments into measured results
- Scale impact efficiently across locations
- Build organization-wide capabilities
- Align action with SDG targets

## Unlock Employee Potential

- Link personal purpose to company mission
- Enable meaningful skills contribution
- Create development opportunities
- Build sustainability leadership

## Drive Innovation

- Access emerging solutions early
- Identify market opportunities
- Develop practical innovation skills
- Create competitive advantage

## Transform Culture

- Strengthen purpose-driven engagement
- Build global collaboration
- Enable authentic leadership
- Create compelling impact stories



# Join the Companies Leading Real Change

We are a trusted partner to visionary companies that are transforming how business drives social impact. **Be part of the Social Shift.**



# Accelerate Your Impact Journey

Your employees are ready. Your stakeholders expect action. The time to drive authentic impact is now.

Joining leading global brands in:

- Driving measurable sustainability impact
- Building next-generation capabilities
- Creating authentic employee engagement
- Delivering compelling ESG stories

## Book your Discovery Call:

Schedule a 15-minute call: [socialshifters.co/call](https://socialshifters.co/call)

Email: [partnership@socialshifters.co](mailto:partnership@socialshifters.co)

1

### Initial Consultation (15 mins)

Explore opportunities and priorities. No pitch, pure value.

2

### Custom Program Design

Receive a tailored proposal aligned with your goals and budget.

3

### Launch Your Impact

Deploy within weeks, with full support at every stage.





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