

Il faut de vous pour faire un (autre) monde



pro bono lab

**Designing and Implementing
Multi-national Pro Bono and
Volunteer Actions**

30/11/2023 – GPBN Summit



Who are we?



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A bit of context...

The goal of this case study is to demonstrate how, through effective collaboration within the Global Pro Bono Network, we can efficiently execute pro bono projects worldwide for the same company

WHAT WAS THE NEED?

Pro Bono Lab collaborates with a **French luxury brand** to organize pro bono missions for its employees.

As these initiatives were successful in France, **the company is eager to extend them the pro bono activities to its subsidiaries worldwide.**

Unfortunately, due to lack of time, due diligence constraints and limited contacts, **the company is unable to manage the deployment of pro bono in their subsidiaries.**



HOW DID WE RESPOND?

Pro Bono Lab suggested **acting as intermediaries (interpret and transparency) between the subsidiaries and local pro bono organizations** that we knew through the GPBN.

Our tasks includes ensuring **mutual understanding, coordinating** the matchmaking meeting, managing **the budget** and providing ongoing **reports** to the corporate headquarters about the activities. Pro Bono Lab align interest between partners and then leave full autonomy to the local partner for the implementation.

Global landscape of the project

4 years

14 countries

13 Pro bono intermediaries

47 Nonprofits

174 Volunteers

52 Activities

How this project has been deployed in India and Spain?



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Learnings from this journey

FOR THE CORPORATES:

- Start with a « small pilote » but a long term view
- To develop a long-term engagement strategy in the subsidiary, the person in charge of the deployment must have this mission as part of his roadmap
- All facilities must be provided to the subsidiaries from headquarters. This includes human support from the CSR managers and budget for the launching of the actions
- Involve people in human resources and internal communication for the deployment. Involving senior management in missions is also a good strategy
- The headquarters must be flexible to the reality of each country: YES! it is possible to ensure missions that correspond to the strategic axis of the company while guaranteeing operational flexibility

FOR THE GPBN MEMBERS:

- A strong network between us, with the good contacts and reactivity is key
- Keep collaborating with each other to launch this type of action helps us to discover new partners, gain visibility and diversify our financial resources

THANK YOU SO MUCH!