

# EiOght



## Get social with #GMV2021

Share your favorite insights and a-ha moments using the conference hashtag.



## We want to hear from you!

Use the chat/question function to interact with your peers and ask questions to panelists.

# No Pressure, No Diamonds

Jennifer Beason, Global Program Director, Social Entrepreneurship  
Eva Klingbeil, Impact Measurement Director & Benevity Lead Administrator  
**SAP Corporate Social Responsibility**

PUBLIC



# The World's Largest Provider of Enterprise Application Software

Together, we help the world run better and improve people's lives.



## About SAP:

- Headquarters: Walldorf, Germany
- 102,430 employees worldwide (Dec. 31, 2020)
  - Employee retention at 95.3%
  - Employee Engagement Index at 86%
  - 15-people-strong CSR team
- Our customers distribute 78% of the world's food and 82% of the world's medical devices
- 77% of the world's transaction revenue touches an SAP system

## Our CSR Strategy:

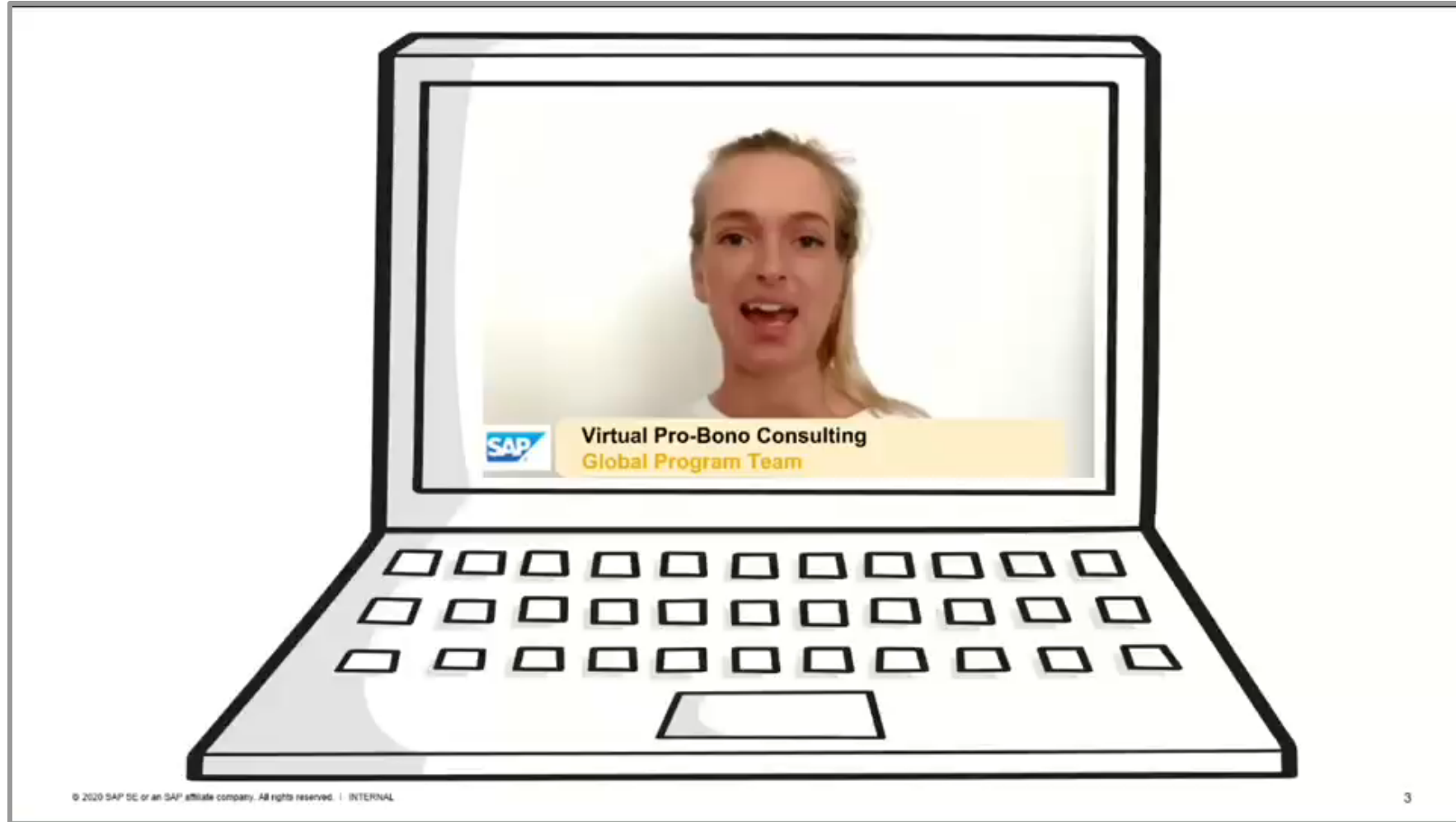
We focus on *three strategic pillars* within CSR that foster digital inclusion and create opportunity for all people by:

- 1) Building digital skills
- 2) Accelerating nonprofits and social enterprises to run at their best
- 3) Connecting employees with purpose

**70% YoY Growth** on Benevity  
(=SAP Together)



# Welcome! SAP Virtual Pro Bono Program Summary



# 2020 was a year ...


## Global Context: COVID-19

1. By 2030 more than 50% of the world's youth will not have basic skills for employment (ILO)
2. 260m children still not in school, 24m additional children at risk of not returning (UNESCO)
3. For first time in 2 decades, extreme poverty on the rise. Estimated 100-150m additional people in extreme poverty by end of 2021 (World Bank)
4. In April 2020, about 42% of SGBs<sup>1</sup> indicated being at risk of failure. By June, 12% of SGBs had already failed while an additional 37% were at high risk of failure (World Economic Forum)
5. 88% of employees are working from home when possible and/or as mandated by corporations & governments; 97% of US workers have stopped business travel (Facility Executive, Gartner)

## SAP Context

1. 75% of employee volunteering to be skills-based by 2022
2. 94% of employees agree that social and environmental sustainability matters
3. Aim to allocate 5% addressable spend to diverse & 5% to social enterprises by 2025
4. SAP prioritizes 5 purpose-driven topics – SAP CSR leads 2 of them
5. Increasing pressure for SAP to take a stand on global issues, conflict and crisis without increased budget.

**Does this sound familiar?**



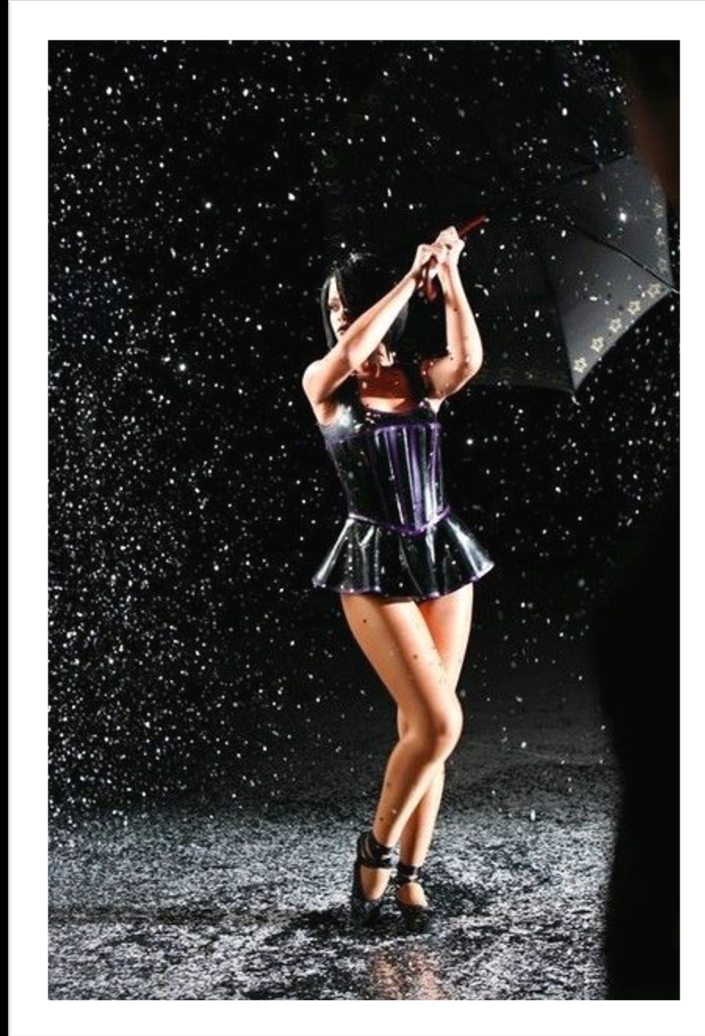
Let's go **back in time** and hear  
an actual conversation  
between Jen & Eva in  
March 2020.

# Under pressure: **Scale virtual volunteering opportunities globally**

Program constraints:



- Accelerated timeline
- Limited resources
  - Budget
  - Headcount
  - Infrastructure
- Zoom fatigue
- World uncertainty



Opportunity:

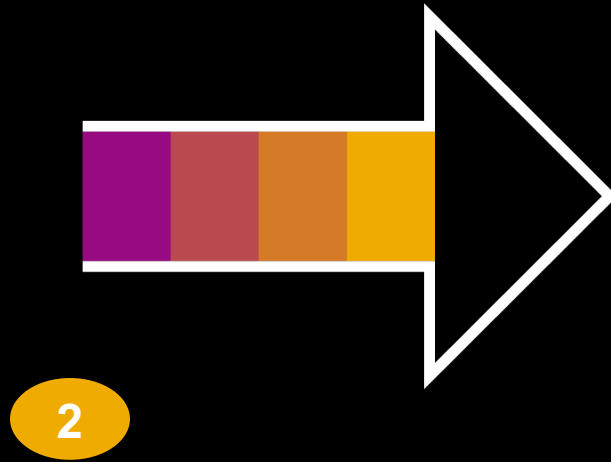


- No travel, employee flexibility
- People want to help
- Partner ecosystem willing to pilot new things
- One location for all employee volunteering with new system functionality – Missions!

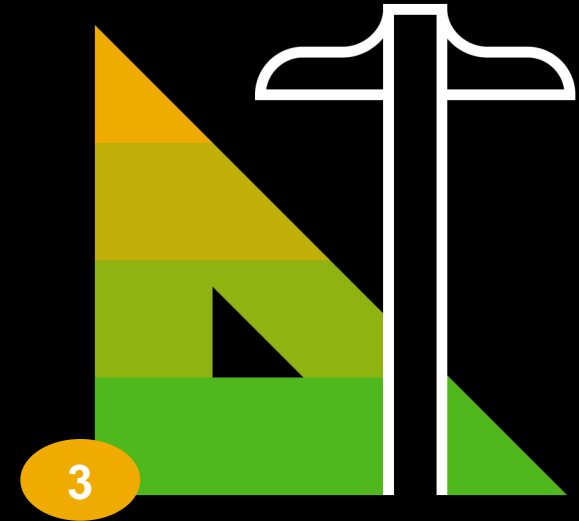
# The volunteering project in 3 simple steps



**Employee Learning  
Experience**



**Project Scoping &  
Selection**




**Measurement &  
Evaluation**

But also: 1) Only available to select employees. 2) Steps need to be completed in order. 3) Need to measure success as consistently as the rest of our volunteering portfolio.



Can we use **SAP Together (Benevity)** as the home for our virtual pro bono volunteering pilot?

# Opportunity: Benevity Missions

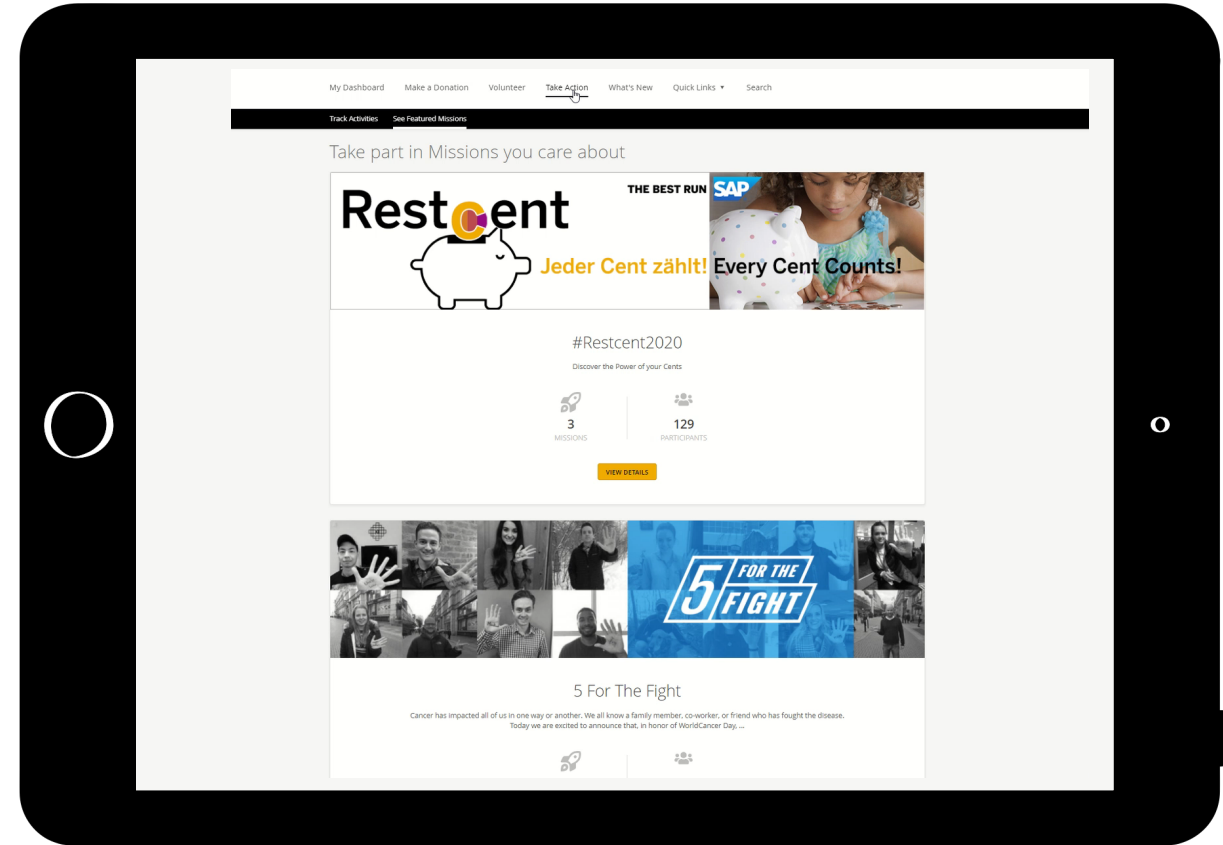


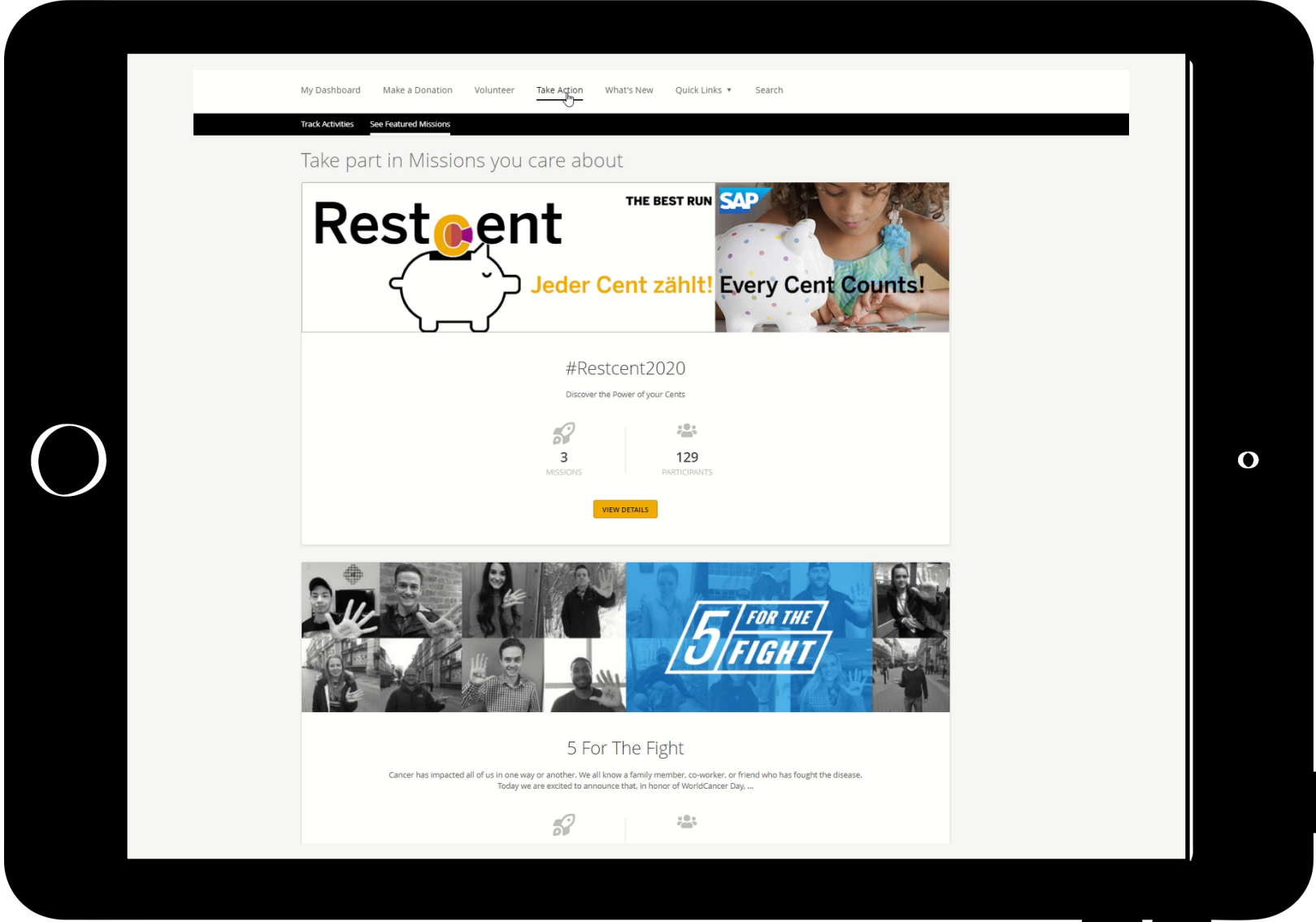
“Eva, I have a mission for you”

Checklist:

- Scale
- No Budget
- Low Touch
- Quality Insurance

“All I see here is opportunity, Jen”







**A FEW  
MOMENTS LATER**

# Outcomes & Impact (i.e., **the diamonds**)



- **14** SocEnt/NPO clients successfully matched to employees based on skill & cause
- **1** seamless engagement system from learning to evaluation
- **\$75K+** in in-kind contribution for client support
- **\$0** new project infrastructure or management costs
- Clients solved pressing issues while **saving critical operating budget**
- Employees and SocEnt/NPO clients **developed meaningful skills** for the new normal
- **Countless** new friendships & connections



Counselling Services Canada  
Overcoming Challenges Together



**a foundation for scale in 2021**



*“Every friendship makes the world a bit better.” – Nadine Gaertner*

# Key Takeaways

## 1. Brainstorm with Benevity

- Benevity team has brainstormed with SAP and meets us outside the box.

## 2. Brainstorm with peers

- Budget constraints & pandemics are tough, but look to your peer users when faced with a program challenge (i.e., opportunity).

## 3. Don't recreate the wheel

- We're happy to share our resources with you! We welcome you to share your learnings with us! We should all share it with Benevity so they can pass it along to all of us!
- Create your own custom missions in just a few clicks. 😊

Download our Missions Cheat Sheet

**Mission Template**

Level of effort Points: 200 ● ● ●	Level of effort: Points: 100 ● ● ●	Level of effort: Points:
Why It Matters?	Why It Matters?	Why It Matters?
How To Do It?	How To Do It?	
Links		

**Example: Overarching SDG mission**

<b>Read the Web Book</b> Level of effort ● ● ● Points: 200	<b>Have a look at the Values to values showcase</b> Level of effort: ● ● ● Points: 100	Level of effort: Points:
Why It Matters? The SDGs are something SAP is closely involved with and committed to. First things first! We've created a web book to cover the bases about the 8 SDGs we're supporting here at SAP. Dive into each goal and find out how SAP with our technology and customers with the work they do touch on all the goals to make impact.	Why It Matters? The connection between business and the SDGs sometimes might be hard to grasp. However, to achieve the SDGs and a more sustainable future, it is important to get a deeper understanding on how companies can have an impact.	Why It Matters?
How To Do It? Head on over to our recently updated <a href="#">SDG Web Book</a> ! If you find it as great as we do, pass it on and get yourself those points on the "Spread the word on SDGs!" activity in this Mission	How To Do It? This <a href="#">showcase</a> can help foster your understanding. It includes a virtual experience in which you are asked to take dynamic business decisions while also realizing the environmental, social and economic impact in real time.	How To Do It?
Links	Links	Links

**SUSTAINABLE DEVELOPMENT GOALS**

# Thank you.

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@SAP4Good

THE BEST RUN 

**Thanks for  
attending!**



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feedback survey**



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going on Slack**



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