



Taking community work from local to global with Danone

"The attention paid to individuals, whether they be consumers, employees or citizens, is at the heart of all our decisions. By launching a unique sabbatical policy with i-to-i, Danone enables its staff to spend time in developing countries to carry out programmes designed around conservation, teaching, caring or building. In doing so, they can share their own skills whilst gaining new insights and drawing on the experiences of others."

Liz Ellis, HR Director for Danone UK



The challenge

Much of Danone's CSR activity is dedicated to helping children within the UK. However, in order to meet employee and business development objectives, the company was keen to support workers who wanted to give back to needy communities and children worldwide.

Danone decided this could be best achieved with a sabbatical policy which would enable employees to take part in worthwhile projects overseas. As well as allowing workers up to 12 weeks off to take part in the programme, the company would also fund up to half of the placement.

The approach

Employees are invited to apply for a range of community, teaching, conservation and building projects, all of which are provided by i-to-i. Applications are actively encouraged by both line managers and the Danone HR department.

In addition to funding half of the cost of the project (up to £1,000) Danone also gives participants on the scheme a number of weeks paid annual leave (depending on how long they spend on their project), further demonstrating its support for the programme.

Employees are also able to retain all company perks such as bonus schemes, private medical cover and pension schemes during the course of the programme.

The benefits

On their return, employees on the scheme are asked to make a presentation to colleagues detailing the impact of such an experience on their skills, personality traits, and global knowledge.

This ensures that not only the individual traveller but other members of the company are able to benefit from the volunteer experience. It is also hoped that by sharing their experiences, others will be inspired to take part on the scheme.

Visit: www.i-to-i.com Call: 0870 333 2332

i-to-i UK Ltd, Woodside House, 261 Low Lane, Leeds LS18 5NY. T: 0870 333 2332 F: 0113 205 4619

