

Plenary III

Topic: Volunteerism: from Motivation to Action



Samsung Ways of Motivation in Employee Volunteer Management

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Good morning. ladies and gentlemen.

It is a great honor for me to share with you my experience in finding more effective ways of motivation in Samsung. Employee volunteer management.

Needlessly to say, it's been a great learning and humbling process for all of us in Samsung. First of all, I'd like to thank the chairman, Mr. J.P. Lee, for inviting me to this great gathering of the distinguished volunteering experts of the Asian-Pacific region. Especially, it is more meaningful to be in the great presence of Dr. Kenn Allen and Dr. K.H. Lee who had been extremely generous in giving us invaluable advice and helping us from the beginning of Samsung volunteer program.

Having said that, here we go.

At first, I'll explain overall picture of our program including Vision & Mission and Role of Samsung Group H.Q. Office. And then, I'll go over the main part of this presentation; that is, Internal and External ways of motivating our employee volunteers. Then, let's walk through it.

Samsung volunteer program was the First Employee Volunteer Program in Korea which was founded in 1994. It adopted 'Sharing Management' strategy; and our ambition was to respond to CSR as the most respected company; and also to volunteer effectively in order to enhance humanity and morale of the employees .

Now, let's look at some numbers, then. Currently, we have more than 30 companies, 200 CCI managers within the group and the employee participation rate is about 70%, more than 100,000 employee volunteers. Our vision is to create a better world through sharing and interdependent living. The Korean word “상생” means “win-win” and “interdependence”. Our missions are strengthening the social relationship, creating a trustful corporate culture, and promoting a culture of sharing through employee volunteering and strategic CCI activities.

As for the role of Samsung Volunteer Program, there are 2 big pictures that are driving the office to complete. They are those of the empowering center and the window for networking.

The responsibility of the empowering center includes strategy making for a short & long-term EVP of Samsung group, organizing 4 volunteer campaigns annually, training volunteer managers and network making, serving as an outlet of volunteer information and company PR, and developing human resources and a sharing friendly company culture.

To play the other role, that is being the window for networking, the office has actively pursued partnerships with NGOs, central & local governments, etc. We've shared EVP management know-how with other companies, and collaborated with international organizations and companies as well. These show how much determined we really are to keep the “Window for networking” as transparent as possible.

In order to better understand our activities, I'll show some slides. In the following slides, you will see the “visual evidence” of how and what we do. The first picture shows one of our CEOs Yoon Jong Yong, who is vice chairman of Samsung Electronics was serving in lunch box delivery program. To the right of the first picture shows our employee volunteers working at Taegue Subway fire accident. To the left below shows our volunteers making the most famous Korean food, “Kimchi” together. As you may know, Kimchi is the representative food for Korean eating it everyday. The last picture shows the blood donation site;

Here you see more international aspects of our program; For instance, in New York, we had 4 seasons of hope charity night. We also donated to Unesco for children education in undeveloped countries; And we collaborated with China for Korea-China

Forest Project. And for helping Vietnamese kids suffering from heart disease, we launched A Heart to Heart project.

Now, we move to the main theme of Motivation. We can think of motivation in internal and external. Uphold Pride of individuals is one of the two effective Internal Motivations. In fact, pride matters more than money for the most Samsung volunteers, Why? Because Samsung is the Most Wanted Company to be employed in Korea. Through networking and communications, we attempt to fully provide the internal motivation to our employees. We share and celebrate successful practices through the regular meeting. We delegate power to teams and let them take the responsibilities.

The second most important part of the internal motivation is the process of training and education. In Samsung, once a year, CCI managers have a workshop in which we share our strategies and make action plans. There is also an intensive training and education for the CCI managers to build up and strengthening their mental muscle for volunteering and organizational skills for volunteer management.

Now, let's look at the external motivation. Although I mentioned about the pride for the internal motivation, financial support is also important and helpful in retaining employee volunteers. We usually combine volunteering with giving. For example, Samsung Electronic raises fund through the "Love Marathon" events and spends some funds for 3rd world education projects.

In addition to our internal motivation programs, we do have external motivation programs for recognition and award: We evaluate EVP impact. Awards are given to outstanding volunteers and service credits will be added in annual evaluation of performances. For example, SAMSUNG Fire & Marine Insurance Co. includes employee volunteering in the evaluation for the Great Work Place as a management strategy. 'Love Thermometer', the intranet, is used to show volunteering & donations by employees. Samsung Electronics gives the New Leader Award to outstanding volunteers through its quarterly evaluation.

Next, I would like to introduce the paid leave policy. When there is a domestic emergency, we give paid time-offs as a way of responding to the community needs, especially, in the case of disaster relief. Internationally, we support by sending

medical service teams, 3119 emergency service teams, rescue-dogs from Samsung Search & Rescue Dog Center and provide paid leaves for every emergency volunteer. We encourage volunteers to use this paid-leave for serving remote and helpless communities, stricken by disasters.

We motivate our volunteers through 4 nation wide campaigns. They are Blood Donation Relay, Inauguration Day Volunteer Festival, SAMSUNG Global Volunteer Service Festival, and Love for Neighbors campaign. Through these 4 popular campaigns, almost all employees participate in volunteering.

Since 1995, we've had full time volunteer coordinators. As you can see in the pie chart, compared to 1995, the volunteering areas have been diversified by the year of 2003. Accordingly, we have full time staff support ready to help the diversified programs, such as program development, interviews, team management, fund operation etc. Also, we award coordinators and their companies for outstanding performance.

Volunteer activities are sometimes dangerous; therefore we provide full insurance coverage for our volunteers as you see here, An example of Samsung life insurance co., ltd.

In order to enhance the process of recognizing individual volunteers and sharing the good and successful practices, we have a volunteer management system around the online volunteer center. E-Sharing System by Samsung Electronics provides busy researchers with a more convenient and easier approach to volunteering. As a result, participants have increased from 30% to 95%, and donation went up to 80%.

In Samsung SDI, there is a mileage volunteering system with the catchphrase, "1 hour volunteering, 100 won for community." Time of family volunteering, done by family member, is also counted in this system.

- In conclusion, I would explain the impact of our activities to local communities.
- We've repaired & improved about 2,500 social welfare facilities annually.

- 5,300 IT certificates have been acquired by young inmates through Samsung SDS computer education, and some of them have opened 4 venture companies since 1995.
- Street patrol volunteering reduced youth crimes about 20%. (Samsung Heavy Industries)
- Through tutoring and mentoring program, 73 students at risk graduated from high school. Among them, 43 were hired, 30 entered university. This was done by Samsung SDS.
- As a result of 1 company caring 1 river movement, the amounts of chemical waste has been reduced substantially, and the quality of Taewha River improved significantly. This was proceeded by Samsung Chemicals.

Now for my final conclusion I'd like to go back to the main question.

“What is the more effective ways of motivation?”

We believe and learn over the years, The answer is, “understanding what they need and supporting what they want!”

I hope you enjoyed what I shared with you today. Samsung volunteer program would never be lazy with Hope. I mean, the hope to recover our true self by helping each other. Thank you.