



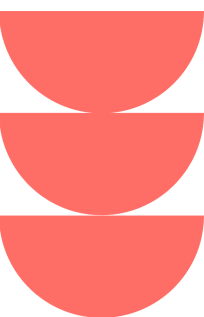
How Frontiers reached over **50% of their employees through purpose-driven employee engagement in 7 months**



**frontiers**

With offices in the United States, Spain, China, United Kingdom, and Switzerland, Frontiers is a leading Open Access Publisher and Open Science Platform, whose journals are led and peer-reviewed by over 100,000 top researchers. Its team of 600 employees strives to make access to science available and open to everyone, to generate more knowledge and accelerate innovation, health and prosperity for all. The organisation also plays an important role as a scientific publisher in tackling the world's most pressing issues.

<b>Company:</b>	Frontiers
<b>Industry:</b>	Scholarly publishing
<b>Number of employees:</b>	600 in US, UK, Switzerland, Spain and China
<b>Case focus:</b>	Implementing a company-wide initiative to engage employees and drive participation



# The context

Francesca Tettamanzi, Learning & Development Specialist, and Gabriella Zozzaro, Office Manager, jointly drive the company's volunteering and giving program, Giving@Frontiers, to drive employee engagement, wellbeing, and a great employee experience. **They share how they came to implement their program and what they put in place to reach over 50% active users on their digital platform, Alaya, in just 7 months.**

The need for a dedicated volunteering and giving platform came about organically, driven by employees' interest in purpose-driven, charitable activities. **Over the years, more and more employees reached out to the HR team, asking for help with fundraisers or to participate in charitable activities.** When they began seeing, on a monthly basis, so many spontaneous initiatives being organised and funds raised for charitable causes, it became necessary to launch the Giving@Frontiers program to provide their people with a tool to centralise their commitment to make the world better!



*"We noticed **more and more people reaching out to us to ask for help to run fundraisers or participate in charity events.** It became increasingly apparent that we needed to launch a philanthropy program to enable Frontiers staff to easily give back to the communities, at which point Frontiers agreed to provide that time to its employees as part of a new corporate social responsibility initiative."*

**- Francesca Tettamanzi, L&D Specialist, Frontiers**

# The challenge

With spontaneous employee-driven activities taking place on a monthly basis, the team needed a tool to **make it easy for employees to find local opportunities to get involved, see what their colleagues are up to, support each other, and track all the great impact they were having on the community.**

In line with the company's mission to ensure healthy lives on a healthy planet, Frontiers wanted to help their people play their part by empowering them to change the world and contribute to the global United Nations' Sustainable Development Goals in a meaningful and sustainable way.

## Their main challenges were to:

- **Centralise and facilitate** the spontaneous employee-driven volunteering and fundraising initiatives in one place
- **Give visibility** to all the great things happening across the company
- Make it easy for employees to **find and participate in activities to support causes close to their hearts**
- Give employees a **tangible way to connect their values with those of the company**
- Offer a **variety of causes and ways of giving back** to their communities





# The solution

## A supportive company policy

To show their support for employees actions, they recognised that it needed to be part of their policies. They decided to **give their employees 24 hours (or 3 working days) per year to volunteer.**

## The go-to platform for employees, near and far

By implementing an easy-to-use online platform, **employees can find and participate in meaningful activities, or suggest their own and facilitate the organisation in one place. Whether they're in the office or working remotely, employees can support their preferred causes, in a variety of ways,** such as field volunteering, skills-based and online volunteering, and monetary or in-kind donations, and even a dance lesson to bring the team together remotely!

## Some examples of initiatives:



### Helping farmers in mountain regions

*"This was an amazing experience and a way to get involved with the local producers and to learn about their daily life and about the territory where we live... Overall, a wonderful experience that I would for sure recommend to anyone."*

– Helena Cascos García, Journal Specialist



### Urban gardening for sustainability

*"I truly appreciated that they explained how they work and also explained what they asked us to do and why. Despite their busy day, they were accommodating and friendly with us, and I hope that we were able to contribute to their activities."*

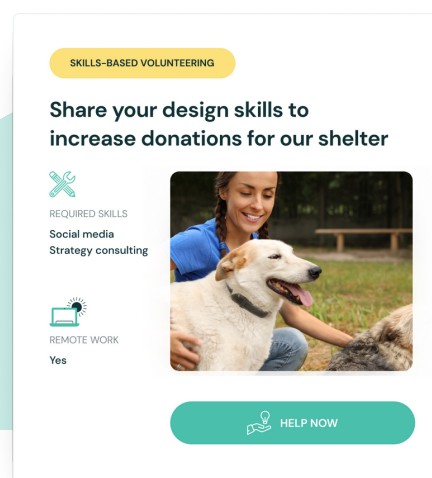
– Rita Oszlanczi, Learning & Development Specialist



### Online dance lesson to bring the team together and keep fit

*"We had lots of fun and learnt some dance moves :) ... I am looking forward to organising more such events in the future."*

– Amrita Das, Senior Software Engineer



## A hub to build a purpose-driven culture and keep track

With all activities centralised in one solution, keeping track of participation and program engagement is just a few clicks away. The initiative's leaders, Gabriella and Francesca, can view instant reports on volunteering hours, funds donated, causes supported – and share them with their internal and external stakeholders.

# The results



59%

of employees active  
on the platform in 7 months

+300%

increase in contributions  
in the last 3 months



*"With **nearly 300 accounts created on the platform and over 50% of active users**, our staff can now browse through the vast and varied list of volunteering projects, from goods and funds collection to field volunteering and remote skills-based projects. **Our people can finally log onto a platform and browse through volunteer programs close to their hearts.**"*

*– Gabriella Zozzaro, Office Manager, Frontiers*

# Tips and advice for other companies

1. **Clear HR policies** on volunteering (such as time off, approval)
2. Having **leadership as a sponsor and champion**
3. **Strong communication strategy** to get people on board
4. **Word of mouth** to keep engagement high

Thanks for reading!

If you'd like to learn more about Alaya, book a demo with us below

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