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Company/Organization: BerryDunn

Challenge or Opportunity:

We wanted increase civic engagement by our employees. One of our Firm's founding principles is that we will commit resources and time to the communities in which we live and work in order to help make them better places. While we felt that we were engaged, we had no way to tell.

Approach or Solution:

We formed a Green and Community group staffed with several members from all parts of our office. One of the first things this group did was set an office wide budget of 24 hour per firm member times the number of members in the office. A mechanism was also developed so that individuals could keep track of and report the number of hours they worked pursuing civic activities. The Green and Community group also organized events that team members could sign up for including a river clean up, serving dinner at new Horizons, Day of Caring at the United Way.

Each month the total number of civic hours is posted in the lunch room alongside our goals for that year.

Impact:

In the first year we exceeded our goal and have for the subsequent years. We are now becoming less reliant upon the quantitative measures of our engagement since it is becoming part of who we are. This group has used social media to tout the events that we have done and it seems like all employees have embraced some level of civic engagement. This has also become one of the pillars of our recruiting efforts as it helps to demonstrate exactly how our Firm tries to be a better corporate citizen.