

Corporate Citizenship Project Library

Applied Behavioral Employee Engagement Program

BENEFITS

PROGRAM HIGHLIGHTS

- Projects drive triple bottom line results by increasing awareness, inclusion & productivity
- Content encourages employees to be active responsible members at work, home & in the community
- Platform provides the space to build a community that supports & inspires employees to progress
- Custom projects & actions reflect current corporate initiatives & offerings

BUSINESS ALIGNMENT

- Integrate Corporate Citizenship throughout all business units
- Communicate & involve employees in corporate initiatives & programs
- Improve reporting transparency (internally & externally)

OPERATIONAL EFFICIENCY

- Increase program participation & effectiveness
- Achieve efficiencies that save corporate dollars
- Track & measure employee participation & impact



Program Overview

WeSpire Corporate Citizenship Project Library empowers employees to become active and engaged community members at home, work and in society. Action-based projects provide a roadmap for employees to become more involved in corporate citizenship. In turn, organizations can increase employee retention and satisfaction, driving positive financial impact. Along with a vision and strategy to make a positive impact, employees are inspired to engage in corporate initiatives and build a stronger connection to their brand's core mission and values.

WeSpire utilizes the network effect of engagement with custom recommended actions based on employee preferences, and allows them to choose how they take action and inspire others to do the same. Drawing on game and social mechanics, the interactive platform provides a space for employees to share their experiences, inspiring others to join in.

Combined with achievement recognition and rewards, the action-oriented results provide both employees and business stakeholders the proof that engaging employees in corporate citizenship positively impacts the company through inspired leadership, effective communication and innovation.

WESPIRE PROJECTS

Group together actions around a specific topic or initiative—serving as a “checklist” and “how-to” for making positive impact.

WESPIRE ACTIONS

Encourage employees to complete single acts—earning points and recording impact. Some actions are repeatable—meaning an employee can complete them multiple times—while others can be completed one time, such as “install a smart thermostat.”

Project Library Spotlight

SPOTLIGHT PROJECT: GET ACTIVE



About this project:

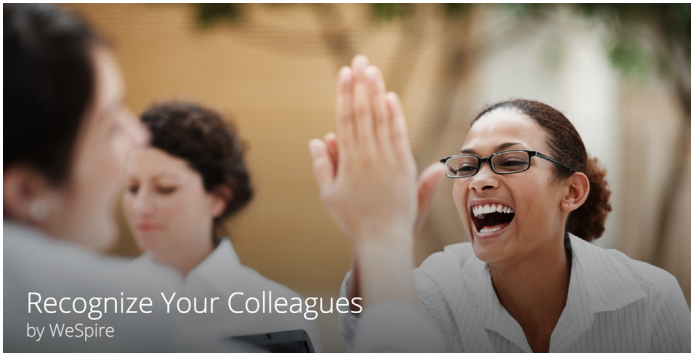
This project is all about getting out in the community and helping to make the world a better place. And it’s much more fun to do that with a group. So grab a friend, family member or co-worker and join in these community-related actions. Together we can!

SAMPLE ACTIONS

- >> Donate gently used items to a local shelter or charity
- >> Attend a community meeting
- >> Contribute to a food bank
- >> Pick up or drop off supplies at the office reuse station
- >> Participate or organize a neighborhood cleanup day

Project Library Spotlight [Continued]

SPOTLIGHT PROJECT: RECOGNIZE YOUR COLLEAGUES



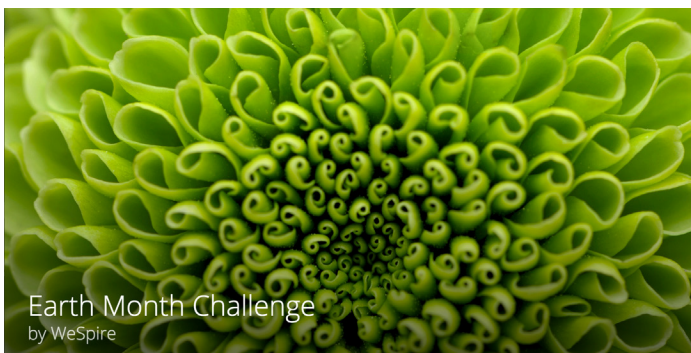
About this project:

Did your coworker dominate a meeting today? Let him or her know! Do you know everyone on your floor? If not, high-five someone you've seen before but never said "Hi" to on your way down the hall. Or invite them for coffee and get to know each other! This project is all about recognizing, celebrating and getting to know the people you work alongside every day.

SAMPLE ACTIONS

- >> High-five a co-worker for running a great meeting
- >> Grab coffee with someone from another department
- >> Sing a colleague's praises & why
- >> Introduce yourself to a colleague

SPOTLIGHT PROJECT: EARTH MONTH CHALLENGE



About this project:

Welcome to Earth Month! Earth Day is Tuesday, April 22, but because every day is Earth Day (so-to-speak) around these parts, we want to know who is the ultimate sustainability champion. Join this project and compete against your fellow co-workers in a race to the top of the leader board. Plus, if you have a mobile phone, download the mobile app now and make uploading on-the-go easy.

SAMPLE ACTIONS

- >> Learn about Earth Day
- >> Share a green initiative your community embraces
- >> Recycle a piece of cardboard
- >> Give a reusable water bottle or travel mug to a friend in need
- >> Eliminate plastic water bottles for the week
- >> Take a walk outside today