

Employees in the Community: A Global Force for Good

Table of Contents	i
Acknowledgements	iii
Preface	v
Key issues and trends	vii
Section I: A New Global Context for Employee Community Involvement	1
Section II: Employee Voluntarism as Part of the All- Round Business Contribution to Society	11
Section III: International Approaches to Employees in the Community	19
Company profiles:	
The United States	
H.B. Fuller Company	25
Levi-Strauss & Co.	28
EDS	30
GE (General Electric)	33
IBM	35
Europe	
AXA Group	38
Danone Group	40
Zurich Financial Services	43
Rosbank	45
Asia and Australasia	
Samsung	47
Hitachi	49
National Australia Bank	51
Tata Enterprises	53
Section IV: The Employee in the Community in Different Regions of the World	57
Introduction	57
Regional reviews:	
Western Europe	58
Eastern Europe and the Confederation of Independent States	70
Asia and Australasia	80
Sub-Saharan Africa	88
Latin America	95

Section V: Measuring the Value and Impact of Employee Contributions	103
Case studies:	
American Express: Global Volunteer Action Fund	106
The Conference Board	110
Halifax Building Society (UK): Community Development Circles	112
References and Wider Reading	113
Contributors	117