

Our role in society

We put a great deal of effort into social engagement. In today's globalised world, companies can no longer operate in isolation. Instead, every company must endeavour to engage with the communities in which it operates.

In addition, employees, more than ever before, are passionate about working for a company with a strong sustainable agenda and want to find opportunities to engage in responsible practices themselves. At the same time, we are aware that our people have a variety of talents and skills which they can use to have a positive impact on society.

Establishing solid foundations

With this in mind, in 2009/2010 we will set up the Deloitte Foundation in the Netherlands - a non-profit vehicle which invests the time, funds and expertise of Deloitte and its people in the areas of education and skills building. The aim is to make our community investment activities more focused and coherent, in line with our core business.

The foundation will act as an umbrella organisation, offering a range of contributions to differing audiences, including financial assistance via a disaster fund, skill-based volunteering by Deloitte employees and pro-bono assistance from Deloitte experts.

We also encourage volunteering through IMPACT day, when our employees can give something back to society by offering knowledge and expertise to a variety of organisations in the community.

In 2008, a Deloitte Consulting IMPACT day event was held in association with Kunst & Zaken, a foundation which finds experts from the business world to provide pro bono advice and services to organisations in the arts sector.

During the day, representatives from Deloitte and from arts organisations discussed ways to combine ideas from the business and cultural worlds to find new approaches to problem-solving.

We have been working with Kunst & Zaken for over a decade and have matched numerous experts with arts organisations. In 2008, Deloitte consultants took part in three pro-bono projects for arts organisations, involving an IT-plan for a museum, a strategic plan for a museum and cultural entrepreneurship for a music festival organisation.

Community involvement

In addition, we match leaders with external sustainability roles through our 'Insidership' programme, which was launched in 2008. Through this programme, Deloitte employees are matched with non-profit organisations in need of board members.

We also have sponsored the 'Jong Ondernemen' (Young Entrepreneurs) initiative for the past 3 years, as education is one of our strategic pillars. Jong Ondernemen's objective is to develop the entrepreneurial skills and behaviours of the youth in the Netherlands. The scope of this programme includes teaching participants the necessary skills to develop real products and services and to work with real money, suppliers and clients. The programme is rolled out free of charge in primary and secondary schools. We will commit ourselves to supporting Jong Ondernemen for the next 3 years.

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In 2008, we committed to a three-year partnership with the Red Cross. We supply financial assistance via a disaster relief fund and also offer support including advice on how to effectively set up financial resources.

We also worked with the Red Cross to provide aid to victims of cyclone Nargis, which hit Myanmar in May 2008. We gave €40,000 from our disaster relief fund to the Red Cross, which was used to quickly deliver aid packets containing personal hygiene items for a family for one month.

According to Cees Breederveld, Director of the Dutch Red Cross, this collaboration is an important enabler for the Red Cross to achieve its goals: “Our partnership with Deloitte is very important as it means fast and efficient support can be offered if a disaster occurs,” he explains.

“As well as financial support, Deloitte also shares its knowledge with us,” he adds. “Mainly thanks to Deloitte, the Red Cross was able to not just supply aid packets to victims of the cyclone in Myanmar, we have improved our working processes too. Through funds, people and expertise, Deloitte makes a very valuable contribution to our work.”

Deloitte experts also contributed to society by recalculating in 2008 the state budget of the Netherlands and presenting findings on where improvements in terms of accounting and reporting could be made.

Approximately 500 Deloitte professionals have additional functions and as such serve as lecturers, board members, officers of foundations and non-profit organisations. This is an increase from the previous year’s figure of 430 professionals.