

EDICITNET WORKSHOP

Edible City Initiatives: Engaging and Retaining Employees and Volunteers

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BORDERSTEP INSTITUT
für Innovation und Nachhaltigkeit



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Key strategies for employee and volunteer retention

► Recruitment strategy

- ▷ Every retention strategy starts with a quality recruitment process
- ▷ Focus on the long-term goals of the initiative
- ▷ Structured onboarding process

► Employee and volunteer engagement

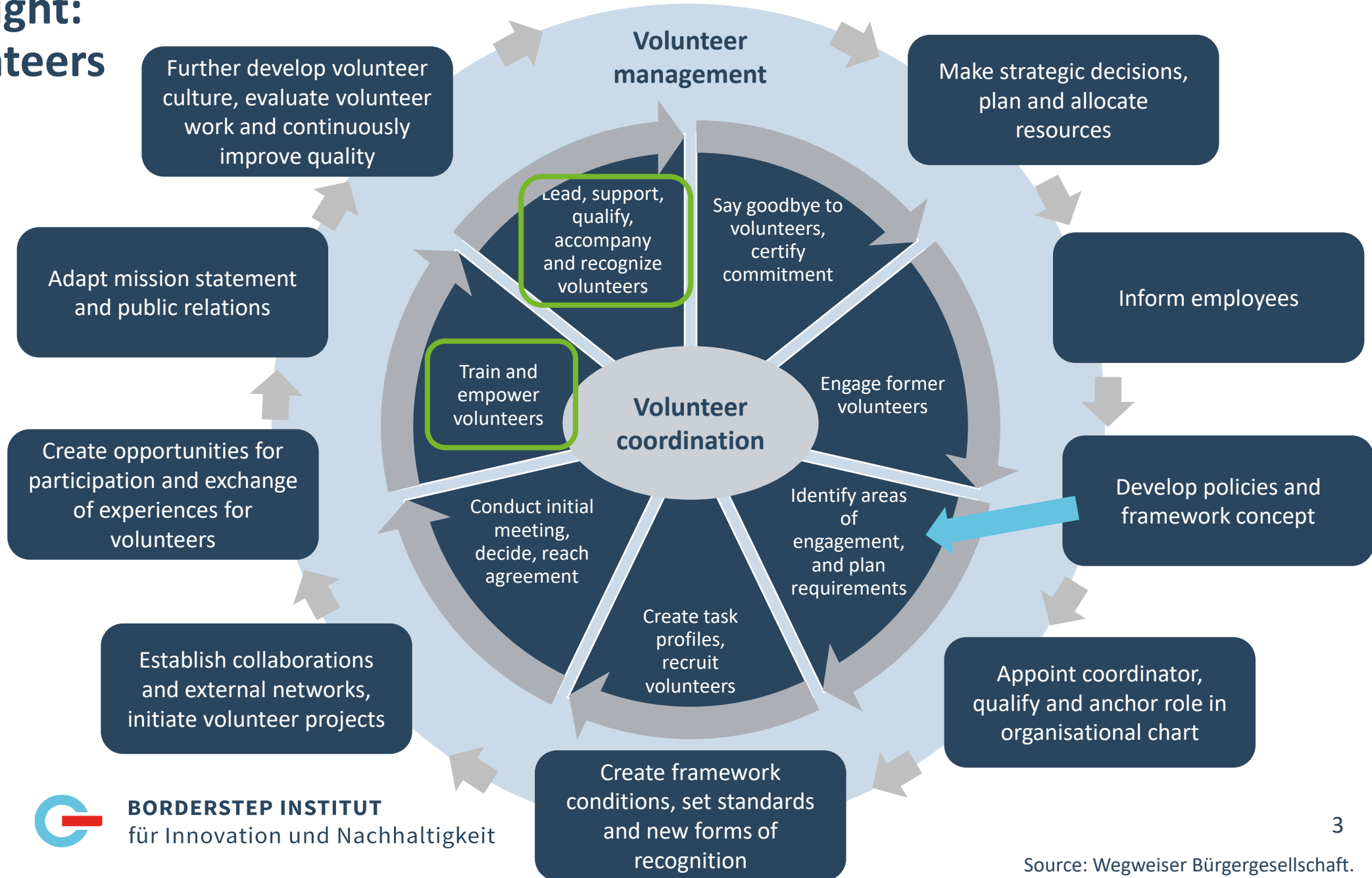
- ▷ Good organisational environment
- ▷ Cordial workplace culture
- ▷ Compensation, benefits and recognition

► Employee and volunteer satisfaction

- ▷ Job satisfaction
- ▷ Emotional satisfaction



Spotlight: Volunteers



Engaging and retaining volunteers

Onboard & Qualify

- Take time to introduce initiative and tasks
- Clarify expectations and questions
- Provide space to integrate experiences and interests
- Provide forms of support such as mentoring
- Provide learning opportunities, e.g. exchange of experiences, feedback sessions, seminars, ...

Accompany & Develop

- Dynamic support and situative leadership (focused leadership vs. volunteer agency)
- Coordinated integration of volunteers into organisation
- Set goals and discuss learning needs
- Give and receive feedback
- Consider “volunteer career”: more responsibilities, etc.

Recognise & Appreciate

- Continuous and event-driven recognition
- Build emotional connectivity
- Nice gestures, e.g. provide comfort during meetings
- Allow to experience community and interaction, e.g. through team events
- Confirm volunteer engagement, e.g. through certificates



The **Employer Value Proposition (EVP)** is the centre piece of your Employer Branding

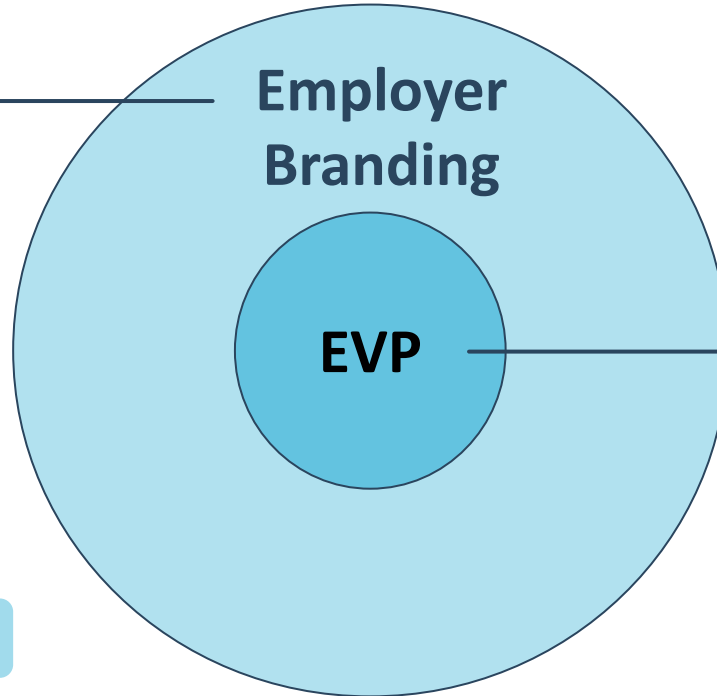
The process of strategically **promoting and communicating an organisation as the employer of choice** to a desired target group.

Internal

Retain employees and volunteers

External

Recruit employees and volunteers



The sum of all the **services and benefits** that employees and volunteers receive from your organisation.



Your Employer Value Proposition (EVP) should answer the following questions:



Source: DEBA GmbH

The functions of an Employer Value Proposition (EVP)

Organisational identification: Strengthen organisational culture and identity

Differentiation: Define your unique employment proposition

Cultural orientation: For applicants and potential team members

Directional function for organisational development: Express your identity and values

VALUES

What do we stand for
as an employer?

GOALS

What do we want to
achieve as an employer?
How can we increase our
attractiveness as an
employer?

IDENTITY

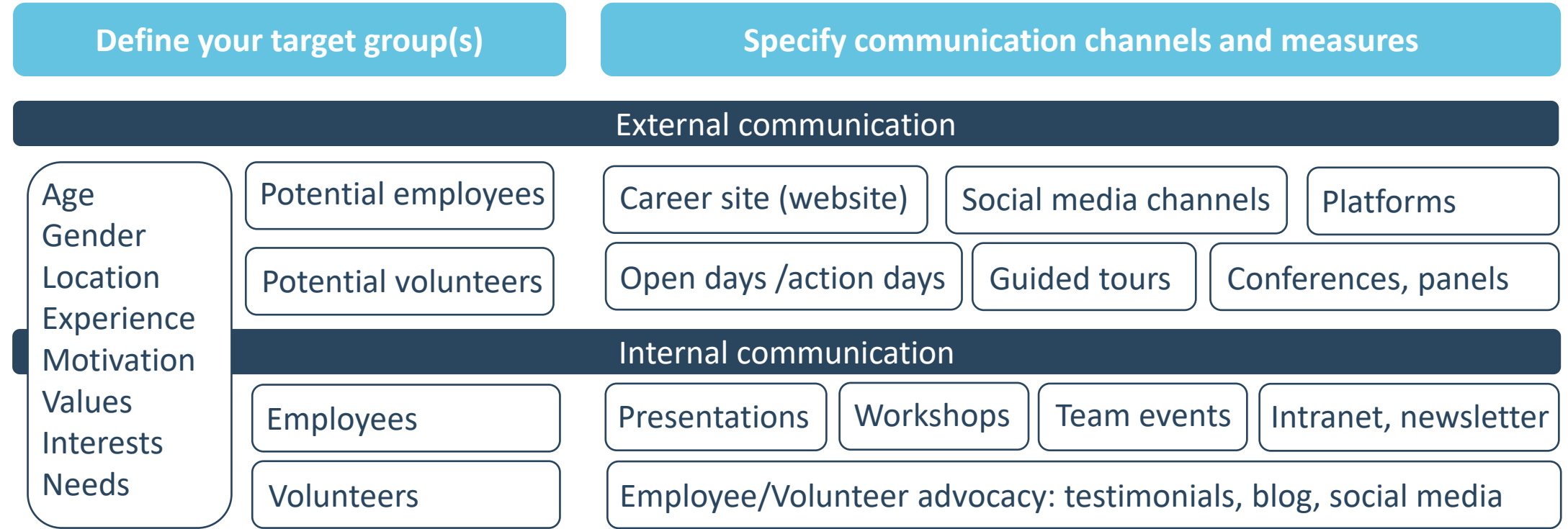
What makes us unique
and different from
others? Why would
employees/volunteers
want to stay with us?

CULTURE

Who suits our
initiative?
(Cultural fit)



Next steps: Communicate your Employer Value Proposition (EVP)



Tips for designing your EVP

- ▶ Be **authentic** and **transparent**
 - ▷ Avoid generalistic phrases
- ▶ Include the **whole team**
 - ▷ Management, HR managers, employees, volunteers
 - ▷ Surveys and/or interviews
- ▶ Provide **examples** of your employee and volunteer **initiatives and schemes**
- ▶ Let your employees and volunteers act as **multipliers** of your EVP



1 NAME OF YOUR ORGANISATION:
YOUR NAME:

2 Answer these essential questions to help you find your EVP:

Employer Value Proposition



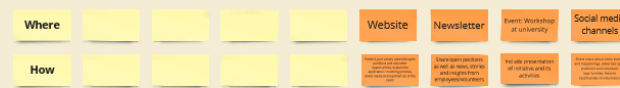
Please fill out the sticky notes

Examples of the sticky notes

3 Define and specify your target groups:



4 Brainstorm potential communication channels: Where and how can you spread your EVP to reach your target groups?



Develop your Employer Value Proposition (EVP)

Interactive Session in Miro (1h)

► Objectives:

- Develop your EVP to better position your initiative and mobilise and retain employees and volunteers.
- Define to whom and where to communicate your EVP

► Organisation:

- 2 break-out rooms and 2 Miro groups (Group 1 - Klaus and Group 2 - Alexandra)
- 5 min: Introduction
- 15-20 min: Individual work
- 30-35 min: Group work



Source: Gemüseheldinnen Frankfurt

Closing round: Discussion of results and outlook

Please share:

- What is the key learning or insight you take from the exercise?
- Which will be your next steps to communicate your employer value proposition/volunteer value proposition?



Thank you



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