

The Butterfly Bank Inspire. Reward. Report

Hammerson Plc. Case Study





SHOWCASE: The Hammerson Butterfly Bank Branch

There's a new way to sign up to Community Day.



Our 2015 Volunteer Calendar kicks off on 5 June.

To choose your opportunity, visit hammerson.thebutterflybank.co.uk and register.

Browse, Choose, Bank, Do.





FTSE 100 Retail Property Company Hammerson took on a challenge to bank 100,000 butterflies

- Run across 2 offices and 9 shopping centres
- Used to facilitate the annual Community Day and promote the Hammerson volunteer allowance of 3 days/year
- 5 bespoke themes created to promote volunteering opportunities
- Rewards ranging from ethical goodies to the executive team committing to Sleep out for charity
- Invited contractor teams from centres to participate

"Using the Butterfly Bank for our volunteering programme enabled us to engage our shopping centre teams more effectively, encouraged cross team competitiveness and completely transformed the management of our Community Day. It's a simple to use platform with powerful impacts. If you run campaigns across teams I would certainly recommend it."

Louise Ellison, Head of Sustainability



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The Headline Statistics

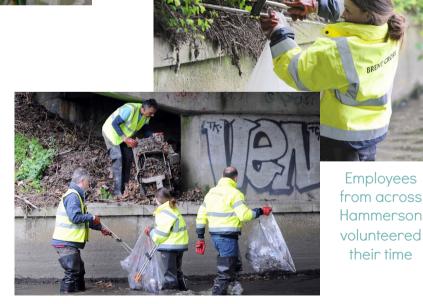
- 50% of the company signed up in 48 hours
- 222 volunteer days, and over 2000 actions banked in under 2 months
- 111,000 butterflies banked
- The Butterfly Bank Awards presented September 2015



design their own actions, like Mel from Cabot Circus who encouraged people to breed their own butterflies



People from across the company opted to take a Staycation, with trips across Britain





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What next?

- A second larger challenge to be launched in the UK
- Possible extension to Hammerson France for 2016



85,000

Butterflies have been banked

Over 220 volunteer days already taken

You painted, you decorated and you built spaces for local communities to meet up, relax and receive support.

You played netball. basketball, lacrosse and other sports with 200 children from Reading

You nurtured the next aeneration of fashion designers with branding, pitching and marketing support

Challenge & Innovate

Partner & Collaborate

Protect & Enhance

Serve & Invest

Upskill & Inspire

Plus many more inspiring days... See hammerson.thebutterflybank.co.uk/blog for Community Day stories

1463 Positive Actions Taken

Amongst your favorites are...





Join us in the Retail Showcase, Kings Place on the 10th September (virtually or in person) when we'll be:

Presenting Community Day Stories

Celebrating with our **Butterfly Bank Awards**

Top Butterflier Award

Celebrating those who have banked the most hutterflies

Top Butterfly Centre

Recognising the been doing the most banking

Action Hero Award Celebrating those

taking the most

actions

Butterfly Spirit Award

Recognising those who have encapsulated The BB ethos

Plus, a surprise announcement from David Atkins

You'll hear how David and the Exec team will be rewarding your activity... You won't want to miss it!

Get in touch

To find out more contact

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