

The Butterfly Bank

Inspire. Reward. Report



For sustainable people, communities and organisations



From Coriander Cows

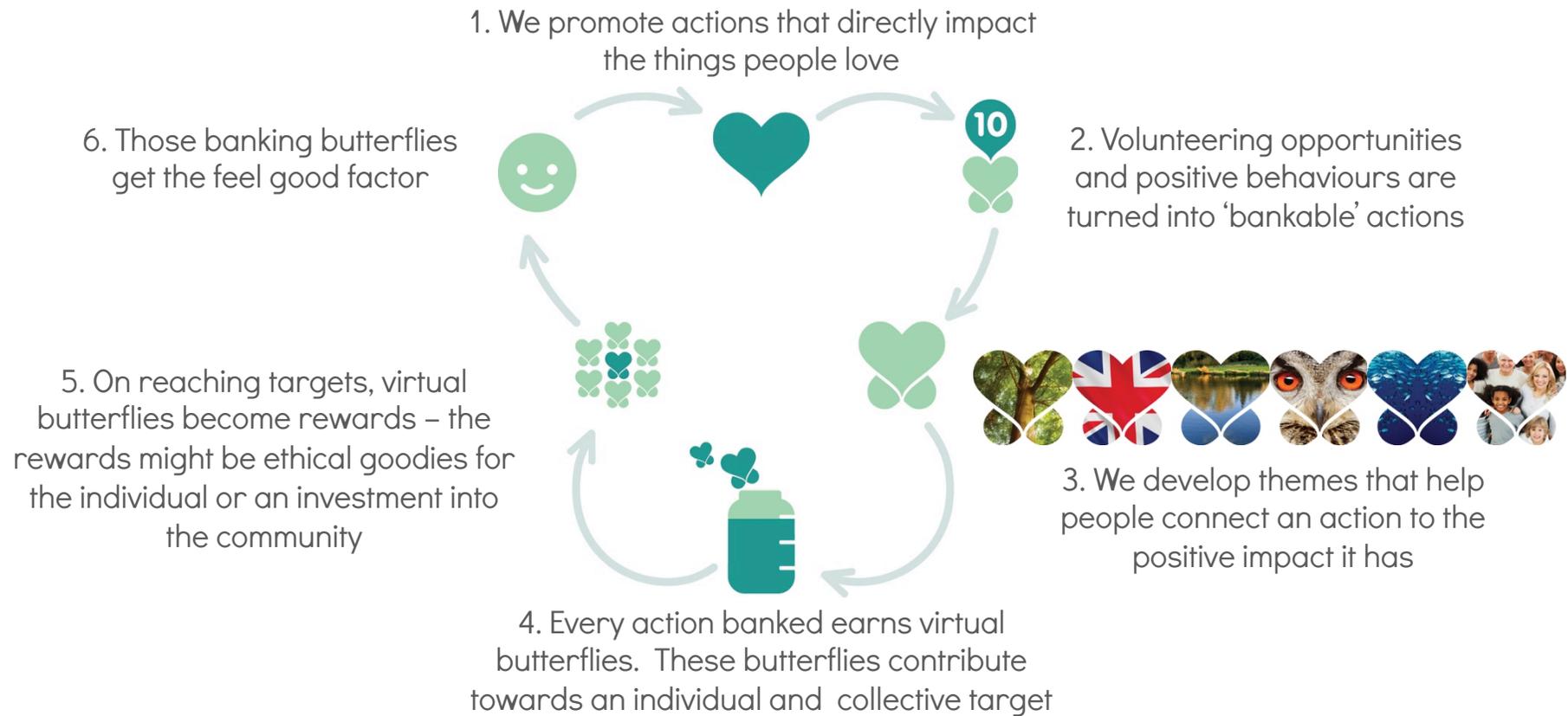
The Butterfly Bank – The Benefits

The Butterfly Bank helps companies to inspire, reward and track activity around sustainability and corporate responsibility.

With The Butterfly Bank you can:

- ♥ Mobilise employees, members, customers, suppliers or communities to take social and environmental actions, accelerating the journey to a more sustainable way of living and working
- ♥ Launch or increase volunteering with our volunteer module where people can find, sign up to and track volunteering hours
- ♥ Increase uptake of company driven activities such as the adoption of a new travel policy or recycling.
- ♥ Increase awareness of your company ethos and sustainability goals
- ♥ Gain insight into your audience; what they like to do and what messages they respond to, making future campaigns and engagement more relevant and inspirational
- ♥ Help build a great place to work in your company with an interesting new employee benefit

The Butterfly Bank – How it Works





Dynamic communications tailored to a group or individual

Promotion of key actions through a 'special offer' system

Ability to see a snapshot of activity

Personal activity tracker

The Butterfly Bank – The Web Platform

Group league table, enabling competition.

The Butterfly Bank –Designed for your Company

1 Open your own company Branch

It all starts here.

Open your own branch of The Butterfly Bank and invite employees and/or customers to open an account.

2 Set your Butterfly Bank Challenge

For every action people take, they'll bank virtual butterflies.

Inspire action with a clear challenge. A target number of butterflies to bank and a clear reward.

We'll help you to shape a community based reward that helps tell your story. It might be a new sensory garden for local children or the creation of a real butterfly bank to support local wildlife.

3 Shape ways to 'bank butterflies'

Identify actions you wish to promote, from volunteering to recycling, or the adoption of new internal processes. We'll turn them into bankable actions.



4 Report on Activity

Use our reporting suite to track and report.

You can report on volunteer hours, positive actions taken, behaviours adopted and more.

Plus, use our league tables to recognise those leading the way.



The Butterfly Bank – Tools and Resources

With your own branch of The Butterfly Bank comes:

- Company URL
- **Challenge Functionality** for up to 1000 users with their own profiles (can be extended to higher numbers as required)
- Three bespoke **company themes** created and populated with actions
- A ready-to-use **starter package of content** including six themes
- A set of **communication templates and ideas** ready for adoption
- Access to the following modules:
 - **Group banking** – enabling teams to combine their efforts and compete
 - **Design your own action** – enabling employees to create their own actions
 - **Volunteering** – enable sign up to and tracking of volunteer opportunities
 - **Offline team management** – enable offline teams to get involved
- **Bespoke reporting script** to suit your chosen indices and reporting systems
- **Hosting and maintenance** by The Butterfly Bank or the potential to host this elsewhere as required by your company.

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

SHOWCASE: The Hammerson Butterfly Bank Branch

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



Employees could 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



Employees from across Hammerson volunteered their time



SHOWCASE: The Hammerson Butterfly Bank Branch

What next?

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



Positive Places

Challenge & Innovate
Protect & Enhance
Serve & Invest
Partner & Collaborate
Upskill & Inspire

A kaleidoscope of butterflies

Two months in. Here's your story so far...

263

of you are banking butterflies

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 generation of fashion designers with branding, pitching and marketing support

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

1463 Positive Actions Taken

Amongst your favorites are...



Don't fall the nail
Reuse your towels





Have an adventure
Visit our beautiful countryside





Set an eggs-ample
Buy Free Range Eggs





An Aluminium free lunchbox
Find a new way to wrap sandwiches





Positive Places

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You've done it!

In May, we set Hammerson employees a challenge -

'to bank 100,000 butterflies through volunteering and adopting positive behaviours at work and at home'.



Now it's time to celebrate...

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 Butterfly Award

Celebrating those who have banked the most butterflies

Top Butterfly Centre

Recognising the centres who have 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

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