

LanciaConsult: 2020 Social Impact Statement

December 2020



Contents

A message from our Group Managing Director	P3
A message from our Head of Social Impact	P3
The year in social impact	P4
Our approach	P6
Our social impact framework	P7
Stories from 2020	P8
Getting active	P16
Sustainability	P18





Jeffrey Cronkshaw
Group Managing Director

We've known since LanciaConsult's early years that we want to give back in a few simple ways: supporting our local communities, driving employability and supporting differences so that everyone can enjoy life and work like we do.

This year, we've had to bring all of LanciaConsult's values into play to support the causes closest to our hearts. We mobilized our entrepreneurial spirit to seize new opportunities alongside our partner charities, and we got practical to help them adapt.

"The work we have done with charity partners this year showcases the strong values and spirit of the LanciaConsult team"

I am grateful for the privileged window this work has given our team into these fantastic organisations and the worlds in which they operate.

And I am proud to see the breadth and extent of our social impact in such a short amount of time.

Thank you for reading on and don't hesitate to get in touch if you'd like to engage further.

"We've researched cremation, played Super Mario and learned about the mating habits of the silverback gorilla"



Sophie Manning
Head of Social Impact

The team's work with charities and social enterprises this year has taken us to unusual environments in every corner of the world. We've learned about the education system in Indonesia and heard from feminists in Scotland; we've researched cremation and ash dieback; played Super Mario, and learned about the mating habits of the silverback gorilla.

And that's not all. Just as we learn about interesting topics, we also hone our skills when we work with social impact

themes. Whether it's the rigour of outcomes measurement or the tactics of digital marketing, we're grateful to our impact partners for the chance to build our skills, commercial awareness and experience.

Thank you to all my LanciaConsult colleagues and our impact partners for the hard work this year to improve our communities around the world.



The year in social impact

JANUARY 2020



JANUARY: the LanciaConsult **donation** from last year's **10/10 Run** is processed; we keep in touch throughout the year to talk through new ideas... More in 2021!



FEBRUARY: LC supports a multi-faceted organisation to standardise the way its teams manage **onboarding and customer data**. It's a first step on their journey to a fully-functional CRM system



FEBRUARY: LC signs up to Ecologi's programme to comprehensively **offset carbon** from all its employees and travel – and starts its growing forest!



MARCH: the LC team concludes a series of **strategy workshops** supporting Arnos Vale Cemetery Trust to formulate its logic model and organisational goals

SMART
WORKS

MARCH: an LC team of four champions smashes its **Spin for Smart Works** challenge, cycling 500 miles in 10 days. Sore thighs are worth it for the £1494.60 raised by individual and company sponsorship



APRIL: Beyond Social Services goes live with LC research on **skills transformation** – citing programming, ideation and management as top future skills of 2025



The year in social impact



MAY: Jersey's Durrell Trust chooses a new **CRM system** with LC technology experts leading the RFI process and commercial negotiations. We also project manage the implementation to allow Durrell to focus on supporting the wider trust through interesting times



JUNE: the National Videogame Museum in Sheffield follows suit, engaging LC to help select a CRM system for the management of their **communications and marketing**



JULY: LC makes a recommendation on the right technology to help THK with **volunteer management**. Mapping the volunteer journey in depth teaches us about the best in human nature



SEPTEMBER: the annual **LanciaConsult Award for Excellence in Computing Placement Year** was awarded at the University of Brighton's School of Computing, Engineering and Mathematics



OCTOBER: The Island Foundation of Bintan, Indonesia reviews its vision, mission, outcomes and programme design in an LC-led **Theory of Change** process



NOVEMBER: Closing the circle, Engineering Good is added to the list of recipients of **donations** from the LC **10/10 Run**. Impressed by their unusual concept, the team makes contact to see how else we can help in 2021...

DECEMBER 2020



Our approach

The world is no longer divided neatly into sectors. These days, we rarely find organisations in one camp or the other: bleeding-heart charities on one side or hard-nosed corporates on the other.

Today's world is a more complicated ecosystem. All organisations – whether they are limited companies or registered charities – are operating a delicate balancing act between their impact and their financial sustainability.

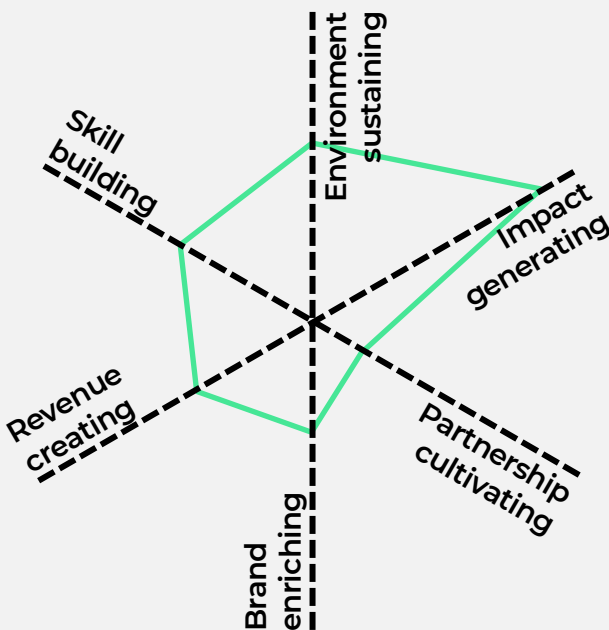
Just as charities are increasingly reliant on commercial enterprise, corporations are increasingly eager to build positive social and environmental impact into their business models.

Our work reflects that reality: it isn't divided into two camps either.

For us, it's rarely simple to label a project "charity" or "commercial". Every project we undertake offers a blend of benefits – be that social impact, revenue or any number of other positive outcomes that contribute to the organisation's development.

LanciaConsult has had social impact and giving baked into its model from day one. We've never been a team that takes two token volunteering days per year and then goes back to our day jobs

Each on its merits: our "blended value" approach



Rob Ward
Managing Director
Europe

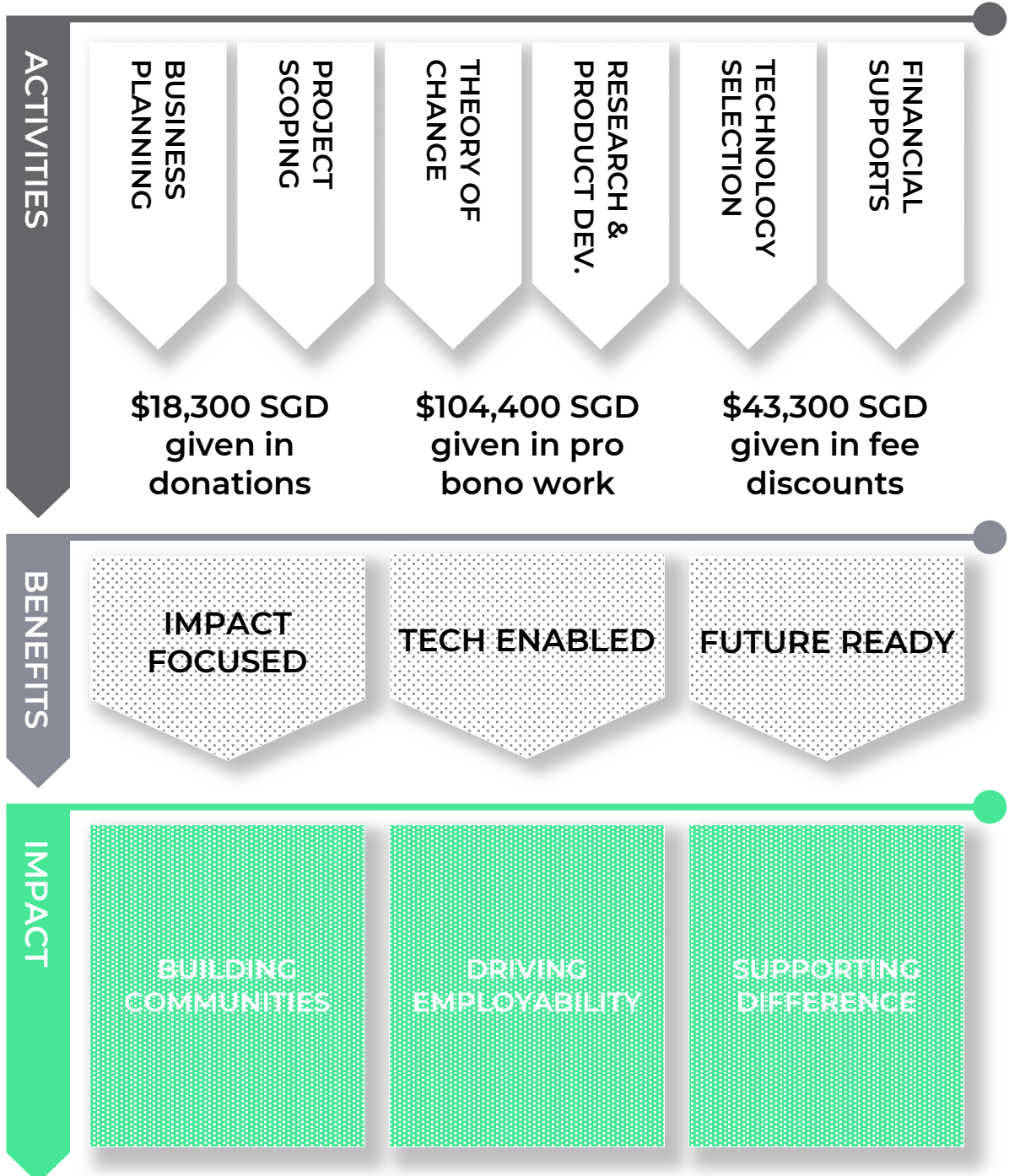
"Each project we take on has a different benefit profile. We assess all potential projects on their merits, and we treat each one in the same way – be it pro bono, low bono or commercial"



Social Impact Framework

We choose carefully when we form new impact partnerships. LanciaConsult works with the charities and social enterprises home-grown in our communities which can most effectively convert our money and effort into real value for their beneficiaries

- 1. Activities** Projects can take all shapes and sizes, from impact & outcome definition to technology matchmaking
- 2. Benefits** Whatever we do, it results in one of three clear benefits to our partners
- 3. Impact** Our impact is our partners' impact: we facilitate the tangible, measurable value they create



Stories from 2020



太和观 THK

Thye Hua Kwan Moral Society (THK) runs more than 60 programmes and services in Singapore for the elderly and sick, families, persons with disabilities, and children

ACTIVITIES

Reimagining volunteer engagement:

After first donating in 2019, LanciaConsult supported THK to reimagine their volunteer program in 2020. First we defined their operating model for volunteer management. We then sought to analyse technology solutions that complement the reimagined design by:

- Performing an as-is assessment on their current **volunteer journey** and event management process
- Reviewing appropriate **digital platforms** and developing selection criteria & recommendations
- **Implementation planning** for the chosen system

TECHNOLOGY
SELECTION

PROCESS
DEFINITION

BENEFITS

For a charity like THK, volunteers are their most prized asset. To elevate their engagement with the volunteers, we've equipped THK with the right management and communications tool, allowing them to track the following outcomes:

- **Recruitment** rates: attracting and onboarding the right people
- **Retention** rates: engaging volunteers with social activities and other benefits
- **Satisfaction**: establishing a feedback loop for constant improvement

IMPACT
FOCUSED

TECH ENABLED

FUTURE READY

IMPACT

Recruiting and engaging volunteers is vital to THK's capacity and reach.

The charity has recruited 600 volunteers to impact 50,000 lives during these most unusual year. These volunteers become an essential part of THK's extended team to provide community care and welfare. Without them, new initiatives like outings for Seniors and Home Care Hubs would be harder to execute to improve **health and wellbeing outcomes**

BUILDING
COMMUNITIES

DRIVING
EMPLOYABILITY

SUPPORTING
DIFFERENCE





太和观 THK

"With the help of LanciaConsult, THK Aviators have recruited 600 volunteers to impact 50,000 lives during these unprecedented times"

Marlene Fan, Thye Hua Kwan Moral Society



Stories from 2020



The Island Foundation (TIF) exists to transform the learning ecosystem in Indonesia's small island communities, fostering twenty-first century skills

ACTIVITIES

Defining outcomes and driving impact:

At the start of 2020, TIF had a strong sense of organisational direction and well-founded confidence in its innovative education model. LanciaConsult supported TIF to define its programmes' impact clearly and precisely, with a view to conclusively proving this model's effectiveness:

- We ran three **Theory of Change workshops**, digging into TIF's vision, mission, problem statement, outcomes, programme design and enablers.
- We defined **design outputs** and **monitoring & evaluation activities** and planned these into the yearly workplan

THEORY OF
CHANGE

BENEFITS

TIF ended the engagement with:

- A **roadmap for monitoring & evaluation** which will help the organisation start to prove and improve its impact immediately
- Its logic model expressed in the **accepted language** of impact within a **recognised framework**. TIF can now operate in the national funding and policy landscape with credibility

IMPACT
FOCUSED

TECH-ENABLED

FUTURE READY

IMPACT

With a clear theory of change, TIF can not only deliver a high quality programme but ensure it works, fostering **self-efficacy** and **twenty-first century skills** in the children of Riau's island communities.

The secondary impact of this work is on the **sustainability** of the organisation, which is now in a position to meet and exceed the expectations of philanthropic and statutory funders.

BUILDING
COMMUNITIES

DRIVING
EMPLOYABILITY

SUPPORTING
DIFFERENCE





“Students in Bintan have been hit hard by the COVID19 global crisis - school teachers are struggling to stay engaged with their students... as time goes on the risks continue to mount and carry the potential to impact children's lives forever, increasing their susceptibility to inequality.”

Courtney Saville, Executive Director, The Island Foundation July 2020 Newsletter



Stories from 2020



Arnos Vale Cemetery Trust (AVCT) runs a beautiful community space and working cemetery. This venue, the ‘green lungs of Bristol’, is a sanctuary of wildlife and local heritage widely loved in Bristol and beyond

ACTIVITIES

Aligning around common three-year goals

As AVCT approached the end of a **three-year business plan**, it needed to resolve the variety of competing priorities reflected in its landscape and stakeholders. A LanciaConsult team:

- Analysed three years' worth of AVCT's activities, achievements, finances and results
- Ran a programme of workshops to co-create a shared **mission and vision**, and blend different logic model frameworks to define **strategic goals and objectives** for the next three years

FINANCIAL
SUPPORT

BUSINESS
PLANNING

BENEFITS

AVCT now has unanimous board and team agreement around:

- A shared **thread of purpose** that runs from the new vision and mission to each team-member's daily activities
- Three **strategic objectives** (around finance, technology and engagement) and a set of objectives and tactics for each team
- Indicators for each that can be used at **governance** level to measure success

IMPACT
FOCUSED

TECH-ENABLED

FUTURE READY

IMPACT

This work will allow them to concentrate their efforts around the long term goals of financial sustainability, technological effectiveness and clarity of communication.

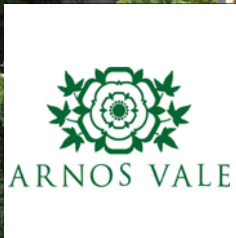
With a set of organisational goals that are coherent and shared by all within the AVCT family, the organisation is better able to **protect, share** and **enhance** Arnos Vale's beautiful natural and built assets for all.

BUILDING
COMMUNITIES

DRIVING
EMPLOYABILITY

SUPPORTING
DIFFERENCE





"It was great to work with LanciaConsult on developing our new business plan. The team were hugely engaging and worked with us all to understand the complex facets of our organisation. It was a hugely collaborative experience and we really enjoyed working with LanciaConsult. A huge thank you from the whole team at Arnos Vale."

Ellie Collier, Chief Executive Officer



Stories from 2020



DURRELL

Created by author Gerald Durrell in 1963, the Trust exists to save species from extinction – running Jersey Zoo and a series of conservation projects in 18 countries around the world

ACTIVITIES

Rethinking Customer Relationship Management

The Durrell Trust has a variety of devoted stakeholders, from animal adopters to corporate partners. Their existing IT systems were impeding smooth transactions and inspiring communications with these stakeholders. So LanciaConsult:

- Workshopped their **core requirements** and data model and defined the **solution architecture**
- **Scanned the market** for appropriate solutions
- Managed the end to end **RFI** process, leading on commercial negotiations

TECHNOLOGY
SELECTION

PROJECT
MANAGEMENT

BENEFITS

LanciaConsult's engagement with the Durrell Trust facilitated the successful selection of a CRM solution which **met their key requirements** and could be delivered within the desired **timeframe and budget**.

The potential costs of mis-choosing a software platform or provider can run into the tens or hundreds of thousands – a negative outcome that a timely intervention like this one can help avoid.

IMPACT
FOCUSED

TECH ENABLED

FUTURE READY

IMPACT

The new CRM solution, integrated with other solutions, will allow the Trust to better collect **revenues**, streamline and automate its most important **processes**, and provide better, more timely **information** about their donors.

Their chosen technology will allow the Trust to spend more time on better interactions with their constituents, sustain its **fifty conservation projects** and **preserve a beloved community venue**

BUILDING
COMMUNITIES

DRIVING
EMPLOYABILITY

SUPPORTING
DIFFERENCE





DURRELL

“LanciaConsult have helped us select the right CRM solution. Without their support and guidance we could not have got this far so quickly or been so clear on our key requirements for a CRM...”

Becky Brewer , Director of Finance and Commercial



Getting active

Spin for SmartWorks

March saw a dedicated team of LanciaConsult cyclists pedalling 518 miles in 10 days and raising £1494.60 for SmartWorks.

Smart Works supports women into employment by offering a professional outfit and a two-hour training session to women who are out of work and have an upcoming interview. Their clothing stock is donated and their training is run by volunteers (who now include Gina!).



That month, as we celebrated International Women's Day at their Edinburgh Visible Women, we volunteered as interview trainers and even introduced the charity to a volunteer filmmaker who helped them spread the word about their amazing work.

The LC 10/10 Run

LanciaConsult is a global company with team members dotted around the world, from Scotland to Australia. Long before it was trendy, we found ourselves coming up with ways to keep in touch virtually and bond as one team. Our favourite of these has been the LC 10/10 Run.

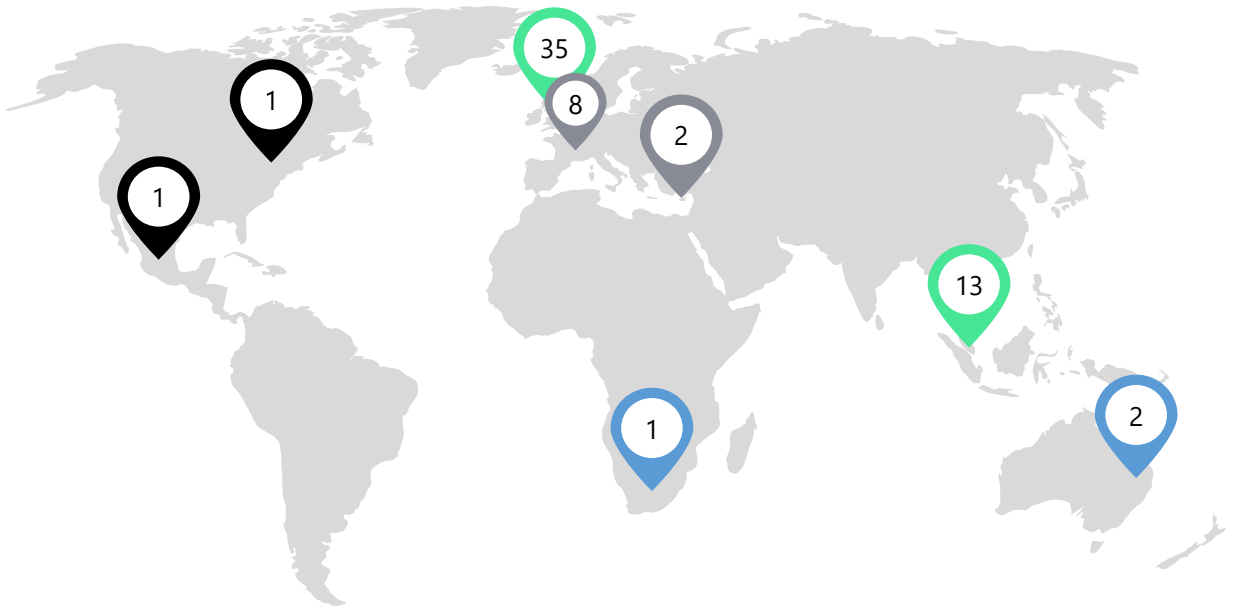
On 10th October every year – World Mental Health day – we invite clients,

friends, partners, and families to join us: enjoy the outside, and exercise, all whilst raising money for fantastic causes.

This year, 52 runners across 10 countries signed up to the LanciaConsult Strava app and ran 520 km together, hitting the LC target and triggering a 10,000 SGD donation to our two charities of 2020.



Where were the runners this year?



5 CONTINENTS

10 COUNTRIES

52 RUNNERS

520 KM

This year, as they navigated the global pandemic, the money was particularly appreciated and put to good use by both recipient charities:



Engineering Good has collected 4000 laptops to repair, refurbish and give away to disadvantaged young people who need them for remote learning under their #ComputersAgainstCovid initiative



Arnos Vale – usually a beloved local venue for weddings, funerals and everything in between – has been adapting its community offerings with true resilience. This year they went virtual with everything from their Good Grief festival of love and loss to a digital rendition of the birds' dawn chorus



Sustainability



Ecologi:

This year LanciaConsult has entered into a partnership with Ecologi to support the carbon offsetting of our teams around the world. Using our monthly donations, Ecologi:

1. **Grows forests:** planting trees to help us offset the carbon emissions from our travel and lifestyles
2. **Reduces carbon pollution:** using our money to fund gold standard climate crisis solutions from around the world.

Our 300 tonnes of CO₂ emissions cut is equivalent to 258 long haul flights, 1000 metres² sea ice saved or over 800,000 miles driven in a car.



Tree planting in Singapore:

This year the LanciaConsult team in Singapore donated to the Garden City Fund and headed to the park to plant trees themselves.

Garden city Fund are aims to restore nature back to Singapore and redouble efforts to green its urban infrastructure on an unprecedented scale.



Alan Ang
Managing Director
Singapore



"It has meant a lot to us to support these local initiatives for global change. LanciaConsult endeavours to play a part in creating better communities, better cities and better lives"



About LanciaConsult

LanciaConsult is a fast growing business and technology consultancy, serving clients around the world from offices in Europe and Asia.

We founded LanciaConsult in Singapore in April 2012 after being frustrated with the sector shifting from advisor to supplier, driven by the pursuit of high revenue projects and large scale outsourcing. Recommending solutions that addressed clients' real needs often felt like an afterthought.

We felt there was a better way, a more client centric way. We set out to listen, to provide clients with relevant experience, and to always scale our advice and solutions to our clients' needs. Our team of experts is dynamic, collaborative, and easy to work with. We always provide dedicated teams overseeing our client projects; real people with relevant experience from start to finish.

