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Corporate Volunteerism in Developing Profit- Nonprofit Social Partnerships

Comparative Case Studies in Central Switzerland and Macedonia



Abstract

Corporate Volunteerism (CV) is emerging in Europe as a form of profit-nonprofit collaboration. Various approaches and practices of CV are being developed, while companies and non-profit organizations (NPOs) are making their first experiences with the concept. Within this qualitative research, interviews with representatives of businesses and NPOs in Central Switzerland and Macedonia were conducted, and the perceptions and practices of CV and cross-sectoral cooperation of the respondents identified. There are similarities between the two regions in initiation and planning of CV, but differences in implementation and effects on companies' community engagement. Recommendations for improvement of CV as an effective means of CSR are provided.