



Make the difference!

Incentive Travel & Social Events





Corporate Social Responsibility (CSR) is how businesses align their values and behaviour with the expectations and needs of its stakeholders, not just customers and investors, but also employees, suppliers, communities and society as a whole. Corporations are no longer just rated by their products and services but also how they manage the economic, social and environmental impacts of their operations. Companies who practice CSR are environmentally conscious, show social equity and follow the principles of sustainability.

CSR - Corporate Social Responsibility

An ethical business code is essential for a positive corporate image. This plays a key role in the customers' perception of your business and meets the rising emphasis by employees, business partners and public authorities. This business code is expected on a local, national and international basis.

A corporation who is actively involved in the society has a valuable tool. It motivates employees, strengthens their corporate loyalty and raises positive corporate awareness within the community. When compared to a short-term marketing campaign a strategic CSR approach is more effective, leading to a positive working atmosphere and increased corporate performance.



Get involved with *explore&help*

Does your corporation want to be involved within your local community but has not decided on the area and type of support?

Does your corporation support charity projects but wants to raise awareness and involve staff members and business partners?



explore&help could become a valuable partner for you. We can help you to transfer your social motivation into activities that will distinguish your corporation from its competitors. explore&help will develop and organise customised Social Events and Incentive-Travel which relate directly to your core business and corporate philosophy.

Our customised Incentive-Travel gives employees the opportunity to visit the supported charity project and see first hand how their company is making the difference. This might be by improving the standard of living of a community, creating opportunities for a better future or protecting our environment.

Our customised Social Events combine team building activities with the involvement of the supported charity project. This enables the employees to become emotionally attached and makes the project tangible.

explore&help will develop an individual concept for Incentive-Travel or a Social Event according to your needs which will comply with your corporate philosophy. Whether your corporation wants to support a project for environmental or animal protection, a development project or wants to get involved with a volunteering programme: the explore&help team designs in co-operation with your company a customised activity that suits your budget. We find the matching charity partner for your ideas and enable direct contact with the people who will benefit from your social commitment.



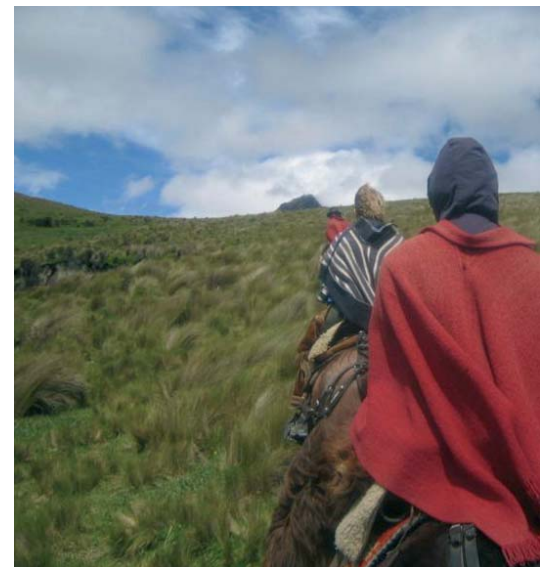
Corporations can reward employees for excellent work and sustain loyalty with Incentive-Travel programmes. Exclusive luxurious trips are currently the most common tools to strengthen bonds with important executives.

Incentive-Travel

explore&help Incentive-Travel goes beyond the general luxurious travel by broadening horizons and providing an insight into cultures and societies. By supporting selected charity projects in the areas of nature conservation, animal protection, health and education your employees can experience first hand their company as a responsible corporate citizen.

Whether you visit a rainforest project in Ecuador, help families to build dwellings in the townships of Cape Town, meet gorillas while trekking in the rainforests of Uganda, go whale watching on a sailing ship in the gulf of Naples or help cater for street children in a Brazilian orphanage; our Incentive-Travel will touch and inspire your employees and strengthen their corporate identity.

Let your employees become the goodwill ambassadors of your corporate culture. Our team will find the matching charity project and activity to fit your needs and will organise a tailor-made Incentive-Travel programme. Locally, nationally or internationally, our close relationships with charities will enable us to make sure your donation is used effectively. Our best reference will be your employees.



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Social events and team building activities support a sense of belonging to and participation within the workforce. They help to increase internal harmony and communication, specifically inter-departmental communication. This exchange of information through informal networks helps build a strong corporate culture and will in turn benefit the company when corporate efficiency is improved.

explore&help Social Events combine the positive effects of teambuilding with actively supporting a charity project. This can be through corporate volunteering where the employees are physically involved in the project or where they participate in a teambuilding activity to raise money for the chosen project. Either way the participants gain an insight into a different perspective of life and become emotionally involved.

Social Events

We enhance your annual meetings and other training activities by involving your employees with your chosen charity project. Our teambuilding experts will integrate training sessions to increase creativity, leadership skills and team performance.

Contact us and experience the positive effects of social events. Whether you want to motivate your marketing team, turn around sales trends, entertain your key customers or purely hold a fundraising event explore&help and our professional partners can support you every step of the way. No matter what your messages are we will ensure your Social Event will be a memorable success.





Motivated employees

Companies often motivate their staff members with financial incentives, but this does not bond the employees and does not create sense of corporate culture.

The company needs to do more to create values and norms that are shared throughout the company and that control the way they interact with stakeholders inside and outside the organisation.

Incentive-Travel and Social Events with explore&help will give your staff members a positive sense of responsibility to social good and help them to feel a valued part of your company. This identification and the emotional involvement in the project will improve their performance and as a result the overall performance of the company. CSR is not only about fulfilling a duty to society; it can also bring competitive advantage.





Marketing and Public Relations are two communication tools used to position the company in the market place, to build a brand and to create wider public awareness.

Companies are no longer just rated by their products and services but by their involvement and interaction with the society. This has a large influence on the overall image and reputation of a company.

Initially Incentive-Travel and Social Events were used purely for teambuilding and staff training purposes. Companies now realise the many benefits achievable to their business and these types of activities are more commonly used as business tools by marketing and public relations departments.

Brand Image

explore&help is a trustworthy partner who is involved with this CSR approach on a day-to-day basis. With our charity partners we offer a varied range of products in order to find the right activity to suit your company. Take advantage of our experience and the many opportunities available to your business. explore&help delivers in order give your company a positive image in the public eye. We aim to build long-term relationships with our clients in order to make your CSR a marketing success.



Incentive Travel – best practice

A group of Finance Advisors from MLP Bremen, Germany's second largest independent financial advisers, wanted to support an African school project during their annual incentive travel in 2006. explore&help were asked to co-ordinate the travel and to find the best charity partner. The task was to combine outdoor activities in Europe with the support of a development project in Africa.

They decided to support an education project for deaf children in Tanzania – called the Iringa School for deaf. This project is supervised by the Christoffel-Blind Mission and is one of the only kinds in Tanzania. The school is educating around 110 deaf children aged between five and fifteen, some of which are also HIV orphans.



The chosen destination was close by in Austria. The 'Ötztal' in the Alps was the perfect surrounding for a four day activity trip mountain biking and walking. During the event a representative from the charity Christoffel-Blind Mission presented the project to the MLP staff and explained some of the day-to-day problems for deaf people. The participants then experienced for themselves what it feels like to be deaf by doing 'silent-rafting'. A team coach, specialized in communication, supervised the MLP staff during the rafting tour. The participants were in an alien environment without the ability to hear which meant they had to find alternative ways to communicate. It was a challenge for all of them, but in the end they succeeded through working as a team.

At the end of the trip the staff decided to donate 1100 € to the charity project, which will finance a computer. This computer will give the children an opportunity to experience new technology which will give them an advantage in their future lives. Furthermore the computer will help to simplify some of the school administrative work.

All of the MLP staff thoroughly enjoyed their trip to Austria.

"It is surprising how we take our abilities to hear, see and feel for granted. The four days made me realise this again and made me thankful for what I have - the trip was a nice combination of relaxing and social good!" Kerstin Koenenkamp – MLP Bremen.



GeoLogistics GmbH is an international freight management and logistics company with more than 450 offices in 100 countries. The German branch with its main office in Hamburg decided to assign explore&help to organise a fundraising event for the annual meeting in 2006.

Social Event – best practice

GeoLogistics is expanding its business in South-East Asia, especially in India. Therefore the company wanted to support a charity project in this region. It was decided with the marketing department to support a project from the world-wide charity Christoffel-Blind Mission in Patiala, in the north of India, called the 'School for Blind and Deaf'.

explore&help and Christoffel-Blind Mission organised a so called 'Team-Olympics' at the annual meeting in the south of Germany. The staff performed as teams to complete various tasks and achieve as many points as possible. Each point was then converted into money (one point = one €). Throughout the 'Team –Olympics' various staff members had to experience the feeling of being handicapped. For example they might have to climb a wall not being able to see or hear, therefore needing the support of their colleagues to complete the task successfully. It was amazing to see how people in the teams interacted with each other and how a new team spirit was created in order to raise more than the target of 2000 points.



The amount raised, 2750€, was well over expectations. It was invested into three tandem bikes and a Christoffel-Blind Mission fund for cataract operations. The bikes were a long-term wish of the school children in order to be more flexible and mobile. For GeoLogistics the event was a great success, they supported a charity project and motivated their staff at the same time by involving them in their CSR activities.

“This social event was great fun and made real as we knew that the activities we did would support handicapped children in India...” Yasemin Ueney, GeoLogistics GmbH



Make the difference!

There is no better way to address both your own competitive interests and the interests of society by involving your business partners, your employees and society through our incentives. Our events will stay in the minds of all participants and will improve the interaction between all parties.

explore&help will support you with all your CSR activities. As a trustworthy partner we will ensure the funding of projects is carried out in the most effective and traceable way.

We are looking forward hearing from you.

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Make the difference!



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