Online Training

This document is divided into four modules that cover key topics for those starting a volunteer action. These are:

1) *Understanding volunteer work and its benefits;*

2) *Learning about actions and the possibility of carrying out volunteer actions remotely;*

3) *Understanding the best way to approach an organization for implementing an action;*

4) *Understanding how the Volunteer Challenge works.*

Module 1 – What is volunteerism?

Being a volunteer means dedication.

To devote, without financial compensation, **time, work** and **talent** to causes in the interest of society and the community and that help to improve quality of life in the community.

"a volunteer is the young or the adult who, due to their personal interest and civic spirit, devotes much of their time, without any pay, to a number of different activities, which can be organized or not, for social welfare or in other areas."

Do you know the difference between donation, philanthropy, volunteerism and corporate social responsibility?

Donation

Collecting and distributing funds, materials or services to others. In general, they are associated with campaigns and occur in emergency situations or in organized activities and are carried out during predetermined periods. **Donors are not considered volunteers**; only the people who work in the planning, campaign organization, fundraising and delivery of donations should be considered volunteers.

Philanthropy

One-off social welfare actions, such as donations and material and financial support, to address the immediate problems of people and social institutions. Philanthropy is regarded as one of the initial forms of corporate social responsibility.

Volunteerism

People who, due to their personal interest and civic spirit, devote part of their time, without any pay, to a number of different activities, which can be organized or not, for social welfare.

Corporate Social Responsability

When companies voluntarily adopt postures, behaviors and actions to improve the welfare of society. It is a voluntary practice and should not be confused with mandatory actions imposed by governments. The concept involves benefitting the collective group, whether involving internal stakeholders (employees, shareholders, etc.) or external agents (community, partners, environment, etc.).

Should participants in the Braskem Volunteer Challenge sign the Submission Form?

Yes! All volunteers involved must sign the Submission Form. All the documents that must be signed in accordance with the laws of each country are listed in Appendix A of the Volunteer Challenge Regulations.

Whenever a group of volunteers carries out an action in a school, organization or community, it generates a series of benefits:

1- Direct benefits of the action

These are the direct benefits expected from the action. For example, if providing consulting services focusing on the organization's administrative and operating processes, the beneficiaries are expected to learn more about management and administration. Meanwhile, the volunteers develop competencies by carrying out the activities.

2- Benefits of the presence of volunteers

These are the benefits of maintaining relations with local communities. Volunteers forming closer ties with the beneficiaries of the organizations, even if remotely, improves the relationship between Braskem team members and the local community.

3- Citizenship benefits

Beneficiaries of volunteer work tend to develop a sense of giving back, which helps build their citizenship and awareness of their role in society.

Organizations benefitting from volunteer work also gain much more than just a few hours of labor. When the entire potential of the volunteers is leveraged, they can benefit from:

1) Being joined by new permanent volunteers/supporters;
2) Opportunity to foster and raise awareness about its work/cause;
3) Improvements in its administrative processes;
4) Increase in fundraising;
5) Development of good organizational practices;
6) Better relations with the community;

As the saying goes, "doing good does good".

People who volunteer also benefit from developing professional competencies and practicing social skills, such as:

Professional skills	Social skills	Social responsibility
Remote work Confidence in public Creativity Leadership Planning	Social Interpersonal relations Respect for diversity Digital communication	Community integration Exercise of citizenship Creation of shared value

According to a survey conducted by the World Giving Index published in 2020, a significantly higher number of people around the world reported donating money and dedicating time to volunteerism in 2019. See below the survey's results for the countries participating in the Challenge:

Percentage of respondents performing the following activities:	Helping a stranger (%)	Donating money (%)	Volunteering time (%)
Brazil	46	22	15
United States	72	61	42
Mexico	45	20	18
Germany	56	49	26
Netherlands	53	71	36

Module 2 – Online Volunteer Actions

Due to the financial and social crisis resulting from the pandemic, more than ever volunteer initiatives play a key role in supporting at-risk communities to overcome the crisis. Digital volunteering represents a solution for the impossibility of leaving home and coming into direct contact with others.

The positive aspect of digital volunteering is the potential reach of the actions, which can be carried out without being restricted by time or space, thereby benefiting many more people.

There are countless possibilities for Digital Volunteering actions and, to give you some help, we have prepared a Volunteer Manual with many ideas for actions that can be carried out remotely. Analyzing the needs and demands is necessary to understand which actions best suit your organization.

You can always find ways to help in accordance with the skills of each volunteer.
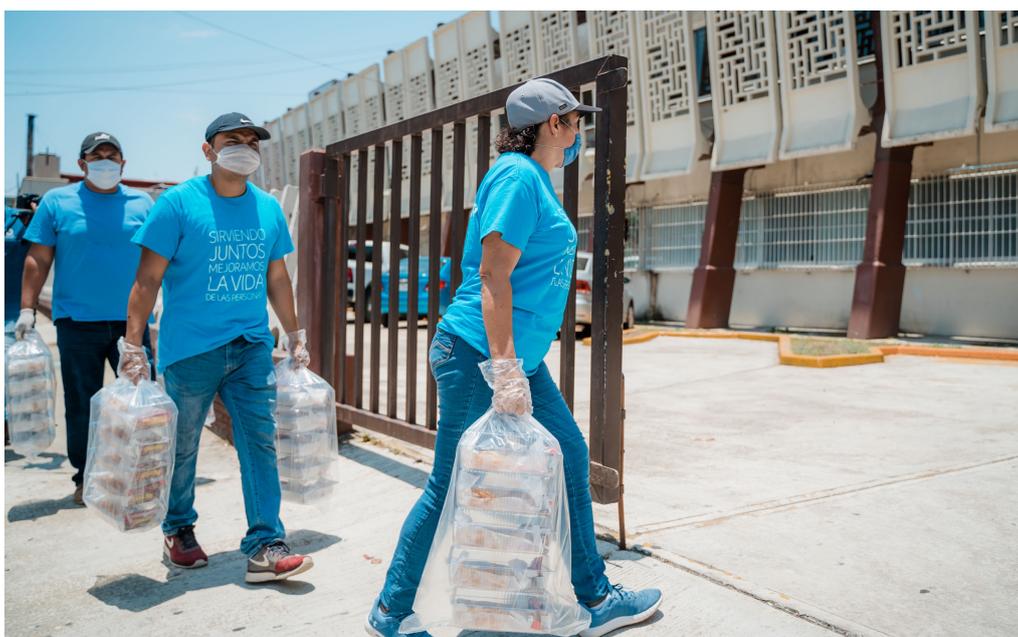
The most important part of carrying out actions remotely is the organization and the strategy for communicating with the organization. This connection is very important for creating a bond of trust between the volunteers and the organization.

Getting connected

In remote communication, the written word carries more weight. As such, it is very important that you always devote some time to writing clear and direct messages.

Coordinate with your contact the easiest tool for communicating and understand the situation of the organization, including if it has available a computer, a mobile number or internet access.
There are online tools that can help you stay in touch with the organizations.

Messaging tools:
• WhatsApp
• Telegram
• E-mail

If possible, schedule a video chat. The face-to-face call gives a sense of being closer and makes some people more comfortable. Opt for video calls for longer conversations and try to have a script for the meeting.

Video tools:
• Google Meet
• Teams
• Zoom
• WhatsApp

Organizing and mapping opportunities

To map actions at the organizations, you should be very familiar with the processes and documents. There could be a lot of information to be shared between the volunteers and institution, which should be organized as well as possible. To support you in organizing and sharing files, below are some free, high-quality cloud storage services.

Storage tools:

• OneDrive
• Google Drive
• Dropbox

      The actions, whenever possible, should strive to solve the problems of the organizations. There are some quality management tools that can help you to optimize the problem-solving processes for organizations.

Analysis tools
• SWOT analysis
• Design thinking
• Ishikawa diagram
• PDCA Cycle

Module 3 – Relations with Organizations

So you have decided to be a volunteer and want to help. Now, the next step is to determine where to act, given that when your register for the Volunteer Challenge you also need to inform the organization to be benefitted.

The question is: how do I choose the organization?

Your team may work with a legally constituted Non-profit Organization in good standing. Even when working with an organization that is already a Braskem partner, it is important for the team to contact them to verify if they are currently welcoming volunteers before to plan the action.

Note: Be careful when dealing with the expectations of the organizations. Always show the real action possibilities and make it clear that their achievement depends on the success of getting some resources and recruiting more volunteers on the part of your team.

Some precautions can make all the difference when defining the organization to be benefited. So researching them is essential!

Investigate and find out as much information as possible about the place. The following five questions may help you:

1. Do you maintain contact with the organization?
2. Who is the organization's target public? (e.g., pregnant teenagers, elderly, etc.)
3. Does the organization have infrastructure and availability to benefit from digital volunteer actions?
4. What is the degree of social vulnerability of the people served?

Once the organization is defined, it is time to approach them. This approach is a very delicate moment because it comes loaded with many expectations

from both the volunteers and the organization. See the point of view of each party below.

Point of View: Organizations

Expectation

Volunteers enter into contact the organization and, even though they are not company spokespeople, they carry the Braskem name. So, it is possible that some organizations may think that all their problems will be solved by your presence through the Volunteer Challenge.

Alignment

Always makes very clear the limits of the scope of the volunteer work. It is very important to explore the possibilities of actions that will be addressed in the Challenge. Most importantly, do not make any promises that you cannot guarantee will be fulfilled.

Remember: you cannot speak on Braskem's behalf. Make it clear that this is an action carried out by volunteers participating in the Braskem Volunteer Challenge.

Point of View: Volunteers

Expectation

Volunteers have excellent ideas and intentions to help the selected organization. It seems logical that the organization will immediately accept your support and be very grateful for being selected.

Alignment

Do not think that your offer of volunteer work must be accepted immediately. Volunteers face the challenge of showing that their work proposal is real.

If the organization that your team has contacted refuses to participate, do not be discouraged! Seek out another and never cause any awkward situations if the organization says "no."

When approaching the organization, remember that it will **not know about the Braskem Volunteer Challenge**. So, it is important that volunteers be prepared to give a presentation when making this first contact. Below are some points that should be covered:

1. Explain that the Volunteer Challenge aims to disseminate the culture of volunteering among Braskem Team Members;

2. Show that the Challenge's structure has been changed to adapt to the covid-19 scenario, with the focus on remote actions;

3. Present the areas (scoring groups) and types of actions that could be carried out, always prioritizing those that the volunteers believe are more within reach to fulfill;

4. If you already have carried out a volunteer action at another organization, talk briefly about your experience. Real stories are always motivating;

5. Explain that you will conduct an interview to diagnose the main points where the volunteers could act.

Make it clear that all planned actions will depend on your team raising the funds and assembling the volunteers. Be careful not to frustrate any expectations.

Module 4 – The Volunteer Challenge

The Volunteer Challenge is Braskem's internal action to encourage, facilitate, value and recognize the engagement of team members in volunteer actions. Due to the health and safety scenario imposed by the pandemic, we launched the Volunteer Challenge – Especial Edition. The goal of this edition is to adapt volunteer actions to the digital format.

The Volunteer Challenge consists of **five Mandatory Steps** and **one Quick Win Challenge**.

Completing each Mandatory Sep adds important points for the volunteers throughout the Challenge.
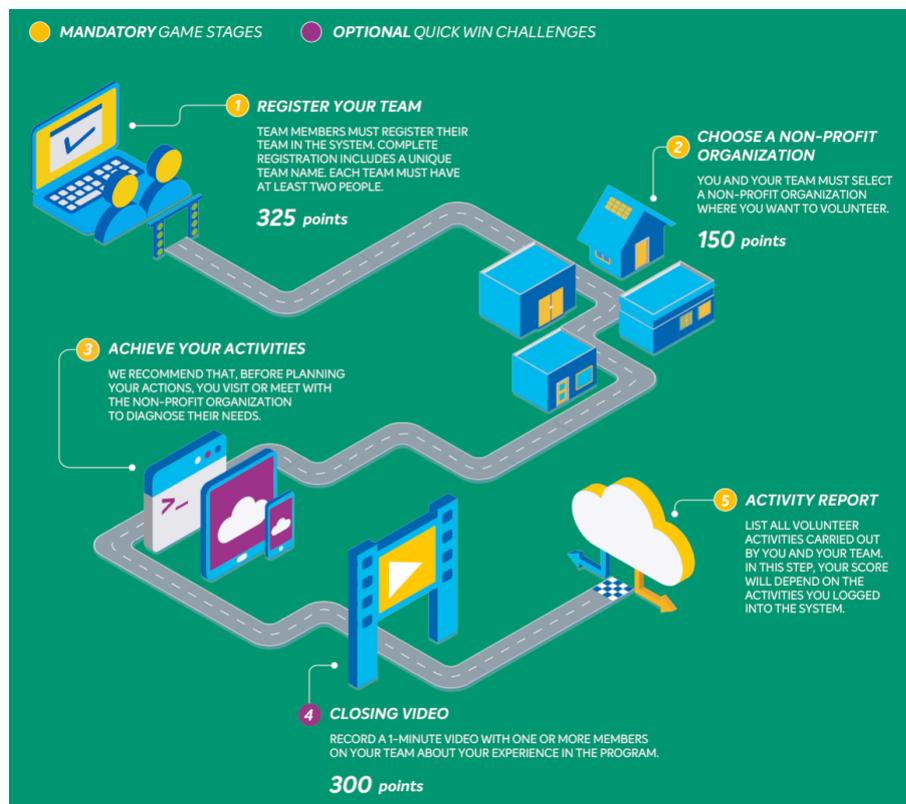
In parallel to these steps, a Quick Win Challenge will be launched, which is a surprise task that can earn even more points for teams.

See each of the Mandatory Steps below.

1- Team Registration

Volunteers must register in the system and may form a team or register individually. If a team is formed, a leader who will receive alerts from the website must be chosen. An automatic login will be created using the name of the volunteer or team, which will be your point of entry into the system.

Completing registration is worth **100 points**.

However, it is possible to score extra points in the registration step:

- If a team has members from more than one Organizational Unit, it earns **200 bonus points;**
- Volunteers or teams that upload an avatar image earn another **25 points.**

2 – Registration of the organization

Each volunteer must specify at which organization they will carry out the volunteer action. The system will offer some options of pre-registered organizations. Volunteers who want to work with an organization that is not included on the list must provide additional information and submit a completed questionnaire for assessment.

The system will accept up to three (3) teams working at a single organization. In such cases, it is important that volunteers coordinate their work so that there is no overlap of activities or disruptions caused to the organization. Activities carried out by one team or volunteer cannot earn points for another.

Completion and approval of the organization's registration earns another **150 points** in the system.

3- Carry out your activities

We recommend that before you plan your actions, you conduct an online diagnosis meeting with the organization to understand local needs

and demands.

Take with you the Activity Spreadsheet, which is available in the Resources area, to inspire your actions.

4- Closing Video

The last official step of the Volunteer Challenge is recording a video of up to one minute with one or more volunteers talking about their experiences and skills developed during the Program.

Completing this step, which is optional, earns **300 points**.

5- Activity Report - Key step of the program

This report is used by volunteers to inform the actions carried out at the organizations. In addition to completing the Activity Report, volunteers must send documents and photos that confirm the actions performed.

Read below a brief explanation about the point system for this step.

Attention!

After completing the Activity Report, the system creates a consolidated report with all the information provided. After concluding the report, the person in charge of the organization must verify the file, and a volunteer must sign the report, scan it and upload it into the System, remembering that you can use digital signatures.

This document must be digitized and submitted via the system to validate the team's report.

Teams and volunteers with divergent data between what was submitted to the system and what is in the signed report will have their data adjusted. Volunteers who fail to send the correct document before the deadline will not score points.

How do points work in the Activity Report step?

In this step, the points are broken down into three main groups. The purpose of dividing the point system into groups is to narrow down the types of actions that are carried out and to serve as an inspiration for volunteers, giving ideas for activities that can be executed at the organization.

See the main point groups:

Braskem Sustainable Development Macro Goals

Volunteer activities focused on improvements at the organization.

Subsets:

- Empowering management
- Local development
- Financial and economic sustainability
- Post-consumption of materials, including plastic
- People Health and Safety
- Use of renewable resources
- Water Consumption
- Mitigation and adaptation to climate changes
- Energy consumption
- Solutions in chemistry or plastic

Volunteers

In this area, volunteers inform the number of participants in the actions. Volunteers include both Braskem team members and guest volunteers (friends, relatives, partners and people from the community). If you have not formed a team, enter 1 for the number of volunteers.

Donations

These are donations raised by the volunteers.

Subsets:

- construction/renovation materials;
- infrastructure;
- cleaning, personal hygiene and first-aid;
- school/sports/culture materials;
- gardening and food;
- clothes and toys.

How do points work in the Activity Report step?

For each group of actions, there is a "menu" of actions listed in advance. In addition, there is always a line for "other," since unexpected actions could be performed.

Actions that earn the most scores in the Challenge are those that focus on post-consumption and those that generate the biggest impact for the community, such as consulting services and formulating strategies.

For the Covid-19 edition, the focus is helping local communities to overcome the challenges posed by the pandemic, as such the macro goals are: empowering management, local development, financial and economic sustainability and post-consumption of materials, including plastic.

See below an example of the activity menu for actions related to the STRENGTHENING MANAGEMENT macro goal:

- Creation of digital marketing campaign including the creation of social networks, development of corporate identity and logotype and creation of educational materials+A13:A18
- Development of IT actions, including website maintenance, creation of database and online indicators
- Consulting on evaluating projects, understanding the organization's indicators and the software that facilitate reporting
- Accounting or legal advisory services for the organization
- Consulting on managing the volunteer team and supporting the coordination of campaigns
- Consulting on the organization's administrative and operating processes
- Other (provide details in "Notes")

Teams always must provide data on three points for each action performed:

- Number of actions;
- Number of volunteers involved;
- Number of hours.

Example:

Imagine that one of the team's actions involved holding two 45-minute lectures on entrepreneurship, with two volunteer speakers:

Number of actions: 2 lectures
Number of volunteers directly involved in the action: 2 volunteers
Number of hours (multiples of 1 hour): 2 hours (may be rounded)

How do I quantify the actions carried out?

The actions must be quantified based on the references specified in the Participant Manual.

For each kind of activity, there are three information datapoints: unit, points and point ceiling.

• The unit determines the counting metric for the activities in each report.
• The points are how many points were earned per unit of activity.
• The points ceiling indicates the maximum score that can be earned per action.

In the example of the entrepreneurship lectures, the two lectures would have earned 600 points for the team (300 per lecture).

⊙ **Lecture on entrepreneurship for people in the organization's local community, providing a step-by-step explanation of how to start business under the micro-entrepreneur (MEI) tax regime, market information, credit facilities, etc.**

Unit to account for: By lecture | **Ceiling:** 2 | **Score per unit:** 300

Quantity
2

Number of Volunteers:
2

Hours:
2

Send file:
Select file...

File sent:
⊙ No selected file

SAVE ACTIVITY

What if the team had held more lectures?

If there were three or more lectures, it would still earn only 600 points, since the ceiling (maximum score) is two actions of this kind.

The purpose of the ceiling is to encourage teams to diversify their impact on the organizations and to balance differences related to the size of the organizations.

It is very important that volunteers study the full score list carefully, since **a single activity could earn points in different areas** for the team.

Let's say that both entrepreneurship lectures above were held by 2 volunteers and that, in addition to the lectures, they had:

1. Created an Instagram account to promote the action;
2. Formed an online team of volunteers to help to coordinate this event and others.

These activities would earn points in **three areas**, as detailed below:

Two lectures would score 300 points, each.

Creating the Instagram account could qualify under the action "Creation of digital marketing campaign including forming social networks, developing corporate identities and logotypes and creating educational content," earning another 500 points.
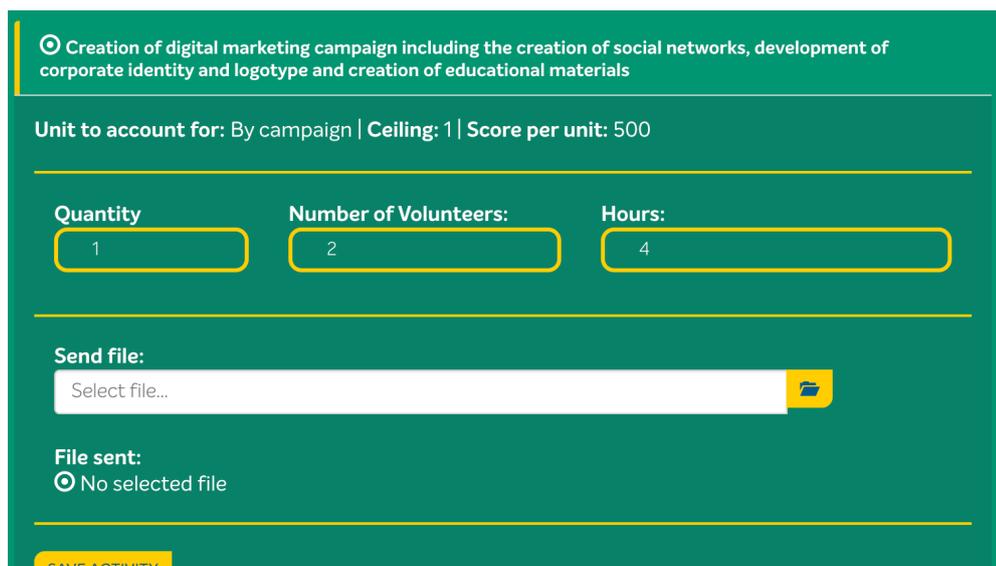
⊙ **Creation of digital marketing campaign including the creation of social networks, development of corporate identity and logotype and creation of educational materials**

Unit to account for: By campaign | **Ceiling:** 1 | **Score per unit:** 500

Quantity
1

Number of Volunteers:
2

Hours:
4

Send file:
Select file...

File sent:
⊙ No selected file

SAVE ACTIVITY

Forming the team of volunteers could qualify under the action "Consulting services in managing teams of volunteers and support for

coordinating campaigns," scoring another 500 points.

The involvement of 2 volunteers would have earned 50 points each under "Volunteers."
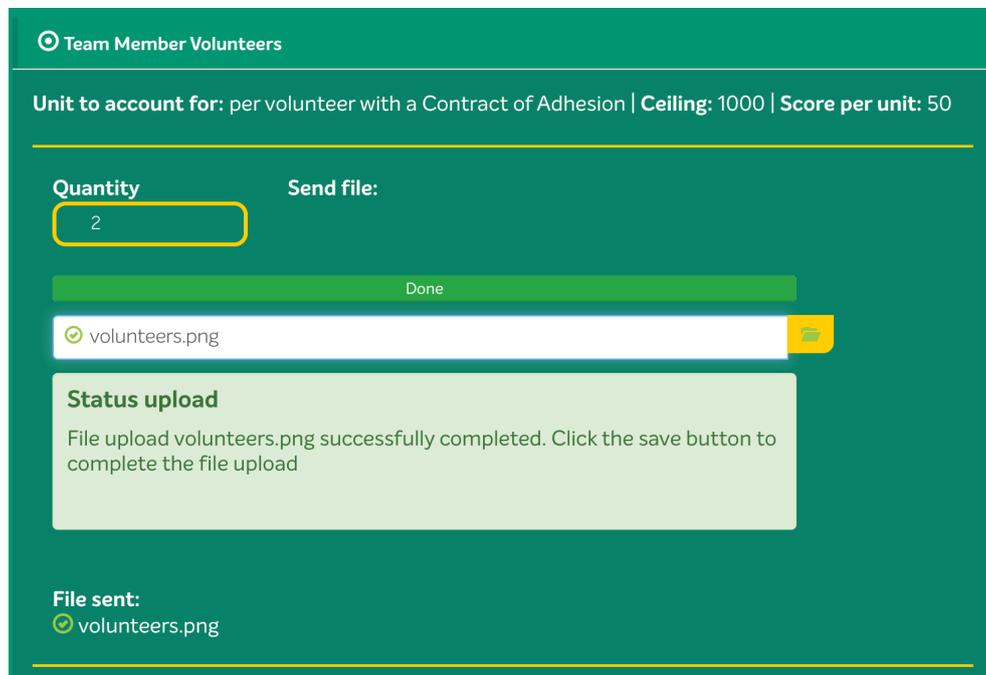
⊙ **Team Member Volunteers**

Unit to account for: per volunteer with a Contract of Adhesion | **Ceiling:** 1000 | **Score per unit:** 50

Quantity   **Send file:**

2

Done

⊘ volunteers.png   📂

Status upload
File upload volunteers.png successfully completed. Click the save button to complete the file upload

File sent:
⊘ volunteers.png

Total score for this action: 1,700

Don't forget to save all actions.
Download the Activity Spreadsheet from and see the full list of actions.

Important!
Remember that in addition to the Mandatory Steps, a Quick Win Challenge will be launched during the competition, which is a surprise task that can earn even more points for teams. Stay tuned for instructions about the Challenge.