



Hammerson

The Butterfly Bank

Inspire. Reward. Report

Hammerson Plc. Case Study



From Coriander Cows

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

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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



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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 fail the rail
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




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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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