



## CASE STUDY

# LeasePlan Action days 2013-2014

# LEASEPLAN ACTION DAYS

- Who we are
- CSR team and activities
- Alignment with HR Strategy
- Examples of LeasePlan Action Days



*It's easier to leaseplan*

# LEASEPLAN CORPORATION

- **Number 1** leasing company worldwide
- **51 years** expérience
- Over **32 countries**, with more than **6.000 employees**
- **1,3 Mio** vehicles in Fleet Management



## Our values

Engagement



Expertise



Respect



Passion



# LEASEPLAN LUXEMBOURG

- **26 years** in Luxembourg
- **100% local structure**
- **75 employees**
- **850 clients & 7600 véhicules**



# CSR WITHIN LEASEPLAN

- CSR label with



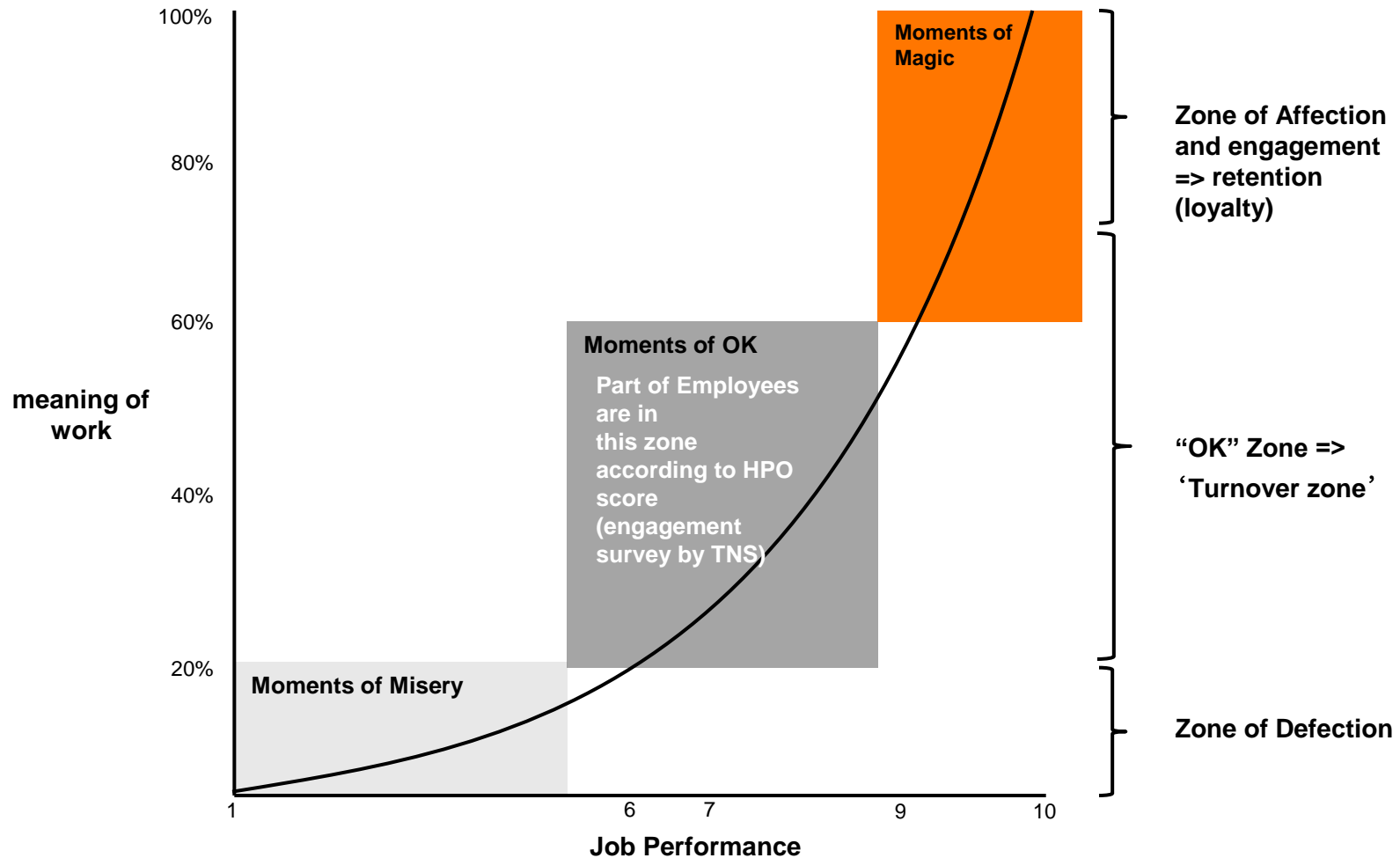
- Member of



- Dedicated CSR team of volunteers
  - All levels and departments are represented
  - Goals:
    - organise **interactive** CSR events within the company in favour of selected NGOs ;
    - make proposals to increase wellbeing for our colleagues
  - Our ambition: be creative in order to mobilise our colleagues and potentially our clients / neighbours (partnership)
  - And for me as HR, create engagement and retention of talents through real “moments of magic”

# ALIGNMENT WITH HR STRATEGY

## LOYALTY NEED PERFORMANCE AND MEANING



(Jones & Strasser jr: Why satisfied customers defect? (1995)) - **adaptation for internal use - HR**

# EXAMPLE OF ACTION DAYS 2013-2014

- ACTION 1: STÄMM VUN DER STROOS: luxemburgish association helping homeless people in their day to day life
  - 1 Day off for all employees (painting (3 teams of 10), collecting clothes ; Christmas market
  - Mix teams (departments, gender, job levels)
  - Have fun !
  
- ACTION 2: ELA: European Leukodystrophies Association
  - “Mets tes baskets “: 1 Day without mailbox. All employees are asked to exchange face to face with their colleagues
  - use pedometers to keep track of how many steps each employee is making during that day (271.000 steps in on day !)



# STÈMM VUN DER STROOS





# METS TES BASKETS DANS L'ENTREPRISE

ELA



## Marché de Noël

LeasePlan vous convie à son marché de Noël avec vin chaud, petits gâteaux et ambiance chaleureuse.

**Vendredi 12 décembre 2014**

7 Rue Nicolas Brosius – LEUDELANGE

De 10h00 à 16h00

Au profit de l'association ELA  
(Association Européenne contre les  
Leucodystrophies)



# AND LAST BUT NOT LEAST

A key success factor is also to find the right partners

Thank you

