

Best CSR strategy

Winner

Microgaming

Building a CSR strategy that does good in the local community is a great way to engage employees and involve them in something where they can see firsthand the results of what they do. At Microgaming, the PlayItForward initiative serves as an outlet for social good on the Isle of Man and beyond, and touches a range of areas including health, charity, education and sport.

And for the size of the organisation, it has delivered enormous results to date.

Having operated the Microgaming Health & Care Trust since 2002, which assists health and social care projects and more than 50 Manx-registered charities, PlayItForward was set up as the other side of the company's CSR coin, focusing on community-based work.

One notable part of the strategy is the Microgaming Ambassadors Programme, which provides financial support to individuals of outstanding ability, knowledge or reputation. The first ambassadors were all established or up-and-coming sports stars from the Isle of Man and so were able to use this financial support to help them compete across the globe. Another part is the Microgaming Education Bursary, which helps exceptional students on the Isle of Man whose financial circumstances might otherwise prevent them from attending or continuing at university. This scheme has given several students a platform, including one student who has gone on to teach at a primary school on the island.

But a CSR strategy is futile if it doesn't actively get employees involved.

PlayItForward engages all members of staff at Microgaming through a number of



Other commendable efforts include sponsoring the Isle of Man Hospice 'Colour Me Rainbow' event, which closes the local Carnival, for the past four years; hosting charity golf days to raise money for the Isle of Man MS Society and The Children's Centre; and sponsoring local theatre productions and agricultural shows.

While Microgaming's commitment to local

opportunities. There is the annual Wellness Week, organised by the HR team, which consists of interactive events, classes and sessions aimed at improving staff wellbeing. Then there are numerous opportunities to volunteer at events.

For instance, PlayItForward presents volunteering opportunities at local animal shelters and parks. It also sponsors a number of local sporting events, including the Isle of Man Marathon and Half Marathon. As a Microgaming PlayItForward volunteer said of the day: "It was a privilege to be part of such a fantastic event and it was even more rewarding to be able to assist the runners and be at the heart of the celebrations as they crossed the finish line. The event organisers did a great job, and volunteering alongside my Microgaming family made my first experience as a staff volunteer even more special."

And its involvement in local sports doesn't end there. Microgaming has launched the Microgaming Community Games, which provide taster sessions for children and are especially aimed at young people aged 11-18 who haven't yet found a sport they love.

charities is commendable enough, its support extends further afield as well. Charities including Macmillan Cancer Support and Save the Rhino have also benefited from donations raised through charity poker and bingo tournaments.

And the list goes on. The number of areas, and the extent to which this CSR strategy has impacted the local community and beyond, is clear. In total, PlayItForward has contributed more than £2.5 million to good causes. It is therefore not surprising that the judges commended the hands-on role of the HR team in the strategy and its commitment to delivering across key areas of CSR.

So, while the HR team has been busy championing members of the local community, it's now their turn to be championed by the HR community.

Shortlisted

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Aviva

Personal Group
