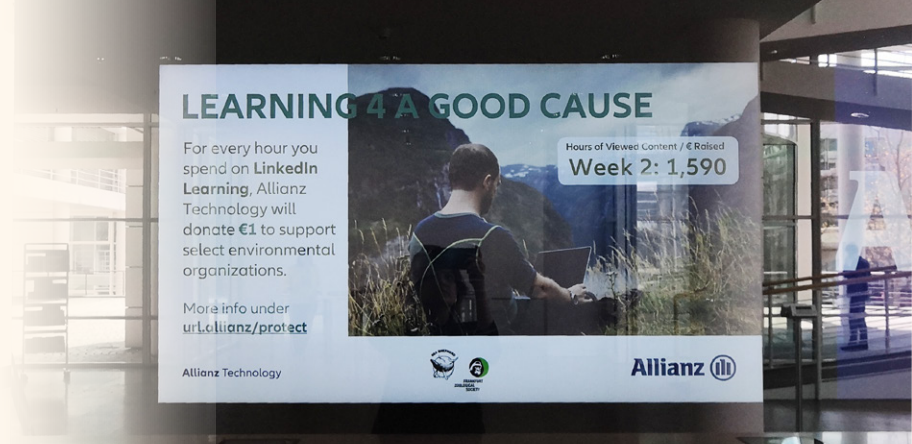


# Learning for a Good Cause



Established: 2010

Employees: +10,000

Industry: Financial services

Allianz Technology is the global IT service provider for Allianz and delivers IT solutions that drive the digitalization of the Group. With more than 10,000 employees located in 36 countries, Allianz Technology works together with other Allianz entities in leading IT for the worldwide digitalization of Allianz.

## The Challenge

- To inspire employees who have not used the platform to try LinkedIn Learning.
- To encourage active users to invest more time in their professional development.
- To combine a commitment to animal protection and environmental conservation with an internal company scheme.

## The Solution

- For a three-month period, Allianz Technology donates one euro to charity/environmental organizations for every hour that employees spend on LinkedIn Learning.
- An extensive internal campaign to raise awareness about the initiative and to encourage employees all over the world to take part.
- Gamification: A live counter displays the total amount donated, and employees can share their learning progress to win a lunch with the CEO.

## The Results

- Employees completed a total of 13,970 learning hours, resulting in a donation of €13,970.
- The project was so successful that it was relaunched and raised a total of €12,033.
- Since the launch of the *Learning for a Good Cause* project, the registration rate for LinkedIn Learning has increased by 5%.

26,003

Learning hours completed

5%

Increase in LinkedIn Learning registrations

In the face of rapid digital change, it is crucial for Allianz Technology to ensure that its employees are continuously developing their skills. Along with its parent company, this globally operating Shared Services company within the Allianz Group has been using LinkedIn Learning since 2018.

The strategic objective was to provide more than 10,000 employees across 36 countries with a comprehensive, unified learning environment where they could develop their skills based not only on business need, but also their own personal interests. The introduction of LinkedIn Learning was a complete success, with almost two thirds (65 percent) of the workforce taking advantage of the opportunity to develop their skills.

But professional development is not the sole priority for Allianz Technology. The company also regularly gets involved with charitable causes, and environmental protection is a very important issue for many employees. The *Learning for a Good Cause* initiative is a good example of how these two issues—both of which are firmly rooted in the company's culture—can be combined successfully.

## Further Incentive for Independent Learning

The idea for *Learning for a Good Cause* came a few months following the introduction of LinkedIn Learning. Why not launch a fund-raising campaign where the donation amount is linked to the amount of time employees invest in their own professional development? The idea was well-received within the company, particularly by the executive board, which showed its support by providing the necessary resources and helping to find suitable charities. In the end, they decided on the Frankfurt Zoological Society and Sea Shepherd.

The initiative had two main goals: Firstly, to raise money for these two organizations. Secondly, the project team wanted to create an additional incentive for employees to use LinkedIn Learning and develop their professional skills. It was therefore decided that the donation amount would be linked to the overall usage of LinkedIn Learning—data already provided to each company by LinkedIn as part of its automated reporting. The time limit and excitement surrounding the campaign, motivated many employees to start exploring the platform and discover what it had to offer.

“We were already very satisfied with the usage rate of LinkedIn Learning. But our goal was to get as many employees as possible involved with this type of learning,” says Alessia Vecchio, Group Head of Inclusion & Employee Experience at Allianz. “*Learning for a Good Cause* allows us to offer employees an additional incentive to make use of the opportunities for development, while at the same time raising money to help save our planet. For every hour that our employees spend on LinkedIn Learning, we donate one euro. It’s an initiative that really benefits everyone.”

## Do Good and Talk About It

The Internal Communications department was also involved in the initiative, implementing creative activities to keep it at the forefront of conversation for the three-month duration. The Intranet proved to be the most important communication channel and was used to announce the launch of *Learning for a Good Cause* and to promote the initiative. Screens that hung in the corridors of the Allianz Technology offices displayed a live counter showing the current amount raised.

“I’ve been using LinkedIn Learning since it was first introduced,” says Matthias Burkl, IT Infrastructure Solution Architect at Allianz Technology. “But when this initiative was launched, it was a great incentive for me to invest more time. For me, it’s a win-win situation: I already had a few topics in my head that I wanted to explore on LinkedIn Learning anyway, and the fact that it’s for a good cause is definitely a big motivator. All in all, I think it’s great that professional development and charity are given such high priority in our company.”

To ensure that the initiative caught on in every country, the organizers also approached HR managers and change agents in local offices. This allowed them to connect with employees at a local level, which helped an initiative launched in Europe to become a global success. Another key success factor for the project was a competition launched by the project team. Employees who sent in a screenshot showing their learning progress were in with a chance of winning a lunch with the CEO.

## Participants Exceeded all Expectations

The project lasted for three months. When estimating the costs, Allianz Technology looked at the figures for LinkedIn Learning from previous months. But in the end, this hugely successful initiative exceeded all expectations. In just three weeks, employees had reached the level of donations targeted for the entire project.

“We were very optimistic right from the start, but we’re still surprised by just how huge a success this initiative has been. After just three weeks, we had already exceeded our original estimations,” reports Linja Fraenz, Learning and Development Expert at Allianz Technology. “Once again, we’re really benefitting from the generous support of the executive board. Our CFO didn’t hesitate in increasing the budget, and our CEO has signified long-term support for the initiative. She even promoted it in one of her blog posts.”

The *Learning for a Good Cause* initiative has been positively received on all sides. The project team discussed among itself the theoretical possibility that individuals would simply leave the videos running in order to increase the donation amount. But in the end, it was decided that they would just have to trust their employees—and this trust turned out to be well-founded.

## An Idea That Sold Itself

It was not just the users that were enthusiastic about the initiative from the get-go. Even during the planning phase, all key stakeholders were hugely supportive of the project. And it wasn’t just a one-time thing: the success of the initiative resulted in the project being launched again in the fall.

“It didn’t take more than a week from initial idea to launch of the initiative. There are two reasons for this incredible level of efficiency. Firstly, because our strategic objective and communication channels were already defined. Our strategic objective being to offer employees an opportunity for professional development that they would actually use, and LinkedIn Learning was this. Secondly, we did not have to convince a single person to take part—the idea practically sold itself.”

Alessia Vecchio  
Group Head of Inclusion &  
Employee Experience, Allianz



“This is definitely one of the most exciting projects I have worked on at Allianz so far. We’ve done something positive, motivated our employees to learn and had a lot of fun implementing the initiative.”

Linja Fraenz  
Learning and Development Expert,  
Allianz Technology SE

