

BEST CSR PROGRAM – CIRCLE OF EXCELLENCE, GIG ROME



BRIEF

Tripwire were clear in stating their objectives – an enhancement to teamwork, giving a sense of satisfaction, giving something back and leaving a worthy footprint in their host destination. They were enthusiastic about their attendees «getting their hands dirty», with an activity which required their physical involvement on site in addition to the financial engagement made by the company.

CHALLENGES

Having outlined the objectives, discussed the goals, determined the timeline for the activity and resources needed to execute the project we embarked on some extensive research. The task was not easy with many challenges enroute before identifying and receiving the consent for a project with an inner-city school in Rome, Scuola Nostre Signore di Monte Calvario.

SOLUTION

The school grounds included an asphalt playground, with a garden which had fallen into total neglect and a separate area perfect for placing play equipment. Permission was sought with the local authorities, with the school board, plans for the playground and garden were drawn up with professional gardeners, and play equipment was purchased.

RESULT

Tripwire's top attendees and their spouse donned overalls, picked up their tools and set to work on bringing back to life the totally overgrown garden, building and painting walls, and constructing the play area with play equipment. As an added bonus the children provide a musical thank you and the children were treated to local sweets, gelato and beverages.

