Internal Communication and Corporate Volunteering: A case study in the Banking Sector – Caixa Geral de Depósitos

ABSTRACT

This work is part of a Master’s degree in Social Communication, with specialization in Strategic Communication, and has the main purpose of analyzing practices, proposals and recommendations concerning existing volunteering and internal communication in the banking sector, particularly in Caixa Geral de Depósitos (CGD), where an internship in communication and volunteering was carried out. The main objective was to analyze and answer to the following question: “How can internal communication promote social responsibility, particularly regarding corporate volunteering in the banking sector?” To answer to that question, as a research method, a mixed methodology based on qualitative and quantitative data was performed. The main techniques used consisted on interviews and questionnaires, as well as participant observation.

After analyzing the case study, a conclusion was reached: internal communication in CGD is crucial to the success of the business. Internal communication can be seen as a way to promote and disclose actions of corporate volunteering.

Another conclusion points out that the most important is not the implementation of more volunteering actions in CGD, but a better optimization and management of such actions. The actions that have greater impact are the ones directed to the core business of the organization.

Keywords: Internal Communication, Social Responsibility, Volunteering, Corporate Volunteering, Banking Sector, Caixa Geral de Depósitos.