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Episode 1: *Global Companies Executing Locally*

[CLICK HERE](#) to listen right now.

Volunteer Canada launches its new *eVOLution* audio podcast today with the first episode in an exclusive series recorded live-to-tape at the 2011 [Canadian Business & Community Partnership Forum](#), which was presented by Volunteer Canada and [Imagine Canada](#).

How do international companies become engaged in local communities? Find out in the *eVOLution* podcast titled, [Global Companies Executing Locally](#). **Gaétan Morency**, VP of Global Citizenship, Cirque du Soleil, and **Julie White**, Global Head, Macquarie Group Foundation, and **Mandy Dennison**, Manager, Corporate Philanthropy Programs, Research In Motion Limited provide insight into the motivations, challenges and benefits of applying a global framework to local community investment and involvement activities. **Graham Machacek**, Manager, Marketing & Communication, Volunteer Canada, hosts this insightful discussion. [CLICK HERE](#) to listen right now. Get more info on the Forum [here](#) or follow breaking discussions on Twitter by searching on this hashtag **#BCPforum**.

What's a Podcast? Click [here](#) to find out.

Episode Timeline:

- 1:40 – Julie White describes the corporate responsibility activities of Macquarie Group Foundation
- 2:45 – Mandy Dennison describes the corporate responsibility activities of RIM
- 4:10 – Gaétan Morency describes the corporate responsibility activities of Cirque du Soleil
- 5:15 – Julie describes why non-profits have to learn to say "no" to corporate partners
- 7:20 – Mandy says corporations want non-profits to tell them what they want
- 8:50 – Gaétan says their main challenges lie in dealing with new international communities
- 10:15 – Julie explains how non-profits can learn from the business world
- 12:15 – Gaétan on how to make corporate responsibility activities a group effort
- 13:30 – Julie describes how companies can empower employees to give
- 16:20 – Gaétan explains how Cirque du Soleil adapts its global corporate responsibility initiatives to work on a local scale
- 18:10 – Mandy explains how RIM adapts its global corporate responsibility initiatives to work on a local scale
- 19:10 – Julie explains how Macquarie Group adapts its global corporate responsibility initiatives to work on a local scale