



# Ambassadors for Good

A living expression of  
Anglo American's Purpose:  
Re-imagining mining to  
improve people's lives

Image: An environmental exchange project in Chile connected artisanal fishers from Ilo and Marcona, fostering sustainable practices and marine stewardship.





Introduction

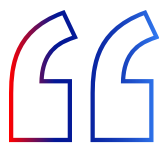
Ambassadors for Good is Anglo American’s global skills-based volunteering programme that empowers employees to realise Anglo American’s Purpose: Re-imagining mining to improve people’s lives. Through the programme, employees apply their professional expertise to co-create projects with community partners, delivering measurable impact for Anglo American, local communities and employees.

Launched in 2018 to leverage employee skills and strengthen local partnerships while fostering community impact, the programme has evolved into a global initiative reflecting Anglo American’s commitment to Thriving Communities and the UN Sustainable Development Goals. From 2018 to 2024, Ambassadors for Good engaged over 2,431 employees across 18 countries, delivering more than 1,300 community projects and contributing over 45,000 company hours to impactful initiatives. The programme puts Anglo American’s Values – Safety, Care and Respect, Integrity, Accountability, Collaboration, and Innovation – into action by transforming employee expertise into meaningful outcomes. Funded by the Anglo American Foundation and delivered in partnership with Pyxera Global, the programme enables employees to embed skills transfer, fostering innovation, and reinforcing a culture of purpose-driven leadership.

As the United Nations marks 2026 as the International Year of Volunteers for Sustainable Development, recognising volunteering as a catalyst for achieving the Sustainable Development Goals, Anglo American’s Ambassadors for Good programme stands as a strategic expression to share insights and contribute to global practice conversations on skills-based volunteering.

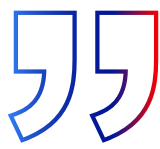


International Law Book Facility, a UK charity that has shared over 95,000 legal books worldwide to support access to justice.



*This programme has significantly shifted my perception of our role in the communities where we operate. It has highlighted the profound impact we can have when we actively engage and collaborate with local stakeholders. By participating in this programme, I’ve come to understand that our responsibilities extend beyond business operations; we have a duty to contribute positively to the social and economic development of these communities.*

Anglo American Ambassador 2024



Context: The evolving role of skills-based volunteering

Corporate volunteering has shifted from being a philanthropic add-on to becoming a strategic lever for business and societal impact. Leading companies now view skills-based volunteering as a way to address critical priorities such as talent retention, leadership development, innovation and stakeholder trust, while advancing sustainability commitments.

Skills-based volunteering involves professionals applying their specialised expertise to support charities, non-profits, or community initiatives. By leveraging skills that may otherwise be inaccessible, volunteers help organisations strengthen their capabilities and build capacity to achieve their mission. This approach complements Anglo American’s commitment to creating shared value in the regions where the company operates. .

This evolution reflects a broader trend: employees increasingly seek purpose-driven work that aligns with their values, and organisations need innovative approaches to build resilient, inclusive cultures. Skills-based volunteering bridges this gap by enabling employees to apply their professional expertise to real-world challenges – creating measurable benefits for communities and reinforcing organisational capability.

Anglo American’s Ambassadors for Good programme sits at the forefront of this global trend, bringing the company’s Purpose to life and exemplifying how skills-based volunteering can:

- Develop future-ready leaders through experiential learning.
- Foster cross-cultural collaboration and innovation to drive creative solutions.
- Strengthen partnerships with NGOs for sustainable impact.
- Deliver value for employees, communities, and the company.
- Enhance Anglo American’s reputation as a purpose-driven, responsible business.



Improving the quality of life for animals – Chile



## Connecting skills to impact: Ambassadors for Good’s eight-year global footprint (2018–2024)

Ambassadors for Good was developed using the experience of a local volunteering initiative in Anglo American Chile operations as the blueprint for the programme. This origin continues to shape the programme’s ethos: staying close to communities while leveraging employee expertise for meaningful impact. Since the launch of a pilot at corporate level in 2018, the programme has grown from a local initiative into a strategic programme that brings to life Anglo American’s Purpose: Re-imagining mining to improve people’s lives. Over eight years, the programme has expanded across 18 countries, delivering more than 1,300 projects, partnering with over 800 organisations and reaching over 650,000 people. This evolution reflects Anglo American’s commitment to delivering positive impact for employees, communities and the company.



Botswana’s Next Gen Digital North launched a STEM programme to equip Chobe Junior students with digital and coding skills

Backed by more than \$7.5 million in grant funding from the Anglo American Foundation, the programme has mobilised 2,431 employees and contributed over 45,000 recorded volunteer hours<sup>1</sup> to projects aligned with the Thriving Communities pillar of Anglo American’s Sustainability Strategy, by advancing health, education and livelihoods in the regions where the company operates.

This global footprint is powered by a clear impact pathway that transforms resources and employee expertise into measurable benefits for communities and Anglo American.





The power of local market leads

Market leads are Anglo American employees, who are the backbone of Ambassadors for Good’s success. They champion the programme in their regions, sometimes as part of their formal role and often on a voluntary basis. Being itself a form of skills-based volunteering, as market leads apply strategic thinking, stakeholder engagement and project management skills to drive impact beyond their core responsibilities. By doing so, they model the principles of Ambassadors for Good: leveraging professional expertise for social good while strengthening governance and ensuring local relevance.

Employees ensure local relevance and governance by:

- **Bridging global and local:** Translating global programme standards into locally appropriate solutions.
- **Driving participation:** Recruiting employees and championing the programme within their region where Anglo American operates
- **Ensuring fairness:** Co-ordinating selection committees for transparent project approval.
- **Aligning strategy:** Linking projects to regional socio-economic development priorities.



Key principles and differentiating factors

These principles form the foundation of Ambassadors for Good, shaping its structure and delivery to guarantee integrity, transparency, and meaningful impact.

Core programme principles

- Employee-led project design.
- Grant funding (\$6,500 per project) and three days paid volunteering leave ensuring that employees and NGO partners have the resources to deliver sustainable impact.
- Employee collaboration.
- Adaptive and inclusive by design.

Governance & local engagement

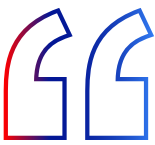
- Local market leads ensure local contextual relevance and link global standards to local implementation.
- Local selection committees guarantee fairness and transparency in project approval.

Strategic alignment

- Integrated with business strategy and employee engagement goals.
- Built on strong partnership ecosystems.

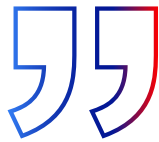
Measurement & impact

- Data-driven and impact-focused, supported by a robust monitoring and evaluation framework.
- Project selection rubric ensures fairness and alignment with Anglo American’s Purpose and Values.



*I’m deeply grateful for the Ambassadors for Good programme. We are encouraged and supported to leverage our professional expertise to provide real-world help. Participating in this programme has given me a deep sense of pride, knowing that I’ve been able to contribute in this meaningful way.*

Anglo American Ambassador 2023



Continuous improvement through robust monitoring & evaluation

Ambassadors for Good’s impact is validated through a robust M&E system designed to drive continuous improvement and strategic alignment. The framework links inputs to measurable outcomes for employees, partners and communities, combining quantitative data with qualitative insights such as surveys, case studies and storytelling.

This evidence-based approach informs programme design, resource allocation, and scalability, while feedback loops enable adaptability to evolving needs – ensuring the programme remains relevant and impactful.



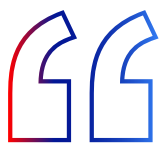


Independent evaluation (2018–2023)

In 2024, Ambassadors for Good underwent an independent third-party impact evaluation to assess the programme’s relevance, effectiveness, outcomes, sustainability and value.

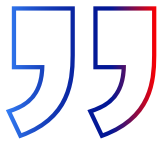
Insights from the evaluation confirmed that Ambassadors for Good is an enabler for human capital development and business resilience. It strengthens Anglo American’s social performance strategy, enhances leadership capability and builds trusted relationships with communities.

Key insights from the evaluation (2018–2023)



There was genuine interest and drive from the management and leadership team who devoted their own time and resources to supporting our programme and talented young mentees.

Partner organisation, 2018



Key enablers and lessons from eight years of Ambassadors for Good

Over eight years, Ambassadors for Good has evolved through continuous learning. The programme has grown into a strategic lever for leadership development and employee motivation, providing insights that have shaped its success and informed its future direction.

The following table summarises the key success factors and lessons learned that underpin the programme’s impact and sustainability:

Table 1: Key success factors and lessons learned	
Theme	What we learned - key success factors
Strategic role of Ambassadors for Good	The programme is a powerful strategic tool that contributes to Anglo American’s social performance strategy and sustainability goals.
Visible sponsorship	Senior leadership support at global and local levels is essential for credibility, buy-in and employee participation.
Leadership development and engagement	Real-world challenges accelerate strategic thinking and leadership growth, while purpose-driven projects boost morale and advocacy.
Adaptive programme design	The programme is both adaptive and locally grounded: it evolves through continuous learning and feedback, while co-designing with community partners ensures contextual relevance, trust, and sustainability. Diverse teams spark innovation and empathy.
Robust monitoring and evaluation	Combining qualitative stories with quantitative indicators strengthens credibility, learning and continuous improvement.

Business and employee outcomes<sup>1</sup>

- **Skills enhancement:** 87% of participating employees reported that they acquired, improved or developed skills or competencies as a result of their participation in the programme.
- **Engagement:** 91% of participating employees feel they made a personal contribution to Anglo American’s sustainability goals.
- **Work performance:** 90% of participating employees report feeling more motivated to perform and contribute for Anglo American after participating in Ambassadors for Good.
- **Team collaboration:** 89% of participating employees said participating in the programme positively impacted their ability to engage in teamwork within their normal role.

Partner organisation and community outcomes<sup>1</sup>

- **Community impact:** 97% of partner organisations agree Anglo American is a positive influence in the communities where we operate
- **Organisational change:** 93% of partner organisations believe support from the programme will be a change agent for their organisation.
- **Reputation:** 97% of partner organisations reported that the programme improved their impression of Anglo American.



Dome Project Honey production, Zambia

<sup>1</sup>Based on Ambassadors for Good post-programme survey data collected between 2018 and 2024; figures reflect aggregated responses across all cycles during this period.



# Case studies

## South Africa – Greening Kathu waste management awareness

In 2024, Ambassadors for Good volunteers partnered with a local charity to launch a community-driven initiative promoting sustainable waste practices and unlocking economic opportunities through recycling and circular economy models. Working closely with local schools, businesses, and municipalities, volunteers led a series of engagements that encouraged waste separation at source, delivered environmental education, and supported efforts to reduce landfill use. The project improved five local waste systems and inspired a culture of environmental responsibility.



A Kathu litter-reduction project focused on education and community clean-ups

**Community impact:**

- Increased awareness of sustainable waste management practices.
- Improved local waste systems and reduced landfill dependency.
- Created pathways for recycling-based economic opportunities.

**Skills employees gained:**

- Environmental literacy: Deepened knowledge of circular economy principles.
- Community engagement: Facilitating workshops and awareness campaigns.
- Cross-sector collaboration: Co-ordinating efforts between schools, businesses, and municipalities.
- Leadership and advocacy: Driving behavioural change through education and influence.

## Brazil – Connecting family farms to markets

In 2023, Ambassadors for Good volunteers partnered with a local charity that works with family farms to help them produce and market their products. The project connected four rural producers directly with clients, cutting out the middleman and keeping costs down. Volunteers trained producers in agroecological practices, organised transport, and delivered food baskets to clients’ homes.



Supporting farmers in Brazil

**Community impact:**

- Producers learned agroecological practices, increased production, and secured a regular monthly income.
- Clients accessed organic food that is high in nutritional content and free from pesticides.

**Skills employees gained:**

- Project management: Co-ordinating logistics for transport and delivery.
- Stakeholder engagement: Building trust with rural producers and charity partners.
- Cross-cultural collaboration: Working in diverse rural contexts and adapting communication styles.
- Sustainability expertise: Applying and promoting agroecological principles.
- Problem-solving and innovation: Designing cost-effective distribution models that bypass intermediaries.



## Chile – Empowering Cecal Catemu

In 2024, Ambassadors for Good volunteers partnered with a local charity to equip vocational training workshops at the Labor Training Center (CECAL), an extension of María Teresa del Canto School. This initiative enables students with special educational needs to develop practical skills that will ease their transition into the workforce.



Empowering Cecal Catemu – Chile.

### Community impact:

- Students gained hands-on experience in vocational skills, improving employability.
- Enhanced inclusion and opportunities for learners with special educational needs.

### Skills employees gained:

- Inclusive education awareness: Understanding how to adapt training for diverse learning needs.
- Project planning and delivery: Co-ordinating equipment provision and workshop setup.
- Stakeholder collaboration: Working with educators and local partners to align objectives.
- Problem-solving: Addressing logistical challenges in resource allocation.

## Peru – Natural honey harvesting

In 2022, Ambassadors for Good volunteers partnered with a local charity, The Workshop Association for Advancement and Development (El Taller Asociación De Promoción Y Desarrollo), to launch the Natural Honey Harvesting programme (Mujeres indígenas y campesinas cosechando miel en los Andes). The project strengthened the honey harvesting skills of 33 indigenous women from the Andes, training and upskilling them to improve quality, harvest techniques, and marketing strategies. The ultimate goal was to introduce honey to the local market, improving the financial wellbeing of their families.



Natural honey harvesting in Peru

### Community impact:

- 33 indigenous women trained in sustainable honey harvesting and marketing.
- Increased household income and economic resilience for rural families.

### Skills employees gained:

- Sustainable agriculture knowledge: Learning honey production and quality standards.
- Capacity building: Designing and delivering technical training for rural communities.
- Intercultural competence: Working effectively with indigenous groups in remote areas.
- Business development insight: Supporting market-entry strategies for local products.

## Singapore – Communi-Green community development

In 2023, Ambassadors for Good partnered with a local charity to launch Communi-Green, an eight-week community development project. The initiative brought members of the local community together to learn about growing vegetables and the benefits of spending time outdoors in nature. Participants also explored composting and recycling practices and enjoyed weekly communal vegetarian lunches.



Learning about growing vegetables, composting, and enjoying time outdoors together – Singapore

### Community impact:

- Increased awareness of sustainable living practices such as composting and recycling.
- Strengthened community bonds through shared learning and communal meals.
- Encouraged healthier lifestyles and connection to nature.

### Skills employees gained:

- Community facilitation: Leading workshops and engaging diverse community members.
- Sustainability knowledge: Practical understanding of urban farming, composting, and recycling.
- Project co-ordination: Managing an eight-week programme with multiple stakeholders.
- Cross-cultural communication: Building rapport in a multicultural community setting.
- Leadership and collaboration: Driving teamwork and problem-solving in a real-world context.



# Conclusion

Ambassadors for Good has matured into a strategic programme for Anglo American – advancing Anglo American’s Purpose – Re-imagining mining to improve people’s lives – while strengthening leadership, innovation and trusted relationships in the communities where the company operates.

Over eight years, the programme has proven that when employees apply their professional expertise to real community priorities, the result is shared value: empowered people, resilient partners and a more engaged, future-ready workforce.

What sets Ambassadors for Good apart is its unique combination of skills-based volunteering and experiential leadership development, underpinned by strong enablers and continuous learning. Visible sponsorship from senior leadership signals commitment and inspires participation. Market lead support that ensures the projects remain locally grounded, structured reflection and recognition embed volunteering into skills development, while co-creation with communities ensures relevance and sustainability. Convening in two annual application cycles, the programme is a platform for employees to collaborate in teams, where they foster innovation and empathy, and robust monitoring and evaluation strengthens credibility and drives improvement.

The programme brings Anglo American’s Values – Safety, Care and Respect, Integrity, Accountability, Collaboration, and Innovation – to life by transforming employee expertise into meaningful impact. It remains a powerful expression of responsible mining in action, demonstrating that developing people, collaborating with communities and driving sustainable development are central to Anglo American’s long-term business resilience and success.

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For Ambassadors for Good Case Studies and Annual Volunteer Reporting:  
**<https://www.angloamerican.com/our-stories/communities>**



Colina Steam Clean up Chile



The Anglo American Foundation is an independent charity founded by Anglo American, championing youth for a green and fair future. It puts young people at the heart of its work, equipping them with the tools and opportunities to drive change and unlock their potential. By focusing on the interconnected priorities of youth empowerment and economic opportunities, the Foundation works with local partners to shift systems and narratives, creating the conditions for young people to flourish.

**References:**

- Ambassadors for Good Volunteer Reports 2018–2024
- United Nations General Assembly (2023). International Year of Volunteers for Sustainable Development, 2026 (A/RES/78/127) Adopted on 18 December 2023 during the seventy-eighth session. Available at: <https://undocs.org/en/A/RES/78/127>