

CASE STUDY

A platform supporting charity auctions

COMPANY



CHALLENGE

Combining charitable goals with employee team integration. The decision to organize the auction via the auction platform was motivated by the desire to create a unique event that would not only engage employees in charity work, but also promote the sharing of passions.

SOLUTION

Symfonia organized a charity auction called "The Great Symphony of Hearts", during which employees sold items or things related to their passions and skills. At the same time, all amounts were donated to foundations that support hospices and people who are currently in difficult situations.

- employees prepared items and services, e.g. Christmas decorations made by children, a yacht cruise, a stay in a guesthouse, sommelier training, or paintings painted by employees
- organizing an auction on the KupTam.pl platform, which made it possible to easily handle such an action

BUSINESS EFFECT

Advantage #1

The charity event not only met expectations in terms of support, but also generated great enthusiasm and commitment among employees. The "Great Symphony of Hearts" integrated the team and strengthened the sense of community.

Advantage #2

The project was financially profitable. By creating a prototype solution, initial development expenses were significantly reduced because it was enough to build a basic version of the hardware and applications.

Project in numbers

- Auctions of items and services lasted **2 weeks**
- **60+** items up for auction
- **300** employees took part in the action

About the client

Symfonia has been supporting the digital transformation of small and medium-sized enterprises by creating management systems (ERP) for over 25 years. Symfonia optimizes the management of enterprises in all regions and voivodeships and engages in social and educational activities.



We managed to engage a large group of employees. Thanks to the campaign, we make Symfonia employees feel needed. Additionally, the auction itself is fun, the employees were very involved in it. I recommend INNOKREA sp. z o.o. to carry out such charitable actions.

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