



CSR Stakeholder Forum
10th Meeting, Tuesday 20th September 2016, (9.00am – 11.30am)
Vodafone, Head Office
Mountainview, Central Park, Leopardstown, Dublin 18

Participants: See Appendix I

Item 1: Opening Comments

Eadaoin Collins of DJEI chaired the meeting. She thanked Vodafone for hosting the meeting and congratulated them on their successful collaboration with the ISPC Childline and their partnership to the Ludgate Hub project.

The Chair also formally announced to the Forum that after two very productive and successful years driving the CSR agenda in Ireland, Brendan Jennings (Deloitte Ireland) stepped down as Chair to the Forum. She thanked him for a remarkable job as first Chairperson to the CSR Stakeholder Forum.

Also acknowledging another member, Brendan McDonagh (IDA Ireland) for his tremendous work in progressing the Mentoring Programme initiative on behalf of the Forum, the Chair announced Mr McDonagh's resignation from the Forum.

Following another successful event at the Chambers CSR Awards 2016, with a record number of applicants, the Chair thanked Chambers Ireland for their work in recognising and celebrating the important contribution that CSR practices make to the economy and to society.

Item 2: Minutes of the Meeting of 21 June

The minutes of the last meeting were agreed.

Action:

Post minutes on CSRHub

Item 3: Presentation: ISPC Childline and the Vodafone Ireland Foundation

Ms Anne O'Leary, CEO of Vodafone Ireland welcomed everyone to their offices in Leopardstown. She began by stating that CSR plays a very important role both at Vodafone, and for her personally.

Vodafone launched their New Ways of Working initiative in 2011, thereby transforming their culture by creating an open, flexible working environment resulting in a better overall experience for their customers.

To encourage openness and transparency and a collaborative environment, Vodafone adopted an open plan approach throughout their headquarters. They advocate wellbeing in the workplace and have provided a Wellness Centre for their staff and encourage nutritional and quality high protein options in their canteen.

Diversity and inclusion is an important focus at Vodafone Ireland, with a 51% male, 49% female ratio at senior level, Ms O’Leary also informed the Forum about the recent launch of their LGBT network.

Ms O’Leary spoke passionately about being the telecoms partner to the Ludgate Hub. She said that the overarching aim of the initiative is the creation of a blueprint Gigabit town for other rural areas. Skibbereen has begun a transition, made possible by the arrival of 100% fibre optic broadband, and is leading the way for similar communities to become part of a Gigabit society in Ireland, which will enhance local economic development. A short video was played to the Forum on the history of the Hub and the history of its location.

Ms O’Leary spoke briefly about the Vodafone Foundation which has been in operation globally for 25 years and has invested €560 million in various charity partnerships and projects, before handing over to Ms Natalie Hodgess who spoke about the Foundation’s current 5 year partnership with the ISPCC.

In 2016, the Vodafone Foundation Ireland, which was established in 2003, launched a major five year partnership with the ISPCC Childline. This partnership aims to keep children safe by keeping them connected. The charity will receive direct funding from the Vodafone Foundation, and the Foundation will provide a commitment to cover the cost of calls for the Childline service for ten years until 2026. The Vodafone Foundation is committed to supporting children who are bullied online and is there to provide advice on cyber safety for both children and parents.

Ms Hodgess introduced Ms Grainia Long, CEO of ISPCC to speak about the partnership. Ms Long spoke about the commitment of the staff of Vodafone who also organise staff events to raise money for the charity, stating ‘you can’t fake CSR’. CSR in Vodafone is from the top down with full staff engagement.

Item 4: Presentation by Peter Cosgrove, CPL Recruitment

Theme: The Future of Work

Mr Peter Cosgrove, Director at CPL Recruitment presented to the Forum on “*The Future of Work*”. He expressed his delight at seeing so many people coming together to share their CSR stories.

He explained that change has never happened so fast, with 3D printing, driverless cars – all great technological improvements but which can result in major job losses. Through the Future of Work Institute they are investigating the latest work trends affecting organisations and how you can improve employee engagement in the workplace, including embracing diversity, innovative thinking, employee empowerment and workplace culture.

He stressed that we need to maintain our competitive edge and ‘company brand’ and ‘culture’ are key in staying successful in this fast changing world. He encouraged companies to look at their brand and their values stating, ‘you can’t tell people you’re a great company, they will tell you’ based on your reputation and values. Companies need to focus on the user experience which shapes the customer perception of the overall brand.

As the developed world is reporting declining fertility rates, businesses need to prepare for the future talent wars. He encouraged businesses to look at new ways of working in an effort to attract and retain talent now and in the future.

In 5 years, Mr Cosgrove expects that 50% of the workforce will be made up of current millennials, 75% in 10 years, and businesses need to prepare for a transformation in the workplace. Millennials are uncomfortable with bureaucratic structures in the workplace and expect constant progression, feedback and different management styles.

Mr Cosgrove finished up by saying CSR is not one person's job it should be across the whole organisation. He summarised by advising businesses to:

- Embrace technology to attract talent – think about how you will find, retain and develop your people;
- Encourage and embrace workplace change, foster innovation and creativity;
- Measure the impact of their brand and culture – learn how sharing your story is effective in building your brand;
- Prepare to embed future technology in the organisation

Item 5: Standing Agenda Item: “Sharing the CSR Experience”

Theme: Excellence Through People, Michelle Brown, NSAI

Ms Michelle Browne, NSAI explained that the Excellence Through People (ETP) programme equals best practice and that ETP provides a business improvement model for all organisations to enhance performance through best practice management and development of their people.

Echoing Peter Cosgrove's sentiments that the success of an organisation is through valuing the people working within it, Ms Browne said that investing in your people will build your business.

The scheme is used by many of Ireland's most successful organisations in becoming more efficient, productive, flexible, competitive and innovative.

ETP hosted awards to recognise the commitment shown by organisations in Ireland to standards of excellence in the workplace. Ms Browne spoke briefly about one of the 2015 recipients, Ashford Castle was voted one of the best boutique hotels in the world and is recognised as a hotel with high standards of HR management and customer service, all of which provide them with a competitive edge.

The ETP programme is quality assured by the Plan-Do-Check model used in business for the control and continual improvement of processes and products. Organisations must receive at least 50% in each of the six core section of the framework.

Ms Browne thanked the Forum for inviting NSAI to speak.

Item 6: Presentation by Dr Max Hills, CMO, Department of Social Protection

Theme: 'Fit for Work' Programme

Dr Max Hills, Chief Medical Officer in the Department of Social Protection thanked the Forum for the opportunity to speak today about the 'Fit for Work' scheme, an early intervention programme.

Dr Hills began by giving a brief outline of what 'Fit for Work' will be for Ireland and how it differs to the UK scheme. He stated that all parties, Government, Department, GP Employer, etc are keen to support people back to work, and that more people with a disability could work if they were given the right supports at the right time.

In the 15 year period from 2000 to 2015, the Department of Social Protection's expenditure for disability payments more than tripled from €1billion to €3.5billion. Long-term disability schemes are continually growing, with a 1 – 2% chance of a person leaving the scheme for reason other than death or retirement.

Not only is there a cost to the State in respect of those receiving a disability payment, there is also a cost to the employer, both financial and to the business success, and Dr Hills mentioned a few of those costs, including carrying a vacancy – resulting in less productivity, and hiring temporary replacements or re-training on return for illness.

Dr Hills explained what employers could do to support the 'Fit for Work' scheme, including assessing and reducing workplace health risks, making reasonable adaptations to work stations, and facilitating a return to work where possible, on a phased basis.

He encourages businesses in Ireland to embed 'early intervention' into their CSR strategies, thereby demonstrating care for employees and ultimately resulting in a healthier workforce and a healthier Ireland.

Dr Hills invited all members of the CSR Forum to a Stakeholder Engagement Session in Dublin Castle on 19th December 2016.

Item 7: Presentation by Claire Downey, Community Reuse Network Ireland

Theme: Reuse, Recycle and Waste Prevention

Ms Claire Downey, Community Reuse Network Ireland (CRNI) addressed the Forum on the work of (CRNI) which she explained is an all Island representative body for community based re-use, recycling and waste prevention organisations. She encourages all organisations to promote the values of reusing and recycling among their people and stakeholders.

CRNI informed of their participation in Reuse Month October, an initiative of the Regional Authorities to promote reuse with a nationwide series of events. Reuse is at the heart of the circular economy and aims to keep products in the economy for longer.

Among CRNI's key activities is to support the Reuse Sector, the Recycle Sector and the Community. They currently have 18 members, including charity shops, recycling centres and social enterprises. Some of the challenges faced by CRNI involve competing with new products as they are generally cheaper to buy.

Ms Downey outlined a number of areas where businesses can support the reuse / recycle agenda, particularly when procuring goods and services. Within the organisation itself, business leaders should lead by example and transform the organisations culture, encouraging practices including using crockery rather than paper or plastic.

As finding waste can be easier than finding raw material, CRNI encourage businesses to adapt a symbiotic relationship with other organisations – claiming what is one company's waste is another's feedstock. Ms Downey explained this further by sharing the SMILE Resource Exchange case study with the Forum.

Ms Downey ended her presentation by welcoming members to attend and/or participate at their upcoming conference: "Making Reuse & Recycling Happen" on 12 October in The Motor House, Farmleigh, Dublin.

Item 8: Updates from the Sub-Groups

SME Tool & Mentoring Programme: (Sub-Group C & B):

The Secretary informed the Members of the current status of the two initiatives in current development.

SME CSR Tool: Based on the feedback from the pilot phase and the ensuing meeting of the Sub-Group (C), the certificate on completion of the Tool has been amended and a 'draft' has been developed by the Department and submitted to the developers. It is envisaged that the new version will provide a 1, 2 or 3 star rating based on the answers supplied by the particular SME on their active engagements across the four pillars. The developers are working on this scoring system and will revert with a final draft version in due course.

Mentoring Programme: Mentor and Mentee Guides are being developed by the Department, IDA Ireland, Enterprise Ireland and the Sub-Group (B). 6 Mentor Companies have been identified and have shown interest in participating in the pilot programme. 2 of the 6 companies have confirmed definite commitment and are in the process of identifying Mentors. Once the guide is complete it will issue to these two companies to complete the Mentor Profiles. Training for the Mentors has also been arranged with one of the Dublin Local Enterprise Offices (LEO) who will also provide the pipeline of Mentee Companies.

Communications Strategy (Sub-Group A):

The Chair of Sub-Group A updated the members of the Forum on measures the sub-group are progressing to further raise awareness.

He stressed that member organisations need to be more proactive on Twitter and encouraged all members to raise awareness of the supports and information on the CSR Hub by tweeting on a regular basis and posting positive soundbites.

Members were informed that approval has been received for the development of a CSR ezine and that the SME CSR Tool being developed should be finalised in time to promote in the first edition of the ezine at the end of 2016. He reflected on past meeting where the issue of a Responsible Business Day was raised and asked members to think about best practice in launching and campaigning via Twitter a Responsible Business Day in 2017, and encouraged all members to bring forward their ideas in this regard – it may be an Action for inclusion in the next National Plan.

Item 9: AOB

The Chair rounded off the meeting thanking and reiterating the Chair of Sub-Group A's update and reminding members to continue to post good CSR messages on Twitter and retweet @CSRHubIrl posts. She thanked all the presenters and the members for coming today to share their experiences and CSR stories.

The Secretary reminded members of the event and the CSR meeting being hosted by Kemmy Business School on 19th October 2016.

Tracey Murphy
Secretary to the Forum
10 November 2016

Good for Business, Good for All

Members don't forget, in order for CSR to survive and thrive!

Tweet, retweet and then tweet again!

Promotion is the key to success!