



CSR Stakeholder Forum
8th Meeting, Tuesday 1st March 2016, (9.00am – 11.30am)
Enterprise Ireland
The Plaza, East Point Business Park, Dublin 3

Participants: See Appendix I

Item 1: Opening Comments

The Chair thanked Enterprise Ireland for hosting the meeting.

Item 2: Minutes of the Meeting of 24 November 2015

The minutes of the last meeting were agreed.

Action:

Post minutes on CSRHub

Item 3: Presentation on Microsoft's Pilot Mentoring Programme

Mr Ken Hickey, CFO Microsoft spoke to the Forum about Microsoft's Pilot Mentoring Scheme. He gave some background on why they set out on this road, how they approached it and what they gained from it.

The mentoring programme in Microsoft started as an idea to give back to the local business community. They approached the Department of Jobs, Enterprise and Innovation (DJEI) with their plan to offer 15 senior leaders, spanning different areas of expertise within the organisation to mentor up to, 30 diverse companies.

Mr Hickey advised Forum members that if they intended to establish a mentoring scheme the following steps would need to be taken:

- Seek volunteer mentor organisations
- Identify a champion within each organisation to drive the programme
- Match mentor company with mentee company (a list of which could be provided by the LEOs)
- Explore training requirements
- Set an initial timeframe and
- Assess workable time commitments (eg 2 hours per month)

A recommendation was made to obtain a report from both perspectives halfway through the programme in addition to a report on conclusion, with a view to review and/or alter the methodology.

In Microsoft's case, it emerged during the mid-way review that the programme was receiving positive feedback. People from both sides stated it was fun and it gave them a feeling of value and

worth. It proved to be a two-way learning system. Mentees learned invaluable skills to manage their business better and access new markets for their products. Mentors learnt the value of giving back to others.

Mr Hickey welcomed the Forum's initiative to take Microsoft's model and adapt where necessary to build and develop a framework to suit particular goals.

The representative from DJEI (Ms Crowley) who liaised with Microsoft conveyed the Department's appreciation to Mr Hickey and all those involved with the Microsoft programme. Ms Crowley expressed the Department's interest in supporting further programmes of this nature by routing mentor organisations through the LEOs and Enterprise Ireland accordingly. She stressed the importance of training for both mentor and mentee organisations before proceeding, to provide structure and arrangement.

A Q&A session followed during which some member organisations showed interest in participating in the programme, as possible mentors. Suggestions were made to look at similar programmes in addition to the Microsoft programme, to devise a template to suit the Forum's objectives.

The Chair thanked Mr Hickey for taking the time to meet with the Forum, to share his experience and insights.

Action: The Department (DJEI) to meet with Brendan McDonagh (Chair of the Sub-Group) to discuss initial steps in terms of making contact with mentor / mentee organisations through EI and the LEOs. In addition, to examine ideas to develop the format and structure, etc., and the inclusion of regional uptake to ensure a national programme is realised.

Item 4: Standing Agenda Item: "Sharing the CSR Experience"

Theme: DSP – CSR in the Public Service: Employment and Youth Activation Charter, First Steps, Diageo Learning for Life and other initiatives

Creating a positive CSR environment is a key objective of the Forum, ranging across the 5 Pillars contained in the National Plan on CSR. The Forum therefore invited the Department of Social Protection (DSP) to speak about the initiatives they are undertaking – highlighting best practice case studies in the public sector.

Ms Catriona Bracken (DSP) informed the Forum of a number of initiatives currently underway in the Department of Social Protection. Initiatives such as those offered through the services provided by Intreo, which offer practical assistance and supports to both the jobseeker and employer.

Ms Bracken showcased the benefits of these programmes, highlighting that those participating from a jobseeker / internship perspective felt more confident following their involvement in the programme. They felt that they were provided with good opportunities to develop skills, and in some cases receive recognised qualifications. She also outlined benefits for the employer, such as attaining a great sense of community spirit, and helping people develop a crucial link to the world of work.

In terms of The Employment and Youth Activation Charter, employers when recruiting are asked to consider and support jobseekers who, are currently on the Live Register. She explained that signing

the Charter is not just about recruitment, but that there are many other ways in which a company can pass on the benefit of their expertise to assist jobseekers. Benefits would include providing work placements, offering job sampling or simply providing advice on CV content and interview skills.

Echoing Microsoft's view in terms of mentoring, DSP agreed that identifying champions in participating organisations is one of the keys to the success of their programmes.

Ms Bracken thanked the Forum for the opportunity to talk to them as part of the DSP awareness campaign. She mentioned many companies engaging with the various programmes, including a number of Forum members. Ms Bracken stressed the need for more and more organisations to participate in these programmes, stating reasons including giving back to those living in the local communities.

The Chair thanked Ms Bracken for her presentation and asked what the Forum could do to assist. Ms Bracken stated that the DSP's programme 'Feeding Ireland's Future' has created awareness of the FMCG sector, and they hope to expand into other sectors with similar programmes. DSP stated that they would welcome the opportunity to hold a roundtable discussion with certain members of the Forum with a view to identifying Champions and advance a similar programme in another sector – see Action below.

Action:

Make necessary arrangements to facilitate a roundtable discussion with Forum members, especially those specific to the Financial Sector (including relevant representative bodies).

Item 5: NSAI – Presentation on the Business Working Responsibly Mark

Ms Maria McKeown, NSAI's Lead Auditor in management system auditing, addressed the Forum to provide an overview on the auditing process undertaken to enable organisations to be audited and certified to the Business Working Responsibly Mark. The Mark was developed by Business in the Community Ireland (BITCI), and is based on ISO 26000.

Ms McKeown began by providing a brief overview of NSAI and her role within the organisation. She outlined the various ISO standards audited by NSAI, highlighting their link to the main CSR pillars, before focussing on ISO 26000.

Ms McKeown explained that this is an all-encompassing standard certifying responsible and sustainable business practices and is available to all organisations. The Mark comprises a self-assessment questionnaire, drawn up by BITCI, and looks at leadership, policies, practices, and performance and impact in areas such as, ethics, supply chain management and environmental practices amongst others.

The benefits of taking the journey to be assessed for the Mark, as outlined by Ms McKeown include the ability to explore change management and goal setting, to set performance measures and to improve employee morale. Benefits of achieving the Mark further provide the ability to raise an organisations profile as a leader in best practice CSR.

Before concluding, Ms McKeown invited Ms Elise McCarthy, Senior CSR Advisor in BITCI to answer any questions members had on the Mark. Ms McCarthy also informed the members that the Mark may be revised to take account of the 17 Sustainable Development Goals and the 2030 Agenda.

The Chair thanked both Ms McKeown and Ms McCarthy for their insights into the Business Working Responsibly Mark and its basis ISO 26000.

Item 6: DFAT – Working Outline of Ireland’s National Plan on Business and Human Rights

The Minister for Foreign Affairs and Trade (DFAT) issued on 10 December, Human Rights Day, a press statement on the Working Outline of Ireland’s National Plan on Business and Human Rights.

Mr Seán O’Connell, (DFAT) presented on the Working Outline to the members of the Forum and outlined the distinction between CSR and Business and Human Rights, while recognising the complementary principles. Mr O’Connell briefed the members on the background of the UN efforts to create global human rights and standards for business beginning back in 1973, and leading us to 2011 when the Human Rights Council unanimously endorsed the Guiding Principles on Business and Human Rights.

Following a call from the UN and the EU for Member States to develop National Action Plans, Ireland adopted a whole of Government approach, proportional to the needs of Ireland and its business base. The Human Rights Unit of the Department of Foreign Affairs and Trade has led the development of this National Action Plan (NAP) and has worked closely with Government Departments, State Agencies, business enterprises and civil society to devise the Working Outline. Mr O’Connell advised that the most recent open consultation event took place in January in Iveagh House and called for submissions from all relevant organisations on the Working Outline by the end of January.

The NAP is being developed based on the UNGPs 31 principles that are structured according to three pillars - implementing the United Nations ‘Protect, Respect and Remedy’ Framework,

Pillar 1 - The State duty to protect Human Rights

Pillar 2 - The Corporate Responsibility to respect Human Rights

Pillar 3 - Access to Remedy

Mr O’Connell continued by providing a brief overview of Ireland’s Working Outline, updating members on a number of relevant actions contained therein, such as the requirement to set up an Implementation Group. This Group will consist of representatives from Government, the business community and civil society. He informed that it is intended that the Group will meet twice a year to review the implementation of the National Plan over the first three years.

The Members were also informed of the provision in the NAP to commission a study to conduct a comprehensive baseline assessment of the legislative and regulatory framework pertaining to business and human rights as it applies in Ireland. The findings of which will be added for review to the agenda of the Implementation Group.

Mr O’Connell added that awareness was raised during the drafting of the Working Outline of the potential for additional administrative burden on organisations, particularly SMEs, and advised that practical guidance and toolkits on the business and human rights agenda will be developed and made available for public and private entities.

The Chair thanked Mr O'Connell for his presentation on the upcoming National Action Plan.

Item 7: Sub-Group Progress Reports - Updates

SME Tool (Sub-Group C):

On behalf of Sub-Group C, Ms Tracey Murphy informed the members, that the CSR Awareness Tool for SMEs was in pilot phase. Ms Murphy thanked ISME, who issued the pilot version to approximately 20 SMEs, who will feed back comments and observations to inform the final version.

A demonstration of the Tool was shown to members, who supplied some useful observations to enhance the Tool. BITCI agreed to issue the link for the Tool to some of their SME members to provide a wider scope for feedback.

Action:

It was agreed that the feedback would be provided to Sub-Group C, to analyse and incorporate into the final version before launching the live version of the Tool.

Communications Strategy (Sub-Group A):

The Chair of Sub-Group A, Mr Mark O'Mahony updated the members of the Forum on measures the sub-group are progressing to further raise awareness.

At the 29 November 2015 meeting, Sub-Group A informed the members of the plan to bring together representatives from participant members' marketing teams / press office to brainstorm further methods to increase awareness. This meeting has been organised by BITCI Marketing Manager and will take place on 7 March - outcomes will issue in due course.

The members were advised of the current Twitter following and the CSRHub website statistics, and Mr O'Mahony reiterated the need for members to follow @CSRHubIrl, and to retweet as regular as possible in an effort to drive more traffic to the website.

Sub-Group A reported that a list of articles, speeches, etc., actioned by Sub-Group A members has been compiled in one document to record information disseminated, the readership, and audiences reached, in an effort to measure progress of the communication objective. This tracker document when updated will be supplied to the wider Forum as a guide to assist members in incorporating CSR related news and events, and information regarding the CSRHub and Twitter into their own communication channels.

Action:

Send reminder to Marketing Managers regarding 7th March Brainstorm Session.

Mentoring Programme (Sub-Group B)

This Agenda Item was dealt with at Agenda Item 3 – Ken Hickey, Microsoft. *Theme: Mentoring Programme.* The Chair of Sub-Group B, Mr Brendan McDonagh introduced Mr Hickey and thanked him for this time, advice and knowledge which he noted will assist the sub-group in progressing their objective.

Item 8: Driving the CSR Agenda - Updates

The Chair acknowledged the work the representative bodies do to drive CSR initiatives among their members. He thanked ISME, Enterprise Ireland, Chambers Ireland and BITCI for their updates at the last meeting in November 2015, and welcomed Ibec, Enterprise Ireland (EI) and IDA Ireland to briefly update the members on their activity.

Enterprise Ireland

Ms Alexa Toomey updated the members on Enterprise Ireland's activities in this space since Mr Joe Healy's brief at the November 2015 meeting. Ms Toomey informed members that since November, EI have posted a page on their website, dedicated to CSR, the National Plan and the CSR Hub. A link for this page has been issued to their client base, their communication team and via social media.

Ms Toomey advised that CSR will be a topic for 2017 and will feature in their next Annual Report. She also notified members that she would be exploring the possibility of introducing a CSR aspect to their Platform4Growth when the programme comes up for review.

Ibec

Ms Siobhan Masterson provided a brief overview from Ibec's perspective. Ms Masterson stated that day to day work for Ibec is CSR led, with 200 executives providing services to small organisations, including HR services and advice.

Ibec is involved in many initiatives in the wider community and are a founding partner of BITCI. Ms Masterson stated that Ibec played a big role in promoting CSR through their seat on the Board of BITCI.

IDA Ireland

Mr Brendan McDonagh outlined a number of CSR related activities IDA Ireland has been engaged with in recent months. Staff of IDA Ireland has become more conscious, recently working together to fund raise for Temple Street. Under the Environmental Pillar, IDA Ireland is conscious of their energy usage and the need for 'greener' properties. Mr McDonagh spoke about the need for promoting CSR to their clients and has embarked on a mission to promote CSR to new companies via e-zine and bi-annual glossy brochures, however stated that the bigger organisations are aware of the benefits of CSR for their business, and there is a need to focus on SMEs in this area.

Mr McDonagh went on to inform members that feedback from large corporations is that they are engaging in CSR but they want to know what more Ireland can do to promote CSR – putting a spotlight on 'Brand Ireland'. He stated that there is a need for collaboration between other representative bodies on this topic, and that a programme similar to Bord Bia's Origin Green – recognised both nationally and internationally – is paramount to successful promotion of CSR.

The Chair and the members agreed that a 'Brand Ireland' programme for CSR would be beneficial to the overall objectives and the issue of a budget for some form of awareness raising should be explored.

The Chair thanked everyone for their updates and reiterated his appreciation for the work the representative bodies do to drive the CSR agenda.

Action:

The Chair of Sub-Group A to provide estimates on the possible options for promoting CSR, raising awareness and directing traffic to the CSR Hub, if a budget was available.

Item 9: AOB

Mr Malachy Corcoran made a request to members for their time to meet as part of a consultation focus group on the Health Workplace Framework currently being devised by Healthy Ireland (Department of Health).

Action:

The Secretary to the Forum to liaise with Healthy Ireland and to update and contact members with agenda and other details of the proposed Focus Group meeting, on the Healthy Workplace Framework.

A general discussion about the Sub-Group projects and initiatives was led by the Chair and he asked that each Sub-Group convene before the next meeting in June 2016. The future formation of the Sub-Groups was briefly discussed and it was agreed that sub-groups would be required in some form, particularly in the run up to the development of the 2nd National Plan on CSR. The Chair asked the Secretary to issue a brief overview of the developments and achievements put in place on foot of the work of the Sub-Groups.

Action:

Issue progress reports on Sub-Group activity to all members.

The Secretary invited other members who may be available to host the meeting on 20 September 2016 to contact her.

Tracey Murphy
Secretary to the Forum
14 June 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!