

CSR Newsletter

Good for Business
Good for All



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SME event in Doolin, Co Clare, urges SMEs to develop CSR strategies.

The National CSR Stakeholder Forum met in Doolin, Co Clare on 28th November and hosted a CSR event to support SMEs in adopting CSR and responsible business practices.

Speaking at the event Catherine Heaney, Chairperson of the CSR Stakeholder Forum and Managing Director of DHR Communications said:

"CSR is not just for large corporates, it is also for small businesses, like my own. There is excellent work already being undertaken by SMEs in this sphere but I want to ensure that all SMEs see the benefit of embedding CSR into their business practices. The Stakeholder Forum is about sharing best practice so that all business can benefit. CSR initiatives can help improve sustainability, competitiveness,



L-R Biddy O'Neill, Department of Health, Aine Martin, Hotel Doolin, David O'Flynn, Dawn Meats, Fergal Smith, Moyhill Community Garden, Catherine Heaney, Chairperson, CSR Stakeholder Forum

ability to attract and retain talent, whilst also fostering social cohesion and protecting the environment."

To show how effective CSR can have on business a range of speakers from organisations such as Dawn Meats, Hotel Doolin, Moyhill Community Garden and the Department of Health conveyed their CSR journey. At

the event Hotel Doolin said: "We are delighted to host the National meeting of the CSR Stakeholder Forum and to be given an opportunity to show the benefits of CSR to our business and to our local community. "

The event also included a networking session for local SMEs to talk to members of the CSR Stakeholder Forum.

Development of Healthy Workplace Framework

The development of the National Healthy Workplace Framework is a priority in the implementation of Healthy Ireland as outlined in the Statement of Strategy. The project is overseen by a working group and is jointly chaired by the Departments of Health and Business, Enterprise and Innovation.



L-R) Enda Campbell NUIG, Minister of State Catherine Byrne, Minister of State Pat Breen, Biddu O'Neill, Department of Health, at the launch of the NUIG Postgraduate Certificate in Workplace Wellness under the auspices of Healthy Ireland.

The National Healthy Workplace Framework is underpinned by a robust evidence base while taking account of guidelines from the World Health Organisation and other International Stakeholders.

An extensive consultation process was undertaken in early 2017 with 4 Regional workshops and an online questionnaire. Engagement from key stakeholders including Health and Safety is very positive and the report will be available before year end.

One of the key elements of the Framework is the development of a practical model to support implementation of health and wellbeing initiatives in both public and private workplaces. This will be supported by an accreditation process which will provide recognition to workplaces for good practice and achievement of recognised standards.

To build capacity in the workplace seed funding was provided by both Departments to the Health Promotion Research Centre, National University of Ireland Galway to develop a Postgraduate Course on Workplace Wellness. The first course commenced in September with an intake of 35 students from Public and Private sectors.

The report on the consultation process and the literature review will be published by end of year and a draft framework will be available in March 2018

Biddu O'Neill, National Project Lead, Healthy Ireland

AN ENERGY SAVING MESSAGE OVER CHRISTMAS TIME!

**Optimising Power
in the Office at
Christmas**



Switch off Standby



Log out fully and switch off your monitor



Switch off personal heaters



Last person out switches off all lights and ensures windows are closed



and don't forget to unplug the fairy lights

8 COMPANIES IN IRELAND ACHIEVE THE **BITCI** BUSINESS WORKING RESPONSIBLY MARK

The Mark is operated by Business in the Community Ireland (BITCI), the non-profit organisation dedicated to sustainability and is third-party audited by the National Standards Authority of Ireland (NSAI) based on ISO 26000. The Mark is valid for three years

Ronan Murphy chairman of BITCI Ireland announced the eight companies as Dawn Meats Carroll's Cross, EirGrid, Fujitsu, PM Group, PwC, RTÉ, Sodexo, SSE Ireland.

The Mark assesses best in class corporate social responsibility (CSR) and sustainability and looks at leadership, policies, practices, performance, and impact in areas such as; employee engagement, innovation, environmental practices, supply chain management and engagement with the local community.

According to a 2016 Cone Communications survey, 88% of millennials say they find their employment more fulfilling when they have opportunities to make a positive impact on social and environmental issues. The eight companies who achieved the Mark this year collectively employ almost 15,000 people in Ireland.



L-R Stephen Wheeler, Managing Director SSE Ireland, Margot Slattery, Country President Sodexo Ireland, Valerie Hedin, External Communications Manager EirGrid, Feargal O'Rourke, Managing Partner PwC, Cathleen Doohan, HR and CSR Director Fujitsu, Dee Forbes, Director General RTÉ, Niall Browne, CEO Dawn Meats and Dave Murphy, CEO PM Group

Recycle IT tips on creating an Eco-Friendly Workplace

Recycling is an easy and effective way to encourage eco-friendly behavior while allowing you contribute towards a positive impact on climate across the world.

Tips on how Organisations can Reduce, Reuse and Recycle

1. Ask employees to make double-sided copies when printing reports or presentations or just don't print reports or presentations, use power-point. Send emails or use electronic document sharing tools rather than printing.
2. Install microwaves so people can reuse food cooked at home.
3. Replace all bottled water with inline water filters to allow refilling.
4. Reuse and recycle surplus furniture by partnering with charity shops and reuse centres.
5. Before purchasing new products, all stakeholders should try to consider an item's true cost, i.e. how quickly the product will need to be replaced and whether it can be reused, re-purposed and recycled. Buy reusable or recycled products before considering other purchases.
6. Pre-sort recyclables e.g. cans, glass, paper, cardboard, plastic bags, batteries, smart phone batteries, smartphones, and fluorescent lights etc.
7. Recycle electronics equipment. Personal electronics waste can be recycled through a free WEEE to Work Collection Day.
8. Reuse cardboard delivery boxes in which reports, flyers, paper etc. arrive in.

About Recycle IT

Recycle IT is an award winning not for profit Community Electronic Recycling Social Enterprise in Dublin, Kildare and Wicklow providing a neighbourhood kerbside collection service for all types of waste electrical and electronic equipment including all IT equipment and domestic appliances. As a social enterprise, Recycle IT work to create training and employment opportunities in the areas of reuse, re-purposing and recycling.

Recycle IT offer services in partnership with WEEE Ireland. Recycle IT are supported by Pobal, South Dublin County Council and authorised by the National Waste Collection Permit Office and the local authority offices in their collection areas.

Further information is available at <https://communityrecycleit.wordpress.com/about-2/>

INTEGRITY AT WORK-

Changing Attitudes towards Whistleblowing



By Stephanie Casey, Integrity at Work Programme Manager, Transparency International Ireland.

Whistleblowing is widely acknowledged as one of the most effective ways of exposing institutional wrongdoing. However, despite the pivotal role that Irish whistleblowers play in exposing abuse in our financial system, healthcare and law enforcement, they are often penalised by their employers and their colleagues view them with suspicion.

Transparency International (TI) Ireland has long advocated for better protections for whistleblowers, and established the Speak Up Helpline in 2011 to support anyone reporting wrongdoing. Nearly 1,000 people have used the service to date.

The number of workers calling the helpline seeking legal advice has risen sharply since the introduction of Ireland's whistleblowing legislation, the Protected Disclosures Act 2014 (PDA). Responding to this demand, TI Ireland established the Transparency Legal Advice Centre (TLAC) in 2016 to provide free legal advice to workers disclosing

wrongdoing, particularly under the PDA.

A survey on attitudes towards whistleblowing carried out by TI Ireland in 2016 found that where workers are unaware of their options and the consequences of speaking up, they are at risk of falling victim to reprisal. From the employer's perspective, the legal and reputational costs of litigation can also be considerable. Employers who are perceived as not treating whistleblowers fairly, risk damaging their reputation and deterring investors and customers.

TI Ireland has developed the Integrity at Work (IAW) programme to address these concerns. This initiative supports employers to foster workplace cultures where staff feel safe to speak up about wrongdoing. Members of the programme sign a pledge committing them to protect workers who raise a concern, and to act on their report.

TI Ireland provides a range of tools and support to help employers deliver on their pledge, including a framework to review existing procedures, training on making and receiving protected disclosures, peer-to-peer learning forums and an annual conference. Eighteen organisations have already joined IAW this year including the Road Safety Authority, the Irish Congress of Trade Unions and the Department of Justice and Equality.

Through the programme, staff in member organisations also receive promotional material about the Speak Up Helpline and TLAC. Having access to free, specialist and impartial advice ensures that they can make informed decisions before and/or after they report a concern, minimising the harm and potential negative consequences for all concerned.

To find out more about Integrity at Work, call Stephanie Casey on (01) 554 3953 or email support@transparency.ie

The Four Dimensions of Corporate Social Responsibility



The Environment

This is about how you reduce, reuse or recycle resources to minimize negative environmental impacts



The Community

This is about how you interact with your local community partners and organisations



The Workplace

This is about how you support and engage your employees



The Marketplace

This is about how you interact with your local community partners and organisations

For more information check out:
www.csrhub.ie
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Useful Links
www.bitc.ie
www.chambers.ie

This is an initiative of the Department of Business, Enterprise and Innovation in association with the national CSR Stakeholder Forum



An Roinn Gnó, Fiontar agus Nua-áiríochta
Department of Business, Enterprise and Innovation