



Rialtas na hÉireann
Government of Ireland

Meeting of Corporate Social Responsibility Stakeholder Forum
7th March 2018,
Iveagh House, Department of Foreign Affairs and Trade

Minutes

Chair: Catherine Heaney, DHR Communications
Attendance and Apologies at Appendix A

1. Welcome and Opening Comments

The Chairperson, Catherine Heaney welcomed attendees. She advised the Forum that she met with Minister Heather Humphreys who has agreed to be a CSR Ambassador. She added that the Minister is keen on Regional outreach and encouraging businesses to share their CSR stories. The Chairperson also mentioned the Chamber 2018 CSR Awards and the new category Excellence in Diversity and Inclusion replaces Youth Employment.

2. Minutes of the Meeting 28th November 2017

The Minutes were agreed.

Actions:

The Minutes will be uploaded to CSRhub.ie

3. Review

(a) CSR Check 2018

The CSR Check will be a statement of what we have done, what is happening in the public sector and a Trends analysis. The Check will be presented at the next CSR Stakeholder Forum meeting on 28th June.

(b) Membership of the Forum

The Chairperson agreed that the membership of the Forum will be reviewed. A survey will issue to all members in April asking them to reaffirm their membership and give feedback on how the Forum is operating.

(c) Forum Meetings

The next Forum meeting will take place at the end of the Leaders Breakfast meeting on the 28th June 2018. The Year Two meetings of the forum will be in September and November 2018 and March and June 2019. Dates will be forwarded shortly.

(d) Working Groups

The Chair asked each Working Group Chairperson to give an overview of the key outcomes from their recent meetings.

Working Group 1 – CSR Ambassadors & Communications

Audrey Nolan, Bank of Ireland, Chairperson of Working Group reported on activities as follows:

- **Audit** –DHR Communications audited the existing communications tools and have made recommendations. DHR also gave a session to the Department on the most effective

messaging tools and messaging tips. They are also due to give the Department a session on how to use Mailchimp. The next ezine will be built and issued through mailchimp.

- **SME Events** – The chairperson contacted SFA and they have identified events that will facilitate a CSR Ambassador. They have also agreed that the CSR Stakeholder Forum could include an article in their next publication.
- **Messaging** – The Chairperson liaised with Adrian Langan on the CSR Ambassador Messaging Piece. Once the messaging piece for CSR Ambassadors is completed, all members of the WG and the full Forum will be asked to use any opportunity to fulfil the role of CSR Ambassador. Specific events will be identified that Ambassadors can speak at.
- **Website** – The current CSRhub website is being upgraded by DBEI.

Working Group 2 – Supporting National Policy and other Programmes

Celine McHugh, DBEI Chairperson of Working Group 2 reported on activities as follows;

- **Action: support and promote CSR across Government Departments and Agencies**
 - Piloted a survey within the group asking them to identify internal and external CSR/RBP initiatives in Departments and agencies across the four dimensions of CSR. i.e.: Prompt Payment Code & Portal in DBEI.
 - Reviewed pilot and DBEI is currently developing explanatory notes and revised matrices to recirculate
 - When the group is satisfied with the new matrices and explanatory notes this will be extended to all Government Departments and Agencies.
 - The objective of the Group is that Information collated from both external and internal matrices will be communicated
 - Internally- across Government linking CSR/RBP policies and programmes (which will lend support to action 2 below)
 - Externally – communicate simple messages re what supports exist, grants, initiatives, best practice (in liaison with WG1)
- **Action: drive CSR/Responsible Business Practices internally across Government Departments & Agencies**
 - DBEI exploring how to promote CSR internally, and will work with WG members to do same. (Annual reports, Statements of Strategy, CSR Plan CSR team, KPIs).
 - BITCI workshop scheduled for the end of March 2018
 - Letters to IDA, EI and SFI to issue along with key messages.
- **Action: Supports to other Departments on national policy issues**
 - Supporting D/FA with the implementation of Business and Human Rights
 - D/BEI supporting SDGs in DCCAE

Working Group 3 – Practical Tools and Supports

Lorraine Corcoran, Afanite, Chairperson of Working Group 3 reported on activities as follows.

The Group typically meet twice between Forum meetings, 1 face-to-face and 1 conference call. Subgroups have been established to work on specific areas.

- **CSR SME Tool** – The tool has been assessed and looked at under headings such as ease of use, design, questions asked, output for respondents. Led by DCU the subgroup has given feedback and made recommendations. They have agreed that further work will take place with both DCU and UL and that the language needs to be reviewed. There are a number of questions around resources and limitations.
- **Metrics** – The Indicative baseline study has been reviewed and analysed. The subgroup recommended that the report be published in the first instance and requested that further recommendations be considered.
- **Case studies/Best Practice** – A number of BITCI SME case studies are now linked to the website. New case study on BH Consulting also on the website. Additional case studies

under review. The subgroup tweaked the Business in the Community Ireland template and this will be forwarded to Forum members. Recommended that case studies should include a practical, how to piece and this is being added where possible.

The challenges for this group are about aligning with other Working Groups, reviewing the composition of WG3 and managing realistic outcomes.

Working Group 4 – Environment and Community Dimension and the SDGs

Bernadette Phelan, Business in the Community Ireland (BITCI), chairperson of Working Group 4 reported on activities as follows;

Action 15 & 16:

Case studies have been identified – ESB and Northside Partnership. The Group looked at ways to enhance the sustainable waste and resource management category in Tidy Towns and because of the work involved felt that this is a long-term goal and could be revisited. Working Group 2 are currently mapping out what supports are available. Working Group 4 agreed that there is no further action required for Action 15 & 16.

Action 17:

The remaining Action for Working Group 4 relates to encouraging businesses to align their CSR strategy and action activity to the Sustainable Development Goals.

A Subgroup of WG4 is currently

- scoping out and will propose one to two indicators that the Forum could gather momentum on;
- collecting examples of how large companies create impact on indicators of most relevance;
- Collect examples of 'what success looks like for companies'

The Sub-Group agreed to forward a questionnaire/excel sheet to Forum members requesting them to identify their top 5 SDGs (along relevant targets).

The Chairperson of WG4 is recommending that WG4 be wrapped up when the SDG exercise is completed. She added that any further action on the SDGs must be linked to the SDG implementation Plan.

The Chairperson of the Forum encouraged all members to be complete the questionnaire. She agreed that the September Agenda of the CSR Stakeholder Forum will be dedicated to SDGs. The Chairperson added that the Forum must ensure that there is no duplication between DCCAE and the CSR Stakeholder Forum in relation to the SDGs.

Actions:

Membership survey to issue in April. Membership will be reviewed.

Tweet to issue on SMEs this week. Members asked to retweet and follow @CSRhubirl

WG4 to forward a questionnaire/excel sheet asking Forum members to identify 5 SDG Goals

CSR Stakeholder Forum meeting in September will focus on SDGs

4. News Items

Dr Annmarie Ryan, UL gave a presentation on CSR and SMEs. A copy of the presentation was given to members at the meeting.

5. Messaging

Adrian Langan, DHR Communications, gave a session on messaging for CSR Ambassadors and covered the following;

- Detailed objectives – Disseminating the CSR message, developing effective messages, Delivering them effectively and persuasively.
- Being on message – creating, adapting and personalising messages
- Presenting your case – persuasive communications
- Practical Session – the Forum broke into smaller groups and each group were asked to select a speaker to present for 90sec on CSR in the organisation where they work for – what they do and why'. They were given 10 minutes to prepare.
- Feedback and Questions

Date of Next Meeting

The next meeting of the CSR Stakeholder Forum is scheduled for **Thursday, 28th June at 8.30am, Iveagh House.**

APPENDIX A

Attendance:

Chairperson: Catherine Heaney, DHR Communications

Audrey Nolan	<i>Bank of Ireland</i>	Aoife Mullen	<i>Department of the Taoiseach</i>
Breda O'Sullivan	<i>IDA Ireland</i>	Alexa Toomey	<i>Enterprise Ireland</i>
Andrew Hetherington	<i>Business to Arts</i>	Bernadette Phelan	<i>BITCI</i>
Catherine Curran	<i>Department of Business, Enterprise and Innovation (D/BEI)</i>	Claire MacEivilly	<i>Danone</i>
David O'Flynn	<i>Dawn Meats</i>	Caitriona Bracken	<i>Department of Employment Affairs & Social Protection</i>
David Joyce	<i>ICTU</i>	Céline McHugh	<i>DBEI</i>
Deirdre Kennedy	<i>IBM Ireland</i>	David Roche	<i>Pramerica Systems Limited</i>
Deirdre Murphy	<i>Accenture</i>	Helen Keane-MacDonough	<i>DBEI</i>
Elisabeth Dare	<i>Ulster Bank</i>	Deirdre Ryan	<i>Lidl</i>
Gerry Fitzpatrick	<i>Deloitte Ireland</i>	Elisa Collier O'Brien	<i>Chambers Ireland</i>
Lorraine Corcoran	<i>Afanite</i>	Fergal Fitzgerald	<i>ESB</i>
Natalie Hodgess	<i>Vodafone</i>	Karina Howley	<i>KPMG</i>
Neil Menzies	<i>Transdev</i>	Martin Hofler	<i>Origin Green, Bord Bia</i>
Prof Sheila Killian	<i>Kemmy Business School, UL</i>	Neil McDonnell	<i>ISME</i>
Terri O'Brien	<i>Volunteer Ireland</i>	Sandra Mullen	<i>DBEI</i>
Michael Stenson	<i>Dept. of Foreign Affairs and Trade</i>	Sinead Hickey	<i>Abbott</i>

Presentations: Dr Annmarie Ryan, UL & Adrian Langan, DHR Communications

Apologies:

Aine Martin	<i>Hotel Doolin</i>	Professor Andrea Prothero	<i>Smurfit Business School, UCD</i>
Biddy O'Neill	<i>Department of Health</i>	Caitriona Morden	<i>DCU</i>
Professor Donna Marshall	<i>Smurfit Business School, UCD</i>	Deirdre Kearney	<i>Department of Rural and Community Development</i>
Kathleen Gavin	<i>Department of Education and Skills</i>	Una Ní Dhubhghaill	<i>Department of Justice and Equality</i>
Les Carberry	<i>Department of Communications, Climate Action and Environment</i>	Lorraine McCann	<i>Ernst & Young</i>
Seónaid O'Murchadha	<i>ISME</i>	John Curran	<i>Musgraves</i>
James Hogan	<i>EPA (Green Business)</i>	Paul Rogers	<i>Northside Partnership</i>
Maria McKeown	<i>NSAI</i>	Siobhan Masterson	<i>IBEC</i>
Miriam O'Keeffe	<i>American Chambers</i>	Tomás Sercovich	<i>BITCI</i>
Padraig Ryan	<i>Grant Thornton</i>	Sven Spollen-Behrens	<i>SFA</i>