



**Meeting of Corporate Social Responsibility Stakeholder Forum
28th November 2017,
Hotel Doolin, Doolin, Co Clare**

Final Minutes

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

1. Welcome and Opening Comments

The meeting was opened by the Chairperson, Catherine Heaney who welcomed attendees and thanked Hotel Doolin for hosting both the meeting and the SME event. The SME event was held before the Stakeholder Forum meeting and she thanked the four speakers Aine Martin, Hotel Doolin, Bidy O'Neill, Department of Education and Skills, David O'Flynn, Dawn Meats and Fergal Smith, Moy Hill Community Gardens who contributed their CSR stories/journey to the attendees.

She congratulated Dawn Meats who recently received their BITCI Working Responsible Mark.

2. Forum Host

Aine Martin, Hotel Doolin spoke on behalf of the Hotel on the Hotels CSR programme.

3. Minutes of the Meeting 19th October 2017 The Minutes were agreed.

Actions:

The Minutes will be uploaded to CSRhub.ie

4. Discussion on Working Group outcomes:

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

Working Group 2 – Supporting National Policy and other Programmes

Celine McHugh, DBEI Chairperson of working Group 2 reported on the Working Group's outcomes. The Working Group met on 11th September 2017 & 14th November 2017.

- Good representation across Government Departments, Agencies and representative bodies. Pursuing invitation for D/PER
- Action 1: support and promote CSR across Government Departments and Agencies – Recognition that there are numerous policies and programmes that fall under the four dimensions of CSR/Responsible Business Practices (“beyond compliance”), that are not branded as such
 - Have agreed to develop a matrix for WG members (pilot) to complete re CSR/RBP initiatives in Departments and agencies. i.e.: Prompt Payment Code & Portal in DBEI. Once group is satisfied with the information that is being captured, the matrix will be extended to all Government Departments and Agencies.

- Communicate initiatives: Internally- across Government linking CSR/RBP policies and programmes, avoid duplication;
- Communicate initiatives: Externally – communicate simple messages re what supports exist, grants, initiatives, best practice (in liaison with WG1)
- Action 2: drive CSR/Responsible Business Practices internally across Government Departments & Agencies
 - DBEI will explore how to promote CSR internally, and will work with WG members to do same. (Annual reports, Statements of Strategy, CSR Plan CSR team, KPIs). Aim to pilot among WG members 2018, roll out wider in year 2 & 3. Might explore options to assist Government Departments & Agencies such as a Workshop/ advice from champions in this space

Working Group 3 – Practical Tools and Supports

The Chairperson of the Working Group, Lorraine Corcoran, Afanite, reported on the Working Group's outcomes. The Working Group met on 8th September, 23rd October & 21st November 2017. Sarah Coughlan, Enterprise Ireland and James Hogan, Green Business are due to join this Group.

The Group agreed their terms of Reference and will focus on the following;

- Develop **case studies** – BITCI gave the WG a template for case studies and they have also agreed to pass on their current online SME case studies to Working Group 1. Three members of the working group, Sinead Hickey, Abbott, Deirdre Kennedy, IBM and Seonaid O'Murchadha, ISME are collating additional SME case studies and it was agreed that DBEI will list all the current and potential case studies to avoid duplication. In addition, Prof Sheila Killian also mentioned that case studies could be developed by Aim2Flourish. SDGs should be incorporated into case studies where possible
- **CSR SME Tool** – The tool is being reviewed by Roisin Lyons DCU. James Hogan from Green Business will assist on this project. It was suggested at the Forum that the tool should include instruction / how to elements to make it very practical.
- **Metrics** – Three members of the Working Group David O'Flynn, Dawn Meats, Natalie Hodgess, Vodafone and Dr Brigia Hynes, Kemmy Business School, UL have reviewed the Indicative baseline study and their findings will be reported to the Group at its next meeting. Questions were raised about the Study and DBEI agreed to link the Group up with one of the authors. In addition, further consideration/clarification must be given to what is being measured. Are we measuring (1) the effect on SMEs (2) the change nationally or (3) the Plan. In the discussion that followed in the Forum it was agreed that WG3 will focus on SME metrics while being mindful of national policy and the overall CSR plan. CSR plan report card will be discussed at a further meeting. Any metrics need to be mindful of what is practical given our role and level of influence.
- **Best Practice** – Jenny King, ETSY, is reviewing this as part of her Masters Degree and is due to feed back to the Group at their next meeting in January 2018.

The Chair also added that Dr Annmarie Ryan, Kemmy Business School, UL will give a presentation to WG3 at their January meeting. The Chairperson of the Forum suggested that Dr Ryan could be asked to present at the March meeting of the Forum.

Working Group 4 – Environment and Community Dimension and the SDGs

Bernadette Phelan, Business in the Community Ireland (BITCI), chairperson of Working Group 4 was unable to attend the meeting. Lorraine Fitzgerald, Bank of Ireland who is a member of Working Group 4 spoke on her behalf and reported on the Working Group's outcomes. The Working Group met on 18th September and 2nd November 2017.

An overview of the key outcomes were;

- Concentrate on one or two **SDGs**, with its associated targets, and collect examples. [See note below];
- Increase promotion of the **Green Business Online Tool**;
- Map **existing support and agencies** under environment and community. Link with Working Group 2;
- Collect 3 to 4 new **SME Case Studies** with a focus on social inclusion and employability;
- Explore **Sustainable Communities** e.g. Tidy Towns, BOI Enterprise Town, BnM's sustainable, SEAI sustainable Energy Communities, champions to find out if the Group can participate/inform the initiatives in anyway;
- Link to other enterprise **awards** e.g. EY, Deloitte Best Managed, Chambers Awards

The Group were advised by DBEI that Les Carberry, Department of Communications, Climate Action and Environment, who is also a member of the CSR Stakeholder Forum and Working Group 4, is currently engaged in a SDG policy mapping exercise. This involves each line Department providing details of key national policies which relate to those SDG targets for which that Department has been designated as a lead/stakeholder.

Working Group 1 – CSR Ambassadors & Communications

Audrey Nolan, Bank of Ireland, Chairperson of Working Group 1 was unable to attend the meeting. Mia McCarthy, Bord Na Mona and Elisha Collier O'Brien, Chambers who are members of Working Group 1 spoke on her behalf. The Working Group met on 15th September and 13th November 2017.

An overview of the key issues raised were;

- **Audit** – Louise Archbold, DNR Communications agreed to audit the existing communications tools.
- **Googledocs** – The group agreed that this platform was most suitable for exchanging documents. DBEI advised the Forum that they have received approval for this. However, Forum members advised that they will not be able to use this platform.
- **CSR Hub** – Members need to be made aware of deadlines for ezine and SME content needs to be updated.
- **Metrics** – Need to establish metrics to measure future success e.g. Hits on website, twitter, membership of ezine
- **SME Events** - Contact SME representative bodies and Department to find out what SME events will be taking place over 2018. CSR Ambassadors might be able to speak at those events.
- **Twitter** – The group suggested that the Twitter feed should be on the homepage of the website. DBEI advised that they have received approval for this. It was suggested that instead of updating Twitter that a Q&A session be organised for one hour at the same time every week.

Caitriona Bracken, Department of Employment Affairs and Social Protection suggested that the Group contact her D Comms Unit to discuss the various initiatives they have implemented to increase their social media presence.

Working Group Chairs Meeting

The Working Group Chairs have met on 9th October and 22nd November 2017. The Chairperson asked each Chair to diary in dates well in advance of meeting.

Actions:

All case studies must be linked to one or more SDGs, as provided for in the Plan;
 D/BEI to compile list of current and potential case Studies to avoid duplication;
 D/BEI to contact DCCAE about SDG report;
 The Chairperson advised that two working Groups can meet at the same time to discuss specific issues;
 Working Group Chairperson to diary in dates for debriefing well in advance of meeting;
 D/BEI to issue email to all members advising them of deadlines for both case study and quarterly ezine;
 D/EASP to be contacted about their various social media initiatives;
 WG3 were asked to develop a 'how to do' for SMEs when they are considering case studies;
 WG1 asked the Forum/other working groups to make them aware of what supports are needed to ensure that supports are ready when required.

5. News Items

Dr Mairead Moriarty, Chair, University of Sanctuary Committee, University of Limerick gave a presentation on the 'Unlocking the talent of the Refugee & Asylum Seeker Community'. Celine McHugh gave an overview on the Action Plan for Jobs 2018 and that the work of the Forum is included in the submission. She asked the Forum members if they would like to raise any other issues that they can still do so. Sarah Coughlan, Enterprise Ireland gave an overview of the current Microsoft mentoring programme.

6. Messaging

The Chairperson asked all members to consider

- The language used when describing CSR to SMEs. Highlight the benefits. Road test your key messages.
- Report Card for June 2018 – What will be your deliverables for that card. • A workshop/seminar in Spring on Environment and Community

The Chairperson advised the Forum that the then Tánaiste agreed to send a letter to IDA, SFI and EI, along with key messages asking them to highlight CSR both internally and with their clients.

Date of Next Meeting

The next meeting of the CSR Stakeholder Forum is scheduled for **Wednesday, 7th March at 11am.** Dublin Venue to be confirmed.

APPENDIX A

In Attendance:

Chairperson: Catherine Heaney, DHR Communications

Aine Martin	<i>Hotel Doolin</i>	Alexa Toomey	<i>Enterprise Ireland</i>
Biddy O'Neill	<i>Department of Health</i>	Caitriona Bracken	<i>Department of Employment Affairs & Social Protection</i>
Catherine Curran	<i>Department of Business, Enterprise and Innovation (D/BEI)</i>	Celine McHugh	<i>DBEI</i>
David O'Flynn	<i>Dawn Meats</i>	David Roche	<i>Pramerica Systems Limited</i>
Elaine Stephen	<i>Business in the Community Ireland</i>	Elisa Collier O'Brien	<i>Chambers Ireland</i>
Kathleen Gavin	<i>Department of Education and Skills</i>	Lorraine Corcoran	<i>Afanite</i>
Lorraine Fitzgerald	<i>Bank of Ireland</i>	Mia McCarthy	<i>Bord Na Mona</i>
Sandra Mullen	<i>DBEI</i>	Seonaid O'Murchadha	<i>ISME</i>
Prof Sheila Killian	<i>Kemmy Business School, UL</i>	Sarah Coughlan	<i>Enterprise Ireland</i>
Tim Costello	<i>IDA Ireland</i>	Helen K. MacDonough	<i>DBEI</i>

Apologies:

Professor Andrea Prothero	<i>Smurfit Business School, UCD</i>	Anne Cooney	<i>ESB</i>
Audrey Nolan	<i>Bank of Ireland</i>	Bernadette Phelan	<i>BITCI</i>
Breda O'Sullivan	<i>IDA Ireland</i>	Claire MacEivilly	<i>Danone</i>
David Joyce	<i>ICTU</i>	Deirdre Kearney	<i>Department of Rural and Community Development</i>
Deirdre Kennedy	<i>IBM Ireland</i>	Deirdre Murphy	<i>Accenture</i>
Deirdre Ryan	<i>LIDL</i>	Professor Donna Marshall	<i>Smurfit Business School, UCD</i>
Elisabeth Dare	<i>Ulster Bank</i>	Gerry Fitzpatrick	<i>Deloitte Ireland</i>
Gerry Fitzpatrick	<i>Deloitte Ireland</i>	James Hogan	<i>EPA (Green Business)</i>
John Curran	<i>Musgraves</i>	Karina Howley	<i>KPMG</i>
Les Carberry	<i>Department of Communications, Climate Action and Environment</i>	Lorraine McCann	<i>Ernst & Young</i>
Maria McKeown	<i>NSAI</i>	Michael Stenson	<i>Department of Foreign Affairs and Trade</i>

Miriam O'Keeffe	<i>American Chambers</i>	Natalie Hodgess	<i>Vodafone</i>
Neil Menzies	<i>Transdev</i>	Neil McDonnell	<i>ISME</i>
Padraig Ryan	<i>Grant Thornton</i>	Paul Rogers	<i>Northside Partnership</i>
Sarah Freeman	<i>Chambers Ireland</i>	Sinead Hickey	<i>Abbott</i>
Siobhan Masterson	<i>IBEC</i>	Terri O'Brien	<i>Volunteer Ireland</i>
Tina Roche	<i>BITCI</i>		