

# GOOD FOR BUSINESS, GOOD FOR THE COMMUNITY

IRELAND'S NATIONAL PLAN ON  
CORPORATE SOCIAL RESPONSIBILITY

2014-2016



Ireland

# *Why an Irish National Plan on CSR?*

- EU Commission's call in their 2011 Communication for all Member States to produce or update National Plans on CSR
- Growing recognition of the positive impacts of CSR for businesses
- Many CSR issues already covered by legislation, regulation or policy in Government, across many Departments and Agencies
- Aware that many Irish companies are active in some areas of CSR – attempt to capture best practise
- The National Plan is a response to EU Commission and also allows Ireland to outline our understanding of CSR for an Irish context

# CSR

- Concept whereby enterprises integrate social and environmental concerns into their mainstream business operations.
- A 'process' to integrate societal, environmental, ethical, human rights and consumer concerns.
- Emphasis on maximising creation of shared value.
- Voluntary activity of enterprises beyond compliance with legal requirements.



## *Our Vision for CSR in Ireland*

Our vision for CSR is that Ireland will be recognised as a Centre of Excellence for responsible and sustainable business practice through the adoption and implementation of best practice in CSR in enterprises and organisations as widely as possible





## *Good for business:*

### **..Key Lever for Improving Competitiveness, e.g. by:**

- **Reducing costs, creating new value**
- **Impact on Customer Relationships**
- **Human Resources**
- **Improving Innovation Capacity**
- **Risk Management**
- **Stakeholder Engagement**

## *Good for the community:*

### **..Mutually beneficial community relationships**

- **Financial Support**
- **Employee Volunteering**
- **Skills Development Programmes**
- **Social Inclusion Projects**

**...Benefits to both Community & Enterprise**



# *Structure of Plan*

- International & National Context
- CSR Landscape in Ireland
- Principles & Objectives
- ‘Pillars’ of Plan
- Actions & Review

# *Context*

## **International**

- EU Commission Strategy
- UN Global Compact
- OECD & ILO
- UN Guiding Principles on Business & Human Rights
- Proposed EU Directives

## **Local**

- National legislation
- Consumer demand
  
- BITCI & Chambers Ireland
- Nature of Irish enterprise base



# Key Principles

- **Voluntary nature**
  - **Shared Vision**
  - **Context specific**
  - **Accessible**
  - **Multidimensional/holistic  
(ISO26000 & Business Working Responsibly Mark)**
  - **Review Process**
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## Key Objectives

- **Increase awareness**
- **Encourage & Mainstream**
- **Increase SME capacity**
- **Increase reporting of CSR activity**
- **Anchor CSR in public bodies**

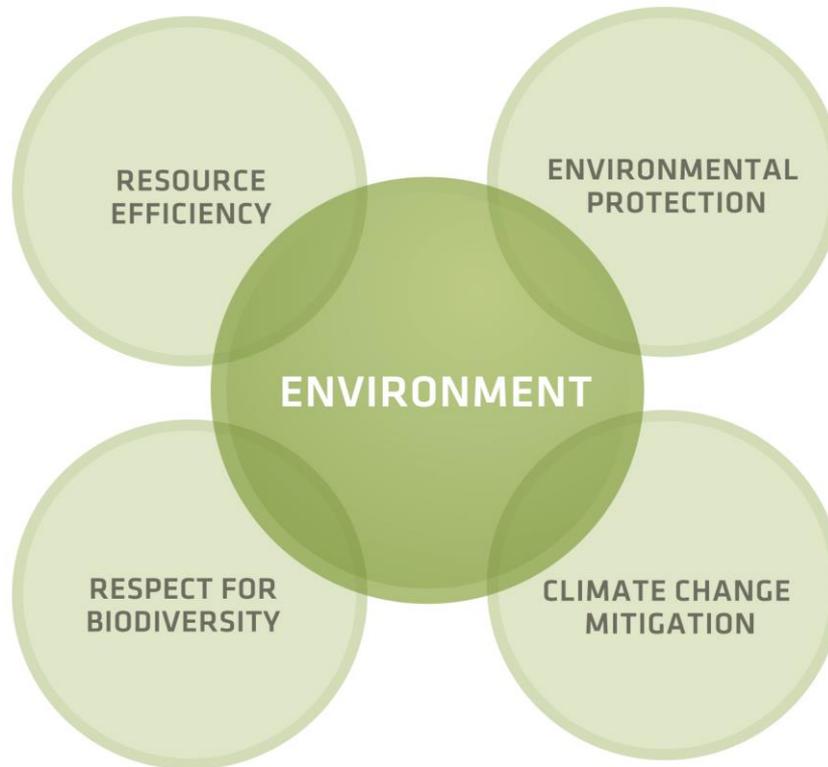
# Five Pillars



# Workplace



# Environment



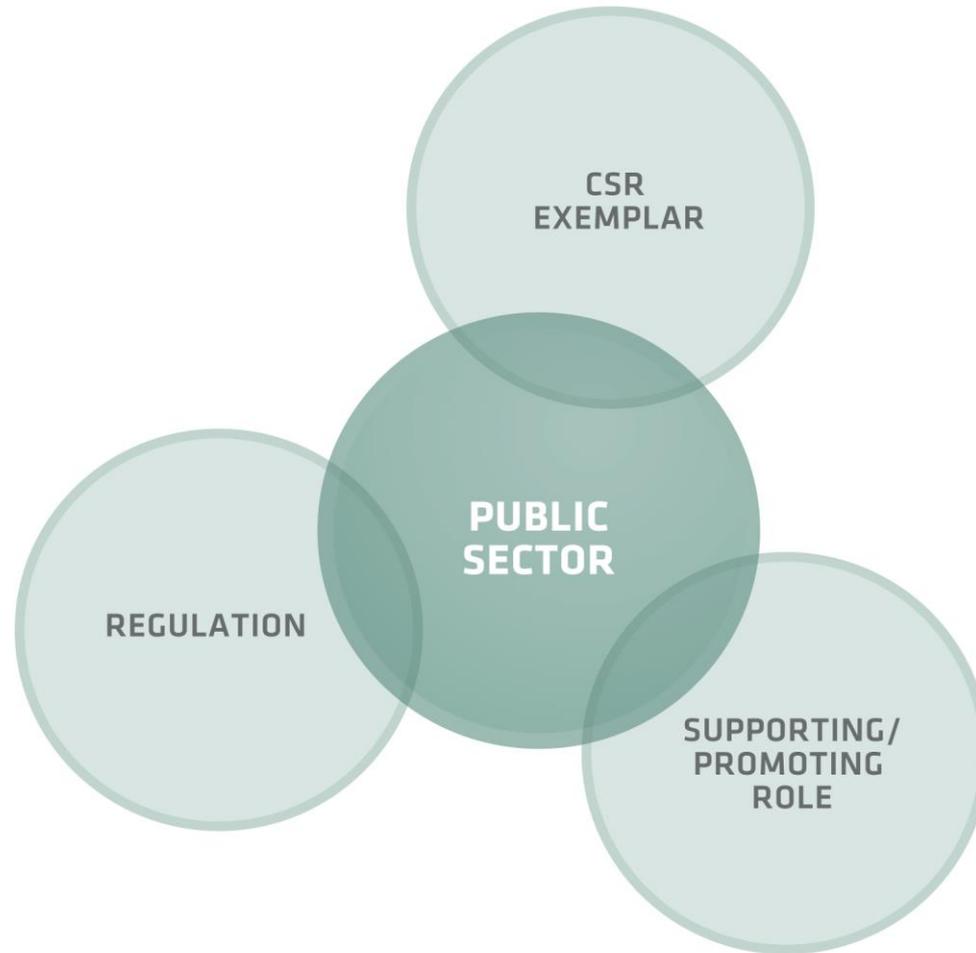
# Marketplace



# Community



# Public Sector





# *Achieving the objectives of the National Plan?*

*CSR Stakeholder Forum established June 2014*

*Collaborative approach between State sector, enterprise and other key stakeholders*

*- To drive the Plan's objectives*

*- To inform the further development of the CSR policy framework in Ireland*

*- Ensure that the Plan remains relevant to evolving international best practice and thinking*



# ***Key contacts:***

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