

# **Responsible Business Communication Plan 2026/7**

Responsible Business Unit



# Communications Plan

## 1. Objectives

The primary goal of the communications plan is to **increase awareness of the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct (referred to as the Guidelines)**, the work of the Ireland National Contact Point (NCP), and the range of [responsible business initiatives](#) under the remit of the Department of Enterprise, Tourism and Employment (DETE).

### Measurable Outcomes:

- Responsible business and Ireland NCP webpages are up to date, are accessible, easy to navigate and contain relevant information, including reference to the 50<sup>th</sup> Anniversary of the Guidelines in 2026.
- Press Release and video from the Minister to mark the 50<sup>th</sup> Anniversary of the Guidelines.
- Host bi-annual meetings of the Responsible Business Forum.
- Develop and launch the Responsible Business Compass interactive tool.
- Develop and publish an information flyer for the NCP/OECD Guidelines.
- Increased **awareness** of responsible business initiatives among target stakeholders.
- Regular and consistent social media communication.
- Host a successful peer review of the Ireland NCP in 2027.

## 2. Target Audience

### Primary Audience:

- **Stakeholders of the Department:** Individuals and groups already engaged with DETE's activities.
- **Officials in Multinational Enterprises (MNEs):** Professionals in roles related to ESG, responsible business, and environmental initiatives.

- **Non-Governmental Organisations (NGOs):** With an interest in responsible business practices and availing of the NCP grievance mechanism which they may not be aware of.
- **Trade Unions:** With an interest in responsible business practices.
- **General Public including academia:** Especially those unaware of the Ireland NCP and its role.

### **Audience Characteristics:**

- Professionals: Likely familiar with industry terminology but seeking clarity and actionable guidance.
- NGOs, trade unions, academia, businesses and the public: Need accessible language and emphasis on the societal and business benefits of responsible practices.

## **3. Key Messages**

### **Why Responsible Business Matters:**

- Operating responsibly is not just the right thing to do, but the smart thing to do. Businesses that align with responsible practices gain a competitive edge, increase resilience and have growth opportunities in today's evolving landscape.
- The OECD Guidelines, Due Diligence Guidance and DETE initiatives offer frameworks to achieve this.

### **Support is Available:**

- The Department of Enterprise, Tourism and Employment provides resources and guidance to help businesses meet these expectations and navigate their obligations effectively.
- The Ireland NCP provides guidance on the OECD Guidelines and related Due Diligence Guidance.

### **Business Benefits:**

- Adopting responsible business practices makes sense and should not be considered a burden but an **opportunity** to enhance competitiveness, build

trust, increase resilience and align with global sustainability goals leading to long-term success.

- It can enable access to investment, increase supply chain transparency and resilience, drive productivity and innovation and build human capital.
- It can also mitigate reputational risk and can protect against legal and regulatory risk too.

### **Awareness of Key Resources:**

- The OECD Guidelines and related Due Diligence Guidance, including sector-specific guidance.
- The Ireland NCP's role, including the unique grievance mechanism.
- DETE's responsible business initiatives.

### **Tone:**

- A balance of **formal and approachable**, ensuring accessibility and professional authority.
- Language should be **concise**, action-oriented, business-friendly and free of jargon.

## **4. Communication Channels**

### **Core Channels:**

#### **Email Campaigns:**

- Leverage existing mailing lists (Responsible Business Forum, Retail Forum, Enterprise Forum, Advisory Group).

#### **Social Media:**

- Platforms: LinkedIn, Facebook and Instagram
- Focus: Regular posting with visual cues to simplify messages.

#### **Webinars and Events:**

- Bi-annual webinars and Responsible Business Forum meetings.

**Department Website:**

- Central repository for updates, detailed resources, and registration links.

**Channel Performance:**

- LinkedIn has previously shown strong engagement.
- Emails and quarterly meetings with key stakeholders are effective for direct communication.

## 5. Timeline

**Duration:** January 2026 – December 2026.

**Quarterly Milestones:**

- **Q1:** Publish Communications Plan. Develop flyer on the NCP complaint process, outlining how complaints are handled. Dedicated outreach to DETE Agencies.
- **Q2:** Plan webinar (either host or co-host) with the assistance of policy experts in DETE and stakeholders. Focus on increasing webinar attendance; promote resources during outreach. Host Responsible Business Forum meeting. Promote the 50<sup>th</sup> Anniversary of the Guidelines in conjunction with the publication of the OECD report to assist with the development of the Responsible Business Compass.
- **Q3:** Evaluate engagement metrics; refresh key messages for social media and email campaigns. Dedicated outreach to NGOs and academia.
- **Q4:** Conclude the year with a final webinar. Host Responsible Business Forum meeting. Dedicated outreach to Irish embassies to raise awareness.

**Duration:** January 2027 – December 2027.

**Quarterly Milestones:**

- **Q1:** Review Communications Plan and update if necessary. Preparation for NCP Peer Review.
- **Q2:** Review metrics and consider hosting webinar on key RBC topics. Host Responsible Business Forum meeting. Preparation for NCP Peer Review.

- **Q3:** Host NCP Peer Review. Evaluate engagement metrics. Refresh key messages for social media and email campaigns.
- **Q4:** Conclude the year with a webinar and summary of achievements. Host Responsible Business Forum meeting.

## 6. Stakeholders and Roles

### Primary Implementers:

- **Responsible Business Coordination Unit:** Oversee execution, content development, and stakeholder engagement.
- **Communications Unit:** Provide support for media, design, and dissemination.

### Supporting Stakeholders:

- **Responsible Business Forum and Advisory Group:** Amplify messaging through their networks.
- **Retail Forum and Enterprise Forum:** Provide additional platforms to engage wider audiences.

## 7. Budget

Given the **lack of budget**, the plan will:

- Rely on **existing resources and free tools** for webinars (e.g., platforms like Zoom or Teams).
- Leverage **in-house expertise** for content creation and promotion.
- Make use of **stock images** for promotional materials.
- Maximise the use of **organic reach** on social media.

## 8. Metrics and Evaluation

### Key Performance Indicators (KPIs):

#### Social Media:

- Monthly posts on LinkedIn, along with posts on Facebook and Instagram as and when needed.
- Engagement rates (likes, shares, comments).

#### Webinars and Events:

- Registrations and attendance (goal: 100+ signups annually).
- Feedback from post-event surveys.

#### Website Analytics:

- Increased traffic to DETE's responsible business pages.

## 9. Risks and Challenges

- **Limited Budget:** Countered by using low-cost solutions and optimising existing resources.
- **Limited Technology/Resources:** Focus on simplifying webinar formats and leveraging established channels.
- **Audience Awareness Gaps:** Addressed through consistent, clear messaging and outreach through trusted stakeholders.

## 10. Context

The communications plan builds on DETE's ongoing efforts in 2025 to raise awareness about responsible business. This two-year long plan aims to sustain and deepen stakeholder engagement, highlighting the relevance and advantages of aligning with global standards such as the OECD Guidelines.