

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.
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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

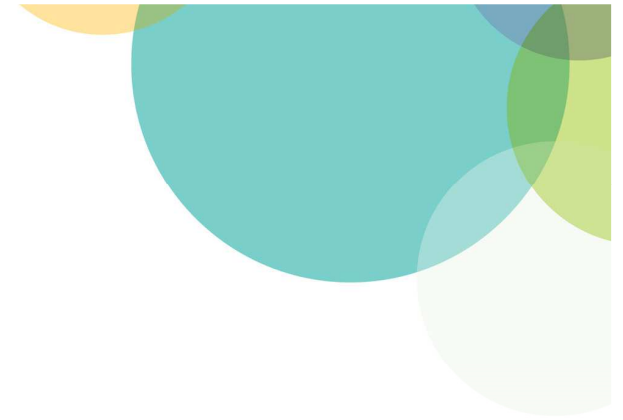
- **Financial Support**
- **Employee Volunteering**
- **Skills Development Programmes**
- **Social Inclusion Projects**

...Benefits to both Community & Enterprise



Structure of Plan

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



Context

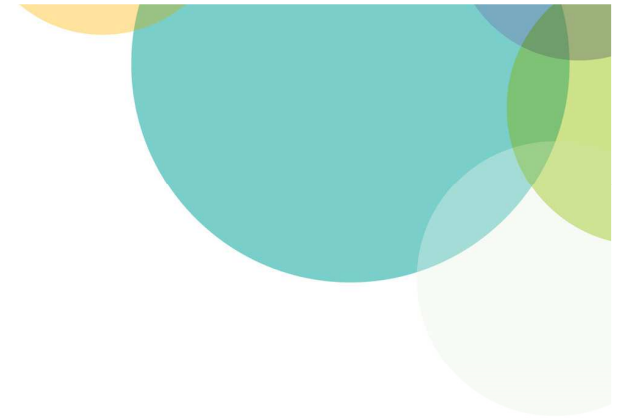
International

- 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

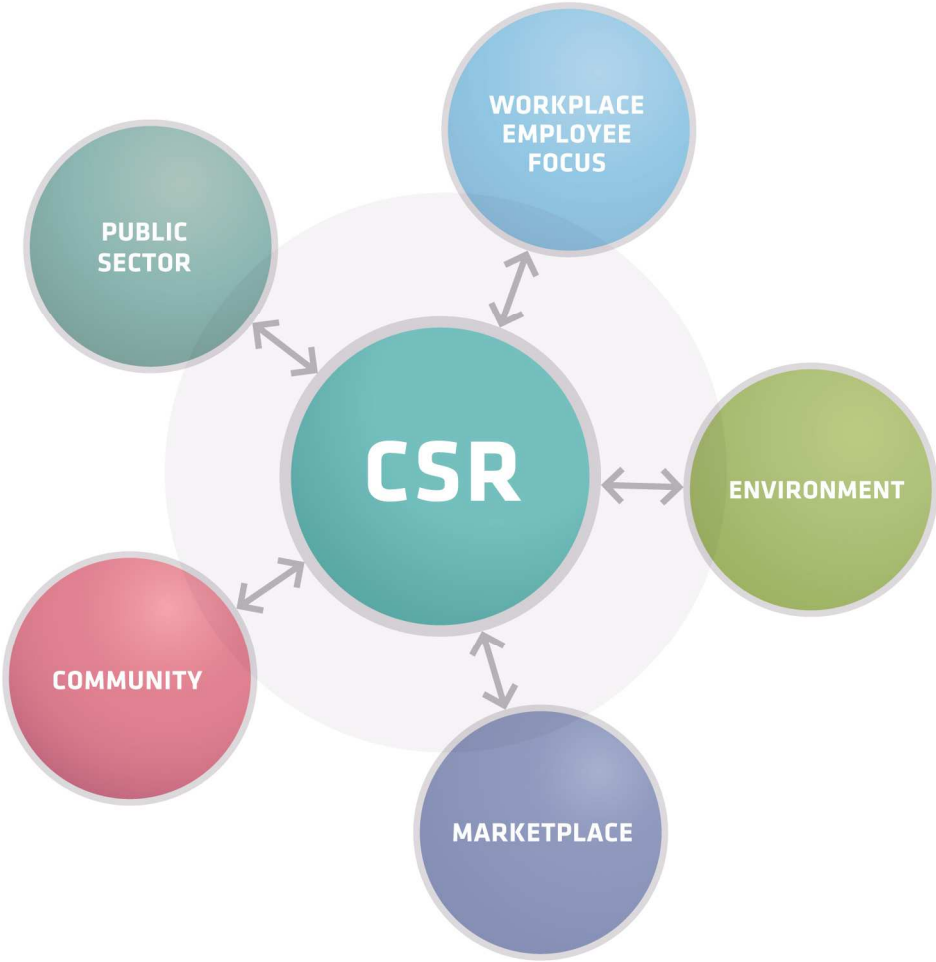
- **Voluntary nature**
 - **Shared Vision**
 - **Context specific**
 - **Accessible**
 - **Multidimensional/holistic
(ISO26000 & Business Working Responsibly Mark)**
 - **Review Process**
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Key Objectives

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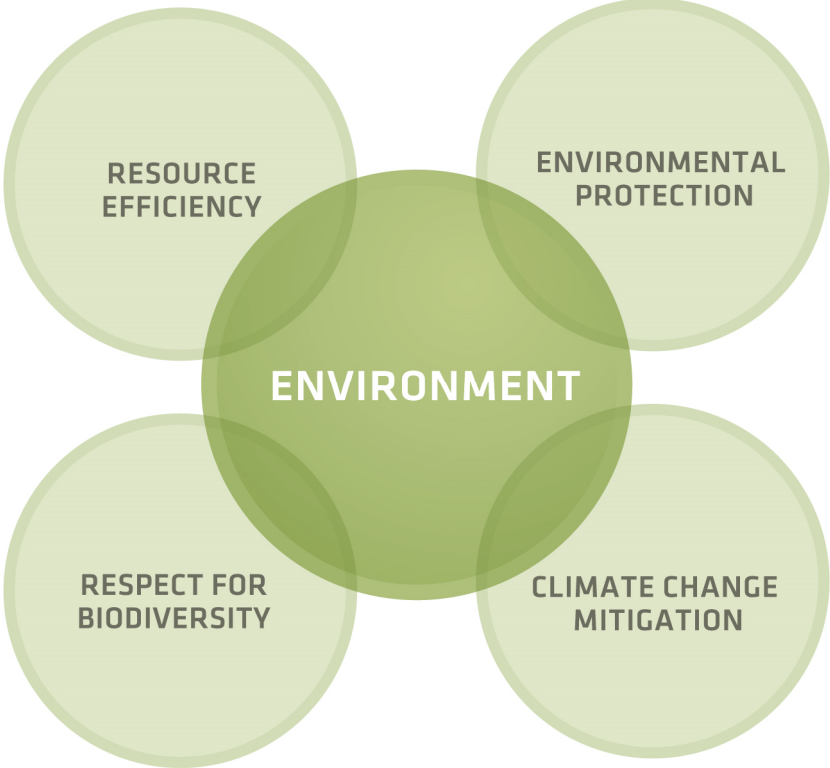
Five Pillars



Workplace



Environment



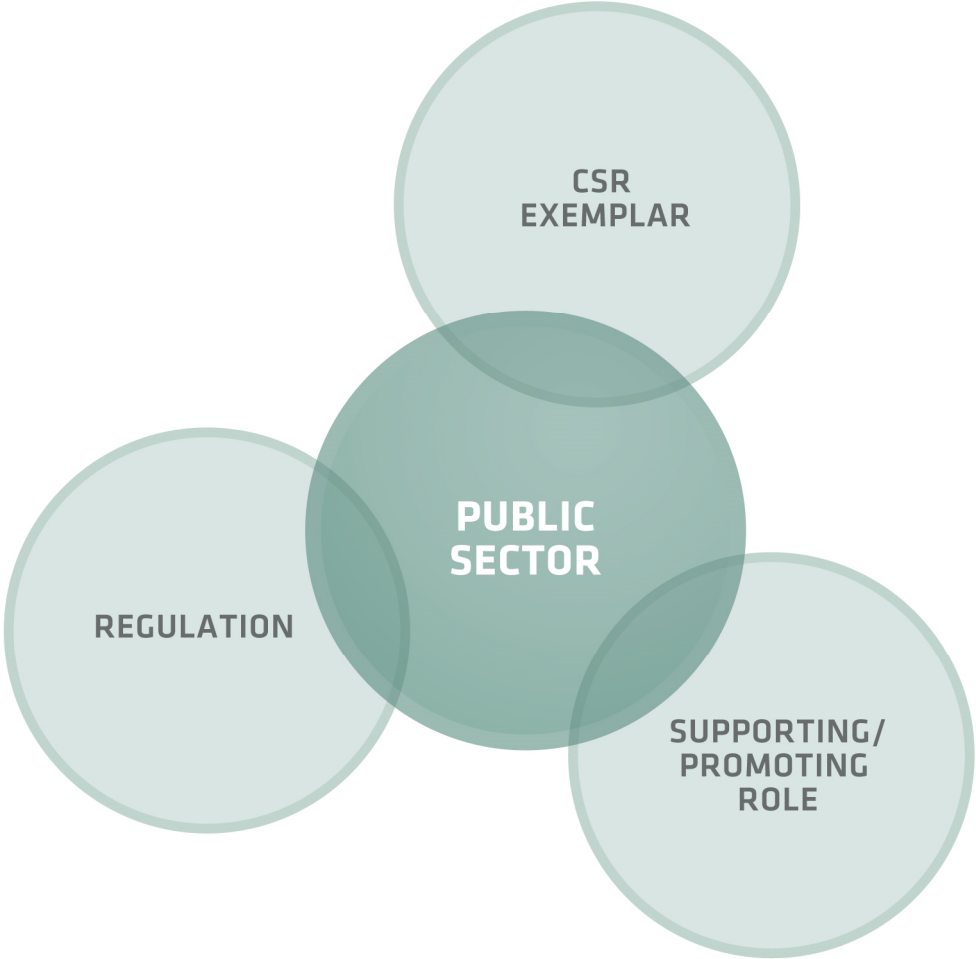
Marketplace



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*
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Key contacts:

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