

Business in
the

Community

Ireland

Our Sustainability 2011

Welcome

Founded in 2000, we are a national non-profit organisation whose vision is quite simple; to make Ireland the most sustainable country in the world. We are Ireland’s only dedicated network for responsible business. Our employees, member companies and clients are at the heart of who we are as an organisation; you will read about this in the workplace and marketplace section of this report.

Ireland’s largest companies are members of our network. Our team of experts help businesses integrate responsible and sustainable business practices throughout. In addition to the work we do with large Irish companies on corporate responsibility and certification, we offer innovative and powerful initiatives where companies of various sizes can get involved. These are: The Schools’ Business Partnership, EPIC and Ready for Work of which you can find more in the marketplace section of this report.

In 2011, our environmental agenda was pushed a mile forward by the establishment of our Sustainability Committee reporting to our CEO. You can read about this in the environment section.

For our Sustainable Report 2011, we decided to create a short video concentrating on core performance indicators. Watch the video accompanying this sustainability report 2011 on www.bitc.ie.

Community

As an organisation which directly deals with community groups and marginalised societal groups through its work, we continually encourage our own employees to become involved with such groups through volunteering of their time or their skills.

During 2011, Business in the Community Ireland continued to operate a volunteering policy, whereby any employee who has over one year’s service with the organisation can avail of up to two days to volunteer their time and expertise on issues or causes they have an interest in.



In 2011, 15% of our staff took up the benefit of volunteering during the working day. In addition to this, many of our staff volunteer outside the working week. We will continue to actively promote our volunteering policy in 2012 to ensure employee engagement with the community.

In 2011 Business in the Community Ireland as an organisation also worked with these organisations:

- Saint Michaels House, “Bring a book, buy a book”
- Cancer Society, “Daffodil Day”
- World Food Programme
- Trocaire, recycling old mobile phones
- Barnardos, general donations.
- Saint Vincent of Paul, Christmas Tree presents
- Camara, donating old computers
- Irish Council for the Blind, Christmas chocolates.

Actions 2011- 2012

Actions 2011	Achieved?
▪ Continue to promote our volunteering	Ongoing
▪ Measure the impact of our employee volunteering	Achieved
▪ Include “Volunteering Spotlight” in Staff Newsletter	Achieved
▪ Review Payroll Giving options	Ongoing
▪ Formalise government engagement policy	Ongoing
Actions 2012	
▪ Continue to encourage employees to take volunteering days	
▪ Measure the impact of our employee volunteering	

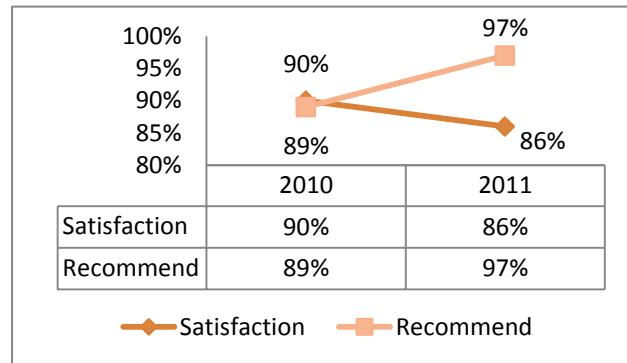
Workplace

Our employees are at the heart of who we are as an organisation. We have a number of initiatives and activities in order to ensure responsible practices towards all our staff.

Annual staff survey

97% of staff would recommend the organisation as a good employer - up 8% from 2010.

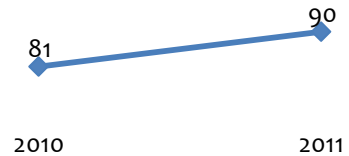
When asked if information and knowledge was shared openly in the organisation 79% agreed. Furthermore 82% agreed that they had opportunities to feed views upwards through the organisation. 83% agreed that they received useful and constructive feedback.



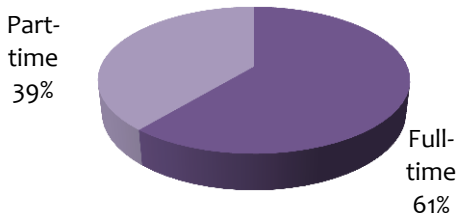
Number of staff, nationalities and gender

For a small organisation we are very proud of our diversity profile. The graphs below show the various nationalities we employ, the gender breakdown and the variety of work patterns enjoyed by our employees.

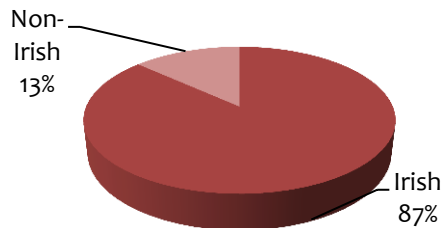
total number of staff (2011)



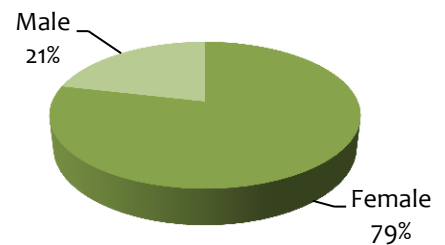
work patterns (2011)



nationality (2011)



gender breakdown



Employee benefits

- Flexible working opportunities.
- Career development support.
- Leave granted and fees provided for approved training courses.
- 26 days holidays per year after one year's service.
- Two paid volunteer days per year.
- Career break after five years' service.
- Enhanced maternity benefit to staff with one year's service.
- Paid paternity leave.
- 5% employer contribution to PRSA scheme.
- VHI Employee Assistance Programme - a 24 hour counselling and specialist information service.
- 10% discount with health providers for staff
- Cycle Allowance given to employees who cycle to work.
- Cycle to Work scheme.
- Death in service insurance cover.
- TaxSaver commuter tickets.

Actions 2011- 2012

Actions 2011	Achieved?
Promote VHI Employee Assistance Programme	Achieved
Information sessions held with all staff	Achieved
Maintain 'Excellence Through People' Standard Accreditation	Achieved
Develop the VIP Human Resources system to measure and report on all staff training needed and completed	Ongoing

Ensure training identified at performance review is recorded and linked to training plans Achieved

Review and update recruitment process in line with best practice Achieved

Actions 2012

- Develop the VIP Human Resources system to measure and report on all staff training needed and completed.
- Continue to promote VHI Employee Assistance Program.
- Maintain Excellence Through People standard.

Environment

Climate change is the number one issue affecting the planet’s future. Every organisation large and small has to play their part in combating it. In Business in the Community Ireland, 2011 saw a great deal of advancement in our environmental agenda thanks to the work of the sustainability committee.

Waste

In 2011 we did a complete overhaul on how we segregate waste and changed suppliers, saving costs and introducing composting . We established targets and recycling points to streamline the collection within our buildings. The aim is to recycle and compost between 80% and 90% by the end of 2012.

We recycled our old stock of computers and laptops with Camara, the Inchicore based charity that refurbish computers and donates them to schools that need them over the world. We recycled our batteries, light bulbs and cables with WEEE . We bring glass to the bottle bank.

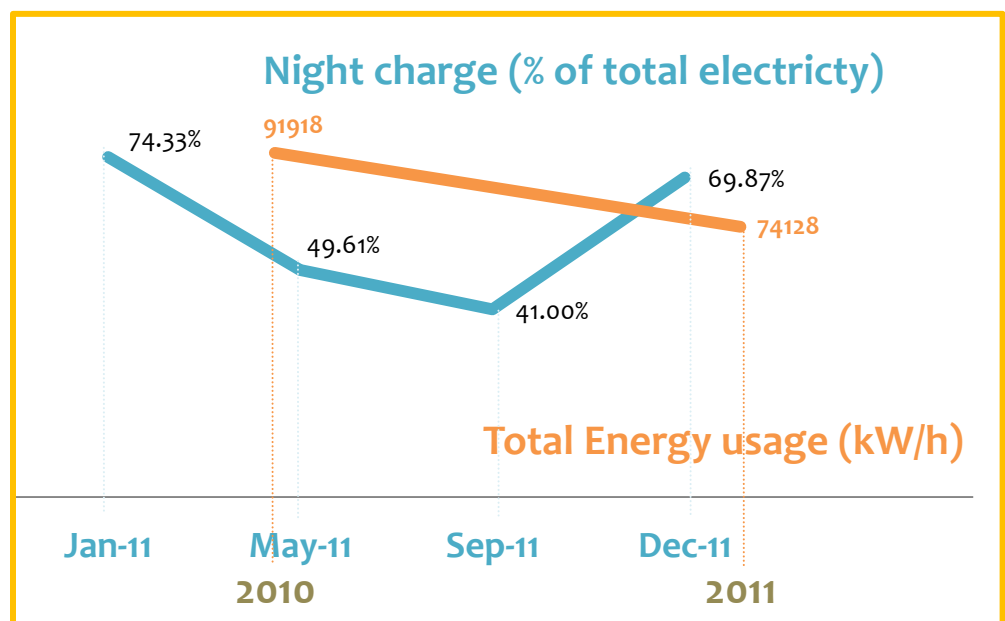
Waste Disposal method	Kg CO2 x 1 kg waste	Costs 2010	Kg/year 2010	Emissions from waste 2010	Costs 2011	Kg/year 2011	Emissions from waste 2011
Landfill (15 kg x bag)	0.87	€ 145 ²	960	835.2 CO2e ³	€96*	780	678.6
Recycled (18 kg x bag)	0	€ 182 ²	972	0	€ 191	2808	0
Composted ¹	0.396	Nil	Nil	Nil	0	1680	665.28
Incinerated	Unknown	€ 406	144	Unknown	€ 384	154	Unknown

1=Started June 2011 2= Carryover from 2009 bag stock. 3= CO2e → carbon dioxide normalised equivalent.
 *=Landfill taxes raised 50% in 2010

Energy

2011 was a great year on the energy front for us. We fitted electricity timers to shift much of our consumption to night consumption, reducing costs and burdening our national grid less. We also had an overhaul to more energy efficient computers and appliances, which saw us reducing our electricity consumption by 24% overall.

Our energy provider is ESB and the mix is as follows: 8% peat, 7% renewables, 66% gas and 19% coal.



Water

We payed Dublin City Council's flat fee of €1200 for 2011 for our headoffices in Dublin 1.

Emissions

In 2011 we could not calculate our emissions due to staffing and data collection difficulties, we hope that for the next report we will have a figure for our emissions, which will be calculated from the baseline year of 2009.

Policies

During 2011 we worked on three policies that were presented in early 2012 to our staff. The three new policies are: Environmental, Food and Sustainable Supply (including scoring). After the initial presentation and the consultation period, we had them signed by our CEO and you can see them displayed in our reception.

Food

We purchase for our staff and visitors: fruit, bread, tea and coffee. Our supplier of organic fruits, juices and milk is Absolutely Organic headquartered in Walkinstown, Dublin 12. Our food for events in the office is always vegetarian and comes from Govindas or the Paris Bakery in Dublin 1. Buying only organic, vegetarian and local decreases environmental impacts and improves our local economy.

Actions 2011	Achieved?
Continue to implement action plan addressing the nine key areas	Achieved
Set targets for each of the areas	Achieved
Roll out behaviour change and staff engagement campaign	Achieved
Introduce energy-reduction measures	Achieved
Extend the smart routing pilot for more efficient travel throughout BITCI	Abandoned
The Sustainability Committee is working on a travel policy for the whole organisation to be ready to launch in 2012.	Partially achieved
Reduce landfill disposal by 50% by end of 2012.	Achieved
Trial new waste management provider and introduce segregated centralised bins	Achieved
Implement water saving measures across the business and explore the possibility of water harvesting.	Achieved
Actions 2012	
<ul style="list-style-type: none">▪ Develop and implement travel policy.▪ Open a corporate account with Dublin Bikes▪ Continue the lunch and learn sessions for our staff and invite neighbouring organisations.	

Marketplace

Our Marketplace refers to how we interact with a range of stakeholders that either invest in our organisation as funders, as our member companies and as clients of programmes or as businesses from whom we purchase supplies of goods and services.

Membership Services

Consultation with Our Members

In 2011, in our annual membership survey, we achieved a response rate of 83.6% (46 out of 55 companies responded). This response rate is in line with the 2010 and 2009 editions of the survey. Some key outcomes are listed below but overall, key findings were that, for member companies:

- 42.2% (19 companies) rated our services as Excellent
- 42.2% (19 companies) rated our services as Good
- 15.6% (7 companies) rated our services as Average

When asked would you recommend BITCI membership to other companies 82.6% of respondents (38 companies) said yes.

Business Working Responsibly Mark



Launched in November 2010, the Business Working Responsibly Mark is Ireland’s first certification for responsible and sustainable business. During 2011 four members were the first companies to be awarded the Mark: Microsoft Ireland, ESB, CRH Ireland and Intel Ireland.

Business Impact Map

The Business Impact Map is an interactive online map that goes some way to capturing the full extent of business support for community groups in Ireland. By the end of 2011, the map conveys 134,514 employee hours volunteered, 3606 community connections supported by 44 businesses to the tune of €11.1 million in cash donations and over €2.29 million in value for in-kind donations. The map can be found [here](#).

Business Action on Health Initiative

In February 2011, we convened the Business Action on Health initiative. It was set up in response to the Chief Medical Officer’s shocking forecasts about the increasing trends in chronic illness in Ireland and the personal and economic cost to the individual, to business and society. More information can be found [here](#).

Actions 2011	Achieved?	Actions 2012
<ul style="list-style-type: none"> ▪ Increase membership of the organisation 	Achieved	<ul style="list-style-type: none"> ▪ Increase membership of the organisation. ▪ Retain 90% of our member companies. ▪ Maintain 90% + satisfaction ratings with members. ▪ Drive the Business Working Responsibly Mark. ▪ Maintain member satisfaction levels. ▪ Increase member involvement in the Business Impact Map. ▪ Focus collaboration of members on health issues.
<ul style="list-style-type: none"> ▪ Retain 90% of our member companies 	Achieved	
<ul style="list-style-type: none"> ▪ Maintain 90% + satisfaction ratings with members 	Achieved	

Schools’ Business Partnership

The Schools’ Business Partnership is an education inclusion programme that partners schools with business. We aim towards a higher rate of school completion and to enhance the educational experience for students, principals and teachers. More information on our education inclusion programmes can be found [here](#).



Schools’ Business Partnership in numbers	2009*	2010*	2011*
Number of schools matched with a local business	148	163	175
Number of students participating in the Skills @ Work Programme	2,950	3,056	2,785
Number of students participating in The Student Mentoring Programme	267	239	204
Number of principals participating in The Management Excellence for Principals	96	58	65

programme			
Number of primary school children participating in Time to Read	n/a	62	n/a
Numbers participating in Management Excellence for Teachers	n/a	716	525

* These figures are for the academic year beginning in 2009, 2010 and in 2011.

Actions 2011	Achieved?	Actions 2012
<ul style="list-style-type: none"> Evaluate the Schools' Business Partnership Time to Read Pilot 	Achieved	<ul style="list-style-type: none"> Research potential for the Schools' Business Partnership to have a STEM involvement if a gap exists in Ireland that BITCI can consider addressing Commence the rollout of Time to Read in Ireland – 18 schools as a target.
<ul style="list-style-type: none"> Expand the Schools' Business Partnership overall programme to include 40 new post primary schools and recruit new companies over the next two to three years. 	On Target	

Employment for People from Immigrant Communities (EPIC) programme

EPIC supports adults from immigrant communities to find employment and/or further education and training. During 2011 a total of 505 people were referred to EPIC from immigrant representative organisations, from FÁS and by word of mouth from past clients. To those who become clients, EPIC provides six weeks classroom based training plus ongoing individual support by four qualified Training and Employment Officers and a Social Support Officer who assists on issues including social welfare, family, stress and housing.



EPIC in numbers	Annual Targets	Actual 2009	Actual 2010	Actual 2011
Clients who received EPIC Pre-employment training	n/a	246	240	225
Clients placed in paid employment		96	104	129
Clients placed in training / education	110	78	65	79
Clients placed in volunteering / intern / work placements	110	14	30	34

Also in 2011, EPIC continued to engage successfully with business. 98 mock interviews were provided by CPL, and 115 clients received IT training provided by BT. LM Ericsson also provide support.

Actions 2011	Achieved?	Actions 2012
<ul style="list-style-type: none"> Maintain current services and staff during continuing downturn in economy 	Ongoing	<ul style="list-style-type: none"> Put in a successful tender for the European Social Fund/government funding for EPIC when tender process is published. Engage with Government Ministers and Oireachtas Committees to seek support for the programme.
<ul style="list-style-type: none"> Continue to secure the European Social Fund / Government funding. 	Ongoing	
<ul style="list-style-type: none"> Develop and put into action the proposal for a National Social Inclusion Advisory Group for BITCI employment programmes. 	Ongoing	

Ready for Work Ready for Work

Our Ready for Work programme is a powerful initiative that provides work experience and guidance to people who are homeless or in other ways distanced from the job market. Our Ready for Work programme is unique in having the employment of homeless people as its primary objective. We also aim to support other groups who are vulnerable and disadvantaged when looking for work. There is more information on the programme [here](#).

Ready for Work in numbers	Target 2011	Actual 2010	Actual 2011
Assessed for the programme	88	96	96
Started ReadyToGo pre employment training	48	51	51
Started work experience placements	40	43	49
Started employment	20	19	25
Into training/ education/ volunteering	10	32	23

<i>Actions 2011</i>	<i>Achieved?</i>	<i>Actions 2012</i>
<ul style="list-style-type: none"> Maintain current services and staff during continuing downturn in economy 	Achieved	<ul style="list-style-type: none"> Continue to source other funding for Ready for Work– follow up to get 3 year funding Engage with Government Ministers and Oireachtas Committees to seek support for the programme. Continue to develop and put into action the proposal for a National Social Inclusion Advisory Group (NSIAG) for BITC employment programmes.
<ul style="list-style-type: none"> Continue to source funding partner for Ready for Work 	Achieved	
<ul style="list-style-type: none"> Develop and put into action the proposal for a National Social Inclusion Advisory Group for BITC employment programmes. 	Ongoing	

Linkage, The Gate, Mentoring

At the end of 2011 after ten years of successes together, The Linkage, The Gate and The Mentoring services (now rebranded as The Resettlement Service) have moved to their new premises with the Irish Prison Service and re-branded as IASIO: Irish Association for the Social Integration of Offenders. [Here](#) is their website.



Sustainable supply

In 2011 we spent €556,397 on products and services. When engaging with suppliers, we consult with them to ensure that they know and adhere to our sustainable procurement policy. Our objective is to survey and score our supplier’s sustainability by the end of 2013. Value for money is also a consideration.

Our policy and Key Performance Indicators (KPIs) were developed during 2011 by the Sustainability Committee and best practice case studies were also gathered to inform our own practices. We are also meeting and exceeding our ongoing KPIs for Operational Excellence of payments to creditors within 30 days.

Where possible we buy from suppliers who can provide more sustainable products. For example, we purchase fair-trade tea and coffee. We filter tap drinking water and we use a “green” brochure for choosing stationery. In addition where possible we print our reports on recycled paper or make them available electronically.

<i>Actions 2011</i>	<i>Achieved?</i>	<i>Actions 2012</i>
<ul style="list-style-type: none"> Review and update our sustainable procurement policy 	Achieved	<ul style="list-style-type: none"> Roll out sustainable procurement policy Communicate our policy to suppliers Maintain and develop our Sustainability Committee
<ul style="list-style-type: none"> Ensure that our procurement policy is communicated to our suppliers and implemented 	Not Achieved	
<ul style="list-style-type: none"> Set up performance measurements for sustainable procurement 	Not Achieved	

CR Management & Communications

We aim to be best in class when it comes to communicating and managing our own Corporate Responsibility.

Management

This is a topic that receives considerable attention in Business in the Community Ireland. Led by the Chief Executive, with total support from the board, all the organisation’s policies and practices seek to meet the highest of standards, at all times. Managers report to the board on a set of key performance indicators (KPIs) for Operational Excellence that relate to training and development, health and safety, supplier relations, communications technology and sustainability.

Considerable effort and attention is given to embedding the best possible practices company-wide. Each service, every programme, all projects undertaken and our annual series of events continually strive to reflect the values of the organisation. Each of our staff has a part to play in making this ethos a reality.

Responsibility for the dimensions of CR within the organisation is managed voluntarily by staff whose roles are clearly aligned with report sections. For example our human resources manager also reports on our workplace performance. We will continue to review these processes and explore improvements where possible.

The establishment of the Sustainability Committee in 2011 will be a key driver for future developments in this area.

Governance

As a member of the community, voluntary and charity sector in Ireland, BITCI is participating in a working group to create the first Governance Code for such groups in Ireland. The initiative is led by The Wheel. The goal is to create a code stipulating best governance practice in running our organisations which will appeal to current and potential funders as well as assisting risk management and operational efficiency. A consultation phase took place in the first half of 2011. More information can be found here www.governancecode.ie

Furthermore, BITCI accounts are prepared in accordance with the Charities SORP or Statement of Recommended Practice (2005) for accounting and reporting. While it was developed in the UK and is not mandatory in Ireland, most Irish charities have voluntarily adopted it as best practice in accounting and reporting.

Communications

We encourage all our members to ensure they communicate what they are doing to all their stakeholders and we ourselves are constantly striving to improve how we communicate our corporate responsibility. Increasingly, we are turning to video, our website and social media as a way to communicate what we do.

Website

Our new site was due to launch in December 2011 as per our Actions stated in last year’s report. However the website was launched in March 2012 and is proving an extremely useful tool for communicating our work.

Social Media

In 2011, we pushed our presence on social media sites such as Twitter, Facebook, Youtube and LinkedIn. We raised our audience numbers across all platforms in 2011.

Actions 2011	Achieved?
▪ Review CR management processes across the organisation	Ongoing
▪ Review the uniformity of impact measurements across the CR categories	Partially achieved
▪ Launch new Website in December	Not Achieved (the site was launched March 2012)
▪ Develop social media channels for highlighting BITCI’s CR activities	Achieved
Actions 2012	
<ul style="list-style-type: none"> ▪ Run workshops with members on communications ▪ Develop website functionality and content ▪ Develop Twitter, Facebook with a focus on LinkedIn 	

Financial Statement 2011

For the year finished 31st December 2011.

Our financial statement at a glance	2010	2011
	€	€
Fixed assets		
Tangible fixed assets	37,107	42,139
Current assets		
Debtors and prepayments	3,647	42,773
Due from related parties	279,841	264,012
Cash at bank	1,878,937	2,056,877
	2,162,425	2,363,662
Creditors and accruals		
(amounts falling due within one year)	(101,157)	(149,532)
Due to related parties	0	0
	(101,157)	(149,532)
Net current assets	2,061,268	2,214,130
Net assets	2,098,375	2,256,269
Represented by:		
Unrestricted Funds	1,234,580	1,267,871
Designated Funds	-	100,000
Restricted Funds	863,795	888,398
Total Funds	2,098,375	2,256,269