

Go for the Mark

The Business Working Responsibly Mark is based on ISO 26000 and audited by the NSAI. Brought to you by Business in the Community Ireland, the network for responsible business.



Why you need the Mark



We live in an increasingly transparent world. Businesses are under the microscope from customers, employees, suppliers, communities, the media and much more.

Customers want to trust companies they engage with. Employees, especially new hires, want to work for value driven employers and investors want to know that a company is sustainable.

So how do you measure reputation, trust and culture? What does it truly mean to be a sustainable and responsible business?

One all-encompassing standard certifies your responsible and sustainable business practices. The Business Working Responsibly Mark is based on ISO 26000 and is audited by the NSAI.

It involves one questionnaire and an audit.

It provides a root to branch review of your company.

It looks at policy, practice and performance in...

- ✔ **Ethics**
- ✔ **Corporate Responsibility**
- ✔ **Sustainable Practices**
- ✔ **Employee Well-Being**
- ✔ **Supply Chain Management**
- ✔ **Environmental practices**

The Mark gives you third party endorsement but also crucially provides you with an inventory, gap analysis and roadmap for your sustainable journey.



Here are the com



Some of the leading companies in Ireland have already achieved the Mark. Here is what their CEOs have to say... will your company be next?



Accenture in Ireland

"The Mark shows how serious your organisation really is about CSR. Going through the evaluation process establishes whether good corporate citizenship is genuinely embedded across your organisation. Achieving the Mark also allows you to showcase your CSR credentials to staff, customers and stakeholders"

Alastair Blair
Country Managing Director



Boots Retail (Ireland) Ltd

"The appeal of the Business Working Responsibly Mark was that it was hard to get, which made it a challenge. We simply would not have been interested if it were a rubber stamp you could buy"

Richard Bradley
Managing Director



CRH Ireland

"For CRH Ireland, being certified to the Business Working Responsibly Mark conveys to our employees, customers, local communities and stakeholders that we are fully committed to managing our operations in a socially responsible and sustainable manner"

Seamus Lynch
Managing Director



Deloitte Ireland

"Increasingly in tender situations...we get asked questions around our CSR practice....the Mark helps us tell that story"

Brendan Jennings
Managing Partner

Companies that have the Mark...



EirGrid

"For us it's about ensuring CSR is embedded in the organisation.... it is important to challenge ourselves to be best practice in CSR terms, and the Mark is the best way to do that"

Fintan Slye
Chief Executive



Fujitsu

"CSR is a part of the way we do business, from working with customers and our employees, to increasing our positive impact on the local environment and community. Earning this Mark has really highlighted the many ways our CSR programme positively benefits our business and adds value in all areas"

Tony O'Malley
CEO



Intel Ireland

"Winning the Mark means getting an official stamp of recognition. It matters because when it comes to long term investment decisions, you want to bet on companies that are sustainable"

Eamonn Sinnott
General Manager



Energy for
generations

ESB

"We wanted external validation of the work we were doing, which we didn't have. Sure we have all our standards across the full range of our activities, but we had no one home for all of this work, and the prospect of having one - which the Mark offers - was very attractive"

Pat O'Doherty
Chief Executive



Gas Networks Ireland

"For us, getting the Mark was never about getting an accolade, it was always about continuous improvement"

Liam O'Sullivan
Managing Director



KBC Bank Ireland

"As the Bank of You, our commitment to responsibility and sustainability is a key part of our business activities and strategy. Achieving the Mark represents an important external accreditation for the depth and breadth of our approach to CSR"

Wim Verbraeken
Chief Executive

will yours be next?

M&S

EST. 1884

Marks and Spencer Ireland

"We're delighted to achieve the Business Working Responsibly Mark. It is a symbol of the hard work of all my colleagues in making our business more sustainable and connected within our communities. A proud moment for our people and partners"

Alison Grainger
Head of Ireland



Pfizer Healthcare Ireland

"For us CSR is more than "giving back" to our communities; we are continually reviewing and improving our efforts to lessen our impact on the environment, nurture a workplace of diversity and inclusion and uphold the highest ethical standards in everything from R & D to sales and marketing. Achieving the Mark is a crucial validation that we are doing exactly that"

Paul Reid
Country Manager



Transdev Ireland Ltd

"Write CSR off as 'touchy feely' at your peril...Just look at the companies that have the Mark. These are seriously successful businesses with serious bottom lines. The fact is, working on CSR puts you in a much stronger position as a business"

Gerry Madden
Managing Director



Musgrave Group

"The achievement of the Mark demonstrates that our commitment to sustainability is at the core of our approach to business"

Chris Martin
Group CEO



Ricoh Ireland Ltd.

"Why the Mark? We were doing so many disparate activities on the sustainability front but wanted something that would pull them all together, to show us where we were doing brilliantly but also, crucially, to identify areas in which we could improve"

Gary Hopwood
General Manager



Ulster Bank

"We are extremely proud to achieve the Mark. Especially in our sector, customers, employees and other stakeholders want to see concrete evidence of transparency and a sustainable approach to what we do. Achieving the Mark allows us to demonstrate that and is a very valuable endorsement that we are changing our business for the better"

Paul Stanley
Interim Chief Executive



Northern Trust

Northern Trust (Ireland) Ltd.

"We want to attract the best talent and having the Mark is a clear demonstration of our responsible business practices and signals to existing and potential staff that we are serious about our corporate social responsibility"

Clive Bellows
Country Head

**Company
Sign-up**



**Questionnaire
Completion &
Scoring**



****Questionnaire
Feedback
Report**

**Verification
Audit**



**The Mark is Awarded
to those who Qualify**



****Combined Audit and
Questionnaire
Feedback Reports**

****For members of the Business in the Community Ireland network, support in developing a sustainability strategy is also provided.**

Apply for the Mark

Call Elise McCarthy on 01 874 7232 or email emccathy@bitc.ie to arrange a meeting to discuss how your organisation can benefit from the Business Working Responsibly Mark. Or visit www.bitc.ie for further details, testimonials and to view some sample questions.

The Business Working Responsibly Mark costs €10,000. The NSAI fee per audit day is €1,100 (+VAT).

(Note: Members of the Business in the Community Ireland network should contact their Account Manager to discuss the Mark).

If achieved, the Business Working Responsibly Mark is valid for three years.

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