



# Getting involved in your **community** is good for business

**Enhance your business performance, profitability and reputation by working with your local community and supporting social and charitable causes.**

## Why?

- SMEs by their very nature tend to be embedded within their local communities. Initiatives aimed at strengthening this link to the community will help enhance your organisation's reputation.
- Businesses with a proven involvement in society are better able to attract and retain top staff.
- Involvement in your local community boosts networking opportunities with suppliers and customers.

## Why is this important?

- The Edelman Trust Barometer for 2016 found that 82% of Irish respondents believe businesses can take specific actions that both increase profits and improve the economic and social conditions in its community.<sup>i</sup>
- 69% of consumers are more likely to buy from companies that act in a responsible way, even when compared with cheaper competitors.<sup>ii</sup>
- 43% of people said that when presented with two equal jobs, they would give preference to the more charitable company.<sup>iii</sup>

## How to get started in a small way

- Some small businesses offer work placements for students in local schools.
- Think about what resources you have to hand as part of your business and whether they would be of use to local charities or community group. For example, do you have a shop window where a community group could advertise a local fundraising event or a meeting room that could be used by a local charity for ad hoc meetings or a van that could support the transportation of goods for a local school?
- Make contact with relevant local community groups to understand their activities, consider possible involvement and to build a mutually beneficial relationship. Encourage staff to get involved with local community fora.
- Discuss with staff how your organisation can make a difference to a particular cause, charity or community group.

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<sup>i</sup> <https://www.edelman.ie/magazine/posts/edelman-trust-barometer-2016-irish-findings/>

<sup>ii</sup> <https://www.ricoh.ie/news-events/news/almost-70-percent-of-irish-adults-would-pay-more-to-buy-from-responsible-companies.html>

<sup>iii</sup> Regus study of 40,000 people worldwide in 2015