

**Business** in  
the

**Community**

**Ireland**

# Responsible Ireland Survey 2012

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Over 100 Irish CEOs were asked about their opinions on Corporate Responsibility and Sustainability in September 2012. CEOs were chosen from the top 1000 companies and were interviewed over the phone by Amárach Research on behalf of Business in the Community Ireland. For the purposes of the research the term 'corporate responsibility' was defined as the ethical, economic, environmental, and social impacts and issues that concern the private sector. There are many different terms used to capture this concept, including sustainability, corporate social responsibility, corporate citizenship, ESG (environmental, social, and governance), and others. The following report provides an overview of the statistics that were revealed.



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# CEO Attitudes

## Responsible Ireland Survey 2012

CEO Attitudes towards Corporate Responsibility and Sustainability

### Ireland's business reputation.....

Our reputation is improving faster abroad than at home....

**58%**  
increase at home

While abroad....

**70% increase** ↑

Corporate Responsibility has a role to play in improving reputation...

CR Impacts

### What is the impact of CR activities?



**56%**

.....of CEOs believe that CR activities give them a competitive advantage



**71%**

.....of CEOs believe that CR activities have a positive impact on the bottom line



CR Initiatives

### Where are companies focusing their activities.....



Community  
**69%**



Workplace  
**56%**



Environment  
**47%**



Marketplace  
**3%**

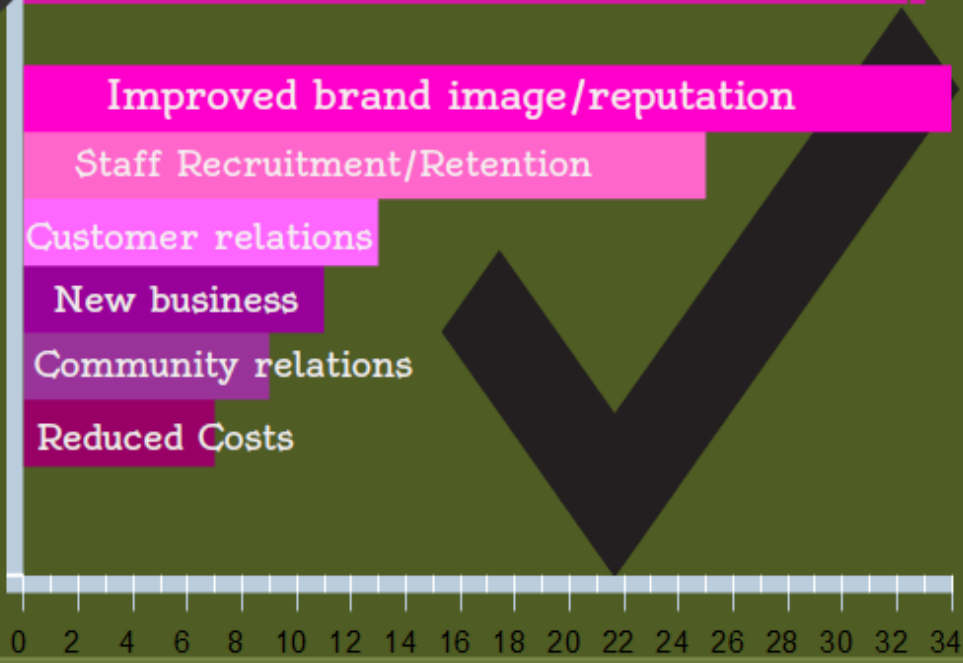


Employee engagement initiatives are becoming a central part of CR strategy

Return on investment

## Main benefits of engagement in CR practices....

Measurable Returns

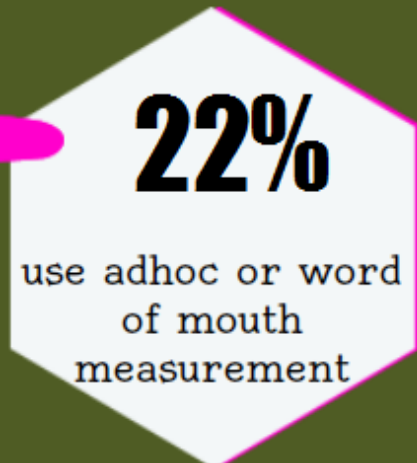


Reporting

## Are companies measuring and reporting on their activities?

**58% of companies are doing some form of non financial reporting**

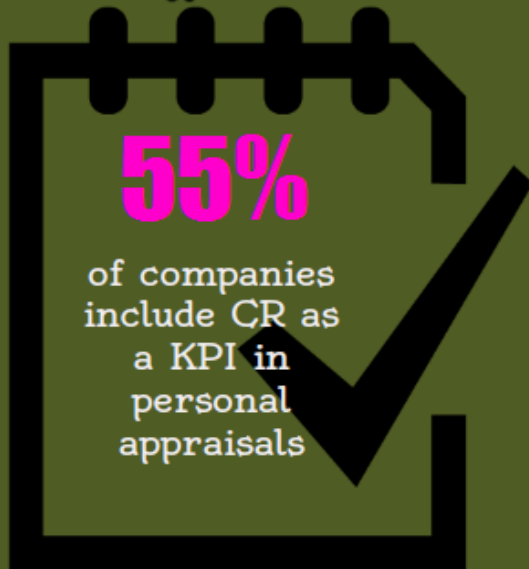
However, when it comes to measuring the impact of CR activities.....




Measurement of CR allows for management of policies and practices and assists companies to communicate about their practices in a valuable way

Embedded  
CR

## Engagement with CR.....



 Engagement levels are growing and with more and more CR activities focused on the workplace CR is playing a key role in shaping the work ethos of many companies

amárach  
research

For further information on the survey go to



[www.bitc.ie](http://www.bitc.ie)



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