



Communicate your responsible business practices to reap business benefits

Attract and retain customers and employees by defining not just what you do, but how you do it.

Why?

- Companies who are engaging in responsible business practices are differentiating themselves from their competitors and doing better business to the mutual benefit of their organisation, the environment and the community.
- If you aren't communicating these responsible business practices to key groups such as staff, customers, investors, suppliers and the general public, then the chances are your organisation isn't reaping the full benefits from being responsible.
- Defining your principles and values and communicating them helps your organisation to attract the kind of employees who share your views.
- People like to do business with people who share their values and earn their trust.

Why is this important?

- 69% of Irish consumers are more likely to buy from companies that act in a responsible way, even when compared with cheaper competitors according to a survey done by Ricoh in 2015ⁱ.
- 59% per cent of Irish workers said in a Regus survey that employers getting involved in charity work is important to them, with 43% saying if two identical job offers were on the table, the company with the better CSR would get the nod.ⁱⁱ
- The same study found that nearly one-quarter of Irish respondents think information about CSR initiatives is inadequate, with the same number wanting greater information on CSR initiatives.

How to get started in a small way

- Communication needs to be both internal and external – start to think about what information may be of interest to different groups such as staff, customers, suppliers etc.
- Communication doesn't have to cost money – for example, speak about your responsible business practices in your job adverts and interviews to attract staff.
- Ask your staff and customers what they would like to hear more about.
- Find a champion in your organisation to drive communication.

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

ⁱⁱ <https://www.siliconrepublic.com/careers/csr-charity-company-ethics-ireland>