

The Mark of a Great Company

Business in the Community Ireland has developed the Business Working Responsibly mark, the only independently audited standard for CSR and Sustainability in Ireland.



**BUSINESS
IN THE
COMMUNITY
IRELAND**



Why you need the Mark

Join the leading companies in Ireland and achieve the Business Working Responsibly mark to gain a competitive advantage

Customers want to trust organisations they engage with. Employees, especially millennials, want to work for values-driven employers and investors want to know that a company is addressing its sustainability risks.

Through initiatives such as the United Nations Sustainable Development Goals, governments and other coalitions are rallying the power of business behind some of the world's biggest environmental and social crises.

The Business Working Responsibly mark, audited by the National Standards Authority of Ireland (NSAI), and based on ISO 26000 will assess your responsible and sustainable business practices.

It will provide your organisation with an assessment of how well positioned it is to address risks and opportunities in the current business environment. The assessment looks at how your organisation has integrated responsible and sustainable practices into its management of:

- ✔ **Employee Engagement**
- ✔ **Value Chain Processes**
- ✔ **Environmental Practices**
- ✔ **Community Engagement**

Achieving the Mark involves passing a self-assessment questionnaire and completing a verification audit conducted by the NSAI.

The outcome is documented in an audit report and in a benchmark report against a cohort of peers.

Achieving the Mark recognises your organisation's management of responsible and sustainable practices and along the way, the Mark will also provide you with an inventory, a gap analysis and a roadmap for your sustainable journey.

It recognises your organisation for responsible and sustainable practices.



In addition to our external endorsement, organisations cite the benefits of the process itself which brings often siloed parts of the organisation together in one cohesive planning framework.

Certification to the Mark will:

- **Enhance your employer brand and help attract and retain employees**
- Provide a management tool to assess a range of the organisation's **operational risks and opportunities worldwide**
- Deliver a detailed assessment of **gaps and a road-map of opportunities**
- **Allow the organisation to benchmark** its practices and performance amongst peers
- **Provide independent verification** by the NSAI
- **Support your corporate responsibility and sustainability credentials** in contracting processes and government tenders where key social and environmental criteria are used to select preferred bidders
- **Support the organisation in leveraging investment potential** as more and more investment houses and indices (e.g. Dow Jones Sustainability Index and FTSE4Good) want evidence of good corporate practices

- **Improve awareness of your brand and reputation**

internally and externally as the Mark can be used in marketing and promotional materials

- **Enhance your profile** as we announce organisations that have achieved the Mark and we include them in our high level CEO events annually
- Give you access to the **Leaders Group on Sustainability** - a collaboration between the CEOs of some of Ireland's largest organisations, addressing pressing social, economic and environmental challenges



**Audited by the
NSAI and based
on ISO 26000**

Organisation Sign-up



**Questionnaire Feedback Report

Verification Audit



Organisations that qualify achieve the Mark



Combined audit and benchmark reports

Talk to us

Visit www.bitc.ie to try a sample of the Mark questionnaire and get your instant score.

Read testimonials from other organisations who have achieved the Mark and learn how your company can sign up immediately.

Alternatively, call us to arrange a meeting so we can discuss how your organisation can benefit from the Mark.

Contact Cillian McMahon
01 874 7232 or cmcmahon@bitc.ie

Fees

The Business Working Responsibly mark costs €10,000. If achieved, the Mark is valid for three years.

The NSAI fee per audit day is €1,100 (+VAT).

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

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

