

Accountability Report 2018



About this report

Welcome to our 2018 Accountability Report

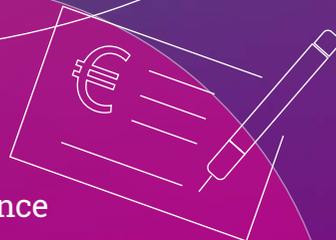
This report covers all activities of Business in the Community Ireland for the period comprising 1st January to 31st December 2018. A specific chapter dedicated to our sustainability impacts includes the operations of our organisation as well as our sister entity, The Community Foundation for Ireland.

This new report format, unlike our reports in previous years, presents a key summary of the results of our activities and engagement with business in 2018. We also feature a series of highlights to bring our work to life and explore the impacts of some of our key activities.

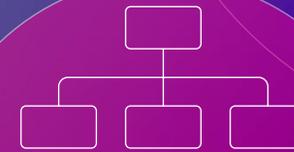
Given the change of structure we decided not to align our report with the Global Reporting Initiative standard as we focus on the new template and will endeavour to align to international best practice in reporting in 2019.

Our last sustainability report was published in October 2018 and our reporting cycle is annual.

[Click here](#) for more information on our Governance and Finance



Our Patron is
President Michael D. Higgins



Learn about our **Board of Directors** and **Management Team**



Business in the Community Ireland and its sister organisation The Community Foundation for Ireland are wholly owned subsidiaries of The Foundation for Investing in Communities.



We encourage stakeholder feedback on this report and will continue to take it into account when preparing future reports. Please send any comments and/or questions to sustainability@bitc.ie

Message from the CEO

A revised purpose for our new strategy

I am delighted to introduce our 2018 Accountability Report, the first one since taking over as CEO of Business in the Community in January 2018.

Last year we embarked on a process to redefine our purpose and develop a three-year strategic plan. We spoke to our member companies, funders, experts in sustainability, participants in our programmes and academia. We wanted to understand the changes taking place and the expectations towards our organisation. We defined a scenario for our future development. Sustainability is coming of age and is seen as a critical success factor for any company. We must ensure sustainability is meaningful and embedded in the business model.

This year we enhance our reporting through this Accountability report to feature the impacts of our work and highlight our key achievements, complemented with our results on social and environmental dimensions. Please visit our website's [Governance and Finance section](#) for our most recent Financial Statements and audited accounts.

For an organisation to be leading on responsible and sustainable practices, we must aim to model our operations on key principles of transparency and openness.

I look forward to our continued engagement and to realising together our ambitions for a sustainable and fair society and economy for all.

“Business is one of the most influential institutions to drive change in society”

Paul Polman, former CEO, Unilever



Tomás Sercovich,
CEO, Business in the
Community Ireland

Our Purpose

Business in the Community Ireland enables business to be sustainable and profitable through independent and influential expertise

We inspire business with future-fit thinking, management systems, a forum for collective action and impact programmes to bring about social cohesion and a low carbon economy

Helping to drive businesses that are seen nationally and internationally as fair and a force for good.

Key trends in sustainability in 2018:

- ✓ A sustained year of economic growth and job creation
- ✓ COP 24 raises the ambition towards a low carbon future
- ✓ Ireland needs a plan on climate action
- ✓ More substantial progress needed to achieve the Sustainable Development Goals
- ✓ Business is expected to lead on change – Edelman

What we do

We work with business to make sustainability a driver of success:

- We advise companies on their sustainability strategies, programmes and policies
- We certify companies on sustainability through our Business Working Responsibly mark
- We support companies to make a difference in education and employment of marginalised people

In 2018, we launched the following new services:

The Leaders' Group on Sustainability – a new coalition of leaders dedicated to driving the sustainability agenda

The Low Carbon Pledge – a commitment from companies to lower their carbon emissions

Time to Count – our new literacy programme for primary schools

Get Ready – a new employment ready programme in conjunction with the Salvation Army

Our stakeholders

In 2018, we continued our outreach with a number of key stakeholders in business, government and the NGO sectors.

We focused on building awareness of our work with government. On 13th April, Minister Paschal Donohoe TD visited our offices and met with board, staff, members and programme participants. In addition, a number of Ministers spoke at our events throughout the year. We continue to be a key member of the National Forum on CSR.

Internationally, we are the Irish representatives for CSR Europe and the World Business Council of Sustainable Development (WBCSD).

[Click here](#) to view a full list of our partners.

[Click here](#) to view our member companies

View the companies who have achieved the **Business Working Responsibly** mark

Read our success stories in **Education** and **Employment**



28 CEOs OF IRELAND'S TOP COMPANIES, WITH 90,000 EMPLOYEES

COLLABORATING ON KEY SUSTAINABILITY AREAS

- LOW CARBON ECONOMY
- SOCIAL COHESION
- WORKER OF THE FUTURE

1 MAKING IRELAND THE NUMBER 1 PLACE TO DO BUSINESS WWW.BITC.IE

BUSINESS IN THE COMMUNITY IRELAND THE LEADERS' GROUP ON SUSTAINABILITY



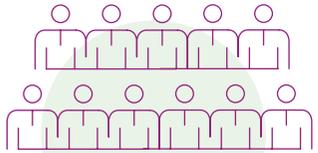
From left: Our Chairperson, Ronan Murphy; Minister Paschal Donohoe TD and Tomás Sercovich, CEO, at the Minister's visit to our Offices in April.



Highlights 2018

89

member companies



11 new member companies in 2018

4

New companies to achieve the Business Working Responsibly mark

353

People engaged across our six employment programmes

529 Children impacted by Time to Read

460 Post Primary schools matched

55 Principals participating in Management Excellence for Principals

47

Primary schools matched

8

Work placements provided by Business in the Community Ireland

202

People progressing into employment

79 Community services referring to our programmes

48 Nationalities participated in the programmes

30+

Number of events

 **33 companies** achieve the Business Working Responsibly mark to date

57 companies featured on the Business Impact Map

180 attendees at Annual CEO Forum

186 Companies participating in Business Action on Education programmes

72 People progressing into training, volunteering or work placements

Highlights of the Year

Leaders' Group and Transitioning to a Low Carbon Ireland

An emerging trend we are seeing is businesses collaborating on addressing sustainability challenges. The UN Sustainable Development Goals provide a clear roadmap for all, including companies to work together to enable sustainable development.

Deepening our collaboration:

On 17th May we launched our [Leaders' Group on Sustainability](#) and invited all member companies to participate in our new collective initiative, the Low Carbon Pledge.

The Leaders' Group on Sustainability is a coalition of 24 of Ireland's leading organisations that is striving to improve the sustainability of the Irish business sector through sharing best practice and creating new ways of doing business.

The Group recognises that to maintain and build Ireland's reputation as a place to do business, attract top talent and inward investment, it must come together to address the most pressing sustainability priorities for the Irish business sector.

Tackling emerging challenges:

Biodiversity loss is intrinsically linked to climate change and is increasingly recognised by business as a material issue, and one where business can make an impact. During 2018 we hosted two workshops for our members, drafted a booklet of best practice case studies and published articles.

First Biodiversity Booklet, including 9 case studies, practical biodiversity tips and key contacts and resources for biodiversity action.



47 Low Carbon pledge signatory companies commit to reducing their Scope 1 and Scope 2 carbon emission intensity by 50% by 2030



Highlights of the Year

The CEO Forum

On 14th November we held our 12th annual CEO Forum. It was our largest to date attracting over 180 senior business leaders. The theme was around the CEO as activist and focused on our key strategic areas of social inclusion and the transition to a low carbon economy.

At the event, the 47 Low Carbon Pledge signatories were announced as well as the four new companies to have achieved the Business Working Responsibly mark, the only independently audited standard for CSR and Sustainability in Ireland.

Minister for Communications, Climate Action and Environment Richard Bruton TD was our guest of honour and addressed the need for a clear business strategy for a decarbonised economy and endorsed our Low Carbon Pledge.



New companies who achieved the Mark in 2018



From left: Maarten Schuurman, HEINEKEN Ireland; Bernard Sheridan, Central Bank of Ireland; Tomás Sercovich, Business in the Community Ireland; Paul Downing, Hovione and Shay Walsh, BT Ireland.



Over **180** attendees

RTÉ Radio campaign promoting the Mark reaching over **250,000** people

The event trended on Twitter

Featured in numerous media including **Newstalk, Irish Independent, Ireland AM** and many more



Highlights of the Year

EPIC celebrates 10 years supporting migrant integration

Employment offers the single biggest opportunity for vulnerable individuals to become active participants in society.

On 5th December we celebrated the long term impact of EPIC, our Employment programme supporting migrants. Minister of State for Equality, Immigration and Integration David Stanton TD was our guest of honour for this special celebration.

The EPIC 10 year celebration brought together all our key stakeholders which make EPIC so successful – businesses, government, NGOs and most importantly, our talented and diverse participants.

The EPIC 10 year celebration featured a recognition of key supporters: **Accenture, Bank of Ireland, BT Ireland, Cairde, Cpl, Enterprise Rent-A-Car, Immigrant Council of Ireland, KPMG and Welfare Appeals.**

Irish Times journalist, Sorcha Pollack chaired a panel of former EPIC participants who discussed their experiences of job seeking in Ireland, the challenges and how EPIC transformed their lives.



From left: Afifa Rahman from Bangladesh (Abbott); Andreea Turcanu from Romania (Citi) and Winifred Akinyemi from Nigeria (Irish Aid), EPIC participants share their experience in engaging with our programme and their career development as new migrants in Ireland.

EPIC

EMPLOYMENT FOR PEOPLE FROM IMMIGRANT COMMUNITIES

Over 10 years, EPIC has supported over **3000** people from **100** countries

Over **65%** of EPIC participants have progressed into employment



Our EPIC colleagues celebrate 10 years of supporting migrants in Ireland. From left, Livia Bartolomé, Celine Hamill, Maeve Murphy, Alison Payne and Pat Buckley.

Highlights of the Year

Business Impact Map

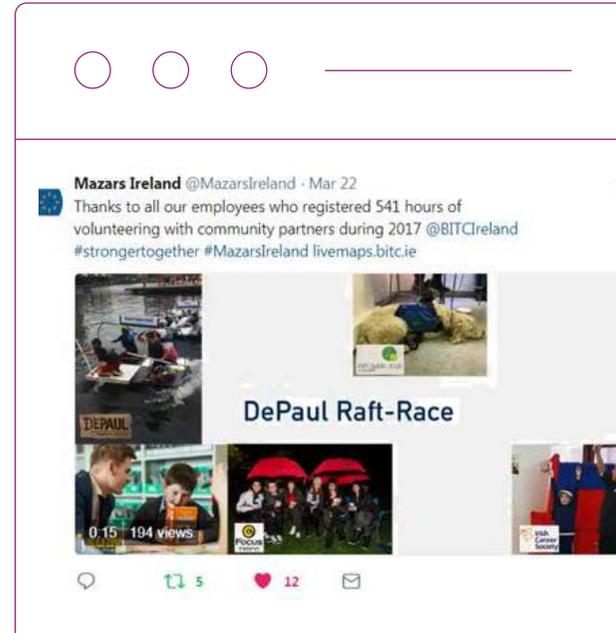
Employees want to work for companies that support their volunteering efforts and crucially want to work where their values align with their employer. Companies know that by engaging in tackling social issues it can drive employee engagement and also can attract and retain the best talent as employees now expect their employers to have a community strategy in place as standard.

We created the Business Impact Map in 2010 as a way to communicate and showcase the impact of our member companies in their local communities across Ireland.

On 22nd March we launched the 2017 edition of our Business Impact Map at a major event in Dublin. The event was sponsored by Tesco Ireland featuring speakers from Boots, Symantec, Fidelity Investments, eir, Deloitte, ESB, PM Group and Momentum Support. This is a milestone event for the network as it shows the impact and commitment of our members to positive social change.



57 Companies
in Ireland Contributed
over **€28 million**
and **231,668 hours**
to Charities and Community
Groups in 2017



Highlights of the Year

Time to Count - outcomes and rollout

In 2016, we piloted the Time to Count programme supporting numeracy. It was a structured opportunity for business volunteers to provide support on numeracy skills to primary school children. It aims to help children develop confidence with numbers through games which improved their numeracy skills.

An extended pilot to assess the impacts took place in early 2018, funded by the **ESB's Generation Fund**.

The extended pilot evaluation showed marked improvements in participating children's skills, as observed by principals, teachers and volunteers. 100% of teachers noticed improvements in children's confidence and enjoyment of numbers; conceptual understanding of numbers and the development of flexibility and perseverance in mathematical problem solving. Schools saw it as a meaningful addition to their education offering with improvements in numeracy being observed. Companies saw it as an effective employee engagement initiative. Volunteers felt they had imparted mathematics knowledge, developed their own skills in explaining things clearly, while feeling rewarded and satisfied that they made a difference to the children.

Due to the extended pilot programme's success, our Time to Count Steering Group recommended a national rollout which is funded by the Department of Rural and Community Development, through the Dormant Account Action Plan.

5 + 50 + 53 + 101 + 100%
Companies hours volunteers children impacted noticed improvement

The participants were: ESB & St. Kevin's BNS, Finglas, Dublin 11; Analog Devices & Our Lady Queen of Peace, Limerick; IBM & Ladyswell NS; Mulhuddart, Dublin 15; KPMG & St. Vincent's GNS; North William Street, Dublin 1 and Ulster Bank & St. Mary's NS, Fairview, Dublin 3.



“

“Children did not see maths skills learned as a chore but as a fun activity supported by a volunteer. To have that support and interest in them gave them great confidence and skills.”

Noleen Griffiths, Principal,
St. Kevin's BNS, Dublin 11

“

“Opened my eyes to the community around me, allowed me to develop skills I would never get the chance to develop within an office.”

Volunteer



Our Communications

2018 was a big year for the organisation with a series of major launches and events such as the Business Impact Map, the launch of the Leaders' Group on Sustainability, the announcement of the Low Carbon Pledge and the EPIC 10th graduation. All these events received great coverage both online and in the media. We issued three digital toolkits that engaged many members to participate in the campaigns and amplified our reach.

We had a steady growth in our social media channels increasing the reach of our online communities and confirming our position as experts in sustainability. We produced fresh content including new member case studies and opinion pieces.

Our [website](#) was moved to a new environment greatly improving its speed and changes were made to key pages that improved overall experience measured through longer time spent on the site. Adapting to our audience's needs we also launched our podcast series as a new way to tell our stories.



We trended on Twitter three times

The Business Impact Map campaign generated 2.4 million impressions and reached nearly 1 million accounts

61,000 people visited our website

We launched our Podcast Series

We ran over 30 events

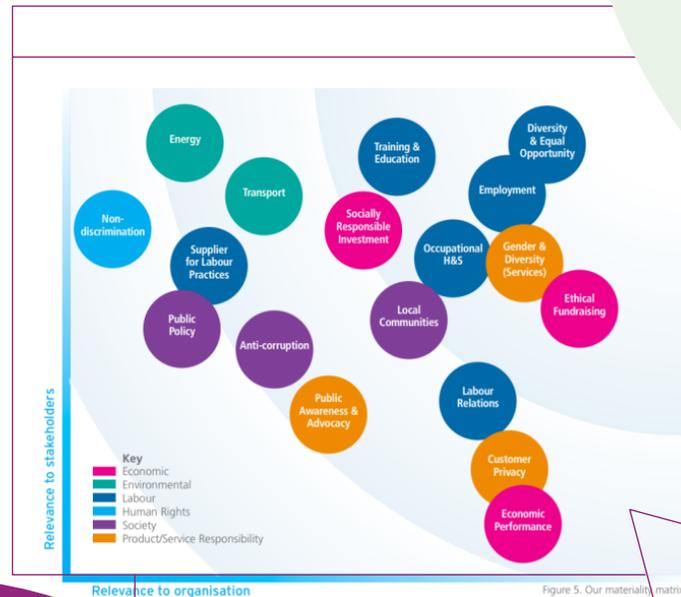


Our sustainability

This section presents some of our most relevant social and environmental impact data for Business in the Community Ireland and our sister organisation, the Community Foundation for Ireland.

Based on existing materiality assessments (See page 29 of our 2017 Report), we have decided to focus our sustainability data disclosure on the following dimensions:

- Health & Safety and wellbeing of our staff and visitors
- Diversity & Inclusion
- Carbon footprint
- Employee volunteering



Health & Safety:
During 2018 there were two workplace accidents, (up from one accident in 2017).

On 9th March a programme participant caught her hand between the wall and the door in the ladies toilet and bruised her hand. Thankfully no medical attention was needed and the handle was attached to door to ensure easier opening.

On 4th July a colleague banged her leg of the open door of the dishwasher and cut her leg. Our colleague was one day off work. We reminded colleagues to ensure they are careful when the dishwasher door is open.



Wellbeing at work:

- We were awarded the Active at Work Gold Award with Irish Heart Foundation
- We started an annual Staff Sports Day, consisting of fun activities which proved to be very successful.
- Due to our change of offices and allowing time to adjust to the new facilities we did not run our Lunch and Learn sessions. These will commence again in 2019.



Volunteering

We ran another successful edition of our Time to Read programme in 2018. We partner with St. Mary's Primary School, Dorset Street, Dublin 1. Eight colleagues from both organisations took part in the programme, with regular sessions held over 10 weeks to support and encourage reading with school children.



Our materiality assessment, conducted in 2016 and updated in 2017 allows identifying the key impacts of our activities to various stakeholder groups and its relevance to our organisations. The key material topics are mainly on labour, economic and product/service dimensions. We will update again this assessment in 2019.



Employment, Diversity and Equal Opportunities

The Foundation for Investing in Communities (FFIIC), comprising Business in the Community Ireland (BITCI) and The Community Foundation for Ireland (CFI), aspires to be an inclusive employer. Our main employee policies reflect the need to be a diverse organisation at all levels. We are committed to age and gender equality and we track the nationality of our colleagues. Our key challenge remains in that 78% of our colleagues are female. We believe that a strong emphasis on gender balance in recruitment can impact on our gender data and will continue to seek guidance on best practice to be even more reflective of our society.

New Employee Hires and Employee Turnover

	Total	Gender		Age Group				Region
		Female	Male	<30	30-50	50-59	>60	
2018 Starters	12	8	4	4	8	0	0	Dublin = 9 Regional = 3
2018 Leavers	10	7	3	3	7	0	0	Dublin = 7 Regional = 3

Diversity of Governance Bodies

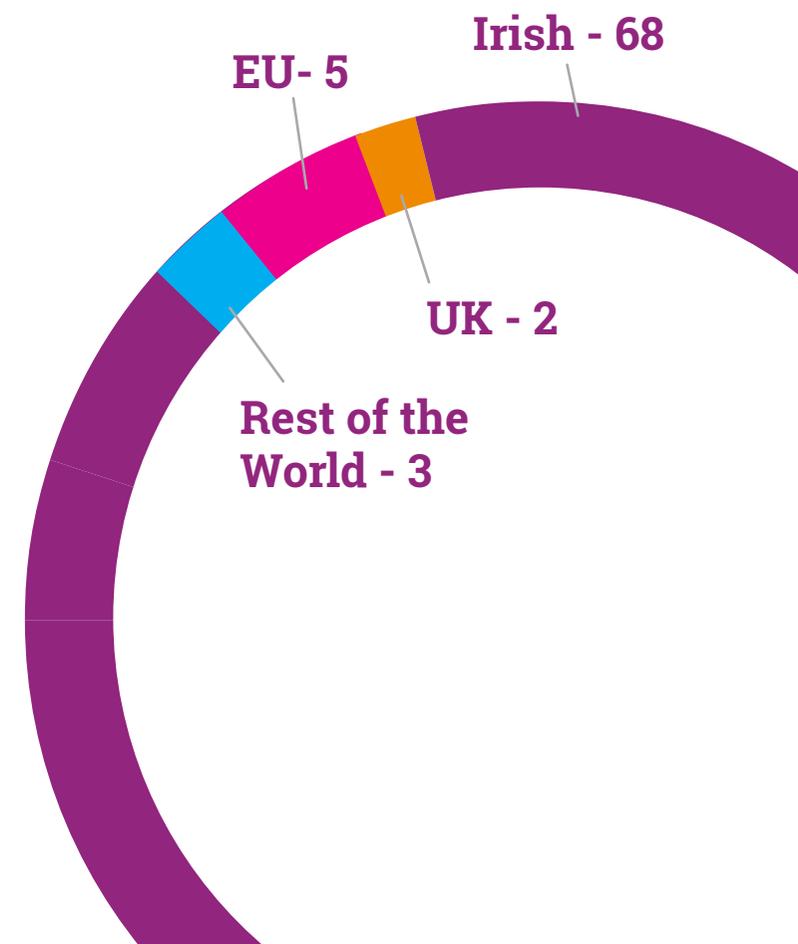
	Total	Gender		Age Group				Nationality
		Female	Male	<30	30-50	50-59	>60	
2018 BITC Board	12	4	8	0	2	7	3	British: 2 Irish: 10
2018 CFI Board	10	5	5	0	5	2	3	Irish: 9 U.S: 1
2018 FFIIC Board	7	1	6	0	0	1	6	Irish: 6 British: 1

Diversity of Employees

	Total	Gender		Age Group			
		Female	Male	<30	30-50	50-59	>60
2018 Staff	64	49	15	12	35	11	6
2018 Management	14	12	2	0	8	5	1

Employment Contracts (Gender)

Employment Contract	Male		Female		Total		Region	
	Staff	Management	Staff	Management	Staff	Management	Dublin	Regional
Permanent	8	2	38	10	46	12	44	14
Non-Permanent	7	0	11	1	18	1	15	4
Secondment	0	0	0	1	0	1	1	0
Total	15	2	49	12	64	14	60	18
							78	78



Our Carbon Footprint

Our main greenhouse gas emissions result of space heating in our building and business travel. We have an Environment policy in place which sets out our commitment to limiting our impact on the environment. We focus primarily on raising awareness of the environmental impact of our office electricity use and our business travel and how we can take action to reduce impact. The below table shows a comparison of the 2018 Carbon Emissions to that reported in 2015/2017:

Emissions source	2015 kgCO2 e	2016 kgCO2 e	2017 kgCO2 e	2018 kgCO2 e
Electricity	43,979.00	43,662.00	686.00	20,113.60
Car	16,486.44	15,400.62	18,381.60	16,721.35
Taxi	1,164.64	849.20	693.92	547.89
Train	753.29	255.50	-	422.49
Luas	37.48	29.37	-	-
Bus	63.37	48.37	-	-
Flights	6,808.48	8,102.95	5,248.60	6,364.61
Total	69,292.70	68,348.01	25,010.12	44,169.94

The below table shows the amount of carbon emissions per employee, our carbon intensity measurement factor:

	2017	2018
Total carbon footprint (kgCO2 e)	25,010	44,169.44
Carbon emissions / employee (kgCO2 e/FTE)	317	566.28

NOTE: Due to the way that we recorded our data in 2017 and 2018, we were unable to calculate the carbon impact from Luas and Bus trips. However, when considering this as part of the entire carbon footprint (based on 2015 and 2016 data), it is immaterial.

Additionally, the carbon emissions associated with our electricity has significantly increased as, we have made the conscious decision to not use the carbon emission factor (0) provided by our electricity provider (SSE). We have instead used the National Grid average based on the Fuel Mixture Disclosure Report from the Commission for Regulation of Utilities. In previous years (2015 & 2016) our energy provider was electric Ireland, with a much higher carbon emissions factor, hence the high carbon footprint. This aligns with what we have been suggesting to our members through the Low Carbon Pledge process.



Thank you for reading our
Accountability Report.

For more information on our work
visit www.bitc.ie