



MARCH 2021

Corporate Responsibility Standards

Agenda



About BITCI



Key Sustainability Trends 2021



The Business Working Responsibly Mark

We are the leading Advisers on sustainability and CSR

Join the movement for
sustainable change

**BUSINESS
IN THE
COMMUNITY
IRELAND**

Our Members: A Network of Leading Organisations



Business in the Community Ireland Services

We provide access to best practice and support businesses with practical management and monitoring systems. By facilitating forums for reflection and action, we ensure that businesses anticipate and are ready to meet the current, pressing challenges of our climate crisis, the pipeline of talent as well as the issues of social inclusion, diversity and accountability.

Low Carbon Economy

- Low Carbon Pledge
- Green teams
- Biodiversity framework
- Circular Economy advice
- Strategic projects

Inclusive Societies

- Social Inclusion Commitment
- Sustainable Employment
- Business Action on Education and Employment
- Community Engagement

Sustainable Business

- Bespoke Advisory Services
- Business Working Responsibly Mark
- Materiality Assessments
- CSR Strategy Development and Alignment

Leaders Groups, Network Events, Peer Circles, and Workshops

See our full services catalogue [here](#)

Key Sustainability Trends

*“Sustainability is not a committee, a role, or a report....
It is the outcome of your business strategy”*

– Rodney Irwin, World Business Council for Sustainable Development at BITCI (December 2020)

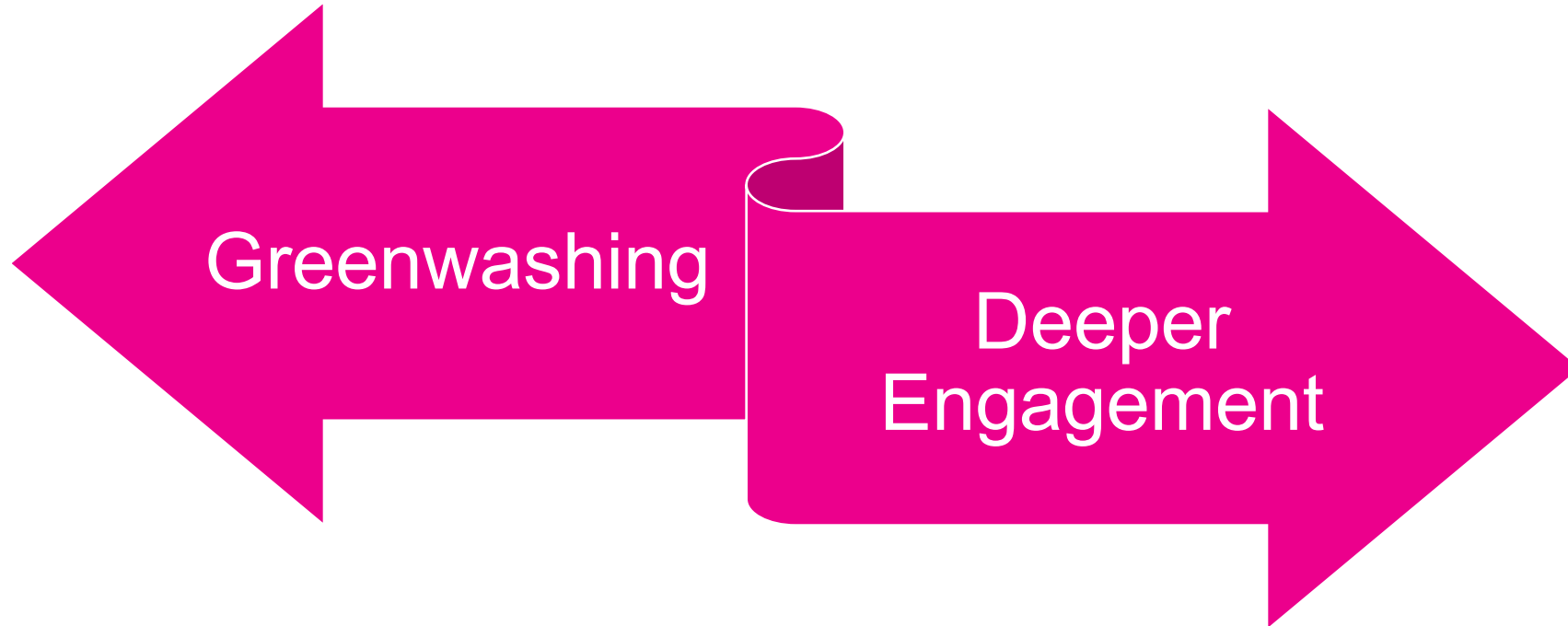
“Unilever, by running over the last 10 years a business model of decoupling our growth from environmental impact, maximizing overall social impact, and looking at multiple stakeholders long term...was able to get a shareholder return in excess of 300% of our competitors.”

– Paul Polman, former CEO of Unilever and Co-founder of Imagine at BITCI (November 2020)

Key Trends – the Changing Landscape

Economic		Governance & Leadership	
<ul style="list-style-type: none">• Economic Uncertainty• Role of Technology• Regulatory Environment		<ul style="list-style-type: none">• Transparency & Accountability• Role of Boards & CEOs• Strategic Purpose & Decisions	
Societal		Environmental	
<ul style="list-style-type: none">• Inequality & Societal Division• Health & Wellbeing• Human Rights & Activism		<ul style="list-style-type: none">• Climate Change• Nature & Biodiversity• Circular Economy	

Trends Are Driving Behaviour Change



Greenwashing – Difficult To Hide

SCIENCE

BEZOS' CLIMATE FUND FACES A RECKONING WITH AMAZON'S POLLUTION

People living with Amazon's pollution see gaps in Bezos' funding

By Justine Calma | @justcalma | Feb 4, 2021, 12:06pm EST



Coca-Cola suggests it will never remove single-use plastic

Coca-Cola will not ditch single-use plastic bottles because consumers want them, the firm's Head of Sustainability told the BBC.

"In a recent complaint to the Advertising Standards Authority, campaign group City to Sea claimed that Coca-Cola's recycling descriptions are confusing for consumers and sometimes cause further plastic pollution. City to Sea's Campaigns Manager, Steve Hynd, said: "We need green action, not greenwash to tackle plastic pollution."

Dec 10, 2018, 12:27pm EST

Shareholder Activism Is On The Rise: Caution Required

esade

Esade Business & Law
Leadership Strategy
We set an example for a b

which c
state v

Employee Activism Is The New Normal. So Why Is Amazon Leadership Freaking Out?



Jason Wingard Senior Contributor @
Leadership Strategy

I write about organizational strategy, leadership development, and the future of work

BUSINESS
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RESPONSIBLY

Ratings Agencies Give Conflicting Information

Are you sure you're investing ethically?

Lack of common approach makes it difficult for investors looking for ESG funds

© Tue, Dec 10, 2019, 05:00



Proinsias O'Mahony



Tesla co-founder Elon Musk at the launch of the Tesla Cybertruck. Ratings agencies differ sharply on whether Tesla is an ethical or unethical company. Photograph: Frederic J Brown/AFP


“MSCI rates Tesla as one of the top global car manufacturers when it comes to ESG, while FTSE rates it last and Sustainalytics gives it a middling rating.”

Source: Irish Times

Toward Deeper Engagement



Business Working Responsibly Mark Background

- ◉ **Developed** with industry & other stakeholders' inputs
- ◉ **Third party verified:** the National Standards Authority of Ireland The NSAI logo consists of a red wireframe geometric shape resembling a truncated octahedron, followed by the letters "NSAI" in a bold, red, sans-serif font.
- ◉ **Inspired by** our 20 plus years of experience, by **ISO 26000** and other standards
- ◉ **Practical:** ISO based processes with Ethical, Social, and Environment content
- ◉ **Strategic:** A means of embedding Strategic CSR and Sustainability into the organisation.

Audit Content: Mark Pillars Assessed

Governance

- CSR Management & Communications
- Stakeholder Engagement

Marketplace

- Sustainable Procurement
- Responsible Products & Services
- Responsible Information & Promotion
- Customer Engagement

Workplace

- Employee Communication
- Occupational Health & Safety and Staff Well-being
- Learning and Development
- Diversity and Inclusion
- Fairness and Transparency of Rewards
- Organisational Change Management
- Flexible Working

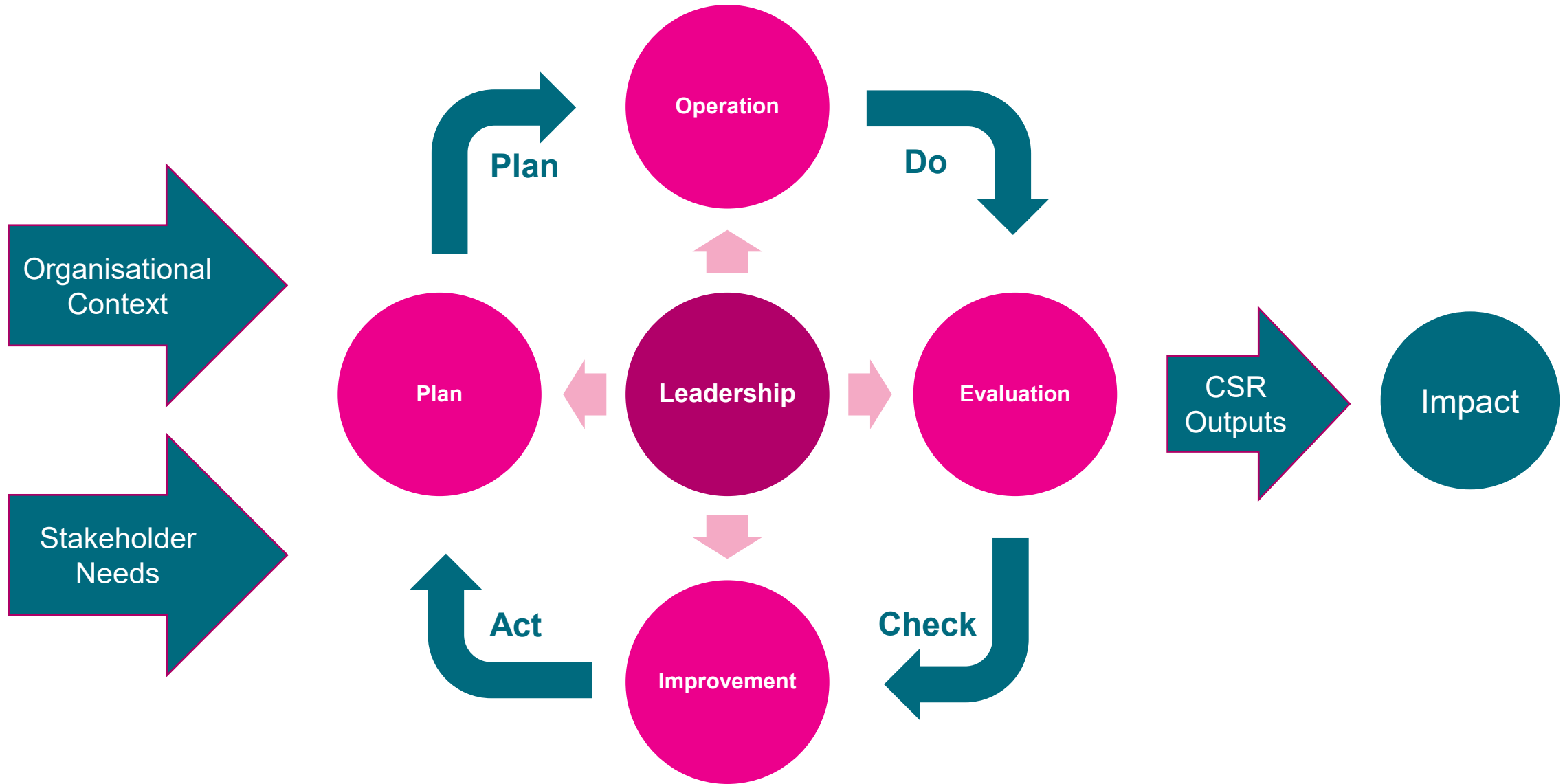
Environment

- Carbon Management & Adapting to Climate Change
- Energy Management
- Sustainable Transport and Travel
- Pollution Prevention
- Waste Management
- Biodiversity
- Water Management

Community

- Employee Participation
- Corporate Giving

Audit Scope: CSR Management System



Average Time To Certification...

Two Years

40 Mark Certified Companies

accenture
High performance. Delivered.



A&L Goodbody



ARUP

Bank of Ireland



Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem



Deloitte.



enèrgia
Switched on



Energy for generations

FUJITSU

HEINEKEN



Hovione

intel

janssen
PHARMACEUTICAL COMPANIES
OF Johnson & Johnson



M&S
EST. 1884



permanent tsb

PM
GROUP



RICOH
imagine. change.

RTE

SIEMENS
Healthineers

sodexo



TESCO

Ulster Bank



vodafone



2 Examples – Mark Companies

Intel donates over €1m to community groups across Ireland



by KildareNow reporter 8 May 2020
Email: editor@kildarepost.com

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Intel Reaches 1 Billion Gallons of Water Restored

Marking a significant milestone in the company's goal to restore 100% of global water use

PUBLISHED 04-23-20 SUBMITTED BY INTEL CORPORATION



100% responsible fishing by the end of 2020



By the end of 2020, we aim to be 100% responsibly sourced in our primary fresh, frozen and canned fish product categories in Ireland.



We work in collaboration with the Sustainable Fisheries Partnership (SFP) a leading non-governmental organisation in the field of sustainable fishing, to act as our independent adviser on fish sustainability. SFP rate the sustainability of the fish used in our own label products and provide recommendations to drive continuous improvement of fisheries.

We use third party certification bodies such as Marine Stewardship Council (MSC) for wild-caught fish and, Aquaculture Marine Stewardship Council (ASC), Global GAP and Global Aquaculture Alliance BAP (2 star and above) for farmed fish.

German supermarket Aldi said it would raise its minimum wage rate to €12.30 per hour, saying it was the first retailer in Ireland to introduce the living wage rate.



In Summary

The Mark <u>Is</u>	The Mark <u>Is Not</u>
<ul style="list-style-type: none">• A Strategic Business Driver• Focused on Outcomes (Impact) More than Inputs and Outputs• A Management System Approach (Commitments, Strategies, Plans, Actions, Evaluation & Reporting, Continuous Improvement)	<ul style="list-style-type: none">• A CSR/Sustainability Guarantee• A Tick Box Exercise• A Marketing Campaign

Thank You!

For More Information:

<https://www.bitc.ie/csr-certification/>
modonnell@bitc.ie