



# Sustainable Business Impact Awards 2021



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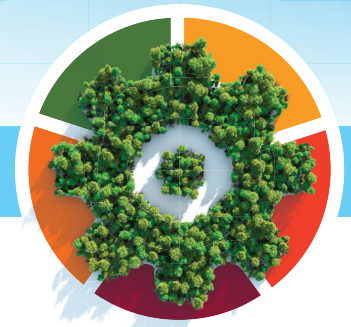


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**Margaret Brennan**  
President,  
Chambers Ireland



**Ian Talbot**  
Chief Executive,  
Chambers Ireland

**T**he Sustainable Business Impact Awards 2021 take place during a historic year for our country and our planet. Issues of health and wellbeing, gender equality, clean energy, decent work, sustainable communities, responsible consumption, climate action and life on land – these are all regular topics of conversation on the news and in our personal lives – and each is covered by the 17 UN Sustainable Development Goals to which we aspire.

Of those, climate action stands as the most prominent. These awards are bookended by two important events which will play a critical role in determining the global response to the climate emergency we face; the recent publication of the UN IPCC report on climate change and the upcoming COP 26 conference in Glasgow.

The unanimous response to the UN IPCC report has made it crystal clear that the time for deferring our action on climate has passed. With our planet catching fire, lands being flooded, biodiversity diminishing and weather becoming increasingly unpredictable, there can be no doubt this is a crisis. In the midst of this crisis, it is reassuring to know that the business community has already started to tackle the underlying causes.

From our consultation with key stakeholders, it is widely understood that “business as usual” is no longer possible. While that represents a challenge to all of us, it is one that we can overcome together through innovation, collaboration and straightforward hard work. Thankfully, as these awards demonstrate, there is no shortage of these qualities among our friends and colleagues in business.

While your work on climate is critical, it is evident that you understand that sustainability is about so much more than that. It’s about providing a world where the costs don’t outweigh the benefits, communities meet the needs of their inhabitants, people feel valued, the natural world is protected and our combined work offers hope and encouragement to those who follow us in the future.

Thank you for all your efforts to date and, most of all, keep going!

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# Visual Control Tower, Dublin Airport

2021 Building of the Year  
Commercial - Building & Architect of the Year Awards

2020 Highly commended  
Irish Concrete Society Awards

2019 Engineering Project of the Year  
Irish Building & Design Awards

Building a sustainable tomorrow



# CHAMBERS IRELAND - OUR COMMITMENT TO THE SDGS

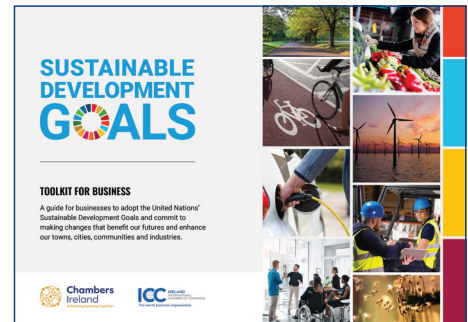
One change, one plan or one step in the right direction by each individual, business or organisation equates to a leap forward in our duty to achieve the Sustainable Development Goals.

Chambers Ireland is the largest business organisation in Ireland, with a geographic reach and membership base that spans cities, towns, and communities nationwide. With members in every region and economic sector, we are uniquely positioned to represent the views of businesses and understand their concerns. We realise the vital role that the business community plays in adopting and implementing the SDGs in Ireland, and we support businesses' commitments to achieving the Goals in every sector.

## OUR VISION

If Ireland is to implement the SDGs domestically by 2030, each represented dimension of society must be included in the progress.

With our extensive regional and national reach, we believe that Chambers Ireland is strongly positioned to influence and encourage both business and community engagement with the Goals. By championing the SDGs, Chambers Ireland will ensure that accomplishing these goals is reflected in the work that we do across our Network.



**BEGIN YOUR COMPANY'S JOURNEY TO ALIGN WITH THE SDGS BY DOWNLOADING THE CHAMBERS IRELAND SDG TOOLKIT FOR TIPS ON GETTING STARTED**

Visit [chambers.ie](https://chambers.ie) to download the SDG Toolkit for Business



**MAKING A START ON THE SDGS CHECKLIST**

	<b>SMALL ENTERPRISE</b>	✓	<b>LARGE CORPORATION</b>	✓
<b>MOBILISE</b>	Explain the SDG concepts to the owner/management and employees.		Explain the SDG concepts to the owner/management and employees.	
	Get permission to hold short meetings with the workers to determine what needs to be done.		Get permission to hold short meetings with the workers to determine what needs to be done.	
	Get a commitment for enough time to plan and implement programmes.		Get a commitment for enough time to plan and implement programmes.	
	Help the owner/operator to develop a short policy about engaging with the goals.		Help the owner/operator to develop a short policy about engaging with the goals.	
<b>ASSEMBLE</b>	Ask for 2-3 volunteers to help with the work (Working Group).		Set up a committee of 10-15 people representing different departments and work locations.	
	If there are very different types of jobs in the company try to get one of each to help.		Develop terms of reference for these groups if necessary.	
	If you can find experts from larger enterprises or community associations willing to help, include them.		Set up regional subcommittees if the corporation has many sites.	
	Find a space to meet and gather any materials you will need.		Ensure cross-representation from all parts of the organisation.	
<b>ASSESS</b>	Get further information on the SDGs and how it relates to your industry.		Gather demographic data about the workforce.	
	Determine local good practice and consult outside experts as appropriate.		Conduct a confidential comprehensive survey of all staff asking about their health well-being concerns and other areas in relation to the SDGs.	
	Lead a discussion with the workers about the SDGs. Include family and community as they relate to work.		In the survey, ask what they would like to do as individuals to improve their engagement on the SDGs, and how they think the employer could help.	
	Brainstorm ideas on what the employees and the employer could do to make things better.		Do a comprehensive audit of the companies' current engagement and review the results.	
	Contact the owner/operator separately to ask for his/her ideas.			
<b>PRIORITISE</b>	List problems and solutions and ask people to choose their top 3-5.		Analyze the results of the survey and audit/inspection results.	
	Do this at the same time as the initial meeting if possible or at a subsequent meeting.		Prioritize by pairing high need areas with high "want" areas from employees.	
<b>PLAN</b>	Do this at the same time as the initial meeting if possible or at a subsequent meeting.		Prioritize by pairing high need areas with high "want" areas from employees.	
	Develop a long-term plan to accomplish bigger projects.		Develop a broad 3 - 5 year plan.	
	Use ideas from the Working Group as well as other employees or other enterprises.		Base action plans on stages of change when appropriate.	
	Write out the plan and make a list of what you'll need to accomplish each activity, and present to the owner/operator for approval or negotiation.		Include activities addressing awareness, knowledge and skillbuilding, behaviour change, and environmental/organizational adjustments.	
	Plan to do one thing at a time.		In each specific action plan, include process and outcome goals as well as evaluation plans and timelines.	
<b>DO</b>	Carry out the action plans with assistance from the owner/operator and the Working Group.		Divide responsibilities among those on the committee.	
			Hold monthly or bi-monthly meetings to assess progress on all projects.	
<b>EVALUATE</b>	Ask workers if they think the project worked, why or why not, and what could be improved.		Measure the process and outcome of each activity against the evaluation plans.	
<b>IMPROVE</b>	Based on what you see and hear from workers, change the programme to improve it.		On at least an annual basis, reevaluate the 3 to 5-year plan and update it.	
	Begin on another project, based on your list of priorities.		Repeat the survey every 2 years and monitor changes over time.	
			Develop annual plans on the basis of the evaluations from the previous year.	



# All Rise

Support local to lift us all

[ChampionGreen.ie](https://ChampionGreen.ie)

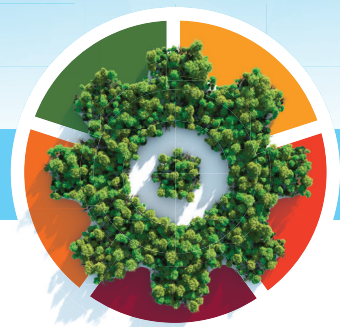
Pledge online today



Chambers  
Ireland  
Advancing business together

KILKENNY





# Shortlist 2021

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

## Communication

- **A&L Goodbody**  
Communication of ALG's Responsible Business strategy
- **AIB**  
AIB Sustainability Conference, Climate Finance Week Ireland 2020
- **Boots Ireland**  
Boots Ireland 'Safe Space' Initiative
- **Earth's Edge**  
B Corp Awareness
- **EirGrid**  
Pivoting to Virtual Engagement in response to COVID-19

## Community – Partnership with Charity LIC

- **A&L Goodbody**  
PILA – Championing Change through Legal Pro Bono
- **AIB**  
Building Inclusive Banking at AIB with the Now Group
- **Earth's Edge**  
Equipment Lending Initiative with the Kilimanjaro Porter Assistance Programme
- **Gas Networks Ireland**  
Gas Networks Ireland partnership with Age Action
- **Goodbody**  
The An Cosán Apprenticeship
- **John Cradock**  
Jigginstown House residential facility for vulnerable young adults
- **KPMG**  
Focus on Literacy – Gift a Book
- **Permanent TSB**  
Concert4Cancer brought to you by the Permanent TSB Community Fund
- **SuperValu**  
SuperValu and AslAm's 'Bridge Back to School', an autism-friendly resource

## Community – Partnership with Charity MNC

- **Aldi Ireland**  
Aldi Ireland & FoodCloud Partnership
- **Boots Ireland**  
Boots Ireland and Irish Cancer Society Partnership
- **Diageo Ireland**  
Dublin City Volunteer Centre: Together for Christmas campaign
- **Intel Ireland**  
Intel Signature Charity Program
- **Microsoft Ireland**  
Microsoft Empowering Enable Ireland's Virtual Service Centres for Adults
- **The Irish Heart Foundation, Abbott & ESB Networks**  
The Hard and Fast Rule

## Community – Volunteering LIC

- **Arthur Cox**  
Arthur Cox's Innovative Virtual Engagement with The Early Learning Initiative
- **Earth's Edge**  
Explore, Experience, Evolve
- **Gas Networks Ireland**  
Gas Networks Ireland's 10-year volunteering partnership with Junior Achievement Ireland
- **KPMG**  
KPMG BOLD GIRLS meets 20x20 initiative

## Community – Volunteering MNC

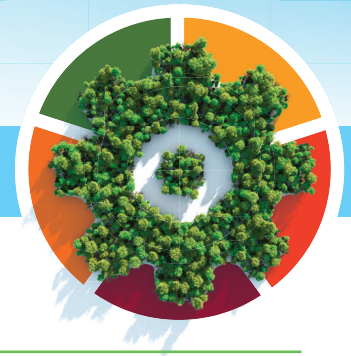
- **Abbott**  
ASPIRE with Abbott
- **Facebook Ireland**  
Facebook Ireland's Social Good Programme
- **Intel Ireland**  
Intel Involved Volunteering through a Pandemic
- **Medtronic**  
Spotlight Pilot – Medtronic and COPE Galway
- **VMware**  
Virtual Volunteering at VMware

## Community – Community Programme LIC

- **A&L Goodbody**  
Supporting social inclusion through our educational programmes
- **AIB**  
AIB Together AIB's community programme
- **Arthur Cox**  
The Arthur Cox Virtual Legal Education Programme for DEIS Schools
- **Earth's Edge**  
The Porter Project: Interest Free Micro Business Loans
- **Gas Networks Ireland**  
Gas Networks Ireland supports schools through BITCIs Schools Business Partnership
- **KPMG**  
Making a Difference
- **Permanent TSB**  
Building Affordable Family Homes A Partnership With Ó Cualann



# Shortlist 2021



\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

## Community – Community Programme MNC

- **Abbott**  
Croí an Óir: Supporting Our Communities
- **Aldi Ireland**  
Aldi's Community Grants Programme
- **Boots Ireland**  
Dementia – Understand Together Campaign & Boots
- **Canada Life Reinsurance Ireland**  
Water for Life
- **Diageo Ireland**  
Guinness Raising the Bar
- **DMG Media**  
Supporting Communities Across Ireland through Covid campaign
- **Zimmer Biomet**  
Hop On Board

## Environment LIC

- **AIB**  
Pledging to do More – Net Zero in AIB
- **Earth's Edge**  
Tree Planting Programme
- **Gas Networks Ireland**  
Carbon Footprint Reduction Roadmap
- **Hotel Doolin**  
Hotel Doolin Ireland's first carbon neutral hotel and our pandemic work
- **Irish Water**  
Embedding Sustainability in Water Services
- **John Sisk & Son**  
Sisk's 2030 Environment Commitments

## Environment MNC

- **Aldi Ireland**  
Aldi's Plastic & Packaging Pledges
- **Diageo Ireland**  
Sustainable waste beer disposal initiative
- **Lilly Kinsale**  
Lilly Kinsale Solar Farm
- **Intel Ireland**  
Biodiversity caring for the environment
- **Irish Distillers**  
Sustainable Green Spring Barley scheme
- **Microsoft Ireland**  
Microsoft Ireland's Renewable Energy Project in Partnership with SSE Airtricity

## Workplace LIC

- **A&L Goodbody**  
Reset. Revive. Thrive.
- **AIB**  
Power of the Collective
- **Earth's Edge**  
Workplace Wellness
- **KPMG**  
KPMG Wellbeing
- **SSE Airtricity**  
SSE Airtricity, proud sustainability partner to Dublin Zoo

## Workplace MNC

- **Abbott**  
LiveLifeWell (Empowering employees to live healthier, fuller lives)
- **DAC Beachcroft Dublin**  
Flex Forward
- **Diageo Ireland**  
Diageo Ireland: Focus on Wellbeing
- **John Sisk & Son**  
Sisk's Health and Wellbeing Programme
- **Lidl Ireland**  
Prioritising the safety and wellbeing of our colleagues and customers
- **VMware**  
VMware Ireland's Virtual Workplace

## Social Enterprise

- **A&L Goodbody**  
MyMind – Bridging the Gap in Mental Health Services
- **AIB**  
AIB Together Community Programme Partnership with FoodCloud
- **The Shona Project in collaboration with Beat 102-103, iRadio, Spin South West and Spin 1038**  
Shine Festival
- **DPD Ireland**  
Lough Ree Access For All 'Resilience' Boat Initiative
- **William Fry**  
Social Impact+

## SME

- **Buck & Hound**  
Pro Bono Public Relations Partnership with Dublin Simon Community
- **Central Solutions**  
Water Stewardship Programmes and Partnerships
- **Health Beacon**  
HB Green Labs
- **Pale Blue Dot® Recruitment**  
Corporate Strategy "GBWP Giving Back Where Possible"
- **Spotlight Oral Care**  
Zero Waste Box™ Dental Aligner Recycling Programme
- **Tico Mail Works**  
Sustainability through CSR

## Diversity & Inclusion

- **A&L Goodbody**  
Diversity and inclusion at A&L Goodbody
- **AIB**  
Mentor Her
- **Arthur Cox**  
Women in the Firm Initiative
- **Diageo Ireland**  
Diageo Ireland's Progressive Inclusion & Diversity Framework
- **KPMG**  
KPMG Courageous Conversations
- **Law Society of Ireland**  
Promoting gender equality, diversity and inclusion in the solicitors' profession

What's on your

# MIND



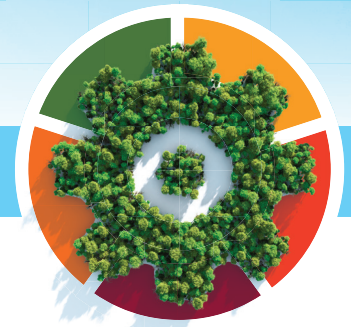
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IT COMES TO  
COPING

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Forums, Group Support, 1to1 Counselling, iphone enabled

**turn2me.org**  
changing lives



## Our Judges

**ARIANA BALL,  
CORPORATE  
CITIZENSHIP,  
ACCENTURE**

It is truly inspiring to see that, during a year that was challenging for so many, business continued to prioritise people and planet, crafting innovative ways to have a positive impact on their employees, their communities and our environment. The ambitious objectives of each organisation demonstrated how businesses in Ireland continue to deepen their commitment to creating a sustainable future for all.



**LORRAINE CORCORAN,  
DIRECTOR,  
AFANITE LIMITED**

Partnerships, impact, innovation, solutions, sustainable: these are some of the words that spring to mind when thinking about the applications for the 2021 awards. The quality of submissions was superb. The inclusion of the new category for social enterprise is an excellent and timely addition demonstrating the evolution of impactful sustainable business practice.



**SABINA COTTER,  
ASSOCIATE  
DIRECTOR, DCU  
EDUCATIONAL  
TRUST**

It is essential that businesses adapt to sustainable business models. It was interesting to review the Community, SME and Social Enterprise applications and understand the motivations and drivers in applications. I was especially impressed by collaborative approaches.



**JOHN CUNNINGHAM, RELATIONSHIP DIRECTOR, MORGAN MCKINLEY**

In a world thrown into disarray by the Covid-19 Pandemic, it is remarkable that businesses did not abandon their CSR and Sustainable Development Goal duties. It was a material challenge, but businesses rose to the challenge. Covid has reaffirmed the importance of the Sustainable Development Goals and we must all understand where we can make a difference. We have definitively established Ireland as a best practice leader in this field.



**CLAIRE DOWNEY, CRNI EXECUTIVE, COMMUNITY RESOURCES NETWORK IRELAND**

I was impressed by the significant efforts being made by so many companies, often quietly in the background, to meet environmental, social and other sustainable development goals. It is so important in this critical window for climate action and social change that companies are taking these initiatives and driving innovation. These awards are an important opportunity to acknowledge their efforts and inspire others to do more.



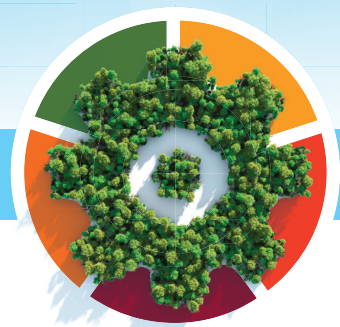
**DEIRDRE GARVEY, CHIEF EXECUTIVE OFFICER, THE WHEEL**

So much has changed in society and for people as a result of Covid-19 and it was inspiring to see the social and public good arising out of the sustained and ongoing partnerships between business and non-profit organisations. We will all rely on these markers of excellence in the challenging period ahead so it is doubly wonderful to see these awards adapt and continue.



**MOIRA GRASSICK, MANAGING DIRECTOR, PENINSULA IRELAND**

The businesses shortlisted for this year's Chambers Ireland Sustainable Business Impact Awards remind us of how important CSR is at present. To see so many businesses remain committed to issues that impact their wider community, even after the turbulent year we've had, should not only be commended but inspire other businesses to see that they too can make a difference.



## Our Judges



### **SIOBHÁN HAMILTON, MANAGING DIRECTOR, GREEN WORKPLACES**

The innovative approaches to the changing nature of workplace operations and outreach to communities was inspiring. In challenging times, these organisations continue to strive for excellence in alignment with the Sustainable Development Goals. The task of judging these commendable efforts was not easy but was a pleasure to undertake. Congratulations to all involved. Your recognition is well deserved.



### **SHEILA KILLIAN, ASSOCIATE PROFESSOR, KEMMY BUSINESS SCHOOL, UNIVERSITY OF LIMERICK**

Chambers Ireland and companies that engage in the Sustainable Business Impact Awards are at the forefront of redefining how business can operate within society, achieving positive impact both within and outside of the boundaries of the company. The innovation showcased here is particularly important as we move past Covid-19 and these Awards provide a wonderful way to share these examples for the common good.



### **TADHG LUCEY, CHIEF OPERATING OFFICER, BAM IRELAND**

As we all work together to build a sustainable tomorrow, it is encouraging to see the incredibly high standard of the shortlist for the Chambers Ireland Sustainable Business Impact Awards this year. Irish businesses are playing their part in coming up with innovative initiatives for the future and I am excited to be a part of it.



### **JEANNE MCDONAGH, CHIEF EXECUTIVE OFFICER, THE OPEN DOORS INITIATIVE**

I would like to really congratulate all those who entered for providing a vast range of diverse and inclusive programmes for us to explore. It made judging extremely difficult in a great way. It gives hope that companies of all sizes are viewing the SDGs as a lens for all they do and really living the spirit of them in their work.

### **MICHELLE O'SULLIVAN, FOUNDER, CONSCIOUS COPY.IE**

The breadth and diversity of the projects being undertaken, the focus on community engagement, on developing long-term social and environmental outcomes to support a more sustainable and resilient future for all, people and planet, was truly encouraging and heartening to see. Every action counts, and I commend the work of these organisations in showing leadership, and striving to do more.



### **MARTIN TOBIN, CEO, EUROPEAN RECYCLING PLATFORM IRELAND**

This year I was looking for entries that are energetic and enthusiastic, delivering compelling stories with clear strategies. I am very impressed that most companies have continued their best practice efforts to enhance, develop and protect their local environment despite the ongoing Covid-19 pandemic by engaging in creative collaboration – in many cases in a virtual world.



### **WILLIAM WALSH, CHIEF EXECUTIVE OFFICER, SEAI**

This year's entries demonstrated a wide variety of initiatives driven by the Sustainable Development Goals. I was particularly impressed to see a high level of awareness with regard to carbon emissions. The use of innovative solutions across multiple sectors shows a willingness to embrace new technologies and data-driven improvements. It was also great to see biodiversity being incorporated into so many of the projects.



# THE CLIMATE HAS CHANGED. WHEN WILL WE?

AIB is the first Irish bank to pledge to operate as carbon neutral by 2030. By adopting a net zero approach, we're reducing emissions to help fight climate change.

It's one of the ways we're doing less of the things that damage and drain the environment, and more of the things that don't.

We Pledge to **Do More.**



AIB Sustainability



# Education and Inspiration

A range of initiatives run across KPMG pivoted to a virtual offering, with education and literacy remaining fundamental themes of the Corporate Citizenship agenda

Lockdown restrictions haven't stopped KPMG's Corporate Citizenship agenda in its tracks, with virtual volunteers and initiatives moving into the online world continuing to make a difference, seeing the company nominated across five categories in this year's Sustainable Business Impact Awards.

To offer staff practical support KPMG offered over 20 different wellbeing initiatives, which sees the firm shortlisted in the Workplace LIC category this year. "We have reached a collective audience of over 2,000 participants who are engaged in these programmes," says Karina Howley, Head of Corporate Citizenship & Diversity, KPMG. "We successfully offered everything from webinars on sleep management, to laughter yoga. The response from our people has been overwhelmingly positive; the feedback states they have felt support from their employer at a time when they need it most."

In the Community Programme LIC category, the 'KPMG – Making a Difference' initiative saw virtual volunteers becoming pen pals and making weekly calls to help tackle the isolation felt by the elderly during lockdown. Other volunteers provided study support to young people over Zoom and worked with Business in the Community to assist jobseekers by providing CV advice, interview practice and career guidance.

The digital realm also provided a home for a forum which developed as the Black Lives Matter movement gained momentum last year. The 'KPMG Courageous Conversations' initiative (nominated in the Diversity &



**GIVEN THAT DISADVANTAGED FAMILIES HAVE BEEN MORE ADVERSELY AFFECTED BY THE PANDEMIC, INCLUDING CHILDREN MISSING OUT VERY VALUABLE SCHOOL TIME, THE NEED TO FOCUS ON LITERACY HAS NEVER BEEN MORE IMPORTANT.**

Inclusion category) saw 312 of KPMG's colleagues in a virtual discussion, over the course of 72 hours, contributing ideas, insights and personal stories of racial injustice they had seen or experienced. "As a result of this forum, we have already taken actionable measures in KPMG in Ireland and we will continue to do so," notes Howley. "As we continue our Courageous Conversations journey, we recently

launched digital learnings for all Irish employees. The focus is on important racial topics including: Anti-racism and equity, Managing Biases, Becoming an Inclusive Leader and Acting Inclusively."

## EDUCATION AND INSPIRATION

Initiatives that focus on providing access to education and literacy for young people is an ongoing and fundamental theme in KPMG's Corporate Citizenship

endeavours, according to Howley. KPMG has been nominated for KPMG BOLD GIRLS meets 20x20 initiative in the Volunteering LIC category and the Focus on Literacy – Gift a Book initiative in the Partnership with a Charity LIC category.

“Given that disadvantaged families have been more adversely affected by the pandemic, including children missing out very valuable school time, the need to focus on literacy has never been more important,” states Howley. “We wanted to reach out to children and young people who need it most. This campaign is trying to give them access to books that have the potential to reduce social inequalities and leverage their future academic success and job security.” According to the OECD, reading enjoyment has been reported as more important for children’s educational success than their family’s socio-economic status.

To this end, KPMG continued their longstanding relationship and support of Children’s Books Ireland, working on the Gift a Book campaign. “The campaign was a way of getting valuable books out to many disadvantaged children who would otherwise not own their own books,” Howley explains. “Books were sent to 95 different locations in 22 counties across the 4 provinces. Children’s Books Ireland worked with 33 partner organisations (including Threshold, Barnardos, Children in Hospital Ireland, BUMBLEance and St Vincent de Paul) and a further 31 individual locations including direct provision centres, domestic violence centres and prisons, helping bring some joy and excitement



to children and their families by giving them beautiful books.”

In total, over 8,000 books were delivered to vulnerable children. All the donated books were by Irish writers and illustrators, supporting the indigenous publishing and bookselling sector.

#### MEETING OF MINDS

KPMG’s BOLD GIRLS initiative was recognised with an award in 2019 for its work to address the gender imbalance in children’s literature, inspiring young girls by sending volunteers out to schools to read from books with strong female characters.

Continuing on the work of BOLD GIRLS, Howley outlines, “In 2020 we took the programme and looked at how we could invigorate, reinvent and revitalise it, especially during a pandemic when volunteers couldn’t go out to schools in person.” The idea came about to merge BOLD GIRLS with

the 20 x 20 campaign, which aims to increase the visibility of women and girls in sport, to provide more role models and encourage greater participation.

The BOLD GIRLS meets 20 x 20 initiative continued its focus on literacy, provision of books and support of reading, but with a new focus on female sports stars to highlight their achievements. Howley explains, “Through our video engagement and activities, we encourage discussion around why women are paid less than men in terms of sporting prizes (touching on gender pay gap) and why women’s sports aren’t celebrated or seen as high profile as men’s.”

Whilst volunteers were not able to attend schools in person during the pandemic, the programme was facilitated with a specially commissioned video by RTÉ Sports broadcaster Jacqui Hurley, author of ‘Girls Play Too’, as well as volunteer videos, teacher lesson plans, activity tools and engagement materials.

The success of the project was brought home to Howley by the feedback from schools, with one teacher stating: “As a girls’ school, it was great to see how other girls had changed their lives by striving for what they wanted and to succeed—it sends a very powerful message that you can be or do whatever you set your mind to.”



# Building Hope

John Cradock Ltd partnered with Homeless Care CLG to bring to life the vision of Jigginstown House, a residential facility for vulnerable young adults

It has been seven years in the planning, and stalled at the final hurdle by shutdowns during the pandemic, but a new residential centre, for young adults progressing from State care to independent living, is finally ready to open its doors.

Homeless Care CLG was set up to help protect vulnerable young people at risk of homelessness. The charity had been on the verge of collapse in 2014, due to lack of funding. With John Cradock Ltd coming on board, the firm brought their business experience and technical expertise to create a long-term vision and strategy to deliver the first purpose-built residential facility of its type in the region.

Dylan Broderick, Quality Manager at John Cradock Ltd, outlines the journey to bring the vision of Jigginstown House facility to life, explaining that funding from the Capital Assistance Scheme (CAS) meant that it was not appropriate for them to take on the building contract. “We helped with the business side and accessing the government funding. It wouldn’t be right for us to be doing the work, so we had to put the actual work out to public tender. We advised at arm’s length.”

## INDUSTRY SUPPORT

The initiative brought together industry rivals, as Broderick recalls, “We had great support from our industry bodies, the Construction Industry Federation



(CIF) and Civil Engineering Contractors Association (CECA), and even from competitors that we would price against, that gave donations and helped facilitate getting it over the line as we went through the funding process. I would imagine it’s quite unusual for competitors to be coming together in this way.” The project also benefitted from significant donations from the local community.

The finished residential and training facility comprises 12 units of 40 sq m apartments in converted outbuildings with the original farmhouse, renovated to hold the reception, kitchen, meeting rooms and a communal room,

as well as accommodation for two social care workers.

There is room for further development of the five-acre site, and Broderick reveals, “The development only takes up about 20% of the site so there are plans to do more work on rest of the grounds, to provide more facilities for training programmes for users—gardening for example.”

While the original plan was to get the centre to the point of being up and running, and then step away, now there is a vision for the next stage of the plan, and Broderick is clear: “We will be continuing the relationship with them.” Staff at John Cradock Ltd also look after all the admin support for the Homeless Care CLG charity, as well as getting involved in fundraising initiatives including the annual Golf Classic and participating in the Runamuck challenge.

“THE DEVELOPMENT ONLY TAKES UP ABOUT 20% OF THE SITE SO THERE ARE PLANS TO DO MORE WORK ON REST OF THE GROUNDS, TO PROVIDE FACILITIES FOR TRAINING PROGRAMMES FOR USERS.”



# Instilling the values of public participation

An acceleration of digital engagement during the pandemic meant EirGrid's contact with stakeholders upheld their values of openness, transparency and partnership

In the normal course of business, engagement with stakeholders is a hugely important part of EirGrid's operations: from open exhibition days to visiting landowners and engaging with the public using a mobile information unit, EirGrid reaches out to foster direct contact with communities, landowners and elected representatives on a regular basis.

In order to maintain this crucial contact during the pandemic, EirGrid accelerated its innovation in the digital engagement space, researching and training internally and trialling solutions including webinars, digital workshops, virtual exhibitions and micro-sites.

"We successfully completed 23 public consultation events throughout 2020. This accelerated in the first half of 2021 with in excess of 100 events underway," reveals Sinead Dooley, Head of Public Engagement.

## VIRTUAL OPEN DAYS

EirGrid was a pioneer of the virtual open day concept. "Site visitors entered a virtual

**“WHAT SETS THIS INITIATIVE APART FROM OUR TRADITIONAL APPROACH TO ENGAGEMENT IS THAT IT IS DELIVERING RESULTS—INSTILLING THE VALUES OF PUBLIC PARTICIPATION, OPENNESS, TRANSPARENCY AND PARTNERSHIP.”**

"room" displaying project information posters. They could then walk through the room and get more detail by interacting with each poster," Dooley explains. "The virtual exhibition space also allowed for stakeholders to register for webinars and submit their views—all in one place."

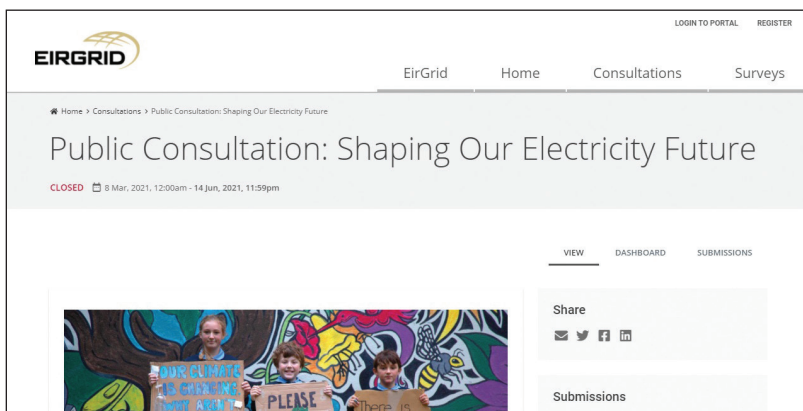
A new standalone project mapping microsite with interactive maps was also trialled, as well as developing the new consult.EirGrid.ie site, which provides seamless integration with EirGrid's digital suite. "Collectively, this work ensured

that local stakeholders were aware of key project consultations. We also offered multiple ways to learn about projects and to respond to options."

## ENGAGEMENT STRATEGY

EirGrid's approach to communications and engagement strategies is influenced by its new Public Engagement Strategy for a Cleaner Energy Future. "Whilst grappling with the impact of the pandemic on our engagement, pivoting to meaningful virtual engagement has allowed us to continue innovating and developing our engagement and communication processes which has culminated in one of the largest public consultations undertaken by a semi-state company to date," Dooley states.

The virtual initiative went beyond standard video conferencing and webinars, focusing on the user experience and ensuring the stakeholder voice is both heard, and, importantly, acted upon. "This initiative ensured stakeholders continued to be at the heart of our grid development processes and strategic development processes throughout the pandemic," says Dooley. "It has accelerated our adoption of new technologies at a speed that was not seen previously, and it resulted in greater levels of active participation in our consultation processes. This initiative has also accelerated our partnerships with civil society in both Ireland and Europe. What sets this initiative apart from our traditional approach to engagement is that it is delivering results—instilling the values of public participation, openness, transparency and partnership."

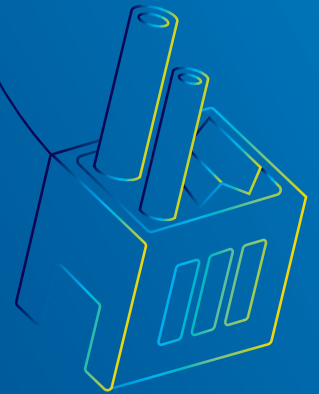




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# Goodbody's Apprenticeship Programme with An Cosán is Upskilling Adult Learners

The An Cosán Apprenticeship programme works with corporate partners to give adult learners in community education the opportunity to build their skills in a real-world paid apprenticeship.

**A**n Cosán was established in 1986 by Dr. Ann Louise Gilligan and Dr. Katherine Zappone as a community-based platform for active citizenship and transformational education. Now located in Jobstown, the centre's three-storey building houses classrooms, a library, Open Learning Centre, Rainbow House early years' service, and counselling. Community education, such as that provided by An Cosán, provides a vital link in the path back to education for people who need extra support to help them on the journey.

Goodbody developed the 'An Cosán Apprenticeship' in 2018, with a goal to give An Cosán the opportunity to upskill people and give them a new level of experience in a professional environment — whether it be exemplary students or dedicated staff, who can bring new skills and knowledge back to that organisation.

## DEVELOPING SKILLS

The Apprenticeship allows us to develop our candidates' knowledge and skill sets with on the job training and mentoring. After spending three months with our corporate partner, our candidates will return to our organisation to share their newfound knowledge and help to develop and improve our core functions. The corporate funds the six-month training period and the charity gets key people upskilled and real on the job experience.

In the current economic climate,



corporate organisations face major recruitment and staff challenges. These include but are not limited to; recruitment costs, high staff turnover, rising salaries, skills shortages, competing entities, and the prospect of full employment. The An Cosán Apprenticeship offers corporate partners skilled, motivated employees who are eager to take on a professional opportunity and enhance their longer-term employability. Furthermore, through developing a relationship with An Cosán, corporate organisations get an opportunity to positively impact a charity with deep roots in a local community and a fundamental focus on empowering people through education.

## SUSTAINABLE TOOL

In creating this initiative we offered real work experience in a LIC to people who may not necessarily get that opportunity. We gave the

apprentices the skills to positively impact themselves, their charity and our business. This is a sustainable tool for the charity to go into the corporate world and build its network with a strong workable offering that delivers value to all. It improves the corporate fundraising dynamic in the charity and it gives corporates ready made programmes that deliver real positive impacts.

Over the course of the last four years Goodbody and An Cosán have been partners with different initiatives and fundraising projects being done as part of our CSR partnership, from AnCosánathon five-day skills challenge, to an iPhone Buyback Scheme with funds raised donated to An Cosán. In total, we have helped raise funds totalling over €475,000 across a number of channels. However, The An Cosán Apprenticeship remains the most impactful aspect of our partnership.

# Gas Networks Ireland is Committed to Sustainability and a Cleaner Energy Future

Environmental, social and economic sustainability are at the heart of Gas Networks Ireland's strategy and vision to deliver a secure, affordable and cleaner energy future for Ireland through renewable gases such as biomethane and hydrogen.

**G**as Networks Ireland operates and maintains Ireland's €2.7bn, 14,617km national gas network, which is considered one of the safest and most modern gas networks in the world. Over 706,000 Irish homes and businesses trust Ireland's gas network to provide affordable and reliable energy to meet their heating and cooking needs.

## ENERGY FUTURE

Producing significantly less carbon dioxide than coal and oil, natural gas has been helping Ireland reduce its carbon footprint since it was discovered off the coast of Ireland in the 1970s.

A vital national asset, the gas network is the cornerstone of Ireland's energy system, securely supplying more than 31% of Ireland's total energy, including 40% of all heating and 52% of the country's electricity generation.

However, while natural gas is the cleanest conventional fuel, Ireland must transition to more sustainable alternatives to meet its climate action targets. Gas Networks Ireland's vision is to replace natural gas with renewable gases, such as biomethane and hydrogen, to substantially reduce Ireland's carbon emissions while ensuring a secure energy supply.

By replacing natural gas with renewable gases and complementing intermittent renewable electricity, Gas Networks Ireland is supporting Ireland's journey to a cleaner energy future.

## SUSTAINABILITY RESPONSIBILITIES

As a leading utility, Gas Networks Ireland is ever mindful of its sustainability responsibilities.

The organisation is proud to be one of only 40 companies in Ireland to hold the Business Working Responsibly (BWR) mark and is committed to ensuring that sustainability is at the forefront of everything it delivers.

To further its commitment to sustainability, the national network operator has established a dedicated Sustainability Team to embed sustainable work practices across the business and to support the development and delivery of its sustainability strategy.

## COMMUNITY SUPPORT

Sustainability at Gas Networks Ireland goes beyond environmental responsibilities. The company's sustainability strategy has three key pillars—Environment, Social and Economic—and is aligned to the United Nations' Sustainable Development Goals.

Despite the global pandemic, it exceeded its social responsibility goals throughout 2020, and was recognised for the passion and commitment its staff displayed during these challenging times with the CCA award for community support. It was pleased to be recognised for the passion its staff have displayed throughout these challenging times.

One in six Gas Networks Ireland employees volunteered last year, despite the challenges of social distancing, with many staff participating in an online tech-tutoring programme for older people in partnership with Age Action. They taught simple technology skills such as making video calls to family members, which has been a hugely important part of staying connected with one another throughout the pandemic.

Another key area of support is education, particularly in Science, Technology, Engineering and Maths (STEM) subjects. Gas Networks Ireland has partnered with Junior Achievement Ireland (JAI) to run the STEM education programme, Energize, for the last decade. Energize was delivered to 5,000 sixth class students in 19 counties last year and was also made accessible online to support new virtual classrooms.

## ENHANCING BIODIVERSITY

Supporting and enhancing biodiversity is a key pillar of Gas Networks Ireland's sustainability strategy. As guardians of Ireland's gas infrastructure, Gas Networks Ireland aims to deliver its services in a sustainable manner that contributes to the protection of the environment while supporting the social and economic development of the communities it operates in, as well as the wider economy.

Gas Networks Ireland is committed



to playing a key role in encouraging everyone to work together towards protecting our environment and preserving our future.

The organisation's award-winning Biodiversity Enhancement Programme supports the All-Ireland Pollinator Plan, and together with Cork City Council, the organisation opened a bug hotel in Shalom Park beside the company's head office.

Gas Networks Ireland is also creating a network of pollinator-friendly habitats nationwide, conducting ecology surveys, planting wildflower meadows and erecting bird nesting boxes, as well as producing honey from its very own beehives.

In March, the network operators joined artist, activist and TV legend Don Conroy for a special free 'Draw with Don' online event to celebrate the launch of its partnership with the Laois Barn Owl Project. To help broaden awareness of Barn Owls, increase their conservation and grow their population locally, Gas Networks Ireland is funding 20 outdoor Barn Owl nesting boxes made from a material intended to last for 20 years in an outdoor environment.

In June, Gas Networks Ireland joined forces with Fota Wildlife Park to host a free online 'Wild about Sustainability' event, giving the public the opportunity to enjoy a unique insight into the most sustainable ways to feed giraffes, how they make bison's bedding from leftover feed and even how useful the animals' dung is.

#### RECOGNISING EFFORTS

Gas Networks Ireland was named Green Business of the Year 2021, and for the second year running the national utility also won the Green Large Organisation of the Year at the Green Awards.

Among its achievements in the last 12 months was attaining a 'B-' in the Carbon Disclosure Platform (CDP) global emissions ratings, exceeding European, global and sector averages to finish in the top quartile of all businesses assessed globally.

The semi-state utility exceeded the public sector energy efficiency improvement target by 14% across its offices and fleet, achieved a 99% recycling rate across its offices and reduced its overall carbon footprint by 22% in the last 11 years.

“ **AS GUARDIANS OF IRELAND'S GAS INFRASTRUCTURE, GAS NETWORKS IRELAND AIMS TO DELIVER ITS SERVICES IN A SUSTAINABLE MANNER THAT CONTRIBUTES TO THE PROTECTION OF THE ENVIRONMENT.** ”

Gas Networks Ireland was also shortlisted in four categories for the Chambers Ireland Sustainable Business Impact Awards: in the Community Programme category for its support of Businesses in the Community Ireland's Schools Business Partnership programme; in the Environment category for its Carbon Footprint Reduction Roadmap; in the Volunteering category for its 10-year partnership with Junior Achievement Ireland; and in the Charity category for its charity partnership with Age Action Ireland.

#### GAS NETWORKS IRELAND'S AMBITION

Gas Networks Ireland's ambition is for a net-zero carbon gas network by 2050 and to support emissions reductions across every sector of the Irish economy, in the least costly, least disruptive, most safe and secure manner.

New technologies such as compressed natural gas (CNG) and renewables gases including biomethane and hydrogen, can all play a part in helping decarbonise Ireland's economy, and Gas Networks Ireland is working to make this possible.

Transitioning to a clean energy economy by 2050 requires a balance between sustainability, security and affordability. Leveraging existing energy assets and capabilities will enable Ireland to reach its targets effectively.

The national gas network is ready to play its role delivering a cleaner energy future for Ireland.

# Building Today, Caring for Tomorrow

Operating as a responsible business since 1859, Sisk is focused on ensuring sustainability is integrated into our business goals for the future

**J**ohn Sisk & Son is an innovative, international construction and engineering company. With a 160-year history spanning three centuries, the Irish-owned family business has stayed true to John Sisk’s vision of providing exceptionally high levels of construction expertise. Operating as a responsible business since 1859, Sisk’s activities today are underpinned by the long-standing company values of Care, Integrity and Excellence.

Sustainability in Sisk brings together Society (our people), Environment (our planet) and Economy (our performance). Our ambition is to lead in the industries in which we work, with the sustainable management of our operations throughout their entire life cycle, whilst upholding our core values and delivering excellence for our people and our planet.

## SUSTAINABILITY ROADMAP

In December 2020, we launched our 2030 Sustainability Roadmap, ‘Building

Today Caring for Tomorrow’, which outlines Sisk’s long-term commitment to sustainability and included an ambitious set of 21 targets, aligned with UN Sustainable Development Goals.

## THE STRATEGY IS STRUCTURED AROUND FIVE THEMES:

- caring for the environment by steering the sustainable management and use of natural resources whilst contributing to the circular economy;
- tackling climate change and air pollution by driving energy efficiency and reducing our carbon footprint as we work towards carbon neutrality and better air quality;
- enhancing communities by generating lasting positive impacts for the communities where we work and the people we work with;
- leading on responsible business practices by engaging and collaborating with a supply chain with shared values and creating a sustainable legacy across our industry;

- embracing innovation and digital technology and supporting, developing, and promoting sustainable design and construction through efficient business practices.

## KEY HIGHLIGHTS

Over the last year, Sisk has developed a robust governance model that ensures sustainability is integrated into our business goals. We have leveraged existing governance structures in the organisation to drive the implementation of the sustainability targets and created new ones, if required. The CEO and board members have oversight of all sustainability activities, and each board member sponsors specific targets.

Last year Sisk achieved an Investors in Diversity Silver award. The accolade, from the Irish Centre for Diversity, means that we are fully committed to diversity as an organisation and as part of our Sustainability Roadmap we have committed to Achieving Diversity Gold by 2023.

Sisk achieved certification under the Achilles Carbon Reduce Programme in early 2021. As well as achieving a reduction in carbon emissions during 2020, Sisk has also offset outstanding emissions through internationally verified carbon reduction projects. Sisk set ambitious targets on Tackling Climate Change and Air Pollution, including 50% of the vehicle fleet being electric by 2024 and the ultimate goal of achieving a carbon neutral status without offsetting by 2030. We have committed to planting 1.7 million native woodland trees by 2029 as part of our Sustainability Roadmap and are also currently in the process of having targets verified through the Science Based Target initiative, in line with a 1.5C future.





## Equipping businesses for the Green Economy

The impacts of climate change are becoming ever clearer, both in Ireland and around the world. No matter the region or industry, now is the time to take action.

Businesses that focus on adopting sustainable practices not only contribute to improving their environment, they also benefit by becoming more efficient, more competitive, and achieving greater employee engagement.

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Start your journey today at [www.climatereadyacademy.ie](http://www.climatereadyacademy.ie)



## Upcoming Masterclass

### The Problem with Plastic- Q&A with Liz Bonnin

**Date:** Wednesday 15 September, 2021

Science, Natural History and Environmental broadcaster, Liz Bonnin, This masterclass will explore why this global crisis persists and how Irish businesses can play their part in turning off the plastic tap.

## Upcoming Programmes

### Energy Leaders Programme

**Date:** Wednesday 8 September, 2021

Learn how to reduce energy waste, optimise cost savings and protect the environment.

### Transport Leaders Programme

**Date:** Friday 17 September, 2021

Explore the complex challenges of the future of sustainable transport.

### Waste & Circular Economy Leaders Programme

**Date:** Friday 24 September, 2021

Improve your waste management policies and develop a detailed action plan.



# Zimmer Biomet helping children return to school safely

An initiative to help children return to school safely involved practical advice and safety resources for principals, and child-friendly signage



**A** leading medical devices manufacturer, with state-of-the-art manufacturing facilities in Shannon and Oranmore, Galway, Zimmer Biomet's motto is 'Made as if Intended for my Family.' This ethos filtered through when the impact of COVID-19 began to be felt and the company wanted to create a positive impact in the community in which they operate. The resulting initiative, named 'Hop on Board', involved not just the Zimmer Biomet employees, but also included a significant input from one of the team's

children. The broader impact of it was to protect the health and safety of all their children and families, and those of the wider community, as schools prepared to welcome children back on the premises safely after lockdown closures.

General Manager Claude Costelloe states, "We had three priorities as a business: the first one was to ensure our team members and their families were kept safe; our second priority was to ensure that we protect the livelihoods of all our team members; and our third priority was to ensure that we did something for the community."

## BEST PRACTICES

The 'Hop on Board' project helped schools to replicate the rigorous standards of hygiene and safety that are so crucial a part of day-to-day operations in a medical devices manufacturing facility, but translated the communication and implementation of it into a child-friendly manner.

As part of the Mid-West Lean Network, Zimmer Biomet is a leading proponent of Continuous Improvement in the region. "During the COVID-19 pandemic there were no opportunities to host or attend industry knowledge sharing events," Costelloe recalls. "We decided to share pandemic best practices with local schools. This was the first time we looked to share our knowledge outside of industry and instead looked to liaise with the Public Sector."

The genesis of the idea was to share with local schools the best practices already put in place in the factory, to support its workers stay safe in the workplace, assisting the schools to prepare to receive students back on the premises.

## SITE VISIT

In July 2020, Zimmer Biomet hosted an information and discussion event for principals, featuring practical advice and safety resources, aligned and compliant with the Irish Government's COVID-19 guidelines. To prepare for the event, the company's CSR committee





**“ DURING THE COVID-19 PANDEMIC THERE WERE NO OPPORTUNITIES TO HOST OR ATTEND INDUSTRY KNOWLEDGE SHARING EVENTS. WE DECIDED TO SHARE PANDEMIC BEST PRACTICES WITH LOCAL SCHOOLS.**

liaised with schools in the region and schools participating in Junior Achievers Programme.

In total, 12 school principals attended an overview slide presentation, delivered by staff, before touring the company’s Shannon manufacturing plant to see the preventative measures in place. They were then briefed as to how these measures might be adapted and implemented within the school environment and provided with a Back to School COVID-19 Safety Pack containing hand sanitiser and signage.

To give one example of the feedback received, after attending the site visit, Patrice Hayes, Principal, St. Aidan’s N.S., Shannon said, “This session has helped paint the picture, provide reassurance and importantly instil a strong, positive sense of ‘can do.’ With the proper equipment, policies, signage, clear communication, coupled with the

support of our teachers, parents and the local community, we are confident that we can and will be welcoming all of our 260 pupils back on the 31st August.”

**EMPLOYEE PARTICIPATION**

During conversations with the principals who visited the site it became apparent that not all schools had the necessary support to install the signage, dispensers and complete the visual management required. An opportunity arose to help, and Zimmer Biomet team members volunteered time and expertise to help install COVID-19 Safety Packs at local schools, including those attended by Zimmer Biomet team members’ children. The biggest employee participation in the event was visiting the individual schools and helping with the logistics; in some cases team members returned to their alma maters.

“We looked at supplying schools with Government signage but the illustrations were not child-friendly,” says Costelloe. “The daughter of a Zimmer Biomet team member, Sadhbh O’Donovan designed the signage, a hopscotch illustration with the logo and phrase ‘Hop on Board’. Sadhbh’s signage is now displayed in playgrounds, halls and classrooms throughout the region.” The simple instructions, with Irish translations, and child-friendly illustrations create a welcoming and easy-to-understand guide for the children entering schools.

The initiative was highlighted in a segment on the RTE Six One News, which led to a huge amount of interest nationwide, and schools the length and breadth of the country, from Mayo to Waterford, got in touch to signal their interest in participating.

After receiving abundant positive feedback from schools in the locality about the initiative, it prompted the extension of the programme beyond the first tranche of 12 schools. In total Zimmer Biomet was able to support the re-opening of 28 schools in the region and over 40 primary schools nationally, as well as the Children’s Ark School (based in University Hospital Limerick, it caters for the educational needs of children during their hospital stay).

# Supporting Sustainable Communities

From reducing packaging and food waste, to providing grants to charities in local communities, Aldi are supporting a move towards a more sustainable society.

**A**ldi recognises the impact that their business activities can have on the environment and communities around them. Their shortlisted initiatives this year range from working towards reducing operational food waste by 50% by 2030, to supporting local communities through a grant scheme, and working towards a sustainable circular economy.

## PRIMARY PARTNER

Aldi donates edible surplus food to local charities and community organisations via FoodCloud. Aldi's primary aim is to provide as much support for their charity partner FoodCloud, whilst reducing food waste from stores. In 2020, Aldi aimed to hit the 2 million meal donation mark, which they succeeded by finishing the year with 2.1 million meals donated since beginning the partnership in 2014.

FoodCloud has experienced an unprecedented surge in demand from charities for its food redistribution services over the past 12 months. Between March 2020, when the pandemic began, and February 2021, FoodCloud have increased the volume of food donations to communities by 78% through their three hubs. In order to help FoodCloud meet the increased demand of their services, Aldi donated €50,000 of non-surplus food between March and May 2020. In April 2021, Aldi decided to donate a further €25,000 of non-surplus food as a result of demand continuing to increase as the pandemic continues.



Aldi has now set a donation target, with the team at FoodCloud, of 2.25 million meal donations to achieve by the end of 2021, aiming to achieve this by expanding the scope of donations to groups with a charitable purpose, as well as registered charities. Aldi have also expanded donations from five days to seven days a week, allowing donations to take place during weekends, reducing food waste and food poverty even further.

Aldi liaises with FoodCloud regularly to ensure the partnership is as effective as possible. Compliance reports are supplied by FoodCloud to identify stores who are donating the largest amount of

“ IN 2020, ALDI AIMED TO HIT THE 2 MILLION MEAL DONATION MARK, WITH FOODCLOUD WHICH THEY SUCCEEDED BY FINISHING THE YEAR WITH 2.1 MILLION MEALS DONATED SINCE BEGINNING THE PARTNERSHIP IN 2014.

stock and stores whose donations have fallen. This helps address any issues which may be taking place in stores so that Aldi can resolve these in order to maximise donations to reach their goals.

#### COMMUNITY GRANTS

Aldi's Community Grants Programme allows Aldi and its employees to give back to their local communities. The Community Grants Programme was launched in 2016, allowing employees from each store, office and Regional Distribution Centre (RDC) the opportunity to nominate a local charity to receive a €500 donation from Aldi. Aldi employees are immersed in the communities they operate in and this programme allows employees to identify the most pressing needs in each community. The successful charities are invited in store to engage with employees and further enhance the community connection.

In 2020, with the expansion of Aldi's store network, over 155 charities benefitted from a €500 donation, nominated locally. The Community Grants programme has donated over €375,000 to 750 local charities and organisations across Ireland since its inception in 2016.

The programme empowers each Aldi location to identify and support the social issues which are current and most pertinent to the local community they operate in. Charities and organisations who have received support from Aldi since the programme began include mental health charities, elderly support groups, youth groups, primary schools, cancer support organisations and many more.



recyclable materials. Currently, 95% of Aldi packaging is 100% recyclable, contributing to a circular economy in Ireland.

Using less plastic can also reduce carbon emissions. In 2020, 13.7 million of Aldi's own-brand 1l fresh milk cartons moved to fully-renewable packaging. The new cartons cost between 25.5% and 31% less CO<sub>2</sub> to produce, saving more than 113 tonnes annually.

Using recycled content in plastic reduces the amount of non-renewable energy used in the plastic-making process. Recycled plastic content not only achieves Aldi's Plastic and Packaging Pledges but also achieves its low carbon pledge. Aldi was the first retailer to move to 100% rPET water bottles across 50% of its range, removing over 1,050 tonnes of virgin plastic.

All Aldi products have on-pack recycling labels instructing customers how to dispose of the packaging. Through Aldi's social channels, they educate their customers on what is recyclable and what is not, leading to increased knowledge of Ireland's recycling system and encouraging people to live sustainably.

#### PACKAGING PLEDGES

The production of plastic is increasing globally, which has resulted in a rise of plastic waste. As a result, minimising plastic and packaging and working towards the goals set out in the EU Circular Economy Package has become a large priority for Aldi in order to become a more sustainable business. In July 2020, Aldi updated its plastic and packaging pledges, narrowing them down to six concise, interwoven pledges to be achieved by 2025. So far, these pledges have led to the removal of over 2,000 tonnes of virgin plastic, resulting in less plastic pollution in the community and moved 930 tonnes of packaging from non-recyclable to

# Buck & Hound's Pro Bono PR with Dublin Simon Community

Rather than let the slowdown in work during the first lockdown get to them, Claire Buckley and the team at Buck & Hound sprung into action on behalf of Dublin Simon Community

**A**s a lean consumer PR agency with a mix of clients, many from the hospitality industry, the team at Buck & Hound found their client portfolio impacted when the pandemic hit, as businesses pressed pause on their PR activity. "Many of them have returned with renewed vigour, which we're extremely grateful for," says owner and Managing Director Claire Buckley, "But at the time, we were staring into the abyss and didn't know what lay ahead of us."

The team didn't waste any time sitting around and quickly decided to offer their services pro bono to a charity. "We're a very busy office and that's how we like it," Buckley states. "I knew that charities were going to be under huge pressure, and we wanted to use our skills to help a not-for-profit whose services would be in high demand, so we did a callout on social media. Caoimhe O'Connell from Dublin Simon Community promptly answered and the rest is history."

## RAISING AWARENESS

With demand for food banks alone jumping tenfold in the space of a fortnight, and one in six households in Dublin becoming homeless on a daily basis, the drain on charities was enormous. "We've been working with Dublin Simon Community on anything that they need support on as well as



“BUCK & HOUND LEVERAGED OUR EXISTING RELATIONSHIPS WITH MEDIA AND KEY OPINION LEADERS TO SUPPORT SOME OF THE MOST VULNERABLE IN OUR SOCIETY.”

ideating upcoming campaigns ever since April 2020. One of the most important things was that they wanted to make people aware of what they did and their services, for people who suddenly found themselves without a roof over their head effectively overnight. Our first campaign was centred around driving mass awareness."

The mission was to rapidly raise broad awareness for the services provided by Dublin Simon Community and drive much-needed donations through a hard-working press office and influencer marketing campaign.

Dublin Simon Community had never engaged in proactive public relations that simultaneously used the reach and impact of influencers to drive messaging and a greater share of voice.

"Buck & Hound leveraged our existing relationships with media and key opinion leaders to support some of the most vulnerable in our society who now found themselves caught in the crosshairs of two major crises," Buckley states.

"A lot of the media rowed in behind us, and gave us some really amazing editorial."

## CORPORATE PARTNERSHIPS

Dublin Simon Community's Corporate Partnerships Team has a range of opportunities for companies looking to get involved in workplace fundraising, payroll giving, corporate volunteering and specific campaigns such as Longest Day and Staycation at various times of the year. The charity can provide impact reports to demonstrate where funds raised go, including testimonials from beneficiaries, thus ensuring your staff know the huge difference they are making to the lives of some of the most vulnerable in society.

[www.dubsimon.ie/get-involved/](http://www.dubsimon.ie/get-involved/)

## IMPACTFUL CAMPAIGNS

"Working with Dublin Simon has given myself and my team a really renewed perspective on what matters," Buckley acknowledges. "The Dublin Simon Community are such a well-regarded charity, and that's with good reason.

"It has been the stories of the services that they provide that so few are aware of - from prevention to treatment to housing - and working with some of their amazing clients who have been brave enough to tell their stories in the Irish media, that has really demonstrated the kind of services that are being offered."

Buck & Hound's work with Dublin Simon Community has to date generated over 140 pieces of traditional coverage and pervasive influencer social content with a combined reach in excess of 33 million, an advertising space value equivalent of €500k, and a corresponding PR value of €1.5million, all of which is thought to be linked to approximately €72,000 in donations.

Discussing the impact, Buckley notes, "What it really shone a light on was all the different ways that homelessness looks. It's not just someone sitting on a



street corner. Homelessness looks like all sorts of things; it can be families couch surfing—it comes in so many different forms."

as a selfless act,' is true: the feel-good factor for us was immense, especially because Dublin Simon Community are so remarkable to work with that it was an absolute pleasure every single day," says Buckley. "Since the first project with Dublin Simon Community, the boost in spirits has been immeasurable and now, that we are back at almost full client capacity, it continues to be a source of inspiration for the team."

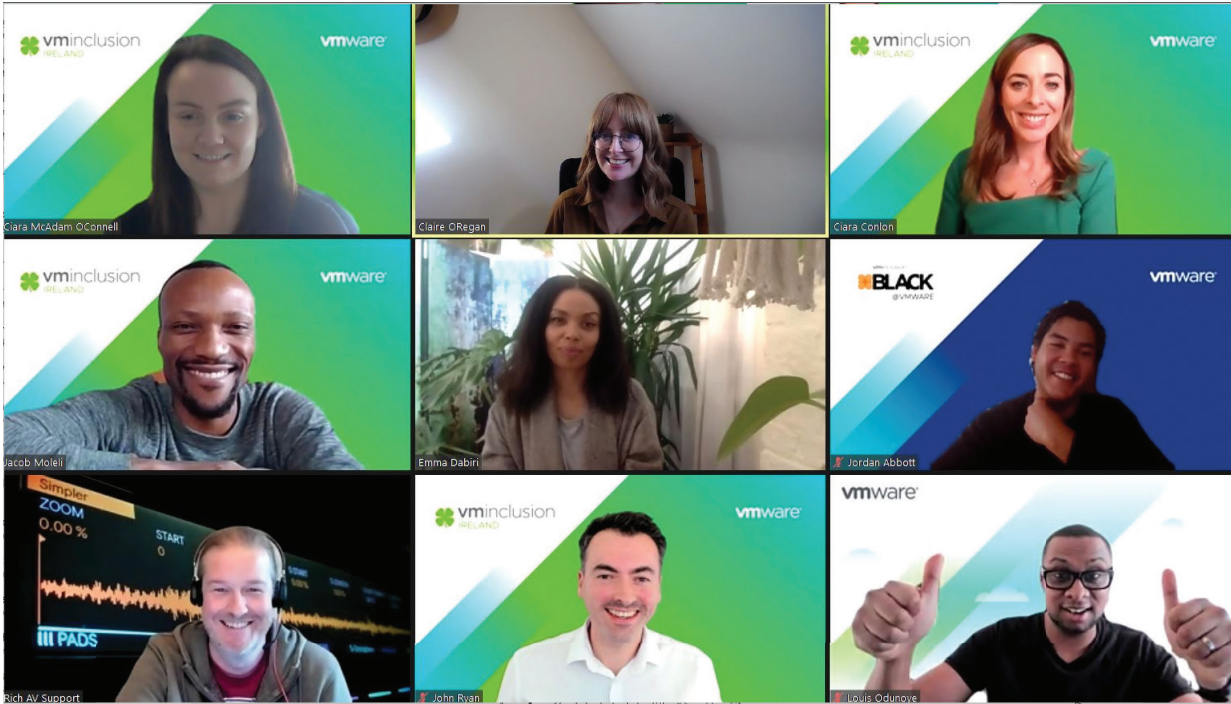
Client synergies included a January challenge with healthy oils food brand Sussed, with all money raised matched by Sussed. Another client, Irish printmakers JANDO collaborated on Dublin Simon's annual Longest Day campaign, which was supported through PR, advertising and creative with a percentage of proceeds from the brand's limited edition Dawn to Dusk collection going directly to the benefit of the charity. Other key campaigns have included Run@Home and Christmas Craic.

While other plans for 2020 didn't get over the line, Buckley is sanguine. "I laugh to myself sometimes when I happen upon certain documents that had projections and five-year plans that had to be curtailed due to the pandemic, but one of my goals for 2020 was for the business to be in a financial state where we could afford to take on a pro bono client on a full-time basis. While the first part wasn't quite true, it was amazing to achieve that, and now that we're once again in a really strong position, I have absolutely no intention of winding down our work with Dublin Simon."

*Buck & Hound is a creative and earnest award-winning PR, social, events and design consultancy. With clients across almost every sector, Buck & Hound work with brands to create energetic, strategic and engaging campaigns that drive measurable results. [www.buckandhound.ie](http://www.buckandhound.ie)*

Working with a pro bono client during lockdown was a meaningful experience for the entire team, keeping them motivated during a tough year. "That old adage that "There's no such thing

## STAFF MORALE



Creating Change event with Emma Dabiri

# Employee Wellbeing and Virtual Volunteering at VMware

Over the pandemic VMware refocused its emphasis on employee wellbeing and pivoted its volunteering opportunities to online, says Jamie Knoblauch, Ireland Giving Network Lead, VMware

**A**t VMware Ireland, our goal is to create a workplace where people can choose to engage with a range of events, programmes and activities which cater to all employees' needs and we encourage them to avail of what they need when they need it.

In early 2020 VMware Ireland realised the effects of the COVID-19 pandemic were going to be long-term, and much more than physical resources would be needed to sustain

the productivity and wellbeing of our employees. We transitioned from a primary focus on Productivity, Engagement and Communication to a new holistic approach that not only supported our employees' work experience but also the overall wellbeing of them and their families.

## VIRTUAL WORKPLACE

Our campus groups came together with global and local leadership to adapt the project we initiated in 2020 to meet the needs of the ever-changing landscape

and develop a renewed focus on Engagement, Wellbeing and Belonging.

The aim of this project was to employ a sense of belonging now that our workforce had moved to a virtual set up with working from home. We were aware from last year that the move to work from home had left some employees feeling isolated. We felt it was critical that we fostered a family feeling and that we include each employee's household.

This initiative was aimed at everyone and was contributed to from all angles of the company. From Headquarters in Palo

Alto, our executive company leadership amended policies and introduced new measures to assist people financially and with additional leave. Employees were encouraged to upskill and develop both personally and professionally from the comfort of their own homes with the rollout of a catalogue of courses paid for by VMware.

The events calendar that was produced helped to grow and nurture our VMware Ireland family. VMware recognised every individual's needs, capacity and personal circumstances were different, therefore every element of options available were on a voluntary basis. This opt in/opt out option gave the employees the option to create their own wellness plan and social engagement suiting their own individual needs and interests. Since the inception of the project, we have been really encouraged by the level of engagement we have seen, notably over 76% of our 1,000 colleagues in Ireland have attended multiple virtual events.

**VIRTUAL VOLUNTEERING**

As always at VMware we live to our EPIC Values and embrace Citizen Philanthropy. When the pandemic reached our shores, we were at our peak of in-person volunteering, with different opportunities scheduled five days a week, every week. This unfortunately has been paused since March 2020, after we quickly identified that COVID-19 would have a lasting impact on the way we traditionally gave to the community. However, we resolved to ensure our colleagues were enabled to continue making positive impacts to the community.

The power of choice is key. Through a campus survey, we identified our colleagues' passion to help the community in meaningful ways from home in a flexible and safe manner. Choice and diversity of opportunities were still identified as key requirements for people interested in being involved. The Campus groups which are all employee-led were critical to this initiative in making the sense of



Alicia joined Dunshaughlin Tidy Towns as a way to help her local community



Ruairi from Cork spent his 40 hours volunteering with Irish Search Dogs

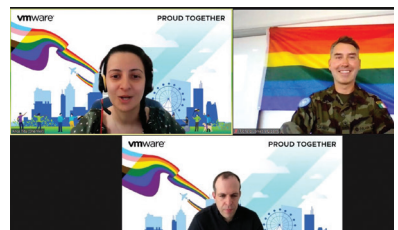
belonging come alive. Our goals were derived from the need to think outside the box and serve our non-profits and our colleagues in this new landscape.

Our virtual volunteering initiatives included moving our existing Age Action and Coder Dojo programmes online; running a virtual coding workshop with TeenTurn in association with Dell; partnering with the Cork College of Commerce to assist students and teachers with remote learning and holding CV and Interview prep workshops.

**FORGING RELATIONSHIPS**

Embracing our Citizen philanthropy approach has enabled us to forge stronger and more effective relationships with the charities that our colleagues most frequently volunteer with and contribute towards. These stronger relationships have helped us to unearth even more ways in which we and our colleagues can make sustainable positive impacts to the community.

Through these closer collaborations with our charity partners, we also have a greater visibility of the impact we are making to the community. For example, we know since the onset of the pandemic our volunteers have helped over 30 older people stay connected by working with Age Action, and through our Coder Dojo and other mentoring programmes we have helped make technology an accessible career choice for over 300 students from many different backgrounds.



VMware Ireland Celebrated pride by hosting a series of events, one including Sergeant Richard Muldarry



Valentin used his hours to volunteer with Animal Care Society Cork, helping in their mission to provide Animal oxygen masks to local fire services

Acknowledging that everyone's workday now faces new challenges and the line between work and home life has blurred, we started promoting micro-volunteering as a way for VMware people to make their positive impact to the community in a way that suits their new work life balance.

Having a workforce that feel empowered and trusted to give to the community in a personally meaningful way is so important as it really increases motivation, morale, and productivity. Many of our initiatives at VMware are designed for staff by staff, with committees who work primarily in other areas of the business and volunteer their time to make it as easy as possible for our co-workers to get involved, stay connected and feel empowered!

# A Concert4Cancer brought to you by the Permanent TSB Community Fund

The Concert4Cancer aired on Virgin Media One and featured a host of national and international stars, including Ronan Keating, Gary Barlow and Riverdance – raising more than €500,000 euro on the night, enabling the Marie Keating Foundation to continue to provide a critical service to the people of Ireland at a time when they need it most.

People have always been at the heart of our business. Permanent TSB has a long history of supporting our customers and communities and we are committed to building upon this legacy. Through our commitment to Responsible and Sustainable Business we are focused on delivering on our purpose of working hard every day to build trust with our customers and playing an active role in communities across Ireland. We are a community serving the community and building strong community partnerships and working alongside charities, such as the Marie Keating Foundation, is a demonstration of our purpose in action.

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## AFFECTING EVERY FAMILY

As cancer incidence continues to grow across the country, there isn't a family anywhere that hasn't been impacted,



either directly or indirectly. More than 43,000 new cases are diagnosed every year, with 1 in 2 people being affected. The Marie Keating Foundation is one of the leading voices in Ireland for cancer prevention, awareness and support. Permanent TSB is proud to support their commitment to being there for people

diagnosed with cancer, and their families, at every step of their cancer journey.

Through providing their support, the Bank enabled the Marie Keating Foundation to deliver the Concert4Cancer at a national scale, by making a significant contribution to the production costs, allowing the Foundation to focus the fundraising efforts and continue to deliver their services.

“ THE MARIE KEATING FOUNDATION IS ONE OF THE LEADING VOICES IN IRELAND FOR CANCER PREVENTION, AWARENESS AND SUPPORT.



# Building Affordable Family Homes - a Partnership with Ó Cualann Cohousing Alliance

Permanent TSB partners with Ó Cualann to support the agency's work developing fully integrated, co-operative and affordable housing schemes in communities across the country

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## AFFORDABLE HOUSING

The housing crisis in Ireland is arguably the biggest social and economic issue that has faced the country in recent years and

the onset of the global pandemic has only amplified the challenge.

In July 2020, Permanent TSB announced a three year partnership with Ó Cualann to support the agency's work developing fully integrated, co-operative and affordable housing schemes in communities across the country.

As part of the partnership, the Bank will provide €350,000 to Ó Cualann, which will be used to fund the resources required to accelerate its development plans, building more than 1,800 houses across Ireland over the next three years. The partnership, and the Ó Cualann model, is an innovative way to address the country's housing crisis and is the first of its kind in Ireland.

## GROW AND SCALE

The Bank recognised that the Ó Cualann model is one that has the potential to grow and scale and play an integral role in addressing Ireland's housing crisis, while



also supporting the transition to a low carbon economy as the agency build only energy efficient, sustainable A-rated homes.

Through their co-operative model, Ó Cualann deliver well-designed, top quality, energy efficient homes at an affordable price for first time buyers hoping to get on the property ladder. They are able to do this by working with local authorities to secure land at a reduced rate, while also having development levies waived or reduced. In doing this, a typical three-bedroom home (in their second scheme in Ballymun) is able to enter the market at €219,000, compared to a similar three-bedroom home that enters the market through normal channels at €350,000.

The Ó Cualann model is for fully integrated housing and an excellent example of this includes the Nimble Spaces scheme in Callan, Co. Kilkenny. The development provides a mix of specially designed housing for people with physical and intellectual disabilities and general social housing units, alongside the affordable housing units.



# SuperValu supporting Autism charity AsIAM

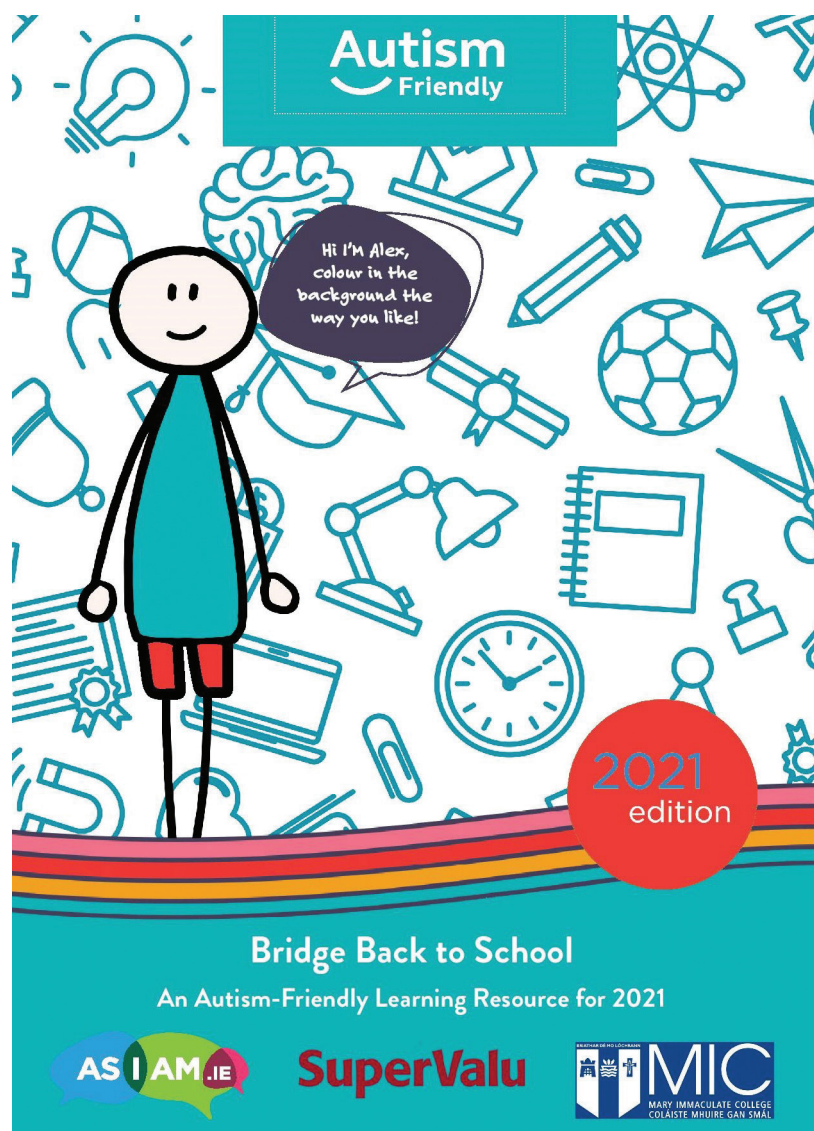
With the support of long-standing partner SuperValu, Autism charity AsIAM produced an innovative resource to assist children coping with a return to the classroom environment after lockdown

SuperValu began a partnership with Autism charity AsIAM four years ago. Adam Harris, founder and CEO of AsIAM, explains, “Autistic people experience the world in a very different way to people who are not autistic, and that can mean that there’s barriers in day-to-day life doing things like going to the supermarket that most people would take for granted. And SuperValu wanted to try and make this experience easier.”

## AUTISM AWARE

Over 50,000 families in Ireland are living with autism, and SuperValu got on board to support initiatives that would combat the social isolation that can be felt when autistic people face barriers to inclusion, introducing measures in their stores to make them more Autism-friendly—“specific times of the week in which music was reduced or turned off, lighting was lowered, and the environment was kept a little bit calmer”. A desire to bring these learnings in stores out to the wider community led to the Autism-friendly towns initiative, which started in Clonakilty and rolled out across the country, everywhere from Tralee to Castlebar to Lucan.

“The last 19 months have been a major challenge for the Autism community,” Harris notes, “because we’ve all lost routine and structure, which is so important for autistic people. And also we’ve seen the closure of vital support services.”



“ THIS PROGRAMME WAS A MEANS FOR US TO SUPPORT PARENTS, TEACHERS AND SPECIAL NEEDS ASSISTANTS TO WORK WITH YOUNG PEOPLE LAST SUMMER, TO PREPARE FOR THAT REALLY IMPORTANT OPPORTUNITY TO RETURN TO THE CLASSROOM.”

### BRIDGE BACK

SuperValu has supported a series of seminars, which moved online last year, providing advice and support to autistic people and their families. Among the other initiatives they funded was a new initiative called the Bridge Back to School programme, which was an evidence-based resource to prepare autistic children to reconnect with the classroom.

“A lot of our learners weren’t able to learn remotely, and that was hugely challenging because we’re not just talking about people falling back academically, we’re talking about people struggling with basic life skills, such as communication and personal care,” Harris says. “Online learning just didn’t work for many in our community, so this programme was a means for us to support parents, teachers and special needs assistants to work with young people last summer, to prepare for that really important opportunity to return to the classroom last September.

“What people may not realise was, it is as challenging for an autistic person to re-establish a routine, so if you’re somebody who finds certain environments overwhelming, who finds it quite exhausting communicating with lots of people every day, if you haven’t had to do that for many months, and then you’re suddenly doing that again, it can be quite a difficult transition. And of course, we weren’t returning to the classrooms that people left behind in March 2020, we were returning to very different environments.”

### EXPERT RESOURCE

Working with education experts, including Maria Dervan, Primary Teacher and PhD Student and Prof Emer Ring, Dean of Early Childhood and Teacher Education from Mary Immaculate College, a 50-page resource booklet was developed and 20,000 copies distributed for free through the network of SuperValu stores. The topics covered range from social skills to ‘my first day back in school’ and are augmented by an online bank of further information and activity sheets.



Adam Harris, CEO, AsIAM

“The resource looks at the key skills that people might need in return to the classroom, whether it was personal care, communication skills, the ability to work with other people and interact, the ability to self regulate, to manage yourself through the environment and through the day,” Harris explains. “The activities that we developed were designed in such a way that they could be delivered at home or in a school setting.”

### SUMMER PROVISION

Normally students would have the opportunity to undertake the Summer Provision Programme which provides additional teaching time to autistic students, and other children with additional needs, during the summer months, thus shortening the gap where they are out of the classroom environment.

“It’s recognised that autistic people need continuity. There was a big question mark whether the Summer Provision programme would happen last year, and AsIAM was very involved in the campaign to make sure it did happen. We knew how important it would be,” states Harris. “And we knew

“IT’S RECOGNISED THAT AUTISTIC PEOPLE NEED CONTINUITY. THERE WAS A BIG QUESTION MARK WHETHER THE SUMMER PROVISION PROGRAMME WOULD HAPPEN LAST YEAR, AND ASIAM WAS VERY INVOLVED IN THE CAMPAIGN TO MAKE SURE IT DID HAPPEN.

that there were more schools potentially doing it for the first time, and indeed, more teachers and SMEs who had never done it before providing the programme, and didn’t know how to approach it or where to start.”

The resource was designed in such a way that it could be adapted to use for any age group. “Whether you’re working with an 18-year-old or a 4-year-old, whether you’re working with somebody who is more independent or somebody with very high support needs, you could adjust these activities to the needs of the child sitting in front of you.”

The success of the project was such that when schools closed again after Christmas the Bridge Back to School booklet was relaunched to coincide with children with special educational needs returning to school. The resource was sent to all primary schools and 10,000 copies were available in SuperValu stores nationwide.

Having originally been developed for just circulation in Ireland, the success of this innovative project has led to the resource being translated into several European languages and being used internationally.

“SuperValu is committed to making communities around Ireland more inclusive and is leading the way in autism-friendly shopping by continuously raising understanding and awareness of autism among its communities, customers and staff. In a year like no other the autism community faced huge challenges in preparing their children to return to school. We were delighted to support the development of the The Bridge Back to School resource by Mary Immaculate College and AsIAM, it has proved to be a great support for families as they prepared to return to school.” *Julie Dorel, Corporate Communications, SuperValu*

# Social Good at Facebook Ireland

Facebook Ireland’s programmes for social good operate on the ethos of thinking beyond business to make a positive impact



Facebook’s global mission is to bring the world closer together. The Facebook Ireland team wanted to bring its internal community closer together during COVID-19 to support causes it cares about, empowering employees to make a positive real-world impact in local communities.

Managed by a passionate, voluntary committee of Facebook Ireland employees, the Social Good programme offers volunteering and engagement opportunities so employees can contribute their time, skills and money, while also connecting with colleagues remotely and safely.

The core group of volunteers running the Social Good programme represent diverse teams, nationalities and office locations. Supported by the Head of Facebook Ireland and Senior Leadership team, the group designs Facebook’s Social Good strategy, with the aim of bringing Facebook Ireland colleagues together with a shared goal to make a positive impact on the most pressing local and global social challenges. The team takes the results of its annual Culture Survey to source the causes that employees care most about and design the programme around this feedback.

Over the last year, a main priority for Facebook was to make support for its extensive fundraising tools accessible

and virtual for charities and NGOs, in Ireland and beyond, and that required help.

“We set some ambitious targets for Social Good in 2020,” says Gareth Lambe, Head of Facebook Ireland. “We wanted to engage more than 50% of our employees across Ireland with our fundraising events and scale up our ‘Friday for Good’ programme to support 400 charities all over the EMEA (Europe, Middle East, Africa) region.”

## FRIDAY FOR GOOD

The ‘Friday for Good’ programme, founded in Ireland, provides free training on Facebook’s charitable tools and provides ad credits to selected causes. This training is provided by Facebook’s marketing experts, who volunteer their time for charities and NGOs on a monthly basis. “Every non-profit has a unique story and mission and a different set of goals to match,” adds Lambe. “Our employees introduce NGOs to the digital tools available through Facebook, offer creative inspiration and consult one-to-one about the non-profit’s specific aims and challenges.”

As Facebook employees mobilised to help virtually in 2020, a ‘Client Concierge’ was introduced to assist non-profits that attended the ‘Friday for Good’ trainings, giving them access to follow-up support at a time when it was critical for charities to digitise.

In 2020, ‘Friday For Good’ volunteers delivered virtual workshops and an annual NGO summit to over



Gareth Lambe,  
Head of Facebook Ireland

“WE WANTED TO ENGAGE MORE THAN 50% OF OUR EMPLOYEES ACROSS IRELAND WITH OUR FUNDRAISING EVENTS AND SCALE UP OUR ‘FRIDAY FOR GOOD’ PROGRAMME TO SUPPORT 400 CHARITIES

600 charities in EMEA across 29 countries, including specific themed workshops around Black History Month, Pride and the Lebanon Crisis Response. A team of 90 volunteers delivered 300 one-on-one consultations over the course of 2020. ‘Friday for Good’ also directly assisted 30 campaigns with \$150,000 of Facebook ad credit driving fundraising for non-profits. The programme will be rolled out globally in 2021/2022.

#### CARE FOR CAUSES

Along with ‘Friday for Good’, Facebook Ireland also organises four quarterly fundraisers, supporting causes selected by employees and focusing on creative and engaging experiences that will bring employees together. Through feedback given in Facebook’s annual Culture Survey, employees identified mental health, climate change and



sustainability, homelessness, and physical health as the causes to support in 2020. This helped define the roadmap for Social Good in terms of the charities selected and the way employees wanted to raise money. Aware, Hometree, Focus Ireland and Crumlin Children’s Hospital were selected as beneficiaries for Facebook’s ‘Lighthouse Events’ in 2020.

“In moving to virtual events, these events became self-generated experiences, with our staff connecting over baking, exercising and sleeping outdoors in their gardens, while remaining in touch using our digital communications channels,” said Lambe. “In Q1 of the year, almost 900 employees in Ireland raised a ‘Cuppa for Crumlin’ through a virtual bake-off, in Q2, more than 500 employees walked 15,641km in aid of Aware and in Q4, our Sleep Out for Focus Ireland raised

€150,000. We also quickly mobilised ad hoc opportunities such as Junior Achievement Ireland, SVP Giving Tree and made culinary donations for families in need—all coordinated by our voluntary committee.”

Facebook also provides employees with \$250 of monthly Facebook and Instagram ad credits to support charities or small businesses of their choice.

#### RE-IMAGINING

“For the team and I, it has been rewarding to have been able to adapt quickly and help our community partners at a time like this,” says Lambe. “In what was a challenging year for charities, businesses and employees, I’m incredibly proud of the way our team showed up for the communities in which we live and work. We smashed that goal of supporting 400 charities, reaching 600 throughout the year. 1,700 of our employees got involved and we raised over €200,000 for Irish charities.”

Given the strong impact on employee engagement due to the Social Good programme, Facebook Ireland will continue to build on this success and set more ambitious goals for it. “Social Good events are a great way to introduce new starters to our company culture and bring teams together to socialise and promote employee wellbeing, while supporting a good cause. Instead of COVID-19 bringing our Social Good plans to a halt, this re-imagining of the programme allowed us to deliver more than ever.”

# Flex Forward: DAC Beachcroft's innovative new approach to working

An innovative approach to working allows DAC Beachcroft's employees the flexibility to balance personal and professional commitments, designing a life that works for them, says Lisa Broderick

**W**e launched our new, innovative approach to working—known as Flex Forward—at DAC Beachcroft in March 2021. The approach enables our colleagues to have more balance over where, how and when they work. Flex Forward will be implemented in Dublin when the government sanctions a return to office working.

We have worked agilely in Dublin since we moved to our offices in Three Haddington Buildings on Percy Place. However, our experiences during the COVID-19 pandemic, and the feedback we gathered from our colleagues and our clients during this period, has demonstrated that we could do more.

## FLEX AND GLIDE

As part of the Flex Forward approach, we have introduced three types of location-based working—office-focused, hybrid, and fully flex—to offer the maximum flexibility for each colleague's role. In addition, Flex Forward takes a more flexible approach to working hours, allowing colleagues to 'glide' their time and flex their hours across the day and week.

We want to help our colleagues more easily balance their personal and professional commitments, so that they can be at their best when they're working, while recognising that they have all sorts of interests



Lisa Broderick, Partner, DAC Beachcroft

and responsibilities when they're not. If someone wants to start work early or start work late and carve out some time to go training, visit a loved one, go for a swim or do the school run, Flex Forward can support this.

Flex Forward also recognises that a number of colleagues benefit from being in an office environment. For

example, some colleagues feel that they can collaborate more effectively in agile and open plan working spaces, or due to their personality type or living situation, feel far better supported when they are able to work in our offices.

## GUIDING PRINCIPLES

Flex Forward provides colleagues with the flexibility to design a life that works for them. We trust them to find their own balance and optimum way of working based on the three guiding principles that underpin the approach: meeting client demands, collaborating as a team, and delivering the outputs of each individual's role.

Flex Forward is an integral part of our newly redefined People Strategy, which is focused on supporting our vision of being the place where talented people want to work. It also supports our strategy that is focused on strengthening client relationships and improving our service by providing the increasing agility our clients expect.

Our firm is widely recognised for the exceptional quality of our work, but what really makes us different is our forward-thinking approach. We build meaningful relationships, not just cases, and we continuously strive to evolve and identify new ideas, to improve the ways in which we deliver value to our colleagues and to our clients.

# WE DON'T WANT TO SAVE CHILDREN'S LIVES

Children's lives shouldn't need saving from entirely preventable causes. Every day tens of thousands of children worldwide die needlessly from illnesses such as measles, tetanus and diarrhoea. UNICEF wants you to help prevent these deaths. We believe that one child dying is one too many. We believe in zero and we desperately need your help.

Call 01 878 3000 or visit [unicef.ie](http://unicef.ie) today to give your support.



Believe in zero.



# Celebrating 75 Years of Abbott in Ireland

Global healthcare company Abbott celebrates 75 years of operating in Ireland in 2021

**A**bbott has always had a culture of giving and our community work across Ireland is very strong. Over the last decade Abbott employees have delivered more than 80,000 volunteer hours to good causes across the country.

We have a particular passion for supporting young people and education, believing that meeting the future challenges of healthcare will rely upon the innovation, creativity, and the imagination of the next generation of scientists and engineers.

## COMMITTED TO COMMUNITIES

Conor Murphy, Site Director, Abbott’s Diagnostics Division in Longford says, “We work to strengthen and sustain communities here in Ireland and around the world. One way in which we do this is through our STEM engagement programmes which aim to inspire the next generation of scientists, engineers and technologists.”

ASPIRE with Abbott is a unique virtual science event that demonstrates the many exciting doors that science education opens up. Among the highlights from over 50 speakers across 16 sessions were world renowned game designer Brenda Romero, NASA analyst and Miss Universe Ireland Fionnghuala O’Reilly, STEM role model and science communicator Niamh Shaw, and a host of other STEM personalities.

The event also provides students with wellness supports on nutrition, sleep, exercise and mental health. A flagship event for Science Week, in partnership with Science Foundation Ireland,



ASPIRE with Abbott prides itself on being one of the most diverse, inclusive and accessible STEM events of the year.

## SUPPORTING EMPLOYEES

At Abbott, we believe that at our healthiest, anything is possible. The LiveLifeWell programme celebrates the power of good health by connecting employees with innovative, on demand health promotion resources.

Margaret Morrissey, Country HR Director, says, “At Abbott, our work around the globe enables people to live healthier and fuller lives. In Ireland,

this work starts from within our company, it is our number one priority to ensure the health and wellbeing of our employees. We pride ourselves on making a difference to our employees by providing exceptional benefits and the structured support to grow personally and professionally.”

In 2020, over 1,300 employees took part in our wellbeing programme and offered employees’ families the opportunity to connect to these programmes so that we can foster positive physical, social and mental wellbeing in the communities we serve.

## PARTNERSHIPS

While COVID-19 restrictions forced the cancellation of a nationwide CPR training for 100,000 people, the Irish Heart Foundation, Abbott and ESB Networks successfully produced a multi-platform campaign. This brought two simple lifesaving steps to an audience of millions—potentially saving many lives in years to come.



# Clean Smiles

Spotlight Oral Care founders, Dr. Lisa Creaven and Dr. Vanessa Creaven, are changing the oral care industry one sustainable initiative at a time

**W**e are Dr. Lisa and Dr. Vanessa Creaven, sisters, dentists, and the co-founders of Spotlight Oral Care. We started the company in 2016 with the aim to create the best clean, clinically proven, effective, and earth-kind oral care products possible, while educating and promoting oral health awareness amongst our patients and customers.

For us, that means offering clean, clinically proven, targeted oral care products for every concern. So, whether you want a whiter brighter smile, or you're ready to say bye-bye to bad breath for good, we have an active formulation for you.

## SUSTAINABLE ALTERNATIVE

As dentists, we're passionate about oral health but we are also aware of the impact the dental industry has on the environment. Generic oral care products typically contain unnecessary and potentially harmful ingredients, can be tested on animals, and are often delivered in environmentally harmful packaging. As oral care products are such an important part of our daily lives, many of us never stop to think about what is in our toothpaste formulations and what happens to it once we've used it.

At Spotlight Oral Care, we're offering a sustainable alternative that doesn't compromise on results. From our industry-first, 100% recyclable sugarcane toothpaste tubes and 100% recycled plastic dental floss to our low-impact packaging and cruelty-free, vegan formulations, we are actively working to be the change we want to see in the oral health and beauty industry.



## ALIGNING OBJECTIVES

One of our most exciting and impactful initiatives to date is our Zero Waste Box for dental aligners. When patients asked us what they could do with their used plastic dental aligners, we realised we didn't have an answer. We did some research and learned we weren't alone—over 100 million dental aligners are currently living in landfills or our oceans around the world.

Generic dental aligners are made from a combination of plastics which deems them non-recyclable. So, we teamed up with recycling leaders TerraCycle™ and together we created the world's first Dental Aligner Recycling Program.

Launched in February 2020, our recycling program allows patients and dentists to recycle all brands of dental aligners safely and conveniently from their clinics. We deliver a specialised

box, designed to sit in the reception area of a dental clinic. From there, clients can deposit their used aligners when they visit. Once it's full, we collect the box and TerraCycle™ repurposes the aligners into new materials.

Our goal is to educate and encourage as many dental aligner users as possible to recycle and, in doing so, reduce aligner waste and plastic pollution on a scale that has simply never been done before.

For us, offering clean, clinically proven, and effective, personalised oral care products for every smile is our passion. But a great smile shouldn't have to cost the earth. Together, we're helping to make oral care and beauty a healthier, more sustainable daily routine.

*Exclusive corporate offers available, email [corporate@spotlightoralcare.com](mailto:corporate@spotlightoralcare.com)*

# Developing Ireland's first Smart Water Station

Canada Life Reinsurance, along with community partner O'Connell School in Dublin's inner city, have launched Ireland's first Smart Water Station.

O'Connell school is part of the Delivering Equality of Opportunity in Schools programme, commonly known as a DEIS school. It serves a community with a diverse mix of nationalities in Dublin's north inner city.

Canada Life Reinsurance partnered with O'Connell School to launch Ireland's first Smart Water Station. Number 12 of the UN's Sustainable Development Goals (SDGs) is to 'Ensure sustainable consumption,' and this is also one of the four SDGs chosen by Canada Life Reinsurance to focus their attention on.

## HEALTH AND WASTE

The partnership identified a challenge of children bringing sugar-based soft drinks to school every day and the impact this has not only on the children's health, but also the increased amounts of unnecessary plastic waste in the school and its immediate environs.

A local supplier, Water Stations Ireland, was sourced, and a Smart Water



Station—the first of its kind in Ireland—was developed and manufactured locally in East Wall. The Smart

Water Station provides data on usage on a dashboard; this information is then used as part of teaching, from maths projects to sustainability awareness.

Lynn Kidney, Deputy Principal of O'Connell School, says, "We are so grateful to have a clean, sustainable

alternative to drinking water in school. Not only are we healthier, as we are not tempted to go to the shop and buy energy, sugary drinks but we are also learning about our carbon footprint. We are reducing the amount of plastic we use, which reduces the amount of carbon dioxide released into the air we breathe and we are helping marine life live in clean waters without plastic waste."

## VISIBLE IMPACT

The dashboard can be viewed on a screen upon entering the school or online via [www.oconnells.waterstations.ie](http://www.oconnells.waterstations.ie). To date 1,720 plastic bottles have been saved by the distribution of 860 litres of water by the smart station. Another result of the ban on single-use plastics in the school is that it has improved the area with less waste on the school grounds and surrounding streets.

"This project was a natural fit for us and the fact we can through the technology in place see the impact on carbon savings was great. It's incredible to see the benefits from reducing the school's carbon footprint to seeing the data from the fountain being used in school maths projects," states Fergus Cooney, Head of Sustainability, Canada Life Reinsurance.

The impact of the project cannot be understated; it has developed a strong community partnership that will see students who have just completed their Leaving Certificate shortly start an apprenticeship with Canada Life Reinsurance. They will be supported with a business qualification from a third level college to assist them on their journey of learning.



# A&L Goodbody Supporting Community and Colleagues to Thrive

From its internal initiatives to outreach in the community, A&L Goodbody supports creating conditions where people can flourish

In late summer 2020 we embarked on a project to embrace the opportunity presented by remote and hybrid working, and adjust our mindset from surviving to thriving. We wanted to create our own roadmap to success and ensure that we got our business—and our people—in as healthy a position as possible.

After consulting with colleagues at all levels across the firm to develop a way of working that would align with our business objectives and enable our culture to flourish while working remotely, a calendar of initiatives was designed around the themes identified, under the banner of 'Reset, Revive and Thrive' (RRT). It includes networking, training, social events, health and wellbeing and knowledge shares.

The impact of RRT has been the sharing of great ideas; increased connectivity across departments; a clearer understanding of team-level

goals and plans; increased comfort level with tech tools that support us in these endeavours, and a well and engaged workforce, who felt supported to adapt to new ways of working.

## COMMUNITY

Supporting social mobility through our educational initiatives, over 400 volunteer hours were delivered by ALG employees last year, through their involvement in our paired reading programme, Junior Achievement programmes, and other support and mentoring programmes.

In light of the urgent needs precipitated by the COVID-19 crisis, in 2021 we funded 15 Chromebooks to a partner school to help support remote learning for pupils, helping the school go from 60% to 84% engagement in home schooling.

Supporting social inclusion through education straddles both our community and inclusion strategies; there is a clear link between quality education and securing

sustainable, quality employment, and that is why our community programme also includes a number of complementary employment initiatives.

## DIVERSITY & INCLUSION

The overall aim of A&L Goodbody's Diversity and Inclusion programme is to continue to build an inclusive organisation where our people feel comfortable bringing their whole selves to work and where they are encouraged to excel and progress regardless of their gender, sexuality, race, ethnicity, disability or socio-economic background.

We focus on five main pillars: gender, LGBT+, social mobility, disability, and cultural diversity. In the last year our main focus turned to our disability and cultural diversity pillars, with the aims of growing our understanding and awareness of disability and cultural diversity through events and resources; reviewing our recruitment and employee processes and practices to ensure we are inclusive to everyone; and improving the accessibility of our corporate website.

Over the last year we focused on areas that our people wanted to learn more about and to help them understand the different types of disabilities and different cultures in our firm.

This is the first year that we have run events from a disability and cultural diversity perspective using our own people, and we found real impact happens when someone from A&L Goodbody tells their story.



Pupils from Carlow Educate Together who participated in the Suas literacy support programme with ALG

# Boots Ireland creating inclusive and safe spaces in store

From training staff to facilitate a dementia-inclusive experience, to creating a Safe Space for victims of domestic violence, Boots Ireland is making its stores havens for the community

Creating an inclusive environment in store and reaching out to the community is at the heart of Boots Ireland's initiatives. As a partner of the Dementia: Understand Together campaign, Boots undertook a significant step in supporting people living with dementia in communities across Ireland by providing training to all staff to promote a dementia-inclusive environment across all retail and pharmacy outlets.

The training module helps staff to identify people with dementia when they visit a store or pharmacy and the ways in which a staff member can facilitate a dementia-inclusive experience for the customer. With 11 people per day continuing to receive a diagnosis, community inclusivity is key to the well-being of those affected by Dementia.

## SAFE SPACES

In June 2020, Boots Ireland launched a 'Safe Space' initiative in



partnership with Safe Ireland. At the time, according to An Garda Síochána, domestic violence reports increased by up to 30% in some areas during lockdown, as victims of domestic violence were trapped in isolation with their perpetrators. Boots Ireland recognised that its pharmacies hold a unique position within the community as a single point of contact for victims, staying open as an essential service, where they could safely provide support whilst following Government guidelines.

The Boots initiative allowed women who are experiencing domestic violence to go into any one of its pharmacies and access a 'Safe Space' in a pharmacy consultation room. In this confidential space they can contact one of the 39 frontline specialist domestic abuse services across the country and access free, confidential support and advice.

## BOOTS IRELAND'S ONGOING PARTNERSHIP

Boots Ireland's partnership with the Irish Cancer Society commenced in 2012, fundraising for the Irish Cancer Society Night Nursing service, who provide free end of life care allowing patients to pass at home surrounded by loved ones. To date Boots have funded over 6,300 nights of care, collected over €2million in fundraising, and extended their support for the partnership as the main sponsors of Daffodil Day since 2018.

Boots continue to use the expertise of their Boots Irish Cancer Society Information Pharmacists and their Boots Cancer Beauty Advisors in helping to support those affected by cancer. The Boots Cancer Beauty Advisor service 'Feel Like You Again' has also been made available online, allowing patients avail of video or phone consultation free of charge.

# Down to Earth

Earth's Edge encourages other businesses to engage with B Corp Certification, a stamp of approval on the overall positive impact of a company

**F**or a small company, Earth's Edge continues to punch well above its weight in terms of sustainable business, nominated across six categories at this year's Awards, as well as a nomination for Outstanding Achievement in Sustainable Business Impact.

One of the highlights of this year for the sustainable travel company has been achieving B Corp status. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corp Certification assesses the overall positive impact of the company through a rigorous assessment of its impact on its workers, customers, community, and environment.

The B Corp status recognises businesses that balance purpose with profit, putting environmental and social responsibilities to the forefront of how they operate. B Corps are committed to using business as a force for good, ensuring they are actively benefiting the planet and all those that inhabit it, through sustainable business practices and creating environmental awareness.

The process of getting certified is long and tough. Every single element of the business is taken into consideration, and the process takes many, many months.

## CONTINUAL IMPROVEMENT

For Earth's Edge, their ethos is to make sure that they are continually improving the company's environmental and social impact, implementing better governance structures, empowering their employees and looking after their customers. "By gaining B Corp status, we're not only



“BY GAINING B CORP STATUS, WE'RE NOT ONLY CONFIRMING THAT WE'RE DOING THE RIGHT THING, BUT WE'RE SEEING HOW WE CAN ACTIVELY IMPROVE, EVERY STEP OF THE WAY.”



confirming that we're doing the right thing, but we're seeing how we can actively improve, every step of the way," says Arianna Stewart, Environment and Digital Design Manager at Earth's Edge.

"At Earth's Edge, we've always been incredibly passionate about sustainability, responsible travel and community development. However, by taking the time to complete this rigorous assessment,

we have secured a globally-recognised stamp of approval acknowledging our commitment to the environment and the community. This is an achievement that we are incredibly proud of. It's a testament to the hard work and dedication of our entire team."

Stewart continues, "This isn't just about our own achievement. We believe that the more businesses that achieve certification, the better it is for us all. If we're all working to one common goal, that can only mean a better world for everyone. The more B Corps there are, the better for the people, the planet, and the environment. We want to encourage as many other companies as we can to take the assessment. That way, everyone from large corporations to small businesses are all held accountable for their social and environmental actions and practices."

# Diageo: Raising the Bar on Sustainable Business

With a long-term roadmap to grow the business in a sustainable manner, from grain to glass, Diageo also reacted agilely with innovative solutions to pandemic-precipitated problems

**W**hen the pubs are closed and you commit to taking back 28 million pints of beer, what do you do with it? This was the question Diageo executives posed to themselves over lockdown. While it was technically possible to dispose of the beer via the municipal wastewater treatment system, this would have placed an additional burden on the already challenged Dublin wastewater works. And so, almost 90% of it ended up going towards fertilising some particularly festive Christmas trees, with the remainder going to composting and one of Ireland's first anaerobic digestion facilities.

This innovative route for waste beer disposal has had a positive impact on the environment by replacing fossil-fuel based fertilisers, and is just one of the six initiatives that Diageo have nominated in this year's Sustainable Business Impact Awards.

## RAISING THE BAR

'Raising the Bar' was announced in June 2020 to support pubs and bars. The fund of €14 million has provided publicans with COVID-19 service and upskilling training, essential kits ahead of reopening and set up a mental health and financial advice helpline to support pubs and bar staff throughout months of closure.

The Raising the Bar team also implemented the 'Keep the Lights On' campaign, run by Diageo and Guinness in partnership with the LVA,

**GUINNESS STANDS WITH EVERY PUBLICAN IN IRELAND.**

**TODAY THEY HAVE ANNOUNCED A €14MILLION PLEDGE TO HELP DRIVE THE RECOVERY OF PUBS ACROSS IRELAND.**

**GUINNESS**

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VFI and Hospitality Ulster. As part of the campaign, pubs came together to simultaneously switch on their Christmas lights on Friday, November 20th at 5pm, to highlight the extensive measures that pubs had taken in order to be able to reopen safely.

With the Dublin City Volunteer Centre's 'Together for Christmas' campaign, Diageo worked in partnership with the charity and the Lord Mayor of Dublin, making an in-kind donation of 200 Christmas gift boxes containing personal care items to a combined value of €10,000, which were delivered to some of the most vulnerable people in the city. Staff built on Diageo's initial commitment, staging a virtual festive Variety Show, entertaining one another and raising an additional €5,000 for the campaign.

## WORKPLACE AND WELLBEING

Initiatives in the workplace included a number of employee-led projects aimed at improving employee engagement and wellbeing in a virtual environment. A flexible working philosophy has been adopted and a project group from the business including line leaders, Health and Safety, Occupational Health, Corporate Relations and HR formulated a 'safe return to trade' proposal for employees.

Diageo has also developed a new Inclusion & Diversity roadmap, 'Society 2030: Spirit of Progress', a ten-year action plan to help create a more inclusive and sustainable world. Launched in November 2020, it is Diageo's commitment to grow as a business in the right way from grain to glass.

# Arthur Cox's Sustainable Business Journey

An evolving approach to corporate responsibility builds on the rich heritage of giving back to the community that dates back to the founder of law firm Arthur Cox

**D**espite the pandemic, over the past year, Arthur Cox has managed to achieve a great deal in the sustainable business area across all of its core pillars – charities, pro bono work, volunteering, workplace and the environment. The firm is pleased to be shortlisted in three categories for this year's Chambers Ireland Sustainable Business Impact Awards.

Geoff Moore, Managing Partner at Arthur Cox, says: "As conceptual frameworks for corporate responsibility and sustainability have evolved in business, so too has our approach. We want to build on the solid foundation of our rich heritage of giving back to the community. In 2020 we took the decision to evolve our CSR programme into something more. We strive to continue to take responsibility for our impact on society and to integrate sustainable and responsible business practices into all of our decision making as a firm."

## VIRTUAL VOLUNTEERING

Since April 2020, Arthur Cox has continued to work with its long-term volunteering partner, the Early Learning Initiative (ELI), on an innovative virtual engagement programme. By pivoting online, Arthur Cox volunteers have continued to help many young people in disadvantaged communities to progress on their educational journeys.

"Too many children and young adults today lack the supports and



direction to enable them to stay in school and remain focused," says Jean Maxwell, Sustainable Business Manager, at Arthur Cox. "The past year has been particularly difficult due to school closures, but we were delighted to continue working with ELI to make a real impact. Our volunteers have engaged in activities that have helped young people with the language, social, literacy and numeracy skills they need to succeed in education."

## LEGAL EDUCATION

The Arthur Cox Virtual Legal Education Programme partnered with DEIS schools in disadvantaged communities to deliver interactive legal education training. To date, four DEIS schools and 120 students have benefitted from this online interactive project, delivered by a team from the firm's pro bono practice. The programme provides students with awareness, knowledge and understanding of rights and legal issues, together with the confidence and skills they need to deal with disputes and gain access to justice.

## DIVERSITY AND INCLUSION

The firm recognises the importance of equality, diversity, skills and employee

engagement to ensure its success as a business. Arthur Cox was one of the first Irish law firms to introduce a formal initiative for gender diversity almost 12 years ago. The 'Women in the Firm' initiative proactively supports the career paths and progression of women within Arthur Cox, by delivering initiatives to support women's career development and build their management expertise. The firm also seeks to develop an understanding of the factors contributing to current imbalance, thus building commitment to action for change and implement measures to accelerate progress towards gender balance.

On the firm's future sustainability plans Moore says: "Our focus continues to be on building a long-term sustainable business for our employees, customers and communities for the future. We are proud of the progress we have made to date and the actions we are taking to further progress sustainability, both inside and outside our firm. We acknowledge that there is more to be done as we progress on this journey and we commit to playing our part in building a more sustainable future for all."

Arthur Cox has published its first Sustainable Business Impact Report 2020/21. Some of the milestones achieved in the last year include: 10,000 hours dedicated to Pro Bono work, €650,000 raised for the Zambia Project, and a firm commitment to being carbon negative by 2025.

*Learn more about Arthur Cox's Sustainable Business activities here: [www.arthurcox.com/about-us/discover-our-culture/sustainable-business/](http://www.arthurcox.com/about-us/discover-our-culture/sustainable-business/).*

# DPD Driving Change

As well as its goal to be the most sustainable parcel delivery company in Ireland, DPD has supported the Lough Ree Access for All charity to purchase a wheelchair-accessible boat

In 2020, leading Irish parcel delivery company, DPD Ireland experienced unprecedented growth. Now, it sets its sights on a new ambition: to be the most sustainable parcel delivery company on the island of Ireland. Their 2025 vision includes fleet electrification and smart urban delivery to reduce CO2 per parcel -30% by 2025.

Sustainability is a core pillar of DPD's business. Sustainability Programme Manager, James Atkinson says: "As part of our sustainability strategy, we want to significantly reduce the CO2 emissions of our delivery vehicles, which represent more than half of our emissions. We already reduce emissions where possible by using the newest, cleanest vans with Euro VI or better engines, avoiding unnecessary journeys by promoting use of Eircodes and using route optimisation technology to make our stops in as few miles as possible."

Beyond transport emissions, DPD Ireland are also working to reduce the impact of their operations which include their network of depots North and South of the border, as well as their central sorting hub in Athlone, where they are conducting an energy efficiency audit as part of an SEAI Excellence in Energy Efficient Design application.

Furthermore, they are helping their customers to reduce their own packaging footprint through their 'Good packaging practice' engagement project, starting a conversation with their customers, encouraging a move away from single use packaging on bulk shipments, and towards returnable shipping boxes that can be folded down and reused multiple times.

## ACCESS FOR ALL

One of the main attractions in the vicinity of DPD's Athlone hub is Lough Ree.



**DPD IRELAND IS LEADING THE CHARGE TOWARDS ELECTRIC VEHICLES AS PART OF A €2M FLEET DECARBONISATION PROGRAMME. THE PARCEL DELIVERY FIRM HAS ALREADY DEPLOYED 30 NEW ELECTRIC DELIVERY VEHICLES IN 2021 AND IT PLANS TO HAVE 250 ELECTRIC VEHICLES ON IRISH ROADS BY 2025.**

The lake is one of the premier angling locations in Ireland and is renowned for its pike stocks. The Lough Ree Access for All charity was formed to make access to the lake and water-based experiences accessible to people with disabilities.

With the support of DPD, Lough Ree Access for All has benefitted from a custom-designed boat to allow easy access for wheelchair users, people with disabilities and special needs to access the waterways. The service is open to all visitors to the Ballyleague-

Lanesboro area, with three boat trips daily adding a welcome boost to tourism in the locality.

The boat was custom built in Tallinn, Finland and is the first boat of its kind licensed for use in Ireland. It can carry up to eight wheelchair users plus crew (although with COVID-19 restrictions, only four wheelchairs, two helpers and two crew could be on board at any time). It operates in a similar manner to a car ferry, meaning wheelchair users can roll on and roll off rather than needing to be lifted or hoisted aboard.

The project, originally the idea of volunteer Alan Broderick, took six years to complete, in consultation with wheelchair users and the disabled community, including Irish Wheelchair Association and Independent Living Movement, informing the design.

We already reduce emissions where possible by using the newest, cleanest vans with Euro VI or better engines, avoiding unnecessary journeys by promoting use of Eircodes and using route optimisation technology.



# DMG Media supporting small business and the arts through the pandemic

DMG Media leveraged its core skills and assets to provide practical support to small businesses during the pandemic

**D**MG Media is one of the largest content producers in Ireland delivering content to 3.6 million Irish adults every month across the business's newspapers, magazines, and digital channels. DMG Media brands include EVOKE, Mailonline Irl, rollercoaster.ie, Extra.ie, OneFabDay, Irish Daily Mail, Irish Mail on Sunday.

Over the last year DMG Media developed a number of initiatives which leveraged the company's and its employees' skills to support small businesses and Irish musicians through the pandemic.

With over 50% of firms laying off staff and up to 45% of SME business owners saying their business would last less than 9 months, DMG Media's 'Supporting Communities Across Ireland through Covid' strategy acted as a lifeline to Irish SMEs and the entertainment industry and was committed to supporting businesses stay afloat during COVID-19.

DMG Media developed the strategy to mobilise assets for the benefit of communities across Ireland whilst giving the internal team a sense of purpose. It supported small businesses with free advertising, and Irish artists and venues with free broadcast studio events streamed over DMG Media channels.

The initiative involved 25% of the DMG Media team, from CEO down, and gave the team a sense of purpose, keeping them focused during a very challenging time.

**dmg::media**



## SHOP IRELAND

On April 27th, DMG Media, in conjunction with the SFA and Ibec, launched Shop Ireland, a marketing support scheme for SMEs. The scheme was launched on Morning Ireland and a direct communication was sent to all SFA members: within two hours of launch 700 Irish companies had applied via the Shop Ireland portal.

Shop Ireland was promoted across all DMG Media titles (with brands including Mailonline Ireland, EVOKE, Extra.ie, rollercoaster.ie, onefabday.com, Irish Daily Mail, and The Irish Mail on Sunday), and the campaign leveraged €1.25 million-worth of advertising space, supporting over 200

Irish SMEs with free advertising. The programme included one-to-one account management and design consultations to educate and advise the 200 Shop Ireland businesses and then activate the individual approach, upskilling those businesses.

Shop Ireland was the largest single account management project in the 20-year history of the DMG Media Group in Ireland. Each business was guaranteed exposure to an audience of 500,000 and the campaign reached 3.6 million Irish Adults—over 90% of the population—28 times. Shop Ireland also had an international impact with DMG Media in the UK recognising the innovation and adopting the same campaign.

## EXTRA.IE SESSIONS

Recognising the invaluable contribution musicians make to society, DMG's Extra.ie Sessions provided live-streamed events, helping to lift national spirits and allowing loyal fans to reconnect with favourite performers and venues. The series showcased a range of different artists with 11 weeks of Extra.ie Sessions supporting 14 acts. All of the artists were paid during a very challenging period where they had no bookings or income. From September to November, the gigs live streamed on the Extra.ie Sessions page at 8 PM every Thursday, with acts ranging from legendary chanteuse Mary Coughlan to hip hop sensation Jafaris.

**“ AT DMG MEDIA WE BELIEVE IF YOU CAN HELP YOU SHOULD HELP AND WE DO HELP.**

# ESB Networks supporting the Irish Heart Foundation

When COVID-19 put an end to CPR training workshops, a memorable campaign got out the message of the key steps to take

**A**t ESB Networks we maintain and build Ireland's power network to ensure a safe, secure, and reliable supply of electricity is provided to communities, homes, farms, and businesses across Ireland. We employ over 3,200 people who work across Irish communities nationwide, so, our decision to support the Irish Heart Foundation, alongside Abbott was an easy one. Together, in March 2019 we supported the launch of the Hands For Life programme, a free CPR training programme run by the Irish Heart Foundation and offered to communities across Ireland with one goal—to train 100,000 people to help save lives from cardiac arrest through CPR training. The more people who know CPR the more lives we can save.

## ENGAGE AUDIENCES

Unfortunately, however, COVID-19 restrictions put an end to the training in March 2020. In light of this, we instead developed a successful multi-channel campaign called 'The Hard and Fast Rule' to help engage and entertain audiences across Ireland while also educating them in the lifesaving steps of CPR.

This campaign launched on Restart a Heart Day (Friday October 16th, 2020) and included a video featuring the character of Manny Quinn, a former training manikin and CPR expert turned Broadway singer. Although the Hands For Life CPR training was cancelled, the character performs a song, in the style of a Broadway musical, that emphasises the two essential steps when performing CPR on a person who has experienced a cardiac arrest. The first step is to call 112

or 999 and the second is to push hard and fast on the centre of the chest.

## NATION OF LIFESAVERS

While the video for the CPR campaign has an element of fun, its central message is very serious. If someone who knows CPR can start performing compressions quickly they can double or even triple a person's chances of survival. According to Brigid Sinnott, Resuscitation Manager at the Irish Heart Foundation, "In 2018, 176 people survived a cardiac arrest because of the actions of somebody who started CPR. If an extra 100,000 people learn CPR, we could potentially save an extra 60 lives a year on average.

"However, a person's chances of survival drop by 10 per cent for every minute that passes without somebody performing CPR or using a defibrillator on them. That's why at the Irish Heart Foundation we want to create a nation of lifesavers by training as many people as possible in CPR."

Paul Mulvaney, Executive Director of ESB Networks said the company was proud to partner with and support the Irish Heart Foundation on this CPR awareness campaign. "ESB Networks plays a key role in every community across Ireland and by supporting the work of the Irish Heart Foundation, we're enabling Irish Communities to equip themselves with the knowledge of what to do if a family member or friend falls into cardiac arrest."

At ESB Networks we have shared this important message with our staff, families and friends so we can assist in helping to save lives through CPR.

**“ BY SUPPORTING THE WORK OF THE IRISH HEART FOUNDATION, WE'RE ENABLING IRISH COMMUNITIES TO EQUIP THEMSELVES WITH THE KNOWLEDGE OF WHAT TO DO IF A FAMILY MEMBER OR FRIEND FALLS INTO CARDIAC ARREST. ”**



 Irish Heart Foundation  
**HANDS for LIFE**

Supported by



# Lilly Kinsale Solar Farm

Under-utilised land adjacent to Lilly Kinsale is now home to a solar farm, and a flock of sheep



**T**he sun is shining, sheep are grazing, and amidst this bucolic scene, Lilly Kinsale's Solar Farm is quietly producing enough energy to charge 517,236,072 smartphones every year.

Lilly's employee focus group identifies sustainability opportunities by working 'on the ground' within each site department. The group have identified over 40 initiatives in a 2020-2023 Transformation Map focused on sustainability topics that include carbon footprint reduction and initiatives on waste/SU plastic reduction, green transport, employee awareness and site biodiversity. The development of a solar farm on land owned by Lilly contributes to these objectives and reduces the carbon footprint of the Lilly Kinsale manufacturing facility by 2,350T/yr by displacing approximately 6.0GWH of electrical power sourced from the grid.

## IMPROVING EFFICIENCY

Lilly has global and local objectives to improve the sustainability of its operations; Lilly Kinsale has a longstanding focus on improving its energy usage by improving the efficiency of the utility systems and equipment on its site. Wind turbines were not deemed appropriate as a power generation source due to the site's location on a Cork County Council scenic route and proximity to the tourist town of Kinsale.

In conjunction with co-developer Enerpower, it was identified that solar power generation efficiencies had reached a point that 16 acres of under-utilised land owned by Lilly could be developed as a solar farm dedicated to provide power to the manufacturing site. The aim of the development is to reduce the carbon footprint of Lilly Kinsale's manufacturing operations by 2,350T/yr while also reducing the cost of purchased electricity for the site.

## BETTER ENERGY

The Solar Farm location is in a remote area immediately adjacent to the Lilly site. It is over 500m from any residence and because all surrounding hedgerows and trees have been maintained it is virtually invisible to the surrounding community with no impact from reflective glare from the system. Planning permission was granted for the development with no submissions or objections by the local community.

The initiative is currently the largest private off-grid solar development to date in Ireland, as well as a flock of sheep and beehives. The project supports a Better Energy Communities (BEC) retrofit initiative by Enerpower. Under the BEC, Enerpower, supported by Eli Lilly, is providing energy retrofit project expertise and project management assistance to energy-poor residences in Carbery Voluntary Housing Association.

“ A PHASE 2 SOLAR DEVELOPMENT, WHICH WOULD ADD AN ADDITIONAL 10 ACRES OF SOLAR PANELS, TARGETING EARLY MORNING AND LATE AFTERNOON RADIATION, IS BEING DESIGNED.

# Tico Mail Works – Remaining Sustainable through CSR

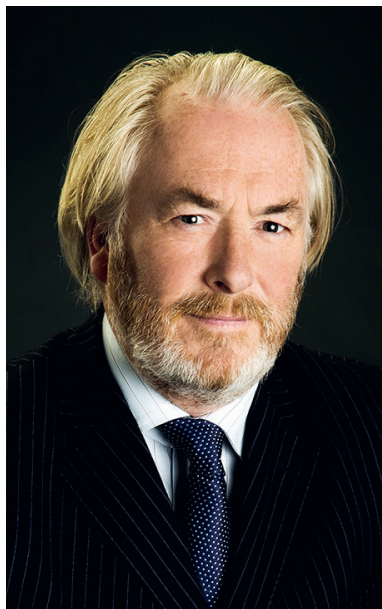
Tico Mail Works' additional CSR initiatives throughout the pandemic help achieve SDG 3 (well being) SDG 8 (decent work) SDG 9 (innovation) and SDG 13 (climate action)

**“W**e started our sustainability journey back in 2014 with the publication of our first

Sustainability Report with the help of Business in the Community at that time,” recalls Tico Mail Works founder Alex Pigot. “Since then we have independently issued a report every year.”

As part of the report-writing exercise, it became evident that the company was already doing a number of things to recognise the four pillars of the business: staff, customers and suppliers, the community and the environment. “Things such as work life balance for the staff, transparency and feedback for the customers and suppliers, financial and physical support to the community, and improving the environment around us by water conservation and energy reduction measures,” Pigot notes.

When the UN Sustainable Development Goals were issued in 2015, Tico Mail Works incorporated these into their work. “We decided then to use our Sustainability Report to describe how we were improving year on year to achieve the SDGs. Our goals then became



the achievement of the SDGs, but in particular SDG 5, Gender Equality and SDG 10, Equality For All.”

## PANDEMIC PLAN

When it became clear to Pigot, in mid February 2020, that COVID 19 would affect the business, the company management team actioned their Pandemic Action Plan, developed at the time of swine flu in 2010, and liaising

with line managers and staff, updated and implemented it.

“We purchased laptops and headsets for those who would have to work from home and announced to our staff, suppliers and customers that we would hold a training day on 16th March 2020, where all staff would work from home,” he recalls. “On that day we trained all staff in Microsoft Teams and Zoom. We purchased an infra-red thermometer and from 18th March all staff, suppliers and customers who visited the premises were required to have their temperature taken by our receptionist. In June 2020 we purchased a sterilising machine to sterilise the building daily, operated by the head of machine packing and his team. And in January 2021 we started voluntary weekly antigen testing, and offered antibody testing for all staff and their families. And we issued all staff with bluetooth contact tracing fobs to identify “on-premises close contacts.”

As an essential service Tico Mail Works managed to stay open every working day throughout the pandemic. Plans are in place to retain measures including allowing staff to retain their ability to work from home and their daily working from home allowance, as well as reducing the company’s carbon footprint and international business travel and aiming to become carbon neutral by 2030 by committing to the #LowCarbonPledge being promoted by Business in the Community.

**““ IN JUNE 2020 WE PURCHASED A STERILISING MACHINE TO STERILISE THE BUILDING DAILY, OPERATED BY THE HEAD OF MACHINE PACKING AND HIS TEAM.**

# William Fry's Pro Bono Programme: Social Impact+

A programme that supports and empowers social enterprises, creating long-term sustainable impact.

**S**ocial Impact+ is William Fry's pro bono programme, providing legal and non-legal pro bono support to local social enterprises. They do this through interactive workshops and one-to-one legal advice and mentorship. The past two years have also seen them provide more than €30,000 in funding to 15 social enterprises.

## INCLUSIVE APPROACH

A new bursary launched in partnership with ICE in July 2019, will benefit a further three social enterprises. This multi-disciplinary programme was strategically designed as a long-term commitment to make a meaningful difference in the community through William Fry's pro bono offering. Emphasis was placed on increasing engagement with their people across departments and across skills and expertise, with the aim of promoting greater inclusion in the workplace. In doing so, it has led to a holistic pro bono offering and advice to over 50 social enterprises, which ensures that these social enterprises are supported on various issues pertinent to their individual businesses.

"The greatest innovation of Social Impact+ is its inclusive approach: defining pro bono as both legal and non-legal support was critical in establishing a truly inclusive programme that allowed of our people to work together in making



a lasting difference in our community, and which benefits not just our people, but also our pro bono clients," says Bethany Fiore, Responsible Business Manager at William Fry. "Studies have shown that diversity and inclusion within teams yield better results for clients across design, innovation and overall performance—this includes pro bono clients. By creating a pro bono programme that wholly supports social enterprises, not only are we able to provide better support and advice for our pro bono clients, but they in turn can create a more sustainable impact on the greater community."

## BUILDING COMMUNITY

In addition, William Fry have also seen the benefits of an inclusive programme

within the firm, which has allowed for more meaningful engagement, creative collaboration and building a sense of community among staff. This in turn reaps rewards for not only the firm in terms of overall performance and focus, but their staff's wellbeing is directly and positively impacted.

Social Impact+ benefits from active leadership engagement across the firm, with a dedicated senior sponsor that advocates for support across all levels. Managing Partner Owen O'Sullivan strongly supports the programme, which enjoys support from all levels and areas of the firm.

"Social Impact+ ties into our business strategy by enabling us to support social enterprises that are addressing critical social issues that are aligned with our responsible business objectives like gender equality, social inclusion, environmental sustainability," notes Fiore.

The success of this programme has been demonstrated by the number of people involved; the representation and active support of leadership; the increasing involvement of all departments and levels of support; the number of pro bono hours reflected; and the growing number of social enterprises supported through workshops and pro bono work; as well as the funding provided to social enterprises through William Fry's partnership with ICE.

# Medtronic's Spotlight on helping COPE Galway

The Medtronic Foundation created the Spotlight pilot project to incentivise employee volunteering, supporting the work of COPE Galway

**M**edtronic and COPE Galway have a long and successful history of partnership, so when the Medtronic Foundation created a pilot opportunity to grow and incentivise employee volunteering, COPE Galway were the clear partner of choice.

The aim of the Spotlight Pilot was to engage new employees in volunteering, reward the efforts of committed, recurring volunteers and foster a culture of year-round volunteering.

COPE Galway had a long list of projects that either needed extra support or had not yet been actioned due to lack of time and resources. The focused project by Medtronic allowed the COPE Galway team to identify a list of opportunities and gaps that an eager and engaged workforce could help with.

## SPECIAL OCCASIONS

Medtronic employees offered their time, skills and voices to support COPE Galway at a time of immense pressure and worry in the community. This programme was launched in December 2020 and though it needed to be completely revamped in light of Level 5 lockdown, the teams delivered indisputable impact and results over a five-month period.

A menu of volunteering opportunities met employees at the level and time commitment suitable to all. The first project was an in-person volunteering need, where Medtronic employees supported COPE Galway's Christmas Donations Project: sorting food, gifts and toys. This project had a huge impact on



COPE Galway clients, delivering 400 food hampers and 1,000 gifts to men, women and children.

Medtronic employees were inspired by this and created a similar Easter Hamper project, which provided over 450 Easter cards and eggs to clients in Older Peoples Services and 200 Easter cards, eggs and colouring materials to children living in Emergency Accommodation.

## INSPIRING PROGRAMMES

After pivoting due to Level 5 restrictions, the two organisations developed an inspiring and impactful virtual programme

for staff and volunteers in COPE Galway, which encompassed everything from IT skills programmes to professional development workshops. Medtronic also developed a series of advocacy sessions for Medtronic staff to educate, inspire and activate them to engage with improving their community.

The partnership not only lifted the spirits and skillset of the COPE Galway team and clients but also created an ever-greater momentum of volunteering in Medtronic Galway. The project helped Medtronic employees to connect with their community and the impact has been to build social networks, improve community resilience and the quality of life for the beneficiaries. It has raised awareness of social issues and helped to reduce loneliness and social isolation amongst COPE Galway clients.

This is not the beginning nor the end of the Medtronic COPE Galway partnership but a special and memorable highlight for all involved—407 employees over 1,463 hours, impacting 1,913 beneficiaries.



New Kerry Central Regional Water Treatment Plant at Lough Guitane opened in November, 2019

# Irish Water is Embedding Sustainability in Water Services

Irish Water is taking a proactive approach to sustainability across water and wastewater assets, on the journey to become a low carbon, energy efficient water utility

**A**t Irish Water, we are passionate about improving the sustainability of water services and playing our part in building a more sustainable future. We are implementing policies and strategies through our strategic business plan to support sustainability aligned with the UN Sustainable Development Goals (SDGs), taking a proactive approach to sustainability across our water and wastewater assets. The UN SDG's have

set an ambitious framework, with water having an individual goal within the SDGs. SDG 6 aims to “ensure availability and sustainable management of water and sanitation for all”.

Our mission is to ensure that all our customers receive a safe, reliable and

sustainable supply of drinking water and have their wastewater collected and safely returned to the environment. Our ability to take drinking water from the environment, and return treated wastewater requires a healthy and sustainable functioning ecosystem,

**“ OUR ABILITY TO TAKE DRINKING WATER FROM THE ENVIRONMENT, AND RETURN TREATED WASTEWATER REQUIRES A HEALTHY AND SUSTAINABLE FUNCTIONING ECOSYSTEM, FUNDAMENTALLY SUPPORTED BY A DIVERSITY OF PLANT AND ANIMAL LIFE.**

fundamentally supported by a diversity of plant and animal life.

Our approach supports the sustainable development of communities, working with communities across the country, understanding the different needs of the communities we serve, building strong relationships that deliver impactful changes in economic growth, social inclusion and environmental stewardship.

Together with our stakeholders, the SDGs will continue to serve as a blueprint for how we behave as a responsible water utility and to focus resources for delivering the most significant and positive sustainability impacts.

**CLIMATE ACTION**

As one of Ireland’s largest public sector energy consumers, energy efficiency improvement is a key mitigation measure of our climate change policy to help ensure climate resilience. Our sustainable energy strategy takes a proactive, business-wide approach including concept design, new projects, retrofits and our people.

In 2020, our strategy and energy management programme included 36 Energy Action Plans and 255 discrete energy projects, including energy efficient design, innovation, energy retrofits, renewable energy, lighting and heating, energy audits and planning, process optimisation, staff awareness and training.

We are implementing Energy Efficient Design (EED) for all our new and existing assets in collaboration with the Sustainable Energy Authority of Ireland (SEAI). Our strategic agreement with SEAI helps to design for energy efficiency from concept, avoiding locking in inefficiencies whilst also helping to transform the industry at a national level.

We have made significant progress on the journey to become a low carbon, energy efficient, sustainable water utility. In 2020, we achieved over a 32% improvement in our energy efficiency performance, equating to enough energy to power 200,000 homes for a full year, saving an equivalent of 90,000 tonnes of carbon.

Our energy performance was achieved against a backdrop of a rising base energy demand due to increased growth, infrastructure upgrades and higher quality standards. Our significant improvements in energy efficiency delinks our energy use from our carbon emissions. We are at the forefront in installing renewable energy sources, providing a low carbon, renewable and secure energy supply for our assets. Our renewable energy projects are among the first in Ireland, reducing carbon emissions associated with water services.

We are on track to meet our target of 33% energy efficiency improvement, putting us in a strong position to meet our

target of 50% by 2030 and our new target of net zero carbon by 2040.

**CIRCULAR ECONOMY**

We are progressing a number of initiatives taking a circular economy model for the management of our sludges (organic matter that has been removed during the water treatment process), as they provide a sustainable source of precious finite materials. Our approach focusses on productive reuse and recycling of sludges as a product, providing an alternative or complement to current raw materials being used, thus entering the circular economy.

We view water sludge as a valuable resource particularly in the context of the circular economy model. This model is in direct contrast to the current linear model of ‘take, make, consume, dispose’, with landfill being the primary end point.

In 2019, pilots conducted over two years, aimed at using drinking water sludge as a raw material came to fruition, as all of Leixlip’s WTP sludge, 8,500 tonnes pa, was diverted from landfill for use in cement manufacturing, displacing imported bauxite and other raw materials. We diverted an additional 3,000 tonnes to circular economy outlets during 2020. In 2020, we reached a key milestone with over 80% of our water sludge going to circular economy outlets, from a starting point from starting point in 2016 of 70% going to landfill. We are well on our way to reach our target of zero waste to landfill by 2030.

We are implementing nature-based solutions, such as installing innovative sustainable, low carbon, sludge reed beds giving biodiversity and habitat benefits. Working in partnership with Carlow County Council, we completed works to install Sludge Drying Reed Beds (SDRB) at five wastewater treatment plants in Co. Carlow, and currently developing reed beds at a further 40 sites.

**NATURAL CAPITAL**

Protection of the ecosystems in which we live and work is fundamental to Irish Water’s business. Irish Water manages infrastructure that is located within a range of habitats including species-rich



Bee Orchid which was spotted at the Luimnagh Water Treatment Plant in Galway – highlighting the success of the Irish Water’s biodiversity initiative at this location

**“ IN 2020, WE ACHIEVED OVER A 32% IMPROVEMENT IN OUR ENERGY EFFICIENCY PERFORMANCE, EQUATING TO ENOUGH ENERGY TO POWER 200,000 HOMES FOR A FULL YEAR. ”**





Launch of the Think Before You Flush campaign on World Toilet Day with by Clean Coasts in partnership with Irish Water

grassland, woodland, scrub and wetlands. Our infrastructure interacts directly with freshwater, estuarine and marine habitats through abstraction of water or discharge of wastewater.

We are rising to meet the challenge of Ireland's biodiversity crisis, implementing biodiversity surveys, biodiversity management plans and biodiversity enhancement on our assets. Our Biodiversity Action Plan (BAP) helps us to conserve, enhance and work with the natural environment.

We are working with Woodlands for Water, enhancing native biodiversity, carbon sequestration, source protection, contributing towards achieving the River Basin Management Plan (RBMP) and EU Water Framework Directive (WFD).

Our approach protects and enhances biodiversity, improving natural capital at our sites whilst also providing additional benefits such as carbon sequestration and drinking water source protection. We have implemented Biodiversity Management Plans and Enhancement Measures for 85 sites nationally.

#### WATER STEWARDSHIP

Water conservation and water stewardship for business is becoming very important in our drive to become a more sustainable nation. Irish Water is working in partnership with businesses to safeguard our water supply now and into the future with the Irish Water Certified Water Stewardship Programme providing water stewardship training for business customers.

The innovative programme is the first of its kind globally. It is an international best practice certification, accredited by the European Water Stewardship Standard (EWS). The initiative is being implemented with the endorsement of key business stakeholder groups including Chambers Ireland, Ibec, IDA Ireland, Origin Green, BIM and Enterprise Ireland.

The specialised training provides business owners with the knowledge and expertise to lower water consumption and reduce operating costs while protecting the environment. Small changes such as identifying water waste on site, setting a baseline for water use, raising awareness

amongst staff and customers or upgrading to water efficient devices can help to save water and money. The programme alone in 2019 and 2020 has been the catalyst for 1,000 new water conservation projects to date.

#### CLEAN COASTS

Irish Water partnered with An Taisce on the 'Think Before You Flush' awareness campaign about problems caused in our marine environment and wastewater systems by the thousands of unsuitable items that are flushed down toilets every day, causing blockages in our homes and businesses, leading to sewer overflows in our communities and plastic pollution in rivers, beaches and the ocean.

Operated by An Taisce's Clean Coasts programme in partnership with Irish Water, the campaign is promoted across the country, and we select a number of communities yearly, where we work closely with businesses, schools and the community to deliver educational workshops and engage the local residents in the campaign. In 2020, the six 'Think Before You Flush' communities were; Wicklow Town; Dundalk, Bundoran, Sligo; Mallow and Tralee.

There were five national events run throughout the year and 30 regional activities in the six communities. Many events were modified due to pandemic with the majority being delivered online. The message from the campaign became even more relevant as more people used more sanitising wipes than before, resulting in more blockages. An online national media campaign was carried out to highlight this issue.

Another important sponsorship for Irish Water is the An Taisce Green Schools programme, which allows us to invest in tomorrow's water advocates today. Across Irish Water staff from many functions contribute to the programme which gives us a direct route to children who are the future engineers, scientists and communicators and giving us the opportunity to teach them about water as something that needs to be conserved and protected.

# Central Solutions: World Class Water Stewardship

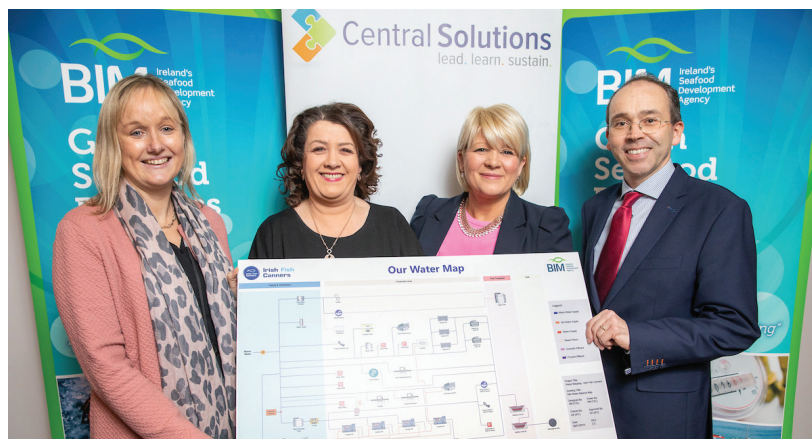
With over a decade's experience in the water stewardship sector, Central Solutions has delivered tangible impacts across industry, agencies, society and the environment

**W**ater is a critically important resource, fundamental to both homes and businesses. It is also a limited resource with the UN estimating that global water demand will outstrip supply by 2030. Central Solutions has been ahead of the green curve, operating in the corporate water stewardship sector for over 10 years.

## WATER STEWARDSHIP

Over the past decade, Central Solutions has developed and delivered a wide range of world class water stewardship initiatives, delivering tangible impacts across industry, agencies, wider society and the environment. By supporting Irish businesses (who rely on circa 510 million litres of water every day to operate) to develop better corporate water stewardship practices, Central Solutions is helping to address this critical national and global challenge, collectively. Furthermore, by establishing Ireland as a leader in water stewardship practices on the international stage, Central Solutions is enhancing the country's attractiveness as an investment location.

"We at Central Solutions are very proud to be shortlisted at this year's Chambers Ireland Sustainable Business Impact Awards in recognition of our contribution to the development of programmatic solutions and initiatives aimed at driving better corporate water stewardship practices in Ireland and across Europe," states Ken Stockil, CEO, Central Solutions.



## INTERNATIONAL IMPACT

The hugely successful EPA-supported 'Large Water Users Community of Practice' has recently gone international with firms joining from across the UK and Europe, leading advanced R&D initiatives with national and international partners to develop cutting-edge tools and supports for integrated water management and supporting industry leaders to achieve 'world firsts' in water stewardship international certification.

Central Solutions has been recognised at a number of prestigious Sustainability and Water Awards recently including the Water Europe Awards, the Green Awards, and the UK's Water Industry Awards 2021.

## RESOURCE EFFICIENCY

Central Solutions has to date trained more than 300 businesses across

Ireland as part of the Irish Water and Lean & Green Skillnet Certified Water Steward programme, producing over 800 new water conservation projects.

The firm has also been instrumental in growing Ireland's first peer-to-peer industry network of leading businesses, agencies and international stakeholders all focussed on the development and adoption of best practices, reducing water usage consumption and achieving annual water resource efficiency savings.

"This nomination is a testimony to all the hard work of the fantastic Central Solutions team over recent years and a recognition of our many many industry partners and key collaborators including Irish Water, Skillnet Ireland, BIM, EPA, Origin Green, SEAI and many others. Together, we have established water stewardship in Ireland as a real success story both nationally and internationally."

# Lidl Ireland: Embedding a Culture of Health and Wellbeing

External and internal initiatives at Lidl Ireland looked to protect the team and customers in challenging circumstances

Throughout extremely challenging circumstances, our fantastic team went above and beyond to serve our communities in a safe environment.

The hard work, passion, and pride of every single one of our colleagues, across every area of the business ensured that our COVID-19 response was exemplary. Our response to the pandemic included multiple waves of external and internal initiatives. Some examples of this include being the first retailer to introduce priority hours for the elderly and vulnerable customers, launching dedicated Lidl Community

Gift Cards to cater to customers shopping for cocooners and installing a host of protective measures including sanitation stations and Perspex screens. We launched a dedicated WhatsApp chatbot, designed to help customers choose quieter times to shop.

Internally there was a huge focus on protecting our team. One such initiative provided all employees with the option of free weekly antigen tests, which can be safely carried out at home and results given almost immediately. Each employee is provided with a pack accompanied with some information in relation to the tests. There is no obligation on our team to take the tests, they are simply an option they can choose to avail of if they wish for their own peace of mind.

## WORK SAFE. LIVE WELL

Isobel O'Connor, who manages the 'Work Safe. Live Well' programme focused on a number of innovative initiatives to ensure colleagues wellbeing was supported. "The resilience shown by all employees has been phenomenal. There has also been a widespread outpouring of support from the public acknowledging the exceptional work of our team over the last 18 months. Our focus is on creating an environment where the safety and wellbeing of our colleagues is prioritised, from their personal safety at work right through to their overall sense of wellbeing. Our programme is guided



by employee feedback and aligned with key business objectives, creating a culture of wellbeing for each and every colleague."

Lidl launched many internal wellbeing initiatives throughout the year such as the Eat.Well cookbook, the 'I'm fine' mental health campaign, online team building opportunities and a digital wellbeing studio on our employee app. Lidl also offered flexible working arrangements to parents affected by school and childcare facility closures.

We also launched a brand-new family leave programme focusing on how best to support parents. We know that many were struggling to make sense of the new way of living for their families, so we offered a free day of 1:1 Digital Parenting consultations with a parenting expert. These factors combined with our continued focus on our team's safety and wellbeing throughout the COVID-19 pandemic reaffirms our commitment to embedding a culture of health and wellbeing in our business where our workforce feel happy, safe, and supported at work.

**Lupilu Buddy Programme**

We are launching our new Lupilu Family Leave programme soon and as part of the launch we are looking for Lupilu Family Leave buddies.

**What is a Lupilu Family Leave Buddy?**

Many families are working parents, typically mothers and fathers who have been back at work for some time and are interested in sharing their experiences of parenthood in a positive and practical way with their colleagues. We are looking for colleagues who have had a positive experience of being a family leave buddy and would like to share their experiences of the transition to their dual role of parent and employee. Buddies will act as go-to sources of advice and support.

**Who can avail of the Lupilu Family Leave Buddy programme?**

The aim of the Lupilu Family Leave Buddy is to provide an opportunity for all employees to get mental health support to deal with other parents (the buddy). The buddy should be a source of support and guidance for those who are struggling to manage their family leave. The buddy like the buddy scheme to be made available to those on maternity/parental leave, adoption leave, bereavement leave, parental leave or shared parental leave (SPL).

**Typical topics for discussion between the buddy and the new parent or parent to be could be:**

- Coping with morning sickness/nausea;
- How to tell your colleagues/team;
- What to expect from Family Leave information and support;
- Childcare solutions;
- Parent and child fatigue;
- Getting back into the work routine;
- Sleeping habits;
- Breastfeeding upon return to work;
- Separation anxiety.

Sometimes the buddy just provides a friendly 'ear' for the new parent. The Lupilu buddy is not responsible for advising the employee on any aspect of their obligations or entitlements and this will be covered by their line manager.

Training for all buddies will be made available to all successful applicants.

If you would like to volunteer to be a Lupilu Family Leave buddy, please click the link below to register your interest.

**Lupilu family leave**

# Pale Blue Dot® Recruitment partnering with COPE Galway

“We design our fundraising initiatives with both our people and our charity partner in mind”, says Anthony Griffin, Managing Director, Pale Blue Dot® Recruitment

Playing a role in the community and supporting local is of high priority at Pale Blue Dot® Recruitment. We have integrated CSR into our business strategy and are committed to giving back and positive action. Our chosen charity partners are COPE Galway, who provide so many services to the local community, supporting those who are most in need.

As a local charity COPE Galway works to improve the lives of some of Galway’s most vulnerable people. The charity delivers vital services and supports for people who are homeless, women and children experiencing domestic violence, and older people.

## COMMUNITY SUPPORT

In 2019 COPE Galway responded to the needs of 2,984 people in Galway who were experiencing homelessness, domestic abuse, and older people in need of social and nutritional support. COPE Galway continues to provide an array of services to older people in the community including Meals on Wheels, Lunch Clubs and Community Support.

We have been involved with COPE Galway for several years working as volunteers. My initial involvement was providing support as a delivery driver for the Meals on Wheels service, delivering hearty meals with friendly conversation to elderly clientele. I’ve also got involved in the capacity of food rescue volunteer, calling to partnered supermarkets to save



Accepting the ‘Best in Corporate Social Responsibility’ award at last year’s National Recruitment Federation awards. From L-R: Sohini Mitra, Patrick Hughes, Olivia Kennedy and Anthony Griffin

food that would otherwise be going to landfill. The food is returned to COPE Galway HQ where it is then sorted and distributed for use at several shelters across the county.

## ADAPTING AND GROWING

During 2020 the charity had to adapt its services in response to the current pandemic, reconfiguring operations to create safer environments for clients and introducing new services to help reduce isolation, loneliness and stress—such as virtual homework clubs for children of families supported via homeless services and a telephone befriending service for older people. At Pale Blue Dot® we adapted our fundraising plans alongside them.

We create each of our fundraising initiatives with both our own team and

COPE Galway in mind. Our most recent ‘300 and 60 challenge’, is completely our own design and was inspired by our 360 degree recruitment process; staff walked, ran or skipped 300km over 60 days. Our work with CSR saw us go home with the ‘Best in Corporate Social Responsibility’ award at last year’s National Recruitment Federation awards.

Pale Blue Dot® Recruitment has collectively raised €10,000 for Cope in 2019 and 2020.

This is the third consecutive year that Pale Blue Dot® Recruitment has partnered with COPE Galway as their primary partner charity. As our partnership with COPE Galway grows, and our company grows, we have pledged to continually increase our charitable fundraising by 15% per year.

# The Shona Project's Shine Festival

Four Irish youth radio stations came together to help stage and promote an online festival inspiring and empowering young women

**S**ocial entrepreneur Tammy Darcy set up The Shona Project to inspire young women and help girls navigate through life. Gabrielle Cummins, CEO of Beat 102-103 radio station, has been involved in working with The Shona Project for several years, and recalls the first festival, for an audience of 150 girls in Waterford City library: "It was called Rise, so the obvious step the next year was to call the next one Shine." That Shine Festival took place in WIT Arena and hosted 1,000 girls who arrived from all over the Southeast. Then COVID-19 hit and the most recent festival moved online—opening it up to a much larger audience from all over the country.



Presenter Trish Archer who hosted the virtual Shine Heroes Stage live from the Broadcast Centre in Waterford



Tammy Darcy, Founder of The Shona Project with Gabrielle Cummins CEO Beat 102-103



Cummins invited youth radio stations from every corner of the country—Spin, Spin Southwest and iRadio—to collaborate with Beat 102-103 in supporting the online Shine festival. "Lifestyle Sports also came on board and were delighted to be involved as our main sponsor because they are focused on empowering girls, so it was a really strong fit," notes Cummins.

The festival ran over 3 days, with over 80 inspiring women speakers—on topics such as mental health, mindset, career, diversity, individuality, the arts, sports, social issues, and sustainability—including Vicky Phelan, Laura Whitmore, Holly Cairns, Evanna Lynch, and many more. Taking the festival online allowed the team pull in big names, who may not have been able to make it to an in-person event.

"The impact was bigger than we expected: 40,000 people registered for it and all of the content over the three days was viewed over 1 million times," Cummins notes.

## SHINE HEROES

The festival feeling was carried through online with different stages. One very special stage was the Shine Heroes Stage, which hosted girls who had been nominated by peers, friends and family as inspiring young women.

"These are eight girls who don't shout about what they do, they are just quietly getting on with their day, but doing amazing, wonderful things in their community, or they might have had to battle a personal challenge that was really difficult for them. They were amazing and it was lovely to be able to shine a spotlight on these girls.

"I really hope that festivals like Shine, and the amazing work that The Shona Project does right across the year, highlight the importance of empowering girls from a very young age. It will hopefully give girls the skills and confidence so that when they come into the workplace, they will realise their worth, and realise that they are entitled to be shouting for equal pay, equal opportunities and everything that should be coming their way."

# Hotel Doolin: Ireland's First Carbon Neutral Hotel

The Green Team at Hotel Doolin are continuously looking for ways to reduce the hotel's carbon footprint and for opportunities to engage positively with the local community

**H**otel Doolin was the first hotel in Ireland to become certified as a carbon neutral hotel—certified by Green Hospitality in November 2019. The hotel employs 100 people, most of whom are from the local community. Hotel Doolin's Green Team was established in 2012 with 3 main aims: to reduce the hotel's carbon footprint; to review and improve the hotel's involvement with the community; to increase social responsibility and local purchasing.

The Green Team is further subdivided into water, waste, energy, green purchasing and CSR teams. "Our main aim was to protect the beautiful local environment where we are located, which is the Burren and Cliffs of Moher UNESCO Geopark," says HR, Purchasing & Green Manager Aine Martin. "We train our team from day one about our green ethos at staff induction and then continuous training takes place. The Green Team meet once a quarter to discuss green initiatives for energy, water and waste reduction and

CSR and green purchasing. Everyone is welcome to be part of the Green Team."

During lockdown hotel staff worked with the County Council and Stella Maris nursing home, volunteering to prepare and deliver over 1,000 meals to the elderly and vulnerable in the community.

## CARBON NEUTRAL

Although already certified as carbon neutral, the hotel has committed to undertake a full energy audit with Tipperary Energy Agency, and future plans include generating wind energy and biofertiliser. "Once we have a positive summer business-wise this year, we will be in a position to purchase the food composter which will generate a biofertiliser which will create 20% output of the 100% of food waste that will go into the food composter," Martin explains. "It will hopefully be used by one of our current suppliers, Moy Hill Community Farm, which is located about 10km from Hotel Doolin. Additionally, 70% of our food produce for Glas Restaurant is purchased from within a 50km radius."

## Notice to Elderly & those with pre-existing medical conditions in Doolin

We know there are some of you reluctant to leave the house and to go to the supermarket or a restaurant. If so, give us a call and we will deliver dinner to your house daily. There will be no charge for the food or delivery. Just call us on 065-7074111 before 12noon with your order and we will deliver it before 6pm



Ethical environmental decisions pervade every aspect of the business, with the hotel purchasing seven outdoor wood pellet stoves last year to enhance new outdoor dining areas catering to COVID-19 restrictions.

"We hosted 170 weddings in 2018 and 2019 and 35 weddings in 2020. For every wedding that we host, we are committed to planting 10 native trees locally in Lahinch/Ennistymon. Each tree offsets one tonne of carbon in its lifetime. We are forecasted to host 130 weddings in 2021 which will mean we will plant 1,300 native trees in 2021, totalling to 2,060 trees in 3 years."

The hotel already uses 100% green electricity, having changed over from oil to an air to water system and plan to generate 10% of its electricity needs over the next 12 months via solar PV.

"We've given so much advice on how to become carbon neutral to several hotels and businesses in the last 24 months and set a precedent—we are delighted that more hotels are following our path and have become certified, however we will always be the first."



# AIB is putting sustainability at the heart of strategy

Mary Whitelaw, AIB's Director of Corporate Affairs, Strategy and Sustainability, explains the steps the bank is taking in the battle against climate change

**T**he 26th UN Climate Change Conference of the Parties (COP26) takes place in Glasgow in November. As countries begin to recover from the COVID-19 pandemic, these crucial talks provide an historic opportunity to agree key measures to tackle climate change.

As Ireland's largest financial services provider AIB has a duty to our customers, our country and the wider global community in the fight against climate change. In doing our part to help achieve this, we have already put sustainability at the heart of our strategy. We are committed to supporting the transition to a low-carbon economy, reducing our own carbon footprint and helping our customers to do the same.

## TIME FOR ACTION

In October we will host our fourth annual Sustainability Conference where the theme 'Beating the Climate Deadline' will be more pertinent than ever given the recent UN report showing that the earth's average temperature will rise 1.5 degrees above preindustrial levels by 2030, a decade earlier than projected—unless we take action.

At AIB, we are already taking action. We were the first Irish bank to pledge to operate as carbon neutral by 2030, using a 'net zero' approach. That means cutting greenhouse gas emissions to as close to zero as possible—through



Mary Whitelaw, Director of Corporate Affairs, Strategy and Sustainability, AIB.

elimination of carbon rather than offsetting it. We also committed to 70% of all new lending being classified as green or transitional by 2030 as we aim to play a significant role in helping the Government and European Union meet their carbon reduction targets.

## LOW CARBON FUTURE

Our progress is recognised externally, including by ratings agency Sustainalytics which ranked us in the top ten per cent of more than 1,000 banks globally with a low risk Environmental, Social and Governance (ESG) score of 14.5. This benchmarks us very favourably compared to our peer group and demonstrates AIB's significant progress in advancing the sustainability agenda.

So far this year we have lent €913m to support green projects, up from €479m

**“ WE WERE THE FIRST IRISH BANK TO PLEDGE TO OPERATE AS CARBON NEUTRAL BY 2030, USING A 'NET ZERO' APPROACH. THAT MEANS CUTTING GREENHOUSE GAS EMISSIONS TO AS CLOSE TO ZERO AS POSSIBLE. ”**

in the same period last year, ensuring a greener tomorrow by backing those who are building it today. Every day we are working hard to support our customers in their transition to a low carbon future, with green lending options available to mortgage borrowers and personal customers, large corporates and SMEs.

Reducing food waste has been recognised as the single biggest individual solution to reverse the effects of climate change. This is why our longstanding partnership with social enterprise FoodCloud is so important to us and why we have extended it by another three years.

We're honoured that our work to date has been recognised by Chambers Ireland who have shortlisted the bank in a number of categories in the Sustainable Business Impact Awards.

Together, these AIB initiatives can help play a role in reducing the amount of harmful greenhouse gas emissions released in to the atmosphere. We have made a good start, but we recognise there is a lot more to do given the scale of this truly global challenge.

# Law Society of Ireland: Promoting Gender Equality, Diversity and Inclusion

The Law Society has challenged tradition and is creating opportunities to improve access to the solicitors' profession and leadership roles within

**A**s the educational, representative and regulatory body of the solicitors' profession in Ireland, the Law Society is committed to improving access to the profession, and representation of women and diverse groups.

The Law Society recognises that taking action to promote gender equality, diversity and inclusion (GEDI) within the solicitors' profession has never been more important and this cannot be a one-off initiative. Meaningful progress requires consistent and collective efforts.

## SETTING FOUNDATIONS

The Law Society has embedded GEDI policies into its everyday thinking, challenges the status quo and is creating more opportunities to improve access to the solicitors' profession.

A pivotal moment in this journey was the establishment of the Law Society's Gender Equality, Diversity and Inclusion Task Force. In February 2019, the Task Force, which comprised 16 members from various minority, disability and LGBT+ backgrounds, met for the first time to discuss the challenges facing the profession. The objectives of this group were twofold: to facilitate and encourage more female solicitors and solicitors from diverse backgrounds to run for leadership positions in the profession, and to



The Gender Equality, Diversity and Inclusion Task Force of the Law Society of Ireland

**“ ACCESS TO THE PROFESSION HAS ALSO IMPROVED THROUGH OUR PPC HYBRID COURSE, WHICH COMBINES ONLINE LECTURES WITH FACE-TO-FACE TUITION TO PROVIDE A FLEXIBLE ROUTE TO PRACTICE.**

provide meaningful resources to improve equality and diversity in the profession.

Senior Vice-President of the Law Society and Chairperson of the GEDI Task Force, Michelle Ní Longáin, is leading the charge with the Law Society's GEDI initiatives. "The future that the Law Society is working towards involves more women in leadership roles and a more diverse and inclusive solicitors' profession. To achieve this, we know we must identify the barriers

facing our colleagues and those seeking to access the profession, and tackle them head on."

The Task Force's aims and the final recommendations recognise that the work of achieving equality, diversity and inclusion in the profession cannot rest with individuals from under-represented communities alone. For the Law Society, it was vital for those currently in leadership to take proactive steps to ensure that all solicitors feel valued, respected and supported.



### FROM POLICY TO ACTION

A formal GEDI policy and training were just some of the many recommendations arising from the group. In May 2020, the Law Society launched its Gender Equality, Diversity and Inclusion Charter, an important milestone in an ongoing programme of actions. Solicitors' workplaces are invited to pledge their names to the Charter as a demonstration of their commitment to the GEDI principles.

"The Law Society has been a proud signatory of this Charter since its inception and is now joined by over 120 solicitors' workplaces committed to upholding the same principles. Signatories are published on a dedicated webpage, [www.lawsociety.ie/GEDI](http://www.lawsociety.ie/GEDI), and exclusive use of the Charter's insignia is encouraged," said Ms Ní Longáin.

"The Society's GEDI Policy can also be found on the webpage. Developed in conjunction with the Irish Centre for Diversity, the GEDI Policy is a free resource to help our members to formally outline their commitment to GEDI within their workplaces."

### INCREASING ACCESS

Recognising the financial and logistical barriers to the solicitors' profession, the Law Society actively works towards improving experiences for the next generation of solicitors through a range of initiatives.

Launched in 2020, the Small Practice Traineeship Grant offers five grants worth €25,000 each year to assist with the cost of employing a trainee solicitor. This grant is open to firms of five solicitors or less that are based outside of Dublin and the urban districts of Cork, Galway and Limerick.

"The goal is to keep solicitors in their local communities to provide a much needed service," said Ms Ní Longáin. "In addition, the Law Society's Access Scholarship Programme has been running since 2001 and assists students from socio-economically disadvantaged backgrounds with financial support. This covers everything from childcare costs, travel and exam fees right



through to maintenance supports until qualification. To date, 300 recipients have benefitted from this programme with 1 in 4 recipients being from a country other than Ireland."

"Access to the profession has also improved through our PPC Hybrid course, which combines online lectures with face-to-face tuition to provide a flexible route to practice without the traditional requirement to be onsite at the Law Society. It is designed specifically to suit people based outside Dublin who might not be able to enter the profession without this flexibility."

### INTRODUCTION TO LAW

While financial access may be one barrier to the profession, the Law Society is also working to encourage more young people from diverse backgrounds to consider a career as a solicitor.

To achieve this, the Law Society runs a range of innovative Public Legal Education initiatives including Street Law, the Legal Ambitions Summer School and the Solicitors of the Future Programme.

"Over 3,500 DEIS students in Dublin have taken part in Street Law since 2013, while our Solicitors of the Future Programme has been running since 2017. This year, for the second time, the Legal Ambitions Summer School offered four weeks of free online legal education to transition year students across the

country. All three of these programmes provide students with an introduction to the law."

### GENDER EQUALITY

The Law Society of Ireland has always been a forerunner in gender equality, with the solicitors' profession in Ireland having been the first legal profession in the world to reach a female majority in 2014. However, this has yet to be reflected at leadership levels. Meaningful progress is being made through the Society's Women in Leadership Mentoring Programme, which has matched 118 successful pairs to date.

"There is a clear need to support women to reach leadership roles at all levels," said Ms Ní Longáin. "Our mentoring programme has been running since 2016 and assists with this aim. It matches early-career solicitors with those in senior roles to empower women to help them reach leadership positions within the profession."

"It is important to highlight and support the great diversity already in the profession, so visibility, and the language we use on all our platforms, is important," Ms Ní Longáin said. "Each month, the Law Society Gazette profiles first-hand stories from solicitors across the profession, including perspectives from the LGBT+ and Traveller communities, solicitors with disabilities, ethnic minority solicitors and working parents. We will continue to feature stories and champion our members to help foster an inclusive culture within the profession."

### GROWING TOGETHER

The GEDI Task Force's recommendations continue to guide the refinement of existing, and the creation of new, initiatives to improve gender equality, diversity and inclusion in the solicitors' profession.

From entry to retirement, offering better access, career supports and training, the Law Society is committed to improving the lived experiences of all our members and those trying to enter the solicitors' profession.

# HealthBeacon's Smart Sharps Bins Enter the Circular Economy

An innovative technology, helping patients remember to take their medication, is now greener, with an eight-step sterilisation process allowing them to be reused

Even when you do something every day, sometimes it's easy to forget whether you've done it or not—so for patients who need to inject medication, it can be an extra source of stress to keep track of their medications.

HealthBeacon is an innovative company with a practical solution that helps patients take their medications on schedule, using a connected medicine platform. By using digitally-enabled sharps bins to dispose of used injection needles, the patient's injection history is tracked and reminders are issued to keep the patient on schedule.

With the intervention of HealthBeacon's Injection Care Management System (ICMS) Technology, patients' persistence and adherence increased by 25-30% within 12 months of initiating therapy. The technology has so far been adopted across 13 countries and over 500,000 injections tracked since launch in 2014.

## SMART SHARPS

As part of the HealthBeacon ICMS offering, patients receive a pre-programmed Smart Sharps Bin System with a patient's injection schedule. When the patient administers their medication, they drop the syringe or device into the HealthBeacon chamber which takes an image of the sharps object and a time stamp. This acts as a close proxy to the administration



Marion Briggs, Sustainability Manager, HealthBeacon

event and can be utilised by health care professionals to discuss a patient's compliance with their medication.

However, this creates a waste stream of used injections and the bins that hold them. HealthBeacon was already in the practice of refurbishing and redeploing their injection adherence device, but wanted to tackle the bins and waste as well.

## CIRCULAR ECONOMY

Following an Extended Producer Responsibility model meant finding a way to make any parts of the waste stream sustainable or circular. The bins were a natural fit for circularity, and HealthBeacon set about building a lab



to sterilise and reuse their sharps bins rather than sending them to landfill or incineration.

"While reusable sharps bins have been in use in hospitals for over 30 years, our research indicated that home injection users had no option but to dispose of their bins in a non-sustainable way through landfill or incineration," notes Marion Briggs, Sustainability Manager at HealthBeacon.

Now, following the introduction of the HealthBeacon Green Labs process, patients receive a sharps bin that can be reused multiple times; used bins, once emptied, undergo an eight-step process which sterilises them and allows them to be put back into use.

HealthBeacon is currently in the process of getting their bins ISO 23907-2 approved for reusing them 25 times, and getting EPA approval for their Green Labs process. Working with the Clean Technology Centre in Cork, HealthBeacon forecasts that 271 tonnes of carbon (the equivalent of 404 international flights) will be saved for every 10,000 reusable bins.

# SSE Airtricity, proud sustainability partner to Dublin Zoo

A sustainability partnership with Dublin Zoo affords SSE Airtricity a unique opportunity to deliver on their commitment to a greener future while supporting the conservation and sustainability efforts of the zoo

**S**SE Airtricity is the proud Sustainability Partner to Dublin Zoo since 2017, delivering on SSE Airtricity's 'This is Generation Green' campaign and commitment to support customers and communities in working towards a greener future. SSE Airtricity is proud to play a role in supporting the Zoo's efforts on their sustainability journey and amplifying those efforts through significant education of visitors to the zoo.

The sustainability partnership with Dublin Zoo is delivered by way of a number of initiatives, that support their sustainability agenda and SSE Airtricity's objectives, while also educating the wider community on sustainable efforts and a cleaner, greener future. These initiatives include: sustainability messaging around recycling, water and energy consumption at the Zoo at water refill stations, waste points and in toilets; Protect our Planet weekends; the Eco Explorer Trail and interactive Eco Explorer's Club, an online educational programme with tips and information on deforestation, recycling, water, and conservation.

## PANDEMIC PIVOT

"SSE Airtricity worked with Dublin Zoo on how best we could pivot our sustainability partnership to



Klair Neenan, Managing Director SSE Airtricity

remain beneficial to both the zoo and wider community, amidst lockdown and restrictions," says Klair Neenan, Managing Director, SSE Airtricity. "Conscious of the challenge faced by the community in home schooling, we used our existing partnership and our experience in environmental sustainability to create an online educational programme for primary school children, transforming the Eco Explorer Trail into a multi-platform online sustainability education programme, the Eco Explorers Club."

This multi-platform series features a range of sustainability topics and was

brought to life through animated videos, biodiversity-themed Yoga and conservation talks by zoo keepers. Lessons are delivered across the areas of biodiversity, sustainability, pollution and energy and what started as a 10-week programme has continued well beyond with fresh content and new lessons introduced and even more exciting plans in development. Growing from a real and tangible community need, the Eco Explorers Club has firmly established itself as an important sustainability programme in supporting the next generations. "To date, we've seen more than 30,000 visits to the website and a reach of over 1.6m across social channels," notes Neenan.

## #SAVEDUBLINZOO

Whilst closed to the public due to the pandemic restrictions, Dublin Zoo launched a fundraising campaign to raise vital funds to help cover the cost of animal care, which alone totals €500,000 each month, as emergency cash reserves begin to run out. Without financial support, Dublin Zoo was concerned it may have to make the difficult decision to close its gates to the public. SSE Airtricity was proud to make the first donation to the campaign of €20,000 to go some way towards helping Dublin Zoo continue their conservation and sustainability work.

# Intel is Committed to Inclusive and Sustainable Practices

As a leading investor in the Irish state and one of it's largest employers, Intel is ahead of the curve in safeguarding the wellness of both workforce and neighbouring areas.

Intel has a long history of leadership in corporate responsibility. We have a track record of setting ambitious goals and transparently reporting on both our progress and challenges. For decades, we have worked to advance progress on complex issues together with our customers and other stakeholders.

Our new 2030 corporate responsibility strategy and goals reflect even greater ambition for ourselves, as well as a growing sense of urgency to work with others to address challenges that no one can tackle alone. We are committing to accelerate the adoption of responsible, inclusive and sustainable practices in key areas in our operations and supply chain, and across the technology industry and society.

## RESPONSIBLE

We are committed to driving to even higher levels of safety, wellness, and responsible business practices in our own operations and supply chain. We will also collaborate with others and revolutionise how technology will improve health and safety through strategic healthcare, manufacturing and transportation initiatives.

As the largest private investment in the history of the Irish State, and one of the country's largest employers, we are keenly aware of our responsibility to keep our workforce and neighbouring areas safe while practicing responsible business across our operations and our



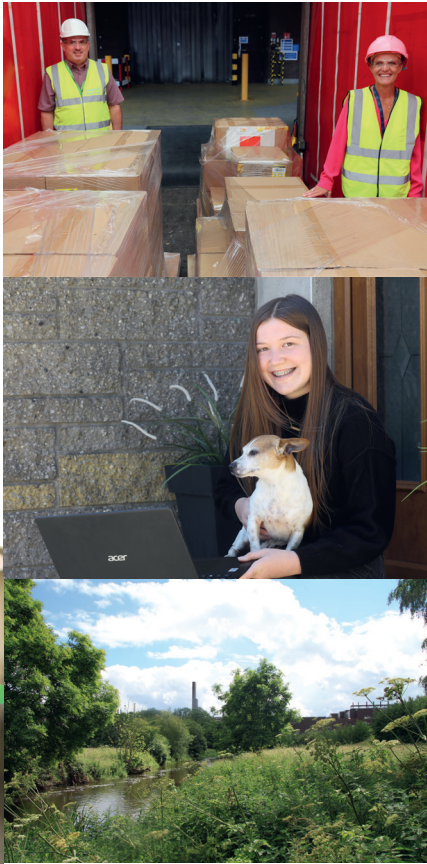
community. This past year in particular has demonstrated the importance and the value of collaborating with others to support the safety and wellness of our employees and the wider community.

- Working safely through the Pandemic: When Covid-19 reached Ireland in February 2020, we were ready. We're fortunate that we could tap into an international network of expertise within Intel which includes a specialised group of medical, safety and operational experts who are there to lead Intel through global health situations. We enabled a significant number of our employees to work remotely, and created safe, physically distanced working areas, and implemented new processes to help protect those working on-site.

- An unwavering commitment to volunteering: At Intel Ireland, we have a long and proud tradition of volunteering. As a result of the challenges brought about by the Covid-19 pandemic, the expectation for 2020 was that volunteer hours contributed by employees would take an understandable dip. However, at this most challenging time, Intel Ireland employees stepped up, volunteering more hours in 2020 than ever before. In total, more than 178,000 hours were volunteered by Intel employees all across Ireland.

## INCLUSIVE

We are committed to advancing diversity and inclusion at Intel as we believe that our current and future



workforce needs to reflect the diversity of the world in which we operate and, together with a broad range of stakeholders, we're working to make careers in technology fully inclusive and to expand digital readiness for everyone. In Ireland, we will continue to expand our talent pipeline through strategic partnerships with academic institutions across the country and by working to support inclusive programs at primary and secondary levels. The past year has seen most students pivot towards digital learning environments and this has created an opportunity to deliver our signature programs online.

- **Covid-19 Response:** In April 2020, the Intel Foundation donated €500,000 to the Community Foundation for Ireland to support their Covid-19 Response Fund which provides funding to organisations supporting a diverse mix of vulnerable groups. For example, one specific focus has been supporting the Travelling community with donations made to Clondalkin Travellers Development Group,

Balbriggan Traveller Project and Sligo Traveller Support Group Ltd.

- **Making STEM education accessible:** In 2020 we launched an online version of our Mini Scientist program which was made available to schools across Ireland. The online program, delivered in conjunction with Phil Smyth, The Scientist, from RTÉ's Home School Hub, provided a series of science related and curriculum linked videos which are each accompanied by activity packs including detailed lesson plans and work sheets.

#### SUSTAINABLE

We will continue to invest in reducing our own environmental footprint, including goals for absolute carbon emissions reductions, 100% renewable energy use, net positive water use, and zero total waste to landfill. We will also take on the challenge together with our customers and others to achieve carbon neutral computing through improved product energy efficiency and sustainable design.

- **Manufacturing Sustainability:** As we move forward with the next industrial revolution, one categorised by digital enablement and data analysis, there are new opportunities emerging to help drive a more sustainable manufacturing environment. We are embracing this opportunity as best we can, implementing a number of sustainable solutions. For example, we have changed thousands of light fixtures in our manufacturing buildings in Leixlip, moving from fluorescent units to a much more energy efficient LED solution that uses a significantly lower amount of power. This has resulted in an associated energy reduction of up to 90% for our cleanroom lighting.
- **Achieving 100% Renewable Energy Use:** Since 2016, 100% of all electricity green attributes supplied to our Leixlip campus were generated from indigenous renewable sources, making Intel one of the largest voluntary, private purchasers of renewable energy in the country. To support this goal, we conserve energy

within our operations, with reduction activities since 2012 resulting in over 365,000 tonnes of Carbon saved.

- **Water restoration in Ireland:** In 2021 Intel and the National Parks and Wildlife Service (NPWS) launched a blanket bog restoration project in the Wicklow Mountains National Park. This is Intel's first water restoration project in Ireland. The project will see 60 hectares of drained bog re-wetted to increase water storage levels in part of the River Liffey headwaters by an expected 50-90 million litres.

#### ENABLING

We will accelerate the ways in which we will enable progress through our technology and the expertise and passion of Intel employees.

"One Intel" is a core value of our company, an ethos that unites us as a powerful force for good and inspires us to commit to team over individual success. Here in Ireland, our employees embrace the power of "One Intel" every day and it is through their passion and dedication that we find continued ways to enable progress towards our goals.

- **Matching Donations:** In response to the Covid-19 crisis, the Intel Foundation established a special donation matching campaign to amplify the contributions of our employees in Ireland. Intel employees who donated to the charities CMRF Crumlin, ALONE or Jigsaw had their donations matched with a total of \$64,000 being donated to the 3 organisations.
- **Business Working Responsibly Mark:** Since 2011, Intel Ireland has been accredited to the prestigious Business Working Responsibly Mark. Based on ISO26000, the Mark is the top CSR and Sustainability standard in Ireland. The Mark provides a root and branch review of an organisation, assessing and certifying the full CSR Management System. The Mark, which requires re-certification every 3 years, is independently audited by the National Standards Authority of Ireland (NSAI).

# Irish Distillers Sustainable Green Spring Barley Scheme

Irish Distillers' scheme aims to incentivise farmers to grow barley in a sustainable manner, reducing their carbon footprint and promoting biodiversity on their farms.

**A**t Irish Distillers, we transform raw materials into world class Irish whiskeys that are enjoyed by consumers globally. Our brands include Jameson, Powers, The Spot Range, Redbreast, Middleton Very Rare and Method and Madness.

Our commitment to sustainability is embedded in our culture, our identity, and most importantly, is embodied by all of our employees. Our mission is to mobilise a new generation to use their ideas to drive transformational change in the workplace and the world. We believe that we can, individually and collectively, make a positive difference wherever we choose to invest our efforts. We are fully committed to working in harmony with the environment, our suppliers, employees and our communities in order to create both economic and social value.

Our sustainability initiatives focus on reducing our environmental impact and promoting sustainable agriculture. We have outlined ambitious targets to reduce carbon emissions and drive sustainability throughout our supply chain as part of our 2030 Sustainability & Responsibility roadmap.

## QUALITY BARLEY

We value the quality Irish barley used to make our whiskeys and place a particular emphasis on sourcing,

certification and traceability. For this reason, in 2020, Irish Distillers launched a tailored sustainability programme for barley growers which will support tillage farmers in delivering further environmental benefits on their farms.

The measures in the Sustainable Green Spring Barley Scheme aim to help growers reduce their carbon footprint and promote biodiversity on their farms. As an incentive an additional payment of €15 per/tonne is payable directly to participating growers who meet the environmental and sustainability requirements outlined in the scheme.

## ESSENTIAL MEASURES

The 2020 programme includes six essential requirements in the areas of farm safety, quality standards, the use of certified seed, membership of the Irish Grain Assurance Scheme (IGAS), nutrient management and glyphosate limitation. Growers are required to participate in carbon footprint and biodiversity surveys as requested by Irish Distillers. As part of the programme, in Year One, farmers participate in a survey with a view to collating data and identifying further actions which could assist with achieving the objectives of the initiative.

There are also six optional

**“ WE HAVE OUTLINED AMBITIOUS TARGETS TO REDUCE CARBON EMISSIONS AND DRIVE SUSTAINABILITY THROUGH-OUT OUR SUPPLY CHAIN AS PART OF OUR 2030 SUSTAINABILITY & RESPONSIBILITY ROADMAP.**

measures mainly focused on biodiversity. The grower is required to adopt a minimum of two of these measures, and the grower is required to provide records of meeting the programme requirements. This documentation is then submitted to the grain merchant for auditing by Irish Distillers. Growers are also requested to participate in farm audits.

The Sustainable Green Spring Barley Scheme aims to support the longterm viability of the spring barley sector in Ireland by incentivising farmers to deliver environmental benefits. This scheme represents a long term commitment from Irish Distillers to promoting sustainable agriculture and specifically the longterm viability of the spring barley sector in Ireland.

# Microsoft Empowers an Inclusive and Sustainable Future

The company is committed to working with customers and partners to use technology to address some of the world's most pressing challenges

**M**icrosoft's mission is to empower every person and every organisation on the planet to achieve more. As it pursues its mission, the team at Microsoft Ireland believes that digital technologies can play a key role in creating a more inclusive Ireland and fostering a more sustainable future for our planet.

While each of the UN's Sustainable Development Goals presents challenges bigger than any one organisation—or even one sector of society—can accomplish alone, Microsoft believes in its shared responsibility as a business to achieve a better future for all.

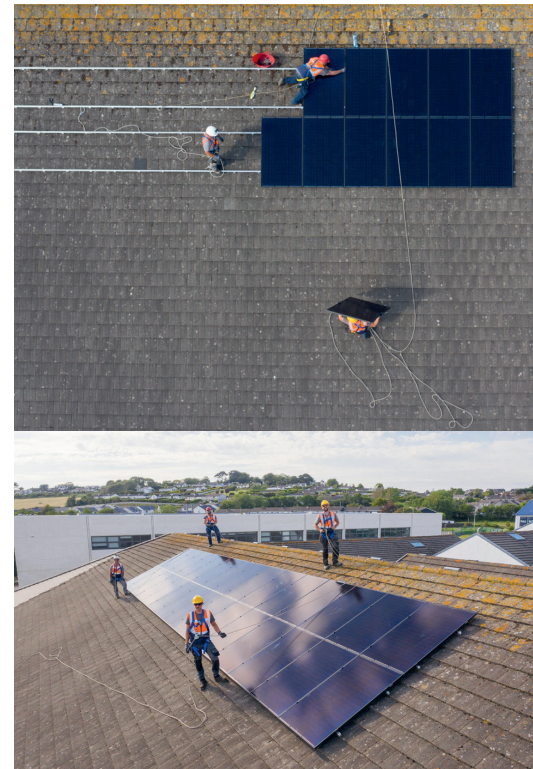
By leveraging innovative technologies, Microsoft wants to help reimagine a more inclusive society and drive progressive change. CEO Satya Nadella says, "We must always use technology to help address the world's challenges, not create new ones. But the challenges facing people and the planet are complex, and no one company, sector, or country can solve them alone. That's why we're committed to working across the public and private sectors to foster partnerships and solutions that will have a lasting impact and re-define what 'achieve more' means for the world."

The team at Microsoft Ireland has developed a long track record in this regard, working in partnership with communities and organisations across Ireland to empower an inclusive and sustainable future.

## PROJECT PARTNERS

In addition to volunteering and financial supports, Microsoft empowers nonprofits and communities to realise the promise and potential of technology. This year, Microsoft Ireland's Covid-19 response project with Enable Ireland, which resulted in the creation of the charity's Virtual Service Centres for Adults, is nominated in the 'Community – Partnership with Charity' category. When the pandemic hit, Enable Ireland's Day Centres were forced to close. This meant that the Service Owners who availed of these services each day were isolated at home with limited contact and engagement with the outside world. Microsoft worked with Enable Ireland to develop a Virtual Service Centre, which was initially piloted with two Dublin Services and then successfully rolled out to Adult Services in 13 locations. Microsoft supported Enable Ireland at all stages – from ideation to design, training and delivery. The team at Microsoft remain available to Enable Ireland as they constantly look to refine the model to ensure the virtual services remain available in a post-pandemic environment, allowing them to reach more people in need of these services.

Microsoft is also nominated in the Environment category for its Renewable Energy Project in collaboration with SSE Airtricity. A shared commitment to help build sustainable energy solutions in Ireland brought Microsoft and SSE Airtricity together to deliver an innovative renewable energy generation



project. Through this project, 27 schools have had state of the art, internet-connected solar PV installed on their rooftops. With an investment of close to €1million, these schools can now power classrooms using energy generated from their own roof, reducing their carbon footprint, and their costs. Microsoft Azure IoT aggregates the generation data from the schools and over 15 years, it is expected that the solar panels will produce enough clean energy to offset more than 2.1 million kilograms of harmful CO<sub>2</sub> emissions.

# Collective Action Will Drive Systemic Change

Individual excellence will not enable the systemic change we require; businesses must work together to realise sustainability goals, says Tomás Sercovich, CEO, Business in the Community Ireland

The pandemic shed a light on the major challenges we face in society, and it is evident that the journey towards sustainability will be increasingly more demanding, more relevant and more connected to the success of any business.

The challenge ahead for businesses goes beyond integrating sustainability across their operations. If we are going to realise a low carbon, net zero emissions economy and an inclusive society, businesses must understand that their success is dependent on major transformation happening in our economy and society. While we say that the pandemic will only be defeated when we are all vaccinated, the same analogy applies to sustainability: unless the vast majority of the business community engages in a journey towards sustainability, individual excellence will not enable the systemic change we require.

For business, collective action is not a natural approach. CEOs don't see themselves as activists of change. Systemic change is about working together across industries and supply chains, on solving common issues. In line with the fundamental principle of the Sustainable Development Goals to 'leave no one behind', collective action needs to become the new definition of a sustainable business.

## ARTICULATING ACTION

In answer to the question of how to articulate collective action, we at Business in the Community Ireland developed the Low Carbon Pledge in



Tomás Sercovich, CEO, Business in the Community Ireland

**“ IN LINE WITH THE FUNDAMENTAL PRINCIPLE OF THE SUSTAINABLE DEVELOPMENT GOALS TO ‘LEAVE NO ONE BEHIND’, COLLECTIVE ACTION NEEDS TO BECOME THE NEW DEFINITION OF A SUSTAINABLE BUSINESS.**

2018 and earlier this year we launched ELEVATE, the inclusive Workplace Pledge. These pledges have common elements that drive systemic change on our need to transit to a low carbon economy and on the imperative of

creating inclusive workplaces that are reflective of the diversity of our society.

The key principles of these pledges are: leadership—CEOs drive the agenda and are visible champions of the pledges); commitment—signatory companies share an ambition, whether it is a net-zero emissions economy or more inclusive workplaces, the pledges are public commitments; accountability—companies commit to measure, set targets and report collectively on their progress on diversity and emissions. By reporting collectively on progress, we enable a systemic view rather than an individual one; action—companies report on numbers as well as concrete actions on both pledges. Companies share best practice and through peer learning they find solutions to the hardest to solve challenges; advocacy—signatories commit to working with industry peers, across their supply chains and collectively to influence civil society, government and other stakeholders to bring about change.

## CALL TO ACTION

We use the collective voice of business to raise the standards on what defines a sustainable business. While there can be concerns that pledges are greenwashing, collective initiatives that follow these principles can ensure that action is meaningful.

As we celebrate sustainable business, let's ensure that we continue to build more collective actions by business to make sustainability the key driver of change in our economy and society.



# Masters at Work

Witness centuries-old technique and cutting-edge quality at the House of Waterford Crystal

**A** luxury collection of the finest crystal continues to be made by skilled craftspeople at the House of Waterford Crystal factory situated in the heart of Waterford City.

From the heat, noise, and fire of the blowing room to the exquisite skills of cutting and engraving, a guided tour immerses you in the time-honoured processes behind the creation of each sparkling piece of crystal.

On the tour, visitors witness mould making—a technique that has remained unchanged throughout the centuries. Visitors enter the blowing department, watching glowing balls of crystal transformed into majestic shapes as they are put through the 1,400°C furnace.

## BEHIND THE SCENES

While getting a behind-the-scenes sneak peek of this highly skilled method of crystal manufacturing, visitors see the high standards that the House of Waterford Crystal has for each piece that leaves the factory. Visitors next witness the cutting department. Master Cutters rely on their skill to judge the amount of pressure that is required to hold the crystal to the wheel; too much pressure will cause a cut through to the other side. Each of our craftspeople has trained for a minimum of eight years to master their craft.

The final stages of the tour are the engraving and sculpting departments. Master Sculptors work three-



“**MASTER CUTTERS RELY ON THEIR SKILL TO JUDGE THE AMOUNT OF PRESSURE THAT IS REQUIRED TO HOLD THE CRYSTAL TO THE WHEEL.**”

dimensionally, using their skill to sculpt the desired piece from solid blocks of crystal. Days, weeks, and even months can pass before a sculpted piece is completed. The type of copper wheel engraving used at Waterford

Crystal is called ‘*intaglio*’, which means reverse. It can take from hours to days to complete the engraving on many of our international sporting trophies and limited-edition inspiration pieces.

## BRAND EXPERIENCE

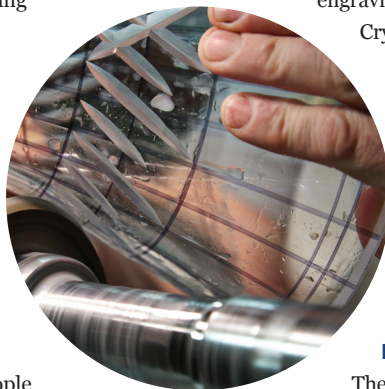
The retail store at Waterford represents everything we make in crystal, including a showcase on golf and sport, which is a major part of our international business. Our café serves sumptuous food, indulgent

homemade sweet treats, and afternoon tea served in Wedgwood fine bone china. We use the best locally sourced seasonal produce supporting as many Irish suppliers as possible.

Our corporate and gift solutions cater to rewarding your employees or clients. We can customise a piece from our core range which will allow you to create your unique message or logo on an item. Our worldwide shipping service allows the flexibility to deliver over 24 to 48 hours to Ireland, UK, or USA.

***Our dedicated Sales Manager Tom Walsh can be contacted at [tom.walsh@fiskars.com](mailto:tom.walsh@fiskars.com) or 087 120 9143.***

***For more information see [waterfordvisitorcentre.com](http://waterfordvisitorcentre.com), email [houseofwaterfordcrystal@fiskars.com](mailto:houseofwaterfordcrystal@fiskars.com) or phone 051 317 000.***



# Pedalling into Post-Pandemic Commuting

Half of working Millennial and Gen Z adults in Ireland said they are more likely to cycle to work following the COVID-19 outbreak

**A**s climate action has become a critical focus globally, it is imperative to consider the steps we can take as individuals to work towards a sustainable, greener future. Vehicular transport is currently responsible for over 20% of greenhouse gas emissions in Ireland<sup>1</sup>, with cycling generating less than one-tenth of the emissions that driving produces<sup>2</sup>. Not only is switching your commute to cycling a great way to reduce your carbon footprint, it is also a great way to save money, improve your health, and adhere to social distancing guidelines.

A nationally representative survey of 1,000 adults aged 18+ years carried out by Coyne Research showed 85% of Irish adults were concerned about public transport due to the pandemic and 60% of working adults responded they would change their commuting habits. Half of working Millennial and Gen Z adults in Ireland said they are more likely to cycle to work following the COVID-19 outbreak.

## CYCLE TO WORK

Thanks to improved legislation, those looking to upgrade their commute with Cyclescheme can purchase bikes and accessories up to the value of €1,250, and e-bikes up to €1,500, through salary sacrifice. This new legislation combined with the Government's commitment to providing new bikeways nationwide demonstrate an apparent focus on encouraging people to start or return to cycling, and employers are increasingly aware.



**“**THOSE LOOKING TO UPGRADE THEIR COMMUTE WITH CYCLESHEME CAN PURCHASE BIKES AND ACCESSORIES UP TO THE VALUE OF €1,250, AND E-BIKES UP TO €1,500, THROUGH SALARY SACRIFICE.**”**

“We are already reporting a 30% increase in employees availing of our cycle to work scheme, and interestingly, we've seen an increase in the value of bikes being attained, showing people are serious about their commitment to cycling as their commute of choice where possible, when workplaces resume to normal”, said Ronan Kieran, Business Development Manager for One4all Rewards, and project lead for Cyclescheme.

## ECO EFFICIENCY

Moving away from plastic cards, Cyclescheme provides an eco-efficient e-code solution for employers and employees alike which improves efficiencies from placing an order to receipt of a bike. The scheme brings with it an increase in the number of retailers—now over 300—for those looking to invest in a bike as transport for work, as well as their health.

“Employee mental health and wellness will continue to be a focus for most businesses. Cyclescheme can play a role in this as a cost-effective way to promote wellness awareness.”

Cyclescheme presents a more fluid, online platform where employers can track, review, and approve employee applications, and apply salary sacrifice agreements and payroll adjustments via a centralised and business-customised software platform, MyScheme. Additional features include customisable marketing collateral, for example, posters and email templates.

“One4all continues to champion Irish retail. If employers request a local retailer to be part of our Cyclescheme community, we encourage this support.”

One4all continues to lead the rewards and incentives sector, backed by parent company Blackhawk Network, with market-leading products like Cyclescheme, and a world-first with the One4all Digital Gift Card.

**For more information, visit [cyclescheme.ie](https://cyclescheme.ie).**

1. Environmental Protection Agency (2021) Greenhouse gas emissions and projections, Available at: <https://www.epa.ie/our-services/monitoring-assessment/climate-change/ghg/> (Accessed: 9th August 2021).

2. Seb Stott (2020) How green is cycling? Riding, walking, ebikes and driving ranked, Available at: <https://www.bikeradar.com/features/long-reads/cycling-environmental-impact/> (Accessed: 9th August 2021).

# Social impact and sustainability in their DNA

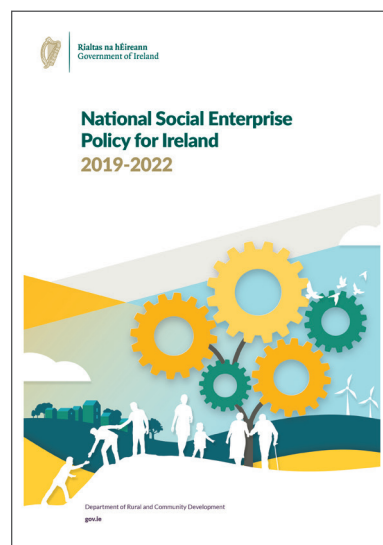
As challenges lie ahead, social enterprises provide solutions – and public policy is behind them

**S**ocial enterprises are businesses that work primarily to improve the lives of people. Their core objective is to achieve a social, societal or environmental impact. Like other businesses, social enterprises pursue their objectives by trading in goods and services on an ongoing basis, often playing a role in providing employment to disadvantaged groups such as Travellers, those who are long-term unemployed, or those with a disability. In addition, they frequently address social issues such as food poverty, social housing or environmental problems.

Social enterprises are dynamic and innovative additions to many urban and rural areas, developing creative solutions to meet the needs of the community in which they are situated. There is a wide spectrum of social enterprises in Ireland, from local community-based enterprises to larger internationally trading enterprises.

Examples of prominent social enterprises include FoodCloud, who redistribute surplus food from supermarkets to charities such as St Vincent de Paul; Rehab Recycling, who employ people with disabilities

**“SOCIAL ENTERPRISES ARE DYNAMIC AND INNOVATIVE ADDITIONS TO MANY URBAN AND RURAL AREAS, DEVELOPING CREATIVE SOLUTIONS TO MEET THE NEEDS OF THE COMMUNITY IN WHICH THEY ARE SITUATED. THERE IS A WIDE SPECTRUM OF SOCIAL ENTERPRISES IN IRELAND, FROM LOCAL COMMUNITY-BASED ENTERPRISES TO LARGER INTERNATIONALLY TRADING ENTERPRISES.**



in waste recycling; and Speedpak, who provide customised packaging and distribution services for other companies as a means of providing work experience and training to long-term unemployed.

#### NATIONAL POLICY

In July 2019, the Department of Rural and Community Development (DRCD) published the first National Social Enterprise Policy for Ireland 2019-2022, with a vision to support the growth and impact of social enterprise in Ireland.

It focussed on three key objectives: building awareness of social enterprise; growing and strengthening social enterprise; and achieving better policy alignment.

The importance of social enterprise was again recognised in the 2020 Programme for Government which commits to building upon the ongoing work implementing National Social Enterprise Policy. To support this, the DRCD has continued to engage with stakeholders in Government and across the social enterprise ecosystem to develop a wider public understanding of social enterprise and support these organisations to reach their potential.

#### AWARENESS STRATEGY

A new Awareness Strategy has been developed to highlight the critical role social enterprises play in responding to current challenges such as COVID-19 and climate adaptation and to emphasise their potential to shape a more sustainable and inclusive future. The Awareness Strategy was co-created with stakeholders and sets out an effective and achievable two-year strategy.

Social enterprises are natural champions of the UN Sustainable Development Goals (SDGs); it is impossible to be a social enterprise and not have the SDGs in your DNA. The addition of the new Social Enterprise category in the Sustainable Business Impact Awards will focus on collaboration while at the same time bringing more awareness of the potential of social enterprises across many areas of society.

# Waste Not, Want Not: Opportunity in the Circular Economy

Businesses should look at the move to a Circular Economy as an opportunity to design out waste, says Sharon Finegan, Director of Environmental Sustainability at the EPA

In 2020, the Environmental Protection Agency (EPA) published the latest State of the Environment Report. The assessment found that the overall quality of Ireland's environment is not what it should be, and the outlook is not optimistic unless we accelerate action.

Latest waste statistics indicate that waste generation is increasing for many waste streams including municipal waste and hazardous waste. Over 100 million tonnes of materials are used annually in Ireland's economy and Ireland is sixth highest in the EU for domestic material consumption. The link between economic growth, consumption levels and waste generation has not been broken.

## CIRCULAR OPPORTUNITY

In a circular economy, waste is prevented or reduced at each step of the economic cycle and ensures that the use of raw materials is minimised and resources in the economy are used as efficiently as possible. In a circular economy consumption of single-use items is reduced; reuse, repair and remanufacturing activities are incentivised; recycling is maximised, and waste is used as an energy source to replace fossil fuels.

Sharon Finegan, Director of Environmental Sustainability at the EPA, advises, "Businesses should consider the circular economy as an opportunity, and



Sharon Finegan, Director of Environmental Sustainability, EPA

think about the range of opportunities within their particular sectors."

Circular business models, which decouple growth from the consumption of finite resources, not only contribute to a climate-neutral, resource-efficient economy, but also offer competitive opportunities, and appeal to customers and consumers looking for sustainable options.

"Through the waste characterisation work that we do, we can see that not everybody, be that in businesses or households, is taking the opportunities to segregate waste in the way that they should. We also know from the

research work that we've done, and some of the partnerships that we've engaged in already, that designing out waste and keeping materials in use longer really has an impact on targets and emissions."

Moving to a circular economy will target the 45 per cent of greenhouse gas emissions associated with the production of goods and food and so plays an important role in achieving climate targets.

## GREEN RECOVERY

The circular economy presents an opportunity for a 'green' recovery to rebuild our economy and generate new jobs and skills. The EPA offers a number of supports and funding opportunities to businesses including the Green Enterprise: Innovation for a Circular Economy fund, and Finegan notes that the EPA also supports the Local Authority Prevention Network (LAPN), with grant aid funding for innovative waste prevention projects, technical support and training and networking opportunities.

Before year end, the EPA will launch a national Circular Economy Programme, which will provide leadership on circular economy aligned to a forthcoming whole-of-government Circular Economy Strategy. "The architecture is evolving," Finegan says, "to take account of the fact that there are huge opportunities here, but also the fact that we do need to change our consumption patterns."

# Working towards a more sustainable built environment

## BAM Ireland on the construction industry's growing emphasis on sustainability

**A**s the largest multinational construction business operating in Ireland, we at BAM Ireland strive to proactively minimise the impact of our works on the environment, promote good practices throughout our supply chain and enhance the communities where we work.

Our approach to sustainability delivers benefits to clients and the communities in which we work. It is underpinned by a strong focus on innovation and a solution-orientated approach to delivering BAM's projects and exceeding expectations.

In June this year, we entered a strategic partnership with the Irish Green Building Council to work towards the decarbonisation of Ireland's built environment across its full life cycle. We recognise the private sector has an important role to play in delivering a more sustainable future and are aiming to achieve the mix of private sector action and public policy necessary to tackle the whole-life impact of buildings, including embodied carbon.

Our partnership will see both of our organisations working closely together to advance a more sustainable built environment. In particular, we will collaborate with the IGBC to decarbonise Ireland's building stock, promote circularity in the industry and enhance biodiversity.



Theo Cullinane, CEO, BAM Ireland

**“WE ARE ALSO PROUD TO ANNOUNCE THAT WE HAVE RETAINED OUR POSITION ON THE CDP A LIST. THIS RANKS US IN THE TOP 2% OF THOUSANDS OF COMPANIES WORLDWIDE WHICH DISCLOSED THEIR ENVIRONMENTAL AND CARBON IMPACT THROUGH THE PROJECT.”**



**CLIMATE**

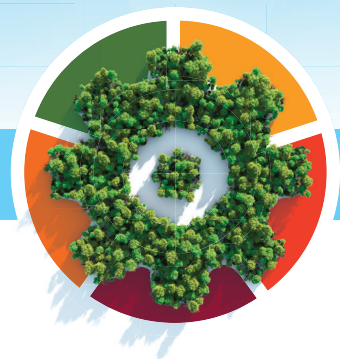
“To date, the construction industry has had significant environmental impacts, but many opportunities exist to reduce them,” CEO Theo Cullinane said.

“At BAM we are working towards having a net positive impact on climate change, material resources and people. We are very excited about this new partnership with the Irish Green Building Council and look forward to working with them and fellow members to deliver a fully decarbonised, resource efficient built environment.”

We are also proud to announce that we have once again retained our position on the CDP A List. This ranks us in the top 2% of thousands of companies worldwide which disclosed their environmental and carbon impact through the project.

On a wider scale, we implemented our 2021-2023 strategic plan to provide clients with best-in-industry capabilities, contribute to the global movement toward sustainability and provide employees with a safe and rewarding work environment.

This plan is aimed at the significant and expanding part of the construction industry being driven by clients' growing emphasis on sustainability. Clients are increasingly seeking resource conservation, energy efficiency and carbon reduction during the design, construction and operational phases of their projects. At BAM Ireland, we are working to deliver on these expectations.



## Excellence in CSR Communication

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### A&L Goodbody

#### Communication of ALG's Responsible Business strategy

There is little chance of achieving engagement and understanding from employees and key stakeholders without a well-communicated responsible business strategy. With remote working, A&L Goodbody redoubled its efforts to deliver strong communications to maintain momentum behind its various programmes and initiatives. This was also used to foster a sense of common purpose and connectedness among employees, and to maintain strong relationships with stakeholders. In a highly interconnected world A&L Goodbody could not afford to leave any doubt about its commitment to its responsible business obligations. It sought to drive awareness among its people, partners and stakeholders about its responsible business policy, objectives, initiatives and achievements through a communication strategy built on a culture of collaboration, inclusivity, listening and transparency.

A&L Goodbody

### AIB

#### AIB Sustainability Conference, Climate Finance Week Ireland 2020

The 2020 AIB Sustainability Conference was the fourth instalment of the event and the second consecutive year with AIB as lead sponsor of Climate Finance Week Ireland. The event underpinned AIB as leading the sustainable finance agenda and required transition to a low carbon economy in Ireland. It has also emerged as the leading sustainable finance conference in Ireland. Sustainability now sits as the fifth pillar in AIB's business strategy and this event has become its flagship initiative to demonstrate thought leadership and stakeholder engagement. The 2020 conference and climate finance week event saw 5,000+ people attend and 5.4 million impressions on social media.



### Boots Ireland

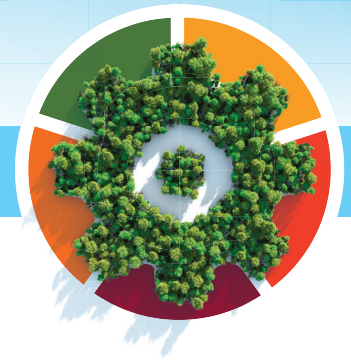
#### Boots Ireland 'Safe Space' Initiative

In June 2020, Boots Ireland launched a Safe Space initiative in partnership with Safe Ireland. Women who experience domestic violence can go to any one of 89 Boots stores and access a Safe Space in a pharmacy consultation room. In this confidential space they can contact one of the 39 frontline specialist domestic abuse services across the country and access free, confidential support and advice. Boots Ireland developed a strategic communications campaign to highlight the vital support that is available through its stores nationwide throughout the pandemic at a time when it was needed most.



It sought to drive awareness among its people, partners and stakeholders about its responsible business policy, objectives, initiatives and achievements.

A&L Goodbody



## Excellence in CSR Communication

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Earth's Edge

#### B Corp Awareness

In March 2021, adventure travel company Earth's Edge announced its new status as a B Corp. Not only was it a newly-recognised B Corp but it was also the highest rated B Corp in Ireland. To increase its impact, Earth's Edge initiated a campaign to encourage other businesses to undertake the rigorous assessment to become B Corp. Their belief was that increasing the number of businesses run in a sustainable and environmentally-aware manner would be better for businesses, people, and the planet. To spread this message, Earth's Edge launched a campaign over email, social media, blogs and via their podcast to actively encourage other businesses to follow suit and offered their own advice and assistance during the assessment process.



Their belief was that increasing the number of businesses run in a sustainable and environmentally-aware manner would be better for businesses, people, and the planet.

Earth's Edge

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### EirGrid

#### Pivoting to Virtual Engagement in response to Covid-19

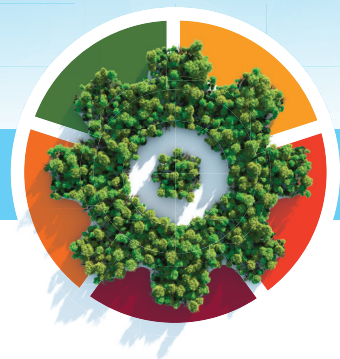
The challenging public health context of the Covid-19 pandemic had a significant impact on EirGrid's public engagement. Direct contact with communities, landowners and elected representatives were significantly affected as many of its normal means of engagement were no longer possible. EirGrid used this opportunity to accelerate its innovation in the digital engagement space. Initially, all planned project consultations for the first half of 2020 were postponed with this time used to build internal capacity to prepare for virtual engagement. Technical solutions including webinars, digital workshops, virtual exhibitions and microsites were investigated and liaison, communication, engagement and project management teams trained. This resulted in 23 successful public consultation events in 2020 with over 100 events now underway in 2021.



This resulted in 23 successful public consultation events in 2020 with over 100 events now underway in 2021.

EirGrid

**EIRGRID**



# Excellence in Community

- PARTNERSHIP WITH A CHARITY (LIC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

## A&L Goodbody

### PILA - Championing Change through Legal Pro Bono

Public interest law is the bedrock of human rights protection in Ireland. It is the law that goes to the very core of our society, affecting the rights, wellbeing, health and finances of our people as a whole. Most importantly, it advocates for those who are disadvantaged or marginalised. For over a decade, Public Interest Law Alliance (PILA) has been instrumental in nurturing a vibrant civil society network of students, academics and legal professionals who work to promote public interest law and nurture a growing pro bono culture in Ireland. A&L Goodbody has been on this journey with PILA, first as a member of the alliance and latterly as a Sustaining Partner and Founding Signatory of Pro Bono Pledge Ireland.



Having control over your money is fundamental to living independently but a communication barrier can diminish a person's confidence and impact their ability to do so.

AIB

A&L Goodbody

## AIB

### Building Inclusive Banking at AIB with the NOW Group

Having control over your money is fundamental to living independently but a communication barrier can diminish a person's confidence and impact their ability to do so. AIB's Vulnerable Customer Programme partnered with NOW Group to promote the rights and the voice of people with a learning difficulty or communication barrier. The NOW group is a member-led organisation whose participants invented the JAM Card as a way for people to indicate when they need 'Just A Minute'. Becoming JAM Card friendly allows AIB to show they understand the challenges their customers face and will support them on their own terms. The NOW Group and AIB work together to embed a culture of understanding, develop inclusive services and connect with customers.



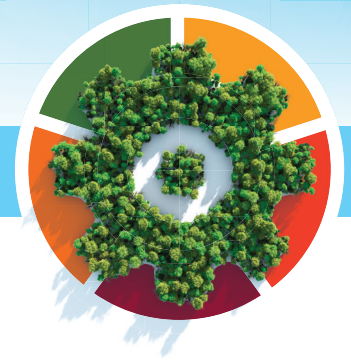
## Earth's Edge

### Equipment Lending Initiative with the Kilimanjaro Porter Assistance Programme

Through their work as an adventure travel company, Earth's Edge leads expeditions in high altitude locations around the world. Kilimanjaro is their most popular destination. Since the inception of the business, they have worked to ensure they are an ethical employer to the porters who help their clients on the mountain. This work is physically demanding and the porters don't have the benefit of high-tech clothing and equipment worn by Irish visitors. Since 2015, Earth's Edge has worked with the Kilimanjaro Porter Assistance Project to guarantee ethical workplace standards and run an equipment lending scheme. Through this partnership, they organise donations from their network of clients and send lightly-used mountain clothing and gear for porters to use on treks.

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## Excellence in Community – PARTNERSHIP WITH A CHARITY (LIC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Gas Networks Ireland

#### Gas Networks Ireland partnership with Age Action

Gas Networks Ireland has been a partner of Age Action since 2016, providing over €250,000 worth of carbon monoxide alarms to Age Action's Care and Repair programme. Over 50,000 carbon monoxide alarms have been installed to date and the partnership has grown significantly with GNI raising over €100,000 through its customer care survey process. In 2020, GNI provided financial support for Age Action's Covid-19 response and volunteers helped upskill older people to use smartphones and computers to keep in touch with loved ones. In 2021, GNI launched its 'Strong Roots, Green Shoots' campaign, a planet-friendly calendar of fundraising events in line with the company's sustainability ethos.



### Goodbody

#### The An Cosán Apprenticeship

In the current economic climate, corporate organisations face major recruitment and staff challenges. These include but are not limited to recruitment costs, high staff turnover, rising salaries, skills shortages, competing entities, and the prospect of full employment. The An Cosán Apprenticeship offers corporate partners skilled and motivated employees who are eager to take on a professional opportunity and enhance their longer-term employability. Furthermore, through developing a relationship with An Cosán, corporate organisations get an opportunity to positively impact a charity with deep roots in a local community and a fundamental focus on empowering people through education.



### John Cradock Ltd

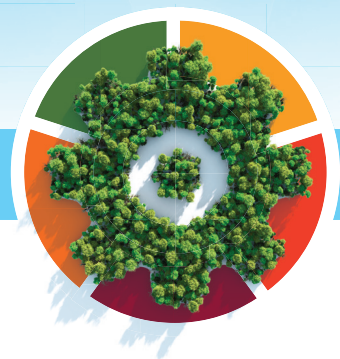
#### Jigginstown House - A residential facility for vulnerable young adults

Young adults exiting state care are at higher risk of homelessness with some among the most vulnerable members of local communities across Ireland. Homeless Care, a charity based in Kildare, was committed to addressing this issue. John Cradock Ltd shared this vision and established a long-term strategic partnership to deliver on their aligned goals. The partnership commenced with little fanfare but big ambition and reached its objectives in 2021 with the completion of a purpose-built residential training facility and the signing of a licencing agreement to secure its operation for the next three years. In collaboration with Kildare County Council and local society, it supports some of the most vulnerable members of the local community and enables them to reach their potential.



Young adults exiting state care are at higher risk of homelessness with some among the most vulnerable members of local communities across Ireland.

John Cradock Ltd



# Excellence in Community

- PARTNERSHIP WITH A CHARITY (LIC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

## KPMG

### Focus on Literacy - Gift a Book

KPMG's partnership with Children's Books Ireland on the Gift a Book campaign saw over 8,000 books distributed to children experiencing homelessness, living in direct provision and from the Travelling community. Providing access to books has the potential to reduce social inequalities and leverage future academic/job success. While improved literacy is a powerful tool for agency and socioeconomic advancement, reading for pleasure is also associated with supporting personal development such as increased empathy and prosocial behaviour, understanding of other cultures, community participation, decision-making and insight into human nature. KPMG and Children's Books Ireland have a shared vision on the importance of literacy and engaging as many people as possible in its ambition to extend the joy and love of reading.



## Permanent TSB

### Concert4Cancer brought to you by the Permanent TSB Community Fund

The impact of Covid-19 has significantly challenged the charity sector and the Marie Keating Foundation is no different. As a leading voice in Ireland for cancer prevention, awareness and support, it saw the provision of vital cancer services disrupted by the onset of a global pandemic. To help support delivery of these critical services, the Permanent TSB Community Fund joined with the Marie Keating Foundation for the Concert4Cancer event in August 2020. It featured a host of national and international stars including Ronan Keating, Gary Barlow and Riverdance and raised over €500,000. This enabled the Foundation to continue to provide critical support to the people of Ireland.



## SuperValu

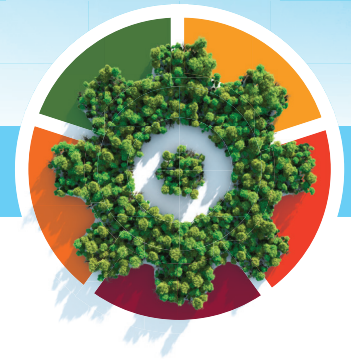
### SuperValu and AsIAM's 'Bridge Back to School', an autism-friendly resource

Every child in the country has been challenged by the pandemic but the lack of structure and routine was particularly difficult for families in the autism community. Building on their partnership with AsIAM, SuperValu developed Bridge Back to School, a valuable educational resource for the Autism community. The programme was developed in collaboration with AsIAM and experienced educator Professor Emer Ring of Mary Immaculate College. Initially planned to help those with high support needs prepare during the summer to return to school in September, 20,000 copies of the booklet were made available in SuperValu stores nationwide in July. It was also offered as a downloadable toolkit through the SuperValu website.



Providing access to books has the potential to reduce social inequalities and leverage future academic/job success. While improved literacy is a powerful tool for agency and socioeconomic advancement.

KPMG



## Excellence in Community – PARTNERSHIP WITH A CHARITY (MNC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Aldi Ireland

#### Aldi Ireland & FoodCloud Partnership

Food waste and food poverty are two large issues within Ireland. In order to reduce its food waste and help local communities around Ireland, Aldi partnered with FoodCloud, who redistribute food to local charities and communities. Surplus food redistribution is a win-win for people and our planet, and offers an opportunity to build a better, more sustainable and food-secure future for us all. Since partnering with FoodCloud in 2014, Aldi has donated over 2.16 million meals to over 200 charities saving the sector over €2.6 million. The partnership continues to grow with Aldi expanding its donations to a larger number of communities in 2021 and they are aiming to donate 2.25 million meals by the end of 2021.



### Boots Ireland

#### Boots Ireland and The Irish Cancer Society Partnership

Boots Ireland and the Irish Cancer Society continue to work with a shared vision to raise awareness and promote cancer prevention and early detection, and to provide support to those affected by cancer. Boots continues to use the expertise of their Boots Irish Cancer Society Information Pharmacists and Boots Cancer Beauty Advisors to support those affected by cancer and engages colleagues in fundraising activities for the Night Nursing service. This provides up to 10 nights free end of life care, allowing patients to pass at home surrounded by family and loved ones while receiving very special care. The partnership has provided over 6,300 nights of care and over €2.1 million in fundraising. It extended support for the partnership as the main sponsors of Daffodil Day since 2018.



### Diageo Ireland

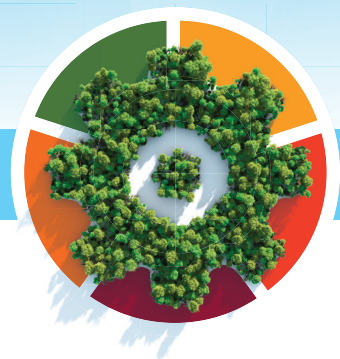
#### Dublin City Volunteer Centre: Together for Christmas campaign

The Lord Mayor of Dublin and Diageo collaborated to support the Dublin City Volunteer Centre with its Together for Christmas campaign. Through the campaign, Diageo provided 200 Christmas gift boxes to the value of €10,000 containing personal care items for vulnerable groups including asylum seekers, homeless people and families in refuges. Diageo strengthened its support for the charity and engaged its workforce by hosting a festive employee fundraising event to raise additional funds for the charity and its Christmas campaign.



Surplus food redistribution is a win-win for people and our planet, and offers an opportunity to build a better, more sustainable and food-secure future for us all.

Aldi Ireland



## Excellence in Community - PARTNERSHIP WITH A CHARITY (MNC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Intel Ireland

#### Intel Signature Charity Program

Intel's Site Charity Program efforts include cash donations and matching funds, deployment of employee volunteers and work with partners to support long-term community rebuilding efforts with a charity. Intel partnered with CHI Crumlin and listened to the needs of the charity with 1 in 100 children in Ireland now being born with a structural heart defect of some kind. The need for CHI Crumlin to have the most innovative technology to care for these patients is vital and the operating beds that Intel employees raised funds for was essential. Intel volunteered over 2,700 hours of time through various events and clubs, and donated laptops to ensure staff had the foundations in place to continue working from home during the pandemic.



If someone is there and can start performing CPR quickly, they can double or even triple a person's chances of survival.

The Irish Heart Foundation, Abbott & ESB Networks

### Microsoft Ireland

#### Microsoft Empowering Enable Ireland's Virtual Service Centres for Adults

When the pandemic hit, Enable Ireland's Day Centres were forced to close. This meant that Service Owners who availed of these services each day were isolated at home with limited contact and engagement with the outside world. Microsoft worked with Enable Ireland to develop a Virtual Service Centre which was initially piloted with two Dublin Services and then successfully rolled out to Adult Services in 13 locations. Microsoft supported Enable Ireland at all stages from ideation to design, training and delivery. The team at Microsoft remain available to Enable Ireland as they constantly look to refine the model to ensure the virtual services remain available in a post-pandemic environment to allow them to reach more people in need.

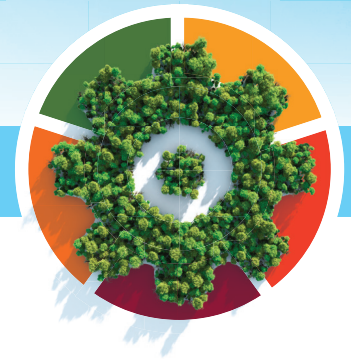
### The Irish Heart Foundation, Abbott & ESB Networks

#### The Hard and Fast Rule

Thousands of people die every year in Ireland from a cardiac arrest and approximately 70% of those happen at home in front of a loved one. If someone is there and can start performing CPR quickly, they can double or even triple a person's chances of survival. With Covid-19 restrictions forcing the cancellation of vital nationwide CPR training for 100,000 people, the Irish Heart Foundation, Abbott and ESB Networks produced a successful multi-platform campaign that brought two simple lifesaving steps to an audience of millions, potentially saving many lives in years to come. A fun and entertaining approach, combined with hard-hitting first-person stories, a digital-first media plan and clever use of resources ensured the campaign cut through in a packed media environment of Covid-19 public health messaging.



## Excellence in Community - VOLUNTEERING (LIC\*)



\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Arthur Cox

#### Arthur Cox's Innovative Virtual Engagement with The Early Learning Initiative

Since April 2020, and the onset of the pandemic, Arthur Cox continued to work with its long-term partner, the Early Learning Initiative, on an innovative virtual engagement programme. By pivoting online, its volunteers continued to help many young people in disadvantaged communities to progress on their educational journeys despite Government restrictions as a result of the pandemic.

**ARTHUR COX**

### Earth's Edge

#### Explore, Experience, Evolve

Earth's Edge specialises in adventure trips to locations like Kilimanjaro, Machu Picchu and Everest Base Camp. But they're well aware that expeditions such as these aren't within everyone's grasp. To address this, the company launched Explore, Experience, Evolve. Through its voluntary work and connection with Warrenmount School, Earth's Edge takes groups of marginalised female students on free outdoor adventures to experience the physical and mental benefits of exploring the great outdoors. These adventures within Ireland help them feel empowered, happy and enthusiastic about fitness and the outdoors. As the initiative has evolved over the years, it now serves as a reward for students who report good attendance and behaviour.

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### Gas Networks Ireland

#### Gas Networks Ireland's 10-year volunteering partnership with Junior Achievement Ireland

Gas Networks Ireland (GNI) has been an enthusiastic supporter of Junior Achievement Ireland (JAI) for ten years. Over 350 GNI volunteers have facilitated JAI programmes while GNI has partnered with JAI to roll-out numerous STEM education initiatives to students across Ireland. The GNI-supported Energize STEM programme is JAI's most popular with more than 5,000 students participating each year. GNI has supported over 1,000 volunteers from businesses across Ireland to deliver STEM programmes and 25,000 primary students nationwide have been introduced to science through initiatives supported by GNI. GNI volunteers help young people of all ages to fully understand the role that education will play in shaping their futures and equip them with the skills, knowledge and confidence needed to succeed in the changing world of work.

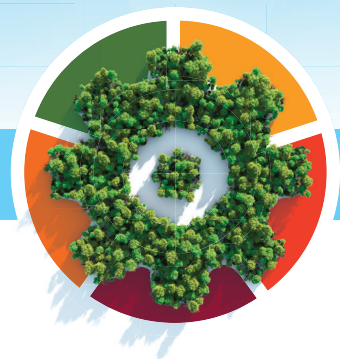
 **Gas  
Networks  
Ireland**

### KPMG

#### KPMG BOLD GIRLS meets 20x20 initiative

The KPMG BOLD GIRLS meets 20x20 initiative highlighted inequalities around women in sport. Female athletes still receive only a small proportion of the media coverage their male counterparts receive, smaller attendance at events and lower prize pots. 20x20 aimed to create a cultural shift in the perception of women in sport. While successful, KPMG sought to extend its reach by supporting primary schools with in-class learning, engagement and debate. In 2020, KPMG took its existing BOLD GIRLS programme and reinvented it with a focus on the 20x20 campaign as a way to support women in sport by focusing on literacy in the classroom and volunteer work. This unique initiative made it easy for schools to continue the valued discussion about female equality through books and KPMG resources to support engagement.

**KPMG**



## Excellence in Community - VOLUNTEERING (MNC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Abbott

#### ASPIRE with Abbott

ASPIRE with Abbott is an innovative first-of-its-kind digital STEM (Science, Technology, Engineering and Maths) showcase. It offers attendees a unique STEM conference experience and the opportunity to connect with some of Ireland's most fascinating STEM ambassadors. In 2020, this included 51 individual speakers across 16 sessions featuring Abbott employees, NASA Datanaut Fionnghuala O'Reilly, Dr Niamh Shaw, Gaming Engineer Brenda Romero and more. With 15 STEM education organisations on hand, the event also provides students across Ireland with health and wellness supports on nutrition, sleep, exercise and mental health. A flagship event for Science Week, in partnership with Science Foundation Ireland, ASPIRE with Abbott prides itself on being one of the most diverse, inclusive and accessible STEM events of the year.



With 15 STEM education organisations on hand, the event also provides students across Ireland with health and wellness supports on nutrition, sleep, exercise and mental health.

Abbott

### Facebook Ireland

#### Facebook Ireland's Social Good Programme

Facebook Ireland's Social Good programme aims to foster an internal community that cares by empowering employees to have a positive real-world impact in their communities. Managed by a voluntary local committee, Facebook Ireland created volunteering and engagement opportunities which allowed employees to contribute time, skills and money to the causes they care about the most. The team delivered 'Friday for Good', a free monthly workshop series open to non-profits and charities. Facebook employees introduced NGOs to the digital tools available on Facebook and Instagram and offered one-to-one creative inspiration and consulting about the non-profit's aims and challenges. The team also delivered quarterly events to engage employees with the causes they identified as the most important issues to support with over 1,700 participants and more than €200,000 raised.



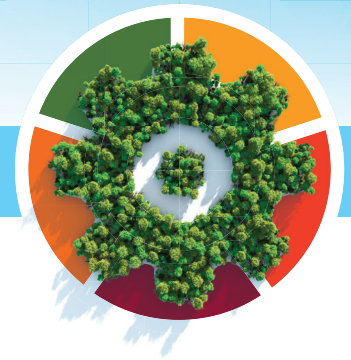
### Intel Ireland

#### Intel Involved - Volunteering through a Pandemic

During 2020, Intel adapted its Involved Program to meet the social needs and changes that arose due to Covid-19. Volunteering has been part of Intel's culture since its inception and is supported through all levels and leadership within the business. Recognising its employees could not volunteer in the traditional way, the company found ways to adapt. To respond to the needs of its communities, Intel employees took to Zoom to provide classes and training while others made PPE. The company's employees stepped up and volunteered over 178,000 hours - more than ever. This achievement conveys the resilience, determination and commitment to volunteering that has been demonstrated by Intel's employees throughout this pandemic.



## Excellence in Community - VOLUNTEERING (MNC\*)



\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Medtronic

#### Spotlight Pilot - Medtronic and COPE Galway

407 employees. 1,463 hours. 1,913 beneficiaries. This programme was launched in December 2020 and was completely revamped due to Covid-19 restrictions. Medtronic employees offered their time, skills and voices to support COPE Galway at a time of immense pressure and concern in the community. A menu of volunteering opportunities was provided to employees to accommodate all levels and time commitments. Some packed hampers to brighten a socially-distanced Christmas, others taught IT and financial planning skills, more supported wellness and resilience opportunities for charity volunteers and hundreds attended virtual advocacy sessions to learn how their voice could improve the lives of others. This is not the end of the Medtronic and COPE Galway partnership but was a special and memorable highlight for all involved.



A menu of volunteering opportunities was provided to employees to accommodate all levels and time commitments.

Medtronic

**Medtronic**

### VMware

#### Virtual Volunteering at VMware

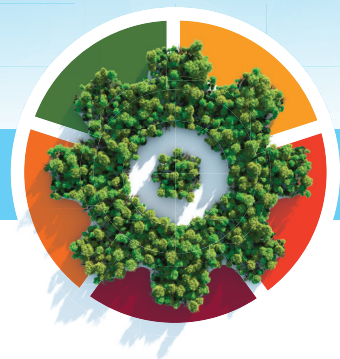
VMware Ireland has a culture of service that has been cultivated over several years through a daily schedule of in-person volunteering opportunities. With the onset of the Covid-19 pandemic, VMware quickly pivoted this focus from in-person volunteering to virtual volunteering to uphold its culture of service. VMware Ireland has shown resilience in being able to adapt to the changing CSR landscape to provide safe and flexible volunteering opportunities to their workforce in Ireland of over 1,000 employees. VMware calls this Service Learning and it is a key part of daily life at the company. Employees have benefited from the new virtual flexible volunteering options which has allowed them to remain connected to the community while making positive impacts to causes important to each individual.



Employees have benefited from the new virtual flexible volunteering options which has allowed them to remain connected to the community while making positive impacts to causes important to each individual.

VMware

**vmware**



# Excellence in Community

- COMMUNITY PROGRAMME (LIC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

## A&L Goodbody

Supporting social inclusion through our educational programmes

Supporting social inclusion through our educational initiatives is an important part of A&L Goodbody's overall responsible business strategy. Now more than ever social inclusion is an extremely prevalent issue as the effects of the Covid-19 pandemic show that inequalities are growing in our society. Giving young people access to additional educational opportunities is core to what we want to achieve with our partnerships in the local community. We hope that through the various programmes we support, this will also increase the students' chances of progressing to college, completing third-level education and entering into employment.

## AIB

AIB Together - AIB's community programme

AIB Together is a Group-wide community programme of core partnerships, volunteering, corporate giving and fundraising. As well as significant financial investment into core partners FoodCloud and Soar, this programme offers two days per year for each employee to volunteer for local charities or community organisations. To date, AIB employees have donated over 9,000 hours to a wide range of charities and causes. Key themes of the programme are supporting sustainable communities, with a specific focus on youth and education, and social entrepreneurship.

## Arthur Cox

The Arthur Cox Virtual Legal Education Programme for DEIS Schools

The Arthur Cox Virtual Legal Education Programme has partnered with DEIS schools located in disadvantaged communities to deliver interactive and fun legal education training throughout the pandemic. To date, four DEIS schools and 120 students have benefitted from this online interactive project, delivered by a team of 50 Arthur Cox staff, representing over 250 volunteer hours. The development of the Arthur Cox Virtual Legal Education Programme has allowed delivery of an online programme that provides students with awareness, knowledge and understanding of rights and legal issues, together with the confidence and skills they need to deal with disputes and gain access to justice.

## Earth's Edge

The Porter Project: Interest Free Micro Business Loans

While adventure travel company Earth's Edge was greatly impacted by Covid-19, its immediate concern was the welfare of the freelance porters, guides and cooks it works with around the world. Despite its own revenue falling by more than 90% in 2020, Earth's Edge launched an initiative to provide interest-free small business loans in Tanzania, Peru and Nepal. The project funded 17 new businesses and projects ranging from goat farms and phone shops to agricultural initiatives and crops. To fund the scheme, it launched a campaign that donated 50% from each booking deposit for a new trip made between now and 2025. This scheme initially raised €10,979 and created projected income of €160,000 for Earth's Edge which will also support employment for their teams worldwide.

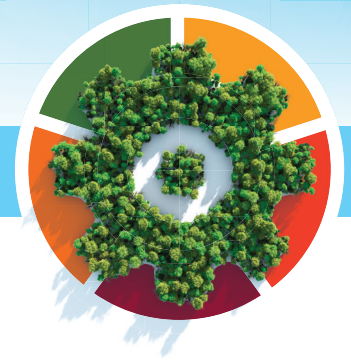
A&L Goodbody



ARTHUR COX

EARTH'S EDGE™  
explore · experience · evolve





## Excellence in Community - COMMUNITY PROGRAMME (LIC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Gas Networks Ireland

#### Gas Networks Ireland supports schools through BITCI's Schools Business Partnership

GNI has a long history of supporting communities across Ireland. Education is a key vehicle for this and the company has supported BITCI's SBP programme for 17 years. Initially as pilot funder for the now hugely successful Time to Read programme, it has also maintained links with schools local to its Cork and Dublin offices. Some of its school partnerships have existed for over 15 years and its support of the SBP is its longest running CSR initiative. Since 2005, GNI employees have delivered over 20,000 volunteering hours and positively impacted 800 secondary students and 230 primary students. This long-standing partnership has changed the lives of the children and their families and is also greatly enhancing employee engagement and enjoyment.



### KPMG

#### Making a Difference

Giving back to the communities in which it operates is an important part of KPMG's mission. The company works with individuals and community groups to make these areas better places to live. Education is a key pillar of its Corporate Citizenship strategy which KPMG considers paramount to developing a society for future success. During 2020, KPMG introduced distant volunteering opportunities that could be undertaken safely from home and identified three areas that were most in need of support during the pandemic. These were Elderly isolation, Education and Employment. It then partnered with organisations to provide 130 engaged KPMG volunteers who offered their support safely from their homes.



### Permanent TSB

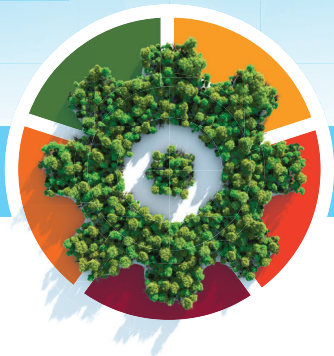
#### Building Affordable Family Homes - A Partnership With Ó Cualann

The housing crisis is arguably the biggest social and economic issue that has faced Ireland in recent years and the onset of the global pandemic has only amplified the challenge. In July 2020, Permanent TSB announced a three-year partnership with Ó Cualann to support the agency in developing fully integrated, co-operative and affordable housing schemes in communities across the country. As part of the partnership, Permanent TSB will provide Ó Cualann with €350,000 to fund the resources needed to accelerate its plans to build over 1,800 houses across Ireland over three years. The partnership, and the Ó Cualann model, is an innovative way to address the housing crisis and is the first of its kind in Ireland.



Now more than ever social inclusion is an extremely prevalent issue as the effects of the Covid-19 pandemic show that inequalities are growing in our society.

A&L Goodbody



## Excellence in Community – COMMUNITY PROGRAMME (MNC\*\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Abbott

#### Croí an Óir: Supporting Our Communities

Abbott, which has called Ireland its home for 75 years, passionately believes in supporting its communities through economic development, volunteering and establishing successful community partnerships that create lasting positive impacts in the locations in which people work and live. Abbott employees have a passion for volunteerism, local communities and helping others, the core values of Abbott's Croí an Óir programme. Through Croí an Óir, volunteer leaders at all nine sites in Ireland share a commitment to deliver their positive influence nationwide by giving their time, expertise and enthusiasm to share key skills, collaborate with local partners and help strengthen communities across Ireland.



### Aldi Ireland

#### Aldi's Community Grants Programme

In an effort to support local communities and employee engagement, Aldi Ireland launched the Community Grants Programme in 2016. Each year, the Aldi Community Grants Programme gives employees from each store, office and Regional Distribution Centre the opportunity to nominate and vote for a local charity to receive a €500 donation from Aldi. Since 2016, Aldi employees have supported over 750 different charities and community groups around Ireland through Aldi's Community Grants, covering a wide range of causes, including mental health, rescue services and homelessness. By the end of 2020, a total fund of €375,000 has been donated through this programme.



### Boots Ireland

#### Dementia - Understand Together Campaign & Boots

Boots Ireland, a partner of the Dementia: Understand Together campaign has undertaken a significant step in supporting people living with dementia in communities across Ireland by providing training to all staff that will promote a dementia-inclusive environment across its 89 retail and pharmacy outlets. The training module helps staff to identify people with dementia when they visit a store or pharmacy and the ways in which a staff member can facilitate a dementia-inclusive experience for the customer. With 11 people per day continuing to receive a diagnosis, community inclusivity is key to the well-being of those affected by Dementia.

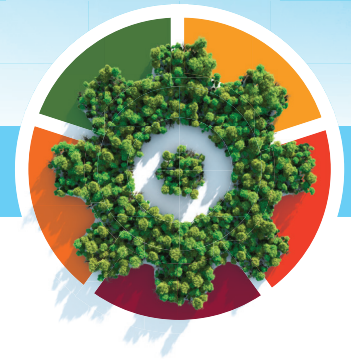


### Canada Life Reinsurance Ireland

#### Water for Life

Canada Life Reinsurance, together with its community partner O'Connell School in Dublin, launched Ireland's first Smart Water Station. O'Connell School serves the community of Dublin's inner city and has a diverse mix of nationalities, many having started their journey as refugees living in temporary accommodation nearby. The partnership identified a challenge of children bringing sugar-based soft drinks to school and the impact on health and plastic waste in the school and environs. A local supplier, Water Stations Ireland was sourced to develop a Smart Water Station. The first in Ireland, the station provides a data usage dashboard which is used for maths projects and sustainability awareness. Through the project, two students will start an apprenticeship with Canada Life Reinsurance after their Leaving Certificate.





## Excellence in Community – COMMUNITY PROGRAMME (MNC\*\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Diageo Ireland

#### Guinness Raising the Bar

Raising the Bar is a €14 million fund established by Diageo, maker of Guinness, in June 2020 to support pubs and bars across the island of Ireland to overcome the impact of the Covid-19 pandemic and help them prepare for reopening. Available for a period of two years, the fund is focused on the provision of practical equipment and confidence-building measures needed for outlets to reopen and operate on a safe and sustainable basis. Since its launch, over 5,000 businesses have registered and 21,000 staff have been provided with Government-approved training to support Covid-19 compliance. The initiative funded the creation of a dedicated mental health and financial support helpline and will continue to support pubs throughout 2021 and 2022.

**DIAGEO**  
IRELAND

### DMG Media

#### Supporting Communities Across Ireland through Covid-19 campaign

DMG Media's Supporting Communities Across Ireland through Covid-19 strategy acted as a lifeline to Irish SMEs and the entertainment industry by supporting small businesses with free advertising and Irish artists and venues with free broadcast studio events. This allowed these businesses and artists to maintain contact with DMG Media's audience of 3.6 million while also upskilling and learning to do business online. As the largest sales drive in the history of DMG Media, the initiatives also built the DMG Media team's company pride, developed a greater sense of purpose and increased job satisfaction. It had the further benefit of fostering national pride and reconnection with experiences lost during the pandemic.


**dmg::media**  
Ireland

### Zimmer Biomet

#### Hop On Board

Zimmer Biomet, a medical device manufacturer of orthopaedic implants in the Mid-West, wanted to help alleviate anxiety within the educational community when it was time for staff and students to return to the classroom. An information and discussion event for principals, featuring practical advice and safety resources, aligned with Government Covid-19 guidelines, was organised to enable principals to learn about best practice and share knowledge with their peer group. Child-friendly signage was created to help promote the message for the target audience while team members utilised skills from the workplace to ensure that classrooms were set up in a socially-distanced manner and mounted signage in prominent areas. This has allowed for safe reopening and the return to primary school of over 4,000 children.

 **zimmer**

  
The initiative funded the creation of a dedicated mental health and financial support helpline and will continue to support pubs throughout 2021 and 2022.

Diageo Ireland

## Available in

SMALL,  
MEDIUM  
and  
LARGE

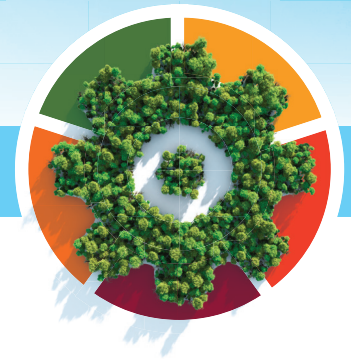


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CREATIVE  
EVENTS  
STRATEGY

## Excellence in Environment (LIC\*)



\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### AIB Group plc

#### Pledging to do More - Net Zero in AIB

The climate challenge is unlike any other and has strengthened AIB's steadfast commitment to sustainability leadership. For AIB, that means reducing its carbon footprint across its operations and helping customers make the transition to a low-carbon economy. AIB is committing to achieve carbon neutrality across operations by 2030 using a net zero approach. By 2040, its ambition is to align its customer lending portfolio across all sectors to net zero carbon emissions (with the exception of agriculture which will likely need greater support to align with the Government of Ireland's Climate Action Plan). These commitments will mean more financing for activities that are better for the environment, less for the things that do harm and support for customers on every step of the journey.



### Earth's Edge

#### Tree Planting Programme

As an adventure travel company, Earth's Edge runs expeditions to some of the most beautiful places on Earth, from Kilimanjaro to Machu Picchu. However, they know that flying to these destinations has a huge impact on the environment. In response to this, they launched a Tree Planting Programme which sees three native trees planted in Ireland for every Earth's Edge client. Instead of outsourcing this scheme, they do all of the planting themselves with community-based planting events taking place every year. To date, this programme has resulted in the planting of over 2,500 native Irish trees.



### Gas Networks Ireland

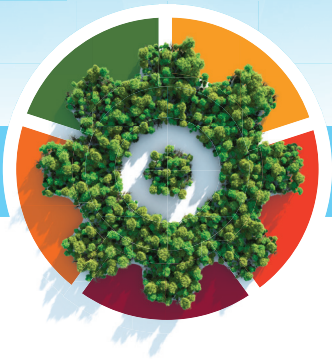
#### Carbon Footprint Reduction Roadmap

Climate Change is one of the most urgent global challenges. Gas Networks Ireland's vision is for the gas network to evolve to become net zero carbon by 2050. In doing so, it will support emissions reductions across every sector of the Irish economy at the lowest cost possible. GNI's carbon reduction roadmap project is instrumental in driving carbon reduction and energy efficiencies across its own operations. It will continue to work with stakeholders and is committed to being transparent about its sustainability performance and reporting on its GHG/ carbon emissions in line with best practice.



By 2040, its ambition is to align its customer lending portfolio across all sectors to net zero carbon emissions (with the exception of agriculture which will likely need greater support to align with the Government of Ireland's Climate Action Plan).

AIB



## Excellence in Environment (LIC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)



A key part of those sustainability ambitions is addressing environmental concerns. That includes steering the sustainable management and use of natural resources while contributing to the circular economy to drive environmental improvements.

John Sisk & Son

### Hotel Doolin

#### Hotel Doolin – Ireland’s first carbon neutral hotel and its work during the pandemic

During the first lockdown, Hotel Doolin had to close and used this time as an opportunity to contribute to the local community. The hotel staff met with many people whom they hadn’t previously known and it provided staff with the opportunity to have a positive impact on the lives of people in the locality. Hotel Doolin also spread the message of how to become a carbon neutral hotel by organising webinars for other businesses and offered several site visits before the pandemic. Hotel Doolin was the first hotel to be certified as carbon neutral by Green Hospitality and invested significant amounts of its own time to guide other businesses in how to achieve the same outcome.



### Irish Water

#### Embedding Sustainability in Water Services

Irish Water is passionate about improving the sustainability of water services and playing its part in building a more sustainable future. To do this, it is implementing strategies to support a sustainability framework aligned with the UN Sustainable Development Goals (SDGs) and taking a proactive approach to sustainability across its water and wastewater assets. The UN SDGs have set an ambitious framework and provide for a water-specific goal (Goal 6) to ensure the availability and sustainable management of water and sanitation for all. Irish Water has made significant progress on its sustainability journey and, as guardians of Ireland’s water and wastewater assets, has a dedicated sustainability team to integrate and embed sustainability and sustainable development within the company.



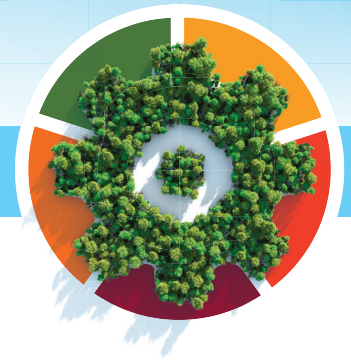
### John Sisk & Son

#### Sisk’s 2030 Environment Commitments

Sisk has developed a long-term strategy to ensure sustainability is embedded into its business. A key part of those sustainability ambitions is addressing environmental concerns. That includes steering the sustainable management and use of natural resources while contributing to the circular economy to drive environmental improvements. It is also focused on tackling climate change and air pollution by driving energy efficiency and reducing its carbon footprint as it works towards carbon neutrality. The climate emergency represents an urgent challenge with Sisk committed to playing its part by standing up and demonstrating leadership through its actions.



Established 1859



## Excellence in Environment (MNC<sup>\*\*</sup>)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Aldi Ireland

#### Aldi's Plastic & Packaging Pledges

The production of plastic is increasing globally which has resulted in a rise in plastic waste. Aldi's pledge to reduce and remove unnecessary waste from its products addresses its ongoing commitment to becoming a more sustainable business across its entire product range. To date, this project has seen the removal of over 2,050 tonnes of virgin plastic, the transition of 930 tonnes of non-recyclable packaging to recyclable packaging and the removal of difficult to recycle plastics from stores.



### Diageo Ireland

#### Sustainable waste beer disposal initiative

The key aim of this project was to process returned beer into environmentally sustainable products. Diageo committed to taking back unsold, out-of-date kegs of beer from customers. This equalled more than 550,000 kegs from Ireland and abroad. Diageo diverted the returned beer to be processed in three environmentally-sustainable ways. Almost 90% of it was 'land spread' to fertilise Christmas trees at a farm in Ireland. The remainder was almost equally divided for use in composting and at one of the first commercial anaerobic digestion facilities to produce environmentally-friendly biogas as a replacement for fossil fuels.



### Lilly Kinsale

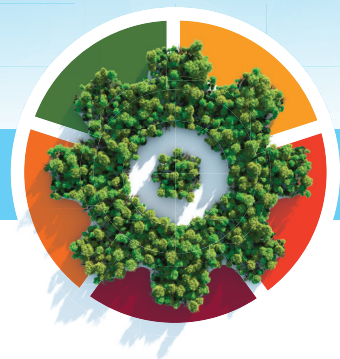
#### Lilly Kinsale Solar Farm

Pharmaceutical company Lilly partnered with renewables specialist Enerpower to install a 16-acre solar farm at its manufacturing site in Kinsale, Co. Cork. The solar farm required a €5m investment by Lilly, Enerpower and SEAI and led to the installation of over 12,600 solar panels across three fields at the Lilly Kinsale manufacturing site. At maximum output these panels can provide close to 4.5 MWp (or approx. 65%) of the site's projected 2021 purchased power or the equivalent power consumption of 500 homes. It is a significant contributor to Lilly's sustainability objectives by reducing the site's carbon footprint by over 2000T per year and is currently the largest private 'behind the meter' solar development in Ireland.



To date, this project has seen the removal of over 2,050 tonnes of virgin plastic, the transition of 930 tonnes of non-recyclable packaging to recyclable packaging and the removal of difficult to recycle plastics from stores.

Aldi Ireland



## Excellence in Environment (MNC\*\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Intel Ireland

#### Biodiversity caring for the environment

Through its voluntary work on biodiversity both on-site and in its communities, Intel Ireland has established programmes to help move the dial in a positive way. By helping employees, students in our local schools and members of the broader community understand the importance of taking action, Intel aims to build more sustainable communities. To date, it has enhanced, restored, and created biodiverse habitats in and around its campus and ensured continuous improvement by embedding biodiversity into its Environmental Management System. Intel Ireland has amplified the impact of these initiatives beyond the limits of its site by supporting local partnerships for nature and engaging employees in efforts to support local wildlife.



### Irish Distillers

#### Sustainable Green Spring Barley scheme

In 2020, Irish Distillers launched a tailored sustainability programme for barley growers - the Sustainable Green Spring Barley Scheme - which aims to support the long-term viability of the spring barley sector in Ireland by incentivising farmers to deliver further environmental benefits on their farms.



### Microsoft Ireland

#### Microsoft Ireland's Renewable Energy Project in Partnership with SSE Airtricity

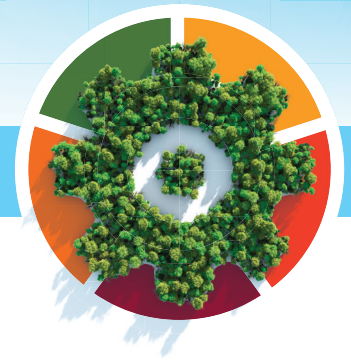
A shared commitment to help build sustainable energy solutions in Ireland has brought Microsoft and SSE Airtricity together to deliver an innovative renewable energy generation project. Through this project 27 schools have had state-of-the-art, internet-connected solar PV installed on their rooftops. With an investment of close to €1 million, these schools can now power classrooms using energy generated from their own roof, reducing their carbon footprint and their costs. Microsoft Azure IoT aggregates the generation data from the schools and over 15 years, it is expected the solar panels will produce enough clean energy to offset more than 2.1 million kilograms of harmful CO2 emissions. Working together, Microsoft and SSE Airtricity hope to develop the energy saving and carbon reduction potential of rooftop solar across Ireland.



The Sustainable Green Spring Barley Scheme – aims to support the long-term viability of the spring barley sector in Ireland by incentivising farmers to deliver further environmental benefits on their farms.

Irish Distillers





## Excellence in Workplace (LIC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### A&L Goodbody

#### Reset. Revive. Thrive.

The purpose of Reset. Revive. Thrive is to reset and clarify goals and expectations to help drive performance, revive and re-energise how staff connect and develop and improve skills in areas that will assist the business to thrive as it moves forward in a changed environment. Five areas were identified as essential to A&L Goodbody's ability to thrive in this environment: Connect – within and across teams. Contribute – motivate staff to sustain high performance and contribute to the team and firm. Learn – help employees to learn and develop. Adapt – identify new ways of working, communicating and connecting that support staff to thrive in a remote environment. Stay Well – make the wellbeing of all a priority.

**A&L Goodbody**

### AIB

#### Power of the Collective

AIB has created a community of trained wellbeing professionals across its organisation known as wellbeing advocates. This passionate community of trained professionals plays a key role in embedding wellbeing as a bedrock of performance in the way AIB operates. Power of the Collective is a wellbeing programme that has been designed by staff, for staff.



### Earth's Edge

#### Workplace Wellness

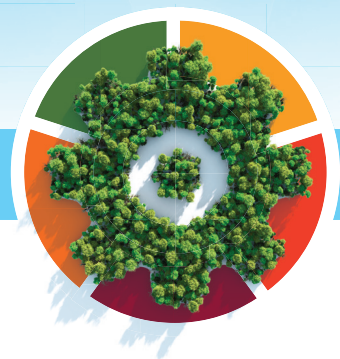
Responding to the disruption and stress caused by Covid-19, adventure travel company Earth's Edge worked to create a workplace in which its team felt supported, safe and encouraged. As they switched to virtual working, the company launched a Workplace Wellness initiative with three main objectives. Through its Virtual Office Stewardship, Earth's Edge helped employees maintain the company's strong sustainability policy while away from the office. To support each employee to stay fit and healthy, it provided a physical training programme with free personalised fitness training and online physiotherapy. Finally, it sought to maintain its tight-knit sense of community through the introduction of a series of virtual team building initiatives.

**EARTH'S EDGE™**  
explore · experience · evolve



To support each employee to stay fit and healthy, it provided a physical training programme with free personalised fitness training and online physiotherapy.

**Earth's Edge**



## Excellence in Workplace (LIC\*)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### KPMG

#### KPMG Wellbeing

The KPMG Wellbeing programme aims for company staff to get the most out of their work life and home life. In 2020, the company went digital to support a new working from home approach and provided staff with the flexibility and tools required for their changed circumstances. During the course of the year, KPMG offered over 20 virtual wellbeing initiatives to staff from webinars on sleep management, guided meditation, mental health, first aid training, cooking demonstrations, yoga, avoiding burnout, eating during a pandemic and online gym classes. The company strives to provide an optimal place to work and in turn provide the best service for its clients.



In 2020, the company went digital to support a new working from home approach and provided staff with the flexibility and tools required for their changed circumstances.



KPMG

### SSE Airtricity

#### SSE Airtricity, proud sustainability partner to Dublin Zoo

As Ireland's largest generator and provider of green energy, SSE Airtricity is serious about delivering a positive impact in society and is committed to supporting customers and communities as it works towards a cleaner, greener future. SSE Airtricity has been a proud Sustainability Partner of Dublin Zoo since 2017. Dublin Zoo attracts over one million visitors every year, making it Ireland's favourite family attraction. Dublin Zoo not only offers a great day out but a journey of learning and discovery about wildlife, conservation and sustainability. The sustainability partnership affords SSE Airtricity a unique opportunity to deliver on its commitment to a greener future while supporting the conservation and sustainability efforts of Dublin Zoo.

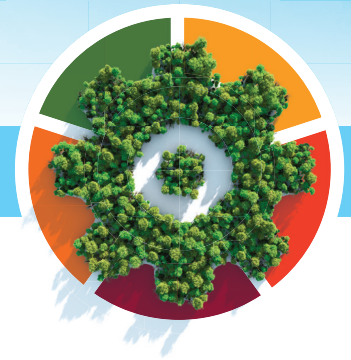


Dublin Zoo not only offers a great day out but a journey of learning and discovery about wildlife, conservation.



SSE Airtricity

## Excellence in Workplace (MNC<sup>\*\*</sup>)



\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Abbott

#### LiveLifeWell (Empowering employees to live healthier, fuller lives)

The LiveLifeWell programme celebrates the power of good health by connecting employees with innovative, on-demand health promotion campaigns and resources. Developed from employee feedback and needs assessments in addition to reviewing health metrics, Abbott created a new holistic approach to employee health and provided innovative ways for employees to get involved regardless of age, location or physical abilities. This programme is led by a team of committed volunteers from across all nine sites who share a passion for good health and work to promote wellbeing among 4,500 Abbott employees. In 2020, over 1,300 employees availed of its wellbeing offerings and, for the first time, family members of employees were offered the opportunity to connect to these programmes.



### DAC Beachcroft Dublin

#### Flex Forward

Flex Forward is a new approach to work which will see the firm introduce three types of dynamic, location-based working – office-focused, hybrid, and fully flex – to offer employees maximum flexibility. In addition, the firm will introduce a more flexible approach to working time by relaxing core hours and allowing employees to flex their hours across the day and week. David Pollitt, DAC Beachcroft's Managing Partner, explains Flex Forward: "If someone wants to start work early, carve out an hour to go to the gym and another hour to do the school pick-up, all while working from home, Flex Forward supports that. It also supports our strategy to strengthen client relationships and improve our service by providing the increasing agility our clients expect."



### Diageo Ireland

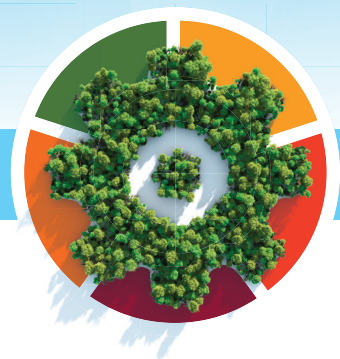
#### Diageo Ireland: Focus on Wellbeing

Achieving a work-life balance has never been more important when set against the impact of Covid-19. Diageo Ireland: Focus on Wellbeing aims to ensure that employees are happy, healthy and able to celebrate life every day, everywhere. The strands of Diageo's Focus on Wellbeing initiative provide an integrated approach that empowers and enables employees to "live" the dimensions of wellbeing both at home and at work. The employee-led Wellbeing Warriors is a holistic programme which offers targeted interventions to support working, physical, and mental wellness. The Future of Working flexible philosophy provides principles for employees and managers to agree working patterns that optimise the ability of employees to deliver their best work. Diageo's parental leave policy is another key part of this approach.



“  
Flex Forward is a new approach to work which will see the firm introduce three types of dynamic, location-based working – office-focused, hybrid, and fully flex – to offer employees maximum flexibility.”

DAC Beachcroft  
Dublin



## Excellence in Workplace (MNC<sup>\*\*</sup>)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### John Sisk & Son

#### Sisk's Health and Wellbeing Programme

Sisk's health and wellbeing strategy takes a proactive approach to both prevent ill health and promote positive health. Care and consideration are taken to ensure programmes are available to all employees across Ireland, UK and mainland Europe. In 2020, Sisk focused on reacting to Covid-19 and the additional needs of its employees. Among the programmes offered were Management of a Suspected or Confirmed Case, Private Testing Options, a Covid-19 Q&A, a Flu Vaccine programme and detailed information guides. The mental health of employees is at the forefront of all Sisk initiatives. To assist staff, the company provides an informal peer support programme and an Employee Assistance Programme with a dedicated wellbeing platform.



Established 1859

### Lidl Ireland

#### Prioritising the safety and wellbeing of our colleagues and customers

Lidl's Covid-19 response has been highly regarded as a swift and creative approach to crisis management. The retailer adopted a consistent, coordinated and human response to the pandemic which included multiple waves of customer and employee-facing initiatives. The safety of Lidl's customers and employees has been a key focus and led to the development, procurement and execution of a host of protective measures including sanitation stations, social distancing signage, Perspex screens and in-store announcements. It also introduced several wellbeing campaigns including cookbooks on healthy eating for employees and essential workers, flexible family-friendly working options and a new family leave programme. Lidl also enhanced collaboration between teams with the introduction of virtual team building and a digital wellbeing hub with exercise classes and wellbeing seminars.



### VMware

#### VMware Ireland's Virtual Workplace

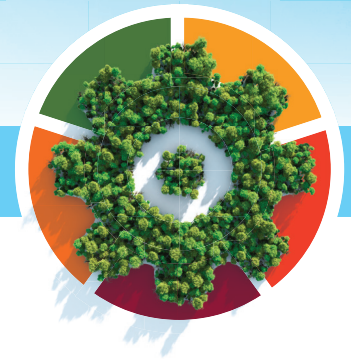
VMware's virtual workplace project aims to enable company employees to continue to thrive and do their best work while nurturing a sense of belonging as they work from home and adapt to a new way of working into the future. The project was guided by a belief within VMware that creativity sparks innovation and inspires employees to think differently and challenge the status quo. Whether it's the products they develop, their approach to sustainability, commitment to diversity and inclusion or how they give back to the community, VMware finds unique ways to bring people together.



It also introduced several wellbeing campaigns including cookbooks on healthy eating for employees and essential workers, flexible family-friendly working options and a new family leave programme.

Lidl Ireland

## Excellence in Social Enterprise



\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### A&L Goodbody

#### MyMind - Bridging the Gap in Mental Health Services

Founded in 2006 by award winning social entrepreneur Krystian Fikert, MyMind was born out of a desire to address the gaps in mental health services in Ireland. It is the first and largest blended model of mental health care in Ireland and is putting Ireland at the forefront of mental health innovation. MyMind has created a unique movement for community-based mental health services that work towards giving every person in Ireland equal access to mental health support early, affordably and directly, without stigma or delay. A&L Goodbody has been proud to use its legal skills and expertise to support MyMind to grow in scale and impact over the past decade.

A&L Goodbody

### AIB

#### AIB Together Community Programme Partnership with FoodCloud

Sustainable Communities is one of AIB's strategic pillars and delivering social and environmental impact is a key element of the AIB Together community programme. An important part of the programme is direct support through volunteering. Each AIB employee is entitled to two volunteering days per year and can volunteer a charity of their choice. To date, nearly 1,200 AIB staff have given 7,578 volunteer hours to FoodCloud to help them tackle the enormous environmental issue of food waste and to support local communities across Ireland through food. On the back of a successful three-year partnership, AIB is investing €1.5 million to support FoodCloud's ambitious 2021-23 strategy.



### The Shona Project, in collaboration with Beat 102-103, iRadio, Spin South West and Spin 1038

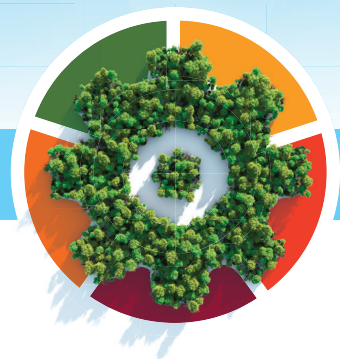
#### Shine Festival

This online festival was organised by social entrepreneur Tammy Darcy and The Shona Project with Ireland's youth radio stations, Beat 102-103, iRadio, Spin 1038 and Spin South West as media partners. The festival kicked off on International Women's Day with over 80 of Ireland's most inspiring women sharing their stories on a specially-created online interactive portal. Over 40,000 registered to attend this free three-day event of empowerment with the site receiving over one million views. The festival enabled girls to have their voices heard, learn how better to navigate life and to interact with their peers and other inspirational women.



The festival kicked off on International Women's Day with over 80 of Ireland's most inspiring women sharing their stories on a specially-created online interactive portal.

The Shona Project



# Excellence in Social Enterprise

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

## DPD Ireland

### Lough Ree Access For All 'Resilience' Boat Initiative

DPD Ireland helped to design and fund the new Lough Ree Access for All 'Resilience' boat and provided key members of their senior management staff to the project team. The vessel operates like a very small car ferry with the bow lowering to allow wheelchair users to roll-on and roll-off. The design requires no lifting or hoisting and was created through consultation with members of the Independent Living Movement and Irish Wheelchair Association. This allows wheelchair users to enjoy the experience with no invasive procedures required to access the boat. Des Travers, CEO of DPD is well known for his personal support for this project and says that DPD is "committed in helping further this project wherever we can."



This allows wheelchair users to enjoy the experience with no invasive procedures required to access the boat.

DPD Ireland



## William Fry

### Social Impact+

As a corporate law firm, William Fry believes it can empower and further advance the impact of social enterprises by sharing their wide-ranging skills and expertise. This form of meaningful upliftment equips social enterprises with foundational knowledge and creates long-term sustainable impact in the community. Through Social Impact+, William Fry is able to align its pro bono work with the areas its clients, people and community have said matter most to them. These include gender equality, social inclusion, neurodiversity, environmental sustainability, health and wellbeing, and more. Defining pro bono as both legal and non-legal support helped to create a programme that allowed all of its staff work together and use their skills to make a positive and lasting difference in the community.

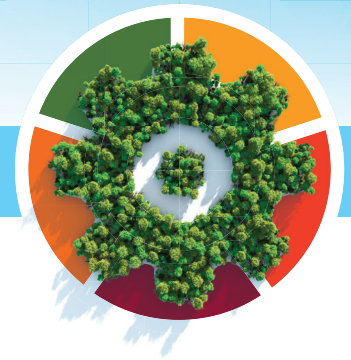


This form of meaningful upliftment equips social enterprises with foundational knowledge and creates long-term sustainable impact in the community.

William Fry



## Excellence in CSR (SME)



\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Buck & Hound

#### Pro Bono Public Relations Partnership with Dublin Simon Community

Buck & Hound's partnership with Dublin Simon Community is a proactive and reactive external communication initiative offering media relations, influencer engagement, design, CSR client collaboration and general consultancy support to help some of the most vulnerable in society. Key campaigns have included DSC Service Awareness, public fundraising initiatives, a Halloween costume challenge, 12 Challenges of Christmas and LGBTQ+ homelessness advocacy. To date, this has resulted in over 80 pieces of traditional coverage and extensive influencer social content with a combined reach in excess of 23.4 million. This has been linked to approximately €41,000 in donations and a tangible impact on awareness around available services leading to a significant increase in emotional support and crisis calls.



### Central Solutions

#### Water Stewardship Programmes and Partnerships

Central Solutions is a mission-focused SME based in Limerick which has been driving awareness and action on climate change and water stewardship for the last decade – both in Ireland and internationally. In that time, the Central Solutions team has developed and delivered a wide range of world-class water stewardship initiatives in collaboration with key stakeholders including Irish Water, Skillnet Ireland, SEAI, EPA, BIM and Bord Bia. Central Solutions' dedication to driving the water stewardship agenda has delivered significant and tangible impacts across companies and wider society, changing the relationship between business and this critical resource and directly supporting Goal 6 (water and sanitation) of the Sustainable Development Goals.



### HealthBeacon

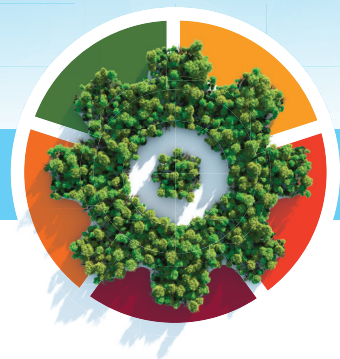
#### HB Green Labs

The WHO estimates that over 16 billion injections are administered globally every year with much of this waste incinerated or sent to landfill. Smart Sharps Bin has been developed by HealthBeacon and is FDA-cleared for the home-injection market to track patient injection history, provide personalised reminders and store used injections safely. As part of their extended producer responsibility (EPR) approach to business, HealthBeacon developed Green Labs to allow the re-use of their internal 2.3 litre sharps bin. The process sees the reusable sharps bins tracked, cleaned, validated and redeployed in their Smart Sharps System to patients. The immediate direct impact is the reduction in emissions, plastic, energy and water consumed.



The process sees the reusable sharps bins tracked, cleaned, validated and redeployed in their Smart Sharps System to patients.

HealthBeacon



## Excellence in CSR (SME)

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### Pale Blue Dot® Recruitment

#### Employee Wellbeing at Pale Blue Dot Recruitment

Pale Blue Dot® Recruitment believes development and continuous learning provides an opportunity to sustain mental focus, employee wellbeing and optimal job satisfaction. Since Covid-19, the focus of its learning and development has pivoted to further focus on nurturing the wellbeing and mental health of teams. As an organization, Pale Blue Dot® Recruitment has arranged for employees to collectively participate in online webinars focused on taking care during this ever-changing time. This has helped to strengthen relationships and build resilience within teams. While the provision of learning and development opportunities has added to the success of the company, it has also contributed to the personal development of employees with teams feeling more fulfilled and benefitting from improved wellbeing and mental health.



Since Covid-19, the focus of its learning and development has pivoted to further focus on nurturing the wellbeing and mental health of teams.

Pale Blue Dot Recruitment

### Spotlight Oral Care

#### Zero Waste Box Dental Aligner Recycling Programme

Spotlight's Zero Waste Box Recycling Programme allows patients and dentists to recycle all brands of dental aligners safely and conveniently from their clinic. The company delivers a specialised box designed to sit conveniently in the reception area of a dental clinic. From there, clients can deposit their used aligners when they are finished with them. Spotlight encourages dental aligner users to recycle all brands of aligners, flexible plastic packaging and cases in its dedicated recycling box. When full, the box is collected by TerraCycle with the plastic aligners then recycled and manufactured into new plastic products. Through this, Spotlight aims to reduce aligner waste and plastic pollution on a scale that has not been done before.



### Tico Mail Works Limited

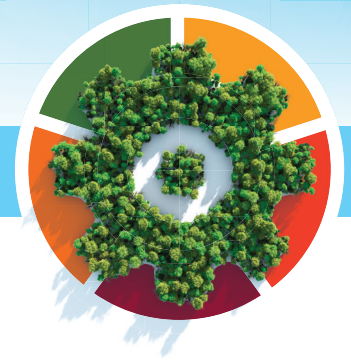
#### Sustainability through CSR

Tico Mail Works, which delivers over 250,000 pieces of personalised mail every week, started its sustainability journey in 2014 with the publication of its first Sustainability Report. When writing the report, it found it had already been taking sustainable action through a focus on work-life balance for staff, transparency and feedback for customers and suppliers, financial and physical support to the community and improvements to the environment through water conservation and energy reduction measures. When the SDGs were issued in 2015, Tico used its Sustainability Report to illustrate how it was improving year-on-year to achieve the SDGs, thus helping to establish sustainability as a core part of its business.



Tico Mail Works





## Excellence in Diversity & Inclusion

\*Large Indigenous Company (LIC) | \*\*Multinational Company (MNC)

### A&L Goodbody

#### Diversity and inclusion at A&L Goodbody

Being an inclusive organisation means being inclusive to all. ALG's Diversity and Inclusion strategy comprises five pillars: gender (DARE), LGBT+ (OneALG), social mobility, disability and cultural diversity. In 2020/2021, ALG paid particular attention to implementing initiatives related to disability and cultural diversity. Its first was to establish committees comprising people who were passionate about progressing and promoting inclusion in these areas. Over the last year, ALG ran a number of events that helped raise awareness of the different disabilities and cultures both in the firm and society. It has also highlighted the challenges the firm needs to overcome to become more inclusive.

**A&L Goodbody**

### AIB

#### Mentor Her

AIB's Mentor Her addresses Goal 5 of the UN Sustainable Development Goals 'Achieve gender equality and empower all women and girls' by supporting women at every level in AIB to realise their career potential. This supports AIB's aim to achieve gender balance and embed diversity and inclusion in the company. Women are matched with senior mentors for one-on-one mentoring and join a dedicated peer mentoring circle facilitated by past mentees. They develop a network of peers across AIB and benefit from a bespoke interactive 'women in leadership' programme developed by external speakers to complement Mentor Her. AIB adapted the entire programme to become fully virtual in 2020, finding it to be more inclusive for women in its branch network and the UK.



### Arthur Cox

#### Women in the Firm Initiative

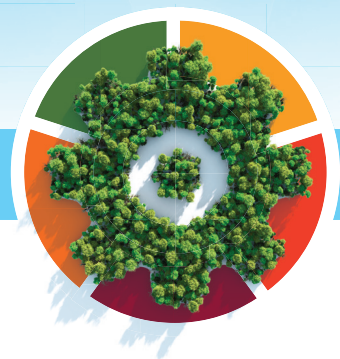
The "Women in the Firm" initiative proactively supports the career paths and progression of female talent within Arthur Cox. Its success is attributable to a carefully planned and strategically developed programme of events which includes maternity, coaching, networking lunches, mentoring, bespoke training, events for women clients and regular internal seminars. The strategy seeks to support talent by delivering initiatives to assist career development and build management expertise. The firm also seeks to develop an understanding of the factors which contribute to gender imbalance, thus building commitment to action for change and the implementation of measures to accelerate progress towards equity. Arthur Cox also actively collaborates with partners such as the 30% Club Ireland.

**ARTHUR COX**



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**Arthur Cox**



# Excellence in Diversity & Inclusion

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## Diageo Ireland

### Diageo Ireland's Progressive Inclusion & Diversity Framework

Diageo's commitment is to attract and retain the most diverse talent while creating the most inclusive culture. In Ireland, Diageo aims to set and deliver against ambitious goals on gender and ethnic diversity to shape market-leading policies and practices to improve representation at every level. The company is currently working to create an inclusive and thriving hospitality sector that works for all, providing skills through the Diageo Bar Academy and improving employability and livelihoods through its Learning for Life programme (of which at least half are women). As advertisers of some of the world's most popular brands, Diageo is using its creative and media spend to support progressive voices, celebrate diversity in its advertising and helping to shape a tolerant society.



## KPMG

### KPMG Courageous Conversations

KPMG held a 72-hour virtual discussion called Courageous Conversations, inviting all its Irish colleagues to share their views and build solutions to help KPMG become an even more inclusive organisation. This unique, crowdsourced event led to the development of its Collective Action Plan, co-created by its staff, inclusion and diversity experts, and local leaders. The plan, built around three principles, sets out the practical steps KPMG will take to tackle injustice and inequality.



## Law Society of Ireland

### Promoting gender equality, diversity and inclusion in the solicitors' profession

The Law Society of Ireland believes that taking action to promote gender equality, diversity and inclusion cannot be a one-off initiative. Meaningful progress requires consistent and collective efforts. The future it is working towards involves more women in leadership roles and a more diverse and inclusive solicitors' profession. To achieve this, it aims to identify and tackle the barriers facing its colleagues and those seeking to access the profession. The Law Society has embedded GEDI polices into its everyday thinking from leadership down, challenges the status quo and creates opportunities to improve access to the solicitor profession. The Law Society is there to support its members and help improve the lived experiences of all those in the profession.



The future it is working towards involves more women in leadership roles and a more diverse and inclusive solicitors' profession.

Law Society of Ireland



# Circular Economy Programme

*Leadership :: Supports :: Knowledge :: Opportunity*

A driving force for Ireland's move to a circular economy by business, citizens and the public sector. This will be characterised by behaviours and business models that design-out waste, ensure resource recycling and deliver sustainable economic growth.

The EPA is finalising its new Circular Economy Programme following a recent public consultation.

[www.epa.ie/environment-and-you/circular-economy](http://www.epa.ie/environment-and-you/circular-economy)



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