

# The Mark Of A Better Business

## The Business Working Responsibly Mark:

Delivers a **framework** for developing and integrating a **sustainability strategy**

Streamlines sustainability reporting

Benchmarks your company's corporate responsibility performance against your peers

Provides **third party endorsement** of your responsible practices to enhance your company's reputation

Ireland's only certification for responsible and sustainable business practices.

The Business Working Responsibly Mark, allows your business to gain a baseline assessment of your responsible practices.

For further information please contact us at 01 874 7232 or online at [www.bitc.ie](http://www.bitc.ie)



Members of the Intel Ireland Environmental Health & Safety Team.

Auditing partners:



Brought to you by:



Intel was one of the first recipients of the Business Working Responsibly Mark in Ireland.



**BUSINESS  
WORKING  
RESPONSIBLY**

Collective Mark

For further information including  
video testimonials from companies,  
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Follow us on Twitter @BWR\_Mark  
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Youtube channel

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on our website for regular free  
information sessions [www.bitc.ie](http://www.bitc.ie)

# Make The Mark. Be A Better Business.

Business in the  
Community  
Ireland



Why the Business  
Working Responsibly  
Mark is better for  
your business

**BUSINESS  
WORKING  
RESPONSIBLY**  
Collective Mark



Auditing partners:  
 NSAI

**Kieran McGowan**  
Chairperson Business in  
the Community Ireland

**Paul Rellis**  
Managing Director  
Microsoft Ireland

# The Business Working Responsibly Mark is Ireland's only certification for responsible and sustainable business practices.

Audited by the NSAI, the Mark provides leading companies in Ireland the opportunity to measure and benchmark their corporate responsibility.



Tina Roche CEO and Kieran McGowan  
Chairperson Business in the Community Ireland

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**Business in the Community Ireland is the network for responsible business. With over a decade of experience advising big business on corporate responsibility, we developed Ireland's only certification for responsible and sustainable business practices, the Business Working Responsibly Mark.**

In today's economy, a key way to survive and thrive is to put sustainability at the heart of your business. In order to do this, you must know how you are doing and where opportunities and risks exist within your business.

Our Business Working Responsibly Mark, audited by the NSAI, not only gives third party endorsement of your practices, it more crucially provides you with a roadmap for your sustainable journey.

#### Why is being sustainable and responsible so important right now?

- Reputation needs to be restored
- Increasing customer demand to demonstrate responsible behaviour
- Climate change pressures
- Workforce challenges
- Increasing demand for evidence of good corporate practice
- Solid stakeholder relations for a licence to operate

#### So how the Mark can help?

The above challenges are being faced by businesses but they also bring a wealth of opportunities. By going for the Business Working Responsibly Mark, you can get a baseline assessment of your performance in these areas, measure and report on policies and practices and through our detailed feedback report identify gaps and key areas to focus on within your sustainability strategy. (For further details on the Business Working Responsibly Mark process, see page 14)

For some companies, the actual process of going through the Mark questionnaire and receiving the feedback report alone will deliver a framework for the development of their sustainability strategy.

#### Achieve external accreditation

For other companies, achieving the Business Working Responsibly Mark with NSAI verification demonstrates that they are best in class; it is the Mark of a better business.

Our aim is to make Ireland the most responsible country in the world to do business. Already there are many companies in Ireland undertaking the Mark so why not join them in working towards a more sustainable future?

In this publication, you will hear from the first four companies in Ireland to receive the Mark, **Microsoft Ireland, ESB, CRH Ireland and Intel Ireland**. Hear about how they can now measure their performance and benchmark themselves against their peers and the benefits they received from accreditation to the Mark.

**77%**

of CEOs think there should be a measurable **standard for corporate responsibility** best practice in Ireland.

**“Our aim is to make Ireland the most responsible country in the world to do business”**

**Tina Roche**

Chief Executive, Business in the Community Ireland



Members of the Microsoft Ireland Community Affairs Team

Microsoft Ireland has been a forerunner in the area of corporate responsibility for a number of years. They were the first company in Ireland to achieve the Business Working Responsibly Mark so we spoke to Clive Evans, Senior Finance Manager about his experiences of leading the process internally.

#### Going for the Mark

We went for the Business Working Responsibly Mark here at Microsoft Ireland as we knew we were doing many activities in various areas but weren't necessarily connecting the silos of information. As the Mark is quite broad in nature, it gave us an opportunity to get a holistic view of our practices and policies.

#### The Process

The online questionnaire was really easy to use and we had ongoing support from the staff of Business in the Community Ireland. Their team were able to walk us through the process but also were always available to talk to if we had any questions. I put an internal team together with the various key members including HR, Marketing, Finance and Procurement. Everybody was able to access the questionnaire and it was very advantageous to have a central reservoir for this type of information. Having this information centralised will actually really help us with pulling together future Corporate Responsibility reports.

#### The Benefits

There were definitely both internal and external advantages of going for and achieving the Mark. Firstly, it was fantastic to have overall 'packaged' information. It provided us with a great way to easily communicate to

employees and management how we were performing overall and the impacts we were having in many areas. Secondly, it shone a light on the areas which needed more focus and where we could strive to do better.

Microsoft Ireland was awarded the Overall Great Place to Work award and I truly believe going for the Business Working Responsibly Mark helped us achieve it. Our employees want to know how we are performing in a responsible way so them knowing we achieved the Mark made such a difference. We announced our achievement at our annual site meeting and it was profiled by the General Manager in our internal newsletter.

Another internal benefit was that it will discipline us to store internal information in a more cohesive and centralised way so it has highlighted the need for processes around further capture of information and how we communicate on it.

Externally, we made sure to let Microsoft head office in the US know of our achievement and it was received really well. It also provides a great advantage in recruitment. Bottom line, I would encourage any company to do the Mark. It does take man-hours to undertake it without a doubt but the benefits far outweigh any inputs.

#### CASE STUDY MICROSOFT IRELAND

# Microsoft®

"I would encourage any company to go for the Mark. It's a great opportunity to get a holistic view of what is being done, the impacts but also to identify areas which we can work on further. It also helps us motivate our employees and assist us with recruitment as achieving the Mark provides distinction and echoes our values and vision."

Clive Evans

Senior Finance Manager, License Compliance Western Europe

# The Business Working Responsibly Mark is the premier Mark for us to benchmark ourselves against our peers

#### Clive Evans

Senior Finance Manager,  
License Compliance Western Europe



"The whole process of answering the questionnaire was very useful. It's an extensive questionnaire, 26 different subject areas and over 290 questions so we had to gather together a lot of information across the company. In order to do this, I found it useful to bring together a small team. A team who either knew the operations of the company very well or knew the people to ask to get the information because it's looking at the data and information in a company through a different lens."

**Tony Carroll**  
Sustainability and Corporate Responsibility Manager

In recent years, ESB have adopted ambitious sustainability targets. They have made a commitment not just to the environment but to the Irish economy and community at large. We spoke to the team at ESB about why the Business Working Responsibly Mark appealed to them and the benefits they gained as a result.

#### Going for the Mark

We went for the Mark as we wanted to be recognised as being one of the top companies in Ireland in terms of practice, policies and performance on corporate responsibility and sustainability. We knew we were doing lots of good things in lots of areas. We are very strong in the environmental space and engaging with the community but had never before centralised this information into one process. It truly was enlightening to see how much we were doing in some areas but also to explore other areas where we could improve.

#### The Process

It took approximately 12 weeks to complete the process. It was useful to give out individual passwords to each person responsible for each section as they could work away on their areas. Going through the process of gathering the information has proved very useful for the compilation of our sustainability report as the same people are contributing to both and it has given us a framework for the collection of this information. Finally, undertaking the Mark really provided us with a "glide path" to the GRI (Global Reporting Initiative).

#### The Benefits

As our staff is so committed to sustainability, achieving the Mark was a real vindication of their hard work and was a great boost for staff morale across the organisation. We also covered it in our sustainability newsletter and our then CEO Padraig McManus highlighted achieving the Mark in an annual address. We also promoted the fact we got the Mark in our 'Electric Mail' newsletter which goes to thousands of internal and external stakeholders. It's also on display in our reception area.

In addition, by having to answer questions about our procurement practices, we had to contact our suppliers for the information and this proved extremely useful for promoting the fact we were going for the Mark and raising awareness of our sustainability practices.

We go for many standards in ESB and we aspire to be top class in our operations so we are delighted to have achieved the Mark. It is a real endorsement of our sustainability work and it puts us ahead of our peers and other companies working in this sector.

We encourage other companies to go for it not just for the result but the process in itself.



It's looking at the data and information in a company through a different lens

We believe having the Mark will greatly assist in terms of credibility and respect with all our stakeholders both inside the company and externally



"Achieving the Business Working Responsibly Mark for CRH Ireland will once again reinforce our commitment to our employees, our customers, our local communities and indeed all our stakeholders that we are fully committed to managing our operations in a socially responsible and indeed sustainable manner. We believe having the Mark will greatly assist in terms of credibility and respect with all our stakeholders both inside the company and externally."

**Jim Mintern**  
Country Manager Ireland

CRH Ireland's strategic vision is to be a responsible leader in building materials, delivering superior performance and growth. We spoke with Naomi Cooper, Group Environmental Officer, about their decision to go for the Business Working Responsibly Mark.



Minister Bruton, Jim Mintern, County Manager Ireland and Kieran McGowan, Chairperson Business in the Community Ireland

#### Going for the Mark

As a company that takes pride in our sustainable and responsible practices we were keen to be one of the first companies to be certified with the Business Working Responsibly Mark. Our positive commitment to sustainability and corporate responsibility is a defining characteristic of CRH. Much progress has been made and more remains to be achieved, as we strive to meet the future challenges of global sustainability and the ever-increasing expectations of all our stakeholders. The Mark provided another step to achieving the highest standards in this area.

#### The Process

The process itself was easy to understand and efficient for multiple user input but there was a time element involved in its completion and there was a need for the dedication of certain resources.

#### The Benefits

Working through the questionnaire gave us an opportunity to breakdown all the elements of our sustainability programme and establish key areas that could help the development of sustainability on other sites. It provided endorsement of our commitment to sustainability and provided a means for us to assess how we were doing in comparison with other companies.

Intel Ireland works to strengthen communities, transform education and protect the environment through a number of dedicated programmes and initiatives. The company also focuses on improving the energy-efficient performance of its products and collaborates with others to develop innovative ways in which technology can help address long-term sustainability challenges. Lisa Harlow, External Relations Manager, talks about why they went for the Business Working Responsibly Mark.



Minister Bruton, Brendan Cannon, Corporate Affairs Director and Kieran McGowan, Chairperson Business in the Community Ireland

#### Going for the Mark

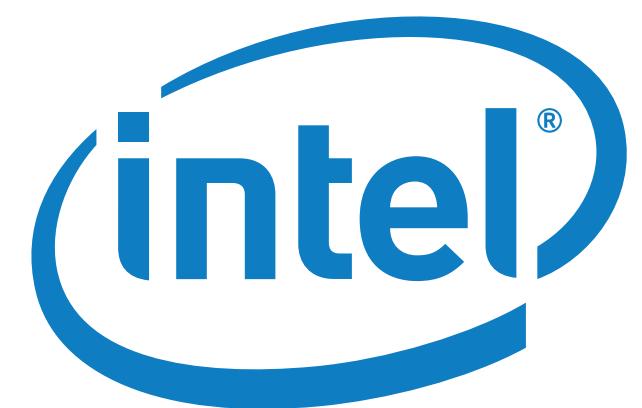
We undertook the Business Working Responsibly Mark as an opportunity to undergo a third party evaluation of achievements in sustainable and responsible practices across the entire operation in order to achieve independent verification by the National Standards Authority of Ireland (NSAI) of our corporate responsibility practices.

#### The Process

The comprehensive process to assess the company for the Mark was centered on a qualitative question-set that allowed Intel Ireland to assess a robust range of business risks and opportunities. The process was straightforward and user-friendly. The audit took place over one day and key internal stakeholders were involved. Key to the process was getting top level buy-in from the start.

#### The Benefits

Achieving the Business Working Responsibly Mark enabled Intel Ireland to be recognised for the first time for its best in class responsible business practices and to continue to develop a roadmap for future success. Crucially it benchmarked Intel Ireland's practices and performances, differentiating it amongst its peers in Ireland and beyond.



"I would definitely recommend companies to sign up for the Mark as it allows you to measure your corporate responsibility across all levels of the organisation. It provides a benchmark for practices and performances and can be a differentiator amongst peers in Ireland and beyond."

Lisa Harlow  
External Relations Manager,  
Intel Ireland

If you can't measure it,  
you can't manage it



# Will your company be the next to get the **Business Working Responsibly Mark?**

**There are two stages to achieving the Mark: a self-assessment questionnaire and a verification audit by the NSAI.**

**How does the Business Working Responsibly Mark work?**  
The questionnaire involves 26 key indicators within five business areas including, workplace, marketplace, environment, community and CR management and communications.

As a recommendation we would advise your company to appoint one person who is responsible for managing the entire process and to enlist other appropriate staff who are responsible for each of the five business areas that are addressed within the questionnaire.

The password protected questionnaire can accommodate several authorised users from the same company and the questionnaire can be fully completed online.

When you complete the questionnaire it will be scored by a Business in the Community Ireland corporate responsibility consultant.

**How do we celebrate the companies who get the Mark?**  
We hold an annual high profile CEO Forum on sustainable issues where we gather over 150 CEOs to discuss key issues. We will honour recipients of the Mark at this annual event. In addition, the Mark can be used on your marketing materials and our marketing team will work with you to promote achievement of the Mark.

How much does it cost?

The fee for participating in the Mark is €8,000\* but significant discounts are available to members of the Business in the Community Ireland Network. (Free to Lead Members and 50% discount to Standard Members). In all cases, the NSAI audit cost is €1,100\*.

\*Please note

Business in the Community Ireland is a non-profit organisation therefore no VAT is charged however VAT is applicable to NSAI audit costs.



The Mark is awarded to those who qualify



"I have been saying for some time that our mission must be to promote well run enterprises, developing innovative products and services, employing more people working to high standards within sustainable markets. While job numbers are of course crucial in today's environment, it is important that we do not lose sight of the longer term view, the sustainability of businesses and the jobs they create, and the contribution they make to the communities in which they operate. Today's certifications, the first independent assessment of corporate responsibility in Ireland, mark an important step towards that goal."

Minister for Jobs, Enterprise and Innovation, Richard Bruton T.D. speaking at the 2011 Business in the Community CEO Forum where he presented the Business Working Responsibly Mark to Microsoft Ireland, ESB, CRH Ireland and Intel Ireland