

CSR Ready

green, fair & competitive businesses



**Irish Strives Towards
Being a Center of
Excellence for CSR in
Europe**



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Irish Strives Towards Being a Center of Excellence for CSR in Europe

Towards Responsible Business: Ireland's National Plan on Corporate Social Responsibility 2017-2020, retains the vision established in the first National Plan on CSR that "Ireland will be recognised as a Centre of Excellence for responsible and sustainable business practice through the adoption and implementation of best practice in CSR in enterprises and organisations." Toward Responsible Business is an action-orientated plan with 17 actions aimed at supporting businesses and organisations of all sizes and all sectors to adopt responsible business practices.

The plan centres on Four Core Dimensions of CSR;

- The Community
- The Environment
- The Marketplace
- The Workplace

There is a growing awareness amongst businesses in Ireland of Corporate Social Responsibility, 84% of business view CSR as being moderately or very important to business. CSR in Ireland is navigating in strides through its various collaborative knowledge exchange and expertise networks e.g., the [CSR Stakeholder Forum](#), [CSR Hub](#), [BITC](#) working with other Government Departments and Agencies, representatives of the business sector and civil society, and the wider community to assist with achieving the Strategic Goals identified in Towards Responsible Business;

Awareness: Help employers and employees better understand the benefits of embedding CSR and responsible business practices into the day-to-day activities of businesses operating in Ireland

Access: Support the development of effective CSR practices in business through accessible and appropriate information resources

Support: Support organisations by promoting and highlighting best practice CSR, CSR news and events

Policy Alignment: Advocate and support relevant policy priorities across Government Departments and their agencies, specifically those which complement CSR, including implementing the Sustainable Development Goals, Business and Human Rights, Healthy Workplaces Framework, etc.

[Towards Responsible Business: Ireland's National Plan on Corporate Social Responsibility 2017-2020](#)

7 Examples of Irish Companies Making Award Winning Strides in CSR

Let's have a look at how some companies are already paving the way and making strides to implementing and developing their CSR practices and business models. CSR is not only the right thing to do it provides huge potential for developing a brand and company reputation. CSR has become part of Irish business actions and are increasing over time.

Corporate Social Responsibility, or CSR, is defined as "companies taking ownership from the impact that they have on society and the planet".

Environment Dimension Examples

One of the most common forms of corporate social responsibility, several companies focus their CSR efforts towards reducing their impact on the environment. Irish SMEs are obliged by law to report on their environmental impacts such as greenhouse gas emissions, pollution and excessive consumption. For this

reason, environmental CSR has taken off, with many companies now prioritising the impact that their business has on the environment.

1. **3fe Coffee** CSR at [3fe Coffee is a Coffee Roasters and wholesalers of coffee products](#) (machines, presses, grinders, merchandise). 3fe have a company-wide project engaging in the circular economy, through inventive solutions to food waste at their cafes and finding new uses for industrial waste at their roastery
2. **Paradoxx** is an Irish haircare brand that is raising awareness about the amount of waste that is unexpectedly created in their industry. They are the world's **first 90% plastic-free hair care brand** which proves how socially conscious and environmentally-friendly the brand is. The founder 'Yolanda Cooper' had the idea for the company after realising that her haircare products weren't as environmentally friendly as her skincare or clothing products. She founded the company to help start a change in the industry with a environmentally-friendly developing high-quality hair care products.

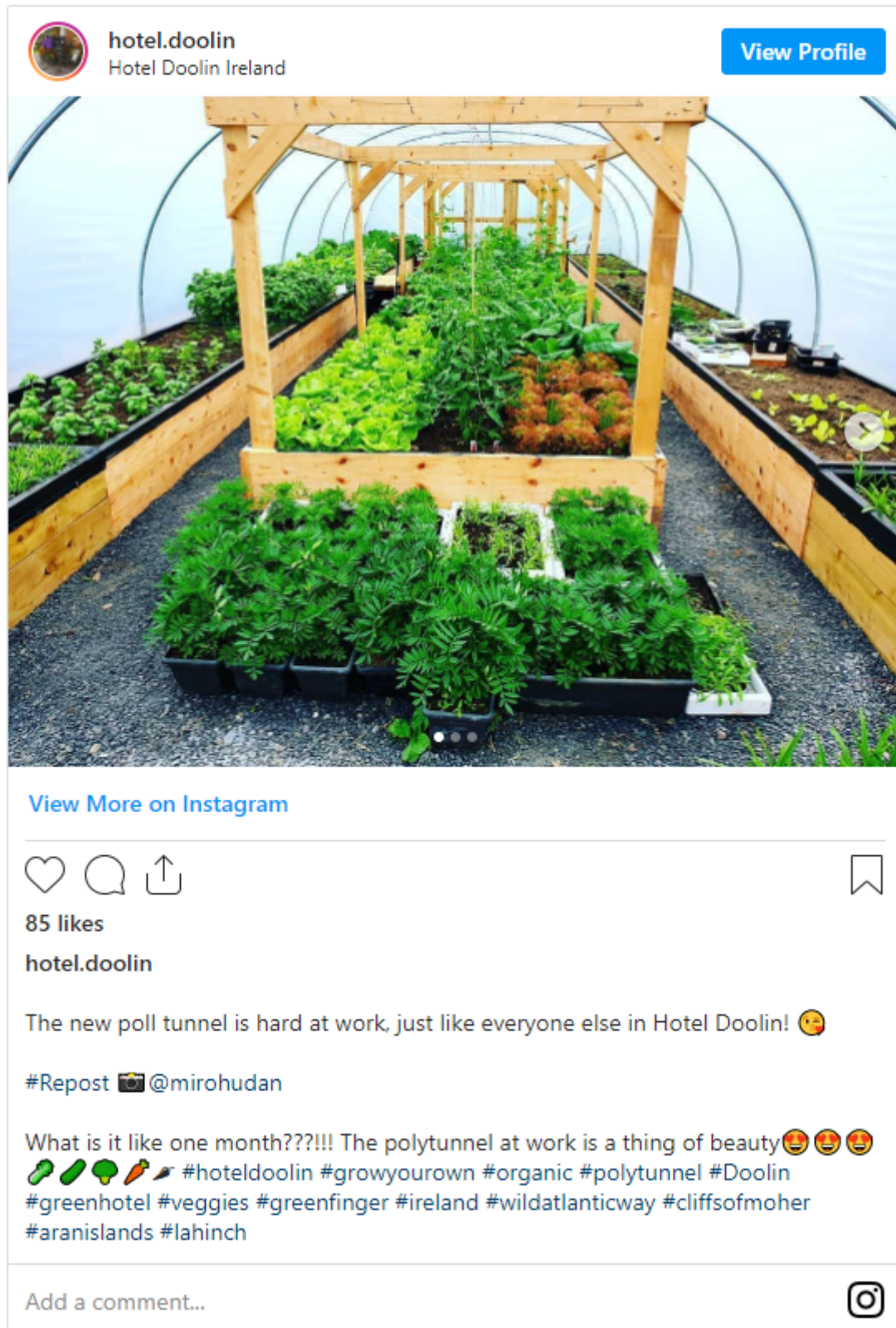


WE ARE PARADOXX ✓

As the world' first 90% plastic-free haircare brand, We Are Paradoxx is socially conscious and environmentally-friendly, so all you have to worry about is making every day a good hair day. With these products – that's pretty

Image by Paradoxx

3. **Hotel Doolin- Green Team Program** "Strive to do it better, Dare to be different, Care to do it right". This is the vision of **Hotel Doolin** located in Doolin, Co.Clare. In 2013, they launched their Green Team Initiative as a way to become a carbon-neutral hotel. Part of this includes planting trees after every wedding held at the hotel, hosting coastal cleanups, and growing their own fruits & vegetables. As part of their Green Program, the hotel doesn't sell any plastic bottles on their premises.



Community Dimension Examples

Community social responsibilities go beyond simply operating as ethically as possible and involve actively bettering society. This type of corporate social responsibility is frequently associated with donating money to charities, with many businesses supporting particular charities that are relevant to their business in some way. In Ireland, this also includes investing in the community or participating in local projects. The main intention is to support a community in some way that goes beyond just hiring. For these companies, business isn't just about profit. Common activities included working free of charge for charities, making charitable donations, match fundraising and recycling initiatives.

4. **Little Milk Co** '[CSR at the Little Milk Co – Building Healthy and sustainable Communities](#)' was highlighted in CSR Check 2019. The Little Milk Company is Waterford based and their case study highlights their link to their community through mental health workshops and community groups. The Little Milk Company are members of the CSR Stakeholder Forum
5. **Marino Software** [CSR at Marino Software is an independent mobile software consultancy](#) - delivering digital products across a range of mobile devices. Through their expertise they have developed the Big Life Fix Program changing peoples lives. Through AI Generated technology they helped Motor Neuron Disease sufferer, Róisín, to communicate with her loved ones using a digitised version of her own voice.



The Workplace Dimension Example

Ethical corporate social responsibility programmes focus on ensuring that all stakeholders in a business receive fair treatment, from employees to customers. In Ireland ethical CSR initiatives in the workplace are intended to enforce fairer treatment for all employees, typical Irish examples include paying higher wages, offering jobs to those who might otherwise struggle to find work, ensuring that decent standards are maintained in factories and refusing to partner in business with unscrupulous businesses or oppressive countries. Irish programs that are typical include people producing clothes for a company to receive fair treatment, or to prevent small scale farmers from being exploited by offering fair payment for their crops.

6. **Tico Mail** [CSR at Tico Mail who are a customised mailing solutions company](#). They have a profit-sharing initiative with employees - that means when the company does well, all the employees benefit. They encourage connections between the staff and the community outside of the company which support the community – example run fundraising event. Relieve the stress of staff where they assist and look after each other through innovative procedures approaches.

Marketplace Dimension Example

Irish SME's typically practice to achieve a stronger reputation and relationships with their customers, suppliers and monitor how they impact third parties. They encourage and motivate responsible

behaviours, make it mainstream, respect vulnerable communities and manage the impact of their products and services.

7. **Easytrip CSR at Easytrip - Toll Tag Company that support Blood Bikes.** Supplying toll tags free of charge and covering toll charges for each of the charity's vehicles Blood Bikes



Engaging in CSR can be very complicated for many brands and SMEs. As shown in the companies above listed, the success of their CSR endeavours is in part because of their authenticity and how they align with the company and CSR dimensions. In essence, consumers believe in the intentions of the business. To become a business known for successfully engaging in CSR, the key thing to remember is that it has to be aligned to the marketing strategy to drive awareness. This means these CSR projects should have a clear focus with goals and objectives, communicated on marketing channels.

If you're interested in pursuing CSR make sure to follow up this blog with our CSR Ready Resources. They are designed with European SMEs in mind.

Written by Laura Magan, MMS, Ireland