Case Study

DHR Communications

Company & Country

DHR Communications, Ireland

Start Up/SME, Employees

SME with 14 Employees

Category of Industry

Public Relations

Website Address

https://www.dhr.ie/

CSR Strategy

https://www.dhr.ie/?s=CSR&post_type=post

CLICK TO VIEW

CSR Ready
green, fair & competitive businesses

Based in The Liberties area of Dublin, DHR is a diverse team of experienced communications consultants from political, journalism and digital media backgrounds.

DHR focuses on public interest issues and services; spanning education, arts and culture, health services, infrastructure projects and human rights. They specialise in delivering communications services to clients with strong public policy interests.

DHR invest time in understanding its clients, the external environment in which they operate, and the issues and opportunities facing them. This level of analysis allows them to deliver targeted communications and strategic advice to ensure clients get the best results.

Benefits of CSR

DHR believe CSR has multiple benefits. It allows employees to develop new skills, meet new people and work on projects outside of their comfort zone. It opens opportunities and allows them to facilitate collaboration and networking between clients from different sectors. Most importantly, it means they know they can provide support to charities, organisations and individuals to which DHR are deeply committed.

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DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

Environment

DHR is committed to reducing the environmental impact of the business in the following ways:

- Continuously reducing their carbon footprint (walking, cycling or taking public transport to meetings wherever possible; supporting the 'Bike to Work' scheme for staff etc.).
- Maximising the energy efficiency of their business (turning off lights and electrical equipment when not in use, sourcing energy efficient products for office etc.).
- Reducing, reusing and recycling their waste (operating a 'paper-free' office in as far as possible; using recycled paper)

Community

DHR has a keen sense of their location in the heart of The Liberties and is strongly committed to enhancing the local community in Dublin and the surrounding areas to achieve its potential. They do this by:

- Providing PR support to several local groups - drawing on their experience in media relations, political communications and stakeholder engagement to promote a better image of The Liberties and work with local people to ensure the community achieves its full potential. They have worked with their Francis Street neighbours, Cuckoo Events on the Liberties Festival 2018.
- Organising and delivering biannual pro-bono training sessions for organisations primarily working in the NGO, advocacy and cultural sectors. These sessions focus on communications training, covering the areas of presentation skills, and writing for media and social media.

Workplace

Their employees are the heart of the company, and DHR are committed to supporting them in the following ways:

- Providing a range of continuous training and professional development opportunities.
- Providing a weekly healthy fruit basket and breakfast items free of charge.
- Providing opportunities to engage in skills-based volunteer activities and the ability to use work time to volunteer.
- Creating a culture of openness, transparency and equal opportunity.
- Rewarding excellent performance with positive recognition and remuneration.

Marketplace

One of the values underpinning DHR's work is a commitment to high ethical standards. They do not work with any companies or agents that promote tobacco, alcohol or sugar. Instead, they work primarily with organisations that are striving for positive societal change, endeavouring to engage sustainable suppliers.