



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



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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.





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.



Case Study

3fe Coffee

Company & Country

3fe Coffee, Dublin, Ireland

Start Up/SME, Employees

SME with 18 Employees (5 shops)

Category of Industry

Coffee Roasters and wholesalers

Website Address

<https://3fe.com/>

CSR Strategy

[CSR Strategy](#)

[Sustainability at 3fe Week 1](#)

[Sustainability at 3fe Week 2](#)

[Sustainability at 3fe Week 14](#)



Colin Harmon is a four-time Irish Barista Champion and owner of Dublin's 3fe Coffee, one of the world's most innovative and progressive speciality coffee shops. His work in coffee has extended to roasting, training and consultancy work, as well as developing coffee equipment for the speciality market and beyond. 3fe has 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.

Benefits of CSR

- Reduced their food waste from 8kg per day to 2-3kg per day at their flagship location. Almost 2 tonnes of waste from their roastery can be diverted to other businesses that can use it.
- Saved money on bin charges due and made additional profit margins from re-used food waste.
- It has contributed to changing the broader culture within the company towards sustainability.
- Short- and long-term marketing benefits, through broader increases of awareness of the 3fe brand as a sustainability-driven company.



Our compost bins might not be pretty on the eye but they're pretty important to our sustainability programme.

Description and Implementation of Key CSR Initiatives

3fe has been making a move towards [sustainability](#). It's something that's always been in the back of our minds, and we probably do a lot of it without thinking already, like recycling our waste and using locally sourced suppliers, but we think that making a concerted effort to do it right is better for the environment, our suppliers and us as we move towards being a more progressive business in every way.

[The Sustainability Restaurant Award](#) membership has been instrumental in helping us to achieve this. The only other restaurant in Ireland to have this award at the moment is Loam, Galway, a Michelin-star restaurant. I'm sure a lot of you are thinking but they're a Michelin-star restaurant — sure! But we figured why not. We care and we want to be a better business, so this is the next step. In fact, we would argue being a sustainable business is the only way to run a business nowadays.

3fe linked their CSR activities to the 'Towards Responsible Business' - Ireland's National Plan on CSR 2017-2020. They identified selected Sustainable Development Goals are linked to their CSR initiatives and then established a 'sustainability team' made up of people from different business sections to exchange ideas and make changes happen across the board.

3fe has a well-thought-out and successful CSR campaign that has already achieved results company-wide. There is ample opportunity to engage their customers in their CSR activities as well as most are based around internal business operations (reducing waste) or partnerships with other groups.

Many coffee shops do 'suspended coffees' where the customer buys an extra cup that is paid for but only used when someone in need requires it. 3fe also offers paid coffee classes, which can easily be offered for free to teenagers or disadvantaged people looking for skills. They also recycle coffee grounds as compost, make foods out of left-over milk such as cheeses and source locally, within a 50-mile radius.





Case Study

Doolin Hotel

Company & Country

Doolin Hotel, Clare, Ireland

Start Up/SME, Employees

SME with 120 Employees

Category of Industry

Tourism, Boutique Hotel

Website Address

<https://www.hoteldoolin.ie/>

CSR Strategy

<https://www.hoteldoolin.ie/corporate-and-social-responsibility.html>



CSR Ready

green, fair & competitive businesses

Hotel Doolin, is Ireland's first certified carbon-neutral hotel. Hotel Doolin's is a boutique hotel with 17 deluxe bedrooms, a guesthouse, a restaurant, Eco Wedding & Events Barn...and more. The hotel has won numerous awards including the Irish Medium-Sized Green Organisation of the Year 2019/2021 at the Green Awards, the Green Team Sustainability award 2021 and the Chambers Ireland CSR Award 2019.

Benefits of CSR

- Reduced carbon footprint, team-building, raising money for charities close to our hearts, and taking care of the beautiful environment that we are so fortunate to live and work in.
- Carbon neutral. Saves money being green. Reduced costs in terms of energy, water and waste initiatives. We have become carbon neutral. • Staff Retention and reduce employee turnover. *Our consumption in 2017 was 465 tonnes of carbon compared to a projected 110 tonnes by end of this year (2019 [article](#))*
- Increase in business with support from the community. *'Since sharing their commitment to sustainable practices, the business has grown by thirty per cent.*





‘Since sharing our commitment to sustainable practices, the business has grown by thirty percent’

Description and Implementation of Key CSR Initiatives



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 clean-ups, and growing their own fruits & vegetables. As part of its Green Program, the hotel doesn't sell any plastic bottles on its premises. They also have a [CSR Community Program](#)

Hotel Doolin has redesigned the normal hotel practices by contributing positively by innovating their products, processes, and services, which in themselves are thriving from both an economical and an environmental standpoint. They have a published [Environmental Management Policy](#).

They set up their [Green Hospitality Program](#) which includes their 3 P's (People, Planet and Profit) and their aims to Reduce, Reuse and Recycle.

They also have the [Green Initiatives Program](#), [Eco Barn](#), [Water Efficiency Program](#) and [Minimising Traffic](#).

They also hired a Purchasing and Green Manager and set up an internal [Green Team](#) where they roll out training. Examples of actions, use only green electricity, 75% of its produce is from a 30-mile radius, grow their own vegetables in a 50-foot polytunnel.

Hotel Doolin has actions set against all the SDGs ([full information here](#)) e.g., SDG 2 monitor food waste and has KPIs in place. SDG 3 have the 'Smiling on the Inside' initiative. SDG 4 Use only green electricity has an A-rated Eco Barn. SDG 13 educate students and new employees to become part of the Hotel Green Team.





Case Study

Marino Software

Company & Country

Marino Software, Dublin, Ireland

Start Up/SME, Employees

SME with 38 Employees

Category of Industry

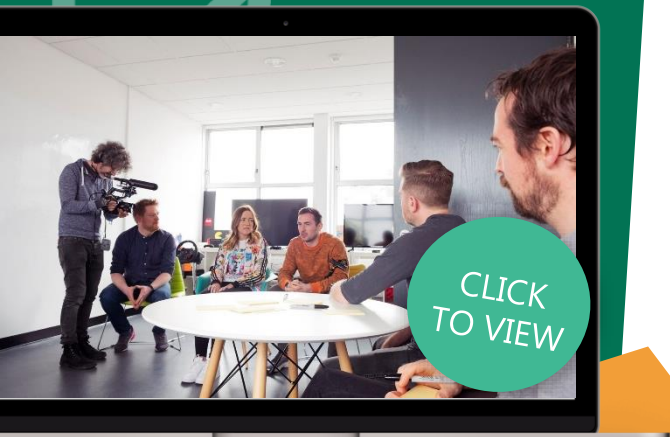
Mobile Software Consultancy

Website Address

<http://www.marinosoftware.com>

CSR Strategy

<https://www.marinosoftware.com/case-studies/big-life-fix>



Marino Software is technologists who solve problems so businesses can solve their technology problems wherever they go. They work in the fields of product acceleration, user research, experience design and software development.

Benefits of CSR

- Gained promotion through RTE 1 show "Big Life Fix" - their CSR work featured on TV in spring 2020.
- Featured in Chambers 2020 Awards Brochure - [Pg 62-63](#)

The promotion also came from online articles

- [Tech Central Software](#) Developed To Record the Voice Of a Woman With Motor Neuron Disease
- [Irish Motor Neurone Disease Association](#) Big Life Fix Features Young Mum with MND





Working with Róisín was truly an inspiration for all involved. We aimed to positively impact her life and hopefully we have done that. What we didn't expect was the impact Róisín would have on us and how we work.

Description and Implementation of Key CSR Initiatives



Social Impact – Helping people in need, Big Life Fix

Marino helped Motor Neuron Disease sufferer, Róisín, to communicate with her loved ones using a digitized version of her own voice. As part of the RTEs Big Life Fix program which brings together some of the designers, engineers, computer programmers and technology experts to create tools that will radically improve people's lives. The Marino team developed an app which would allow her to record audio and videos in her own voice – recording her thoughts, experiences and feelings and allowing her to choose whom to share them with. They did this through a combination of recordings and AI-generated sentences for Róisín's digital voice. The aim of this was to be as close as possible to her own voice. Using an MVP approach, they built a solution she could start using on her tablet straight away.

This particular, Nature of the Big Life Fix initiative was a one-of-a-kind CSR action. By creating a smart soundboard app and easy-to-use audio/video recorder that can automatically update based on her speech Roisin can continue to communicate after she loses her voice. ([This is how Marino did it](#))

“Over the course of six months we worked with Roisin to map out the types of conversations she has most often and is most likely to continue having – from chatting with her children about school to typical Irish discussions about the weather,” said Garrett Sheridan from Marino Software.

“We used a combination of recordings and AI-generated sentences for Roisin's digital voice to be as close as possible to her own voice and built a solution she could start using on her tablet. Working with Roisin was an inspiration for all involved.”

“We aimed to positively impact her life and hopefully, we've done that. There's a huge opportunity to enable people through design and technology and our team is excited about building awareness about this.”

Marina also actively raises charity donations on social media - [Twitter](#)



Case Study

TEG

Company & Country

TEG, Mullingar, Ireland

Start Up/SME, Employees

SME with 120 Employees

Category of Industry

Aviation Engineering

Website Address

<http://teg.com>

CSR Strategy

[TEG CSR Sustainability Strategy](#)

TEG is a specialist engineering services company providing tailor-made solutions to the aviation, biopharmaceutical and pharmaceutical industries. Headquartered in Ireland, the company supports clients in over 30 countries with fast and effective solutions. As an EASA Part 21(G) approved production organisation, TEG is approved to manufacture new aircraft parts up to and including primary structural elements for aircraft.

Benefits of CSR

- As a CSR Marketplace initiative they built a [supply chain capability and sustainability program](#) to monitor supplier performance as a result suppliers have a much clearer understanding of their expectations and can see how other suppliers are performing against them.
- By reducing the environmental impact they [made savings](#) on utility bills. They have saved €3000 per year in power usage, €5000 saving per year in their compressor project and reduced
- production times by as much as 60-80% makes.
- It has built our reputation and ensured we are a trusted partner and company to work with and for.





Our compost bins might not be pretty on the eye but they're pretty important to our sustainability programme.

Description and Implementation of Key CSR Initiatives



Community Activities

- **Supporting Local Sporting Teams** main sponsor of the Westmeath GAA fundraising committee
- **Engage with Schools and Colleges** actively encourage the development of engineering careers in our region for young people, the unemployed and women
- **Support Local Suppliers** where possible
- **Support Local Employment** and offer an annual Apprenticeship Program
- **Duvet Day Raffle** organised by the staff

Environmental Impact Activities

- **Energy Saving** has led to 60% energy savings and a financial saving of €45k yearly
- **Waste Management** reused packaging, and shredded wastepaper for recycling
- **Water Management** reducing wastewater by evaporating it and recycling it
- **Staff Training** on environmental awareness, minimising waste, energy and water
- **Product Design** by designing parts that last longer and reducing waste
- **Bike to Work Scheme** and installing a shower facility
- **EcoMerit Environmental Certificate** backed by the EPA

Workplace

- **Staff Training and Development** and rewarding training
- **Loyalty Rewards and Benefits** in appreciation of hard work and dedication
- **Diversity** of 86 employees they have four females
- **Employee Well-being** through Wellness Month Program, Good to Talk sessions

Marketplace

- **Product Quality Information**
- **Payment Policy** of 30 days to suppliers
- **Supplier Communication** through Supplier Performance Report
- **Quality and Industry Recognition** through customer service and business partnerships, recognised certifications and using FDA-approved materials





VivaGreen®



Case Study

Viva Green

Company & Country

Viva Green, Dublin, Ireland

Start Up/SME, Employees

SME with 16 Employees

Category of Industry

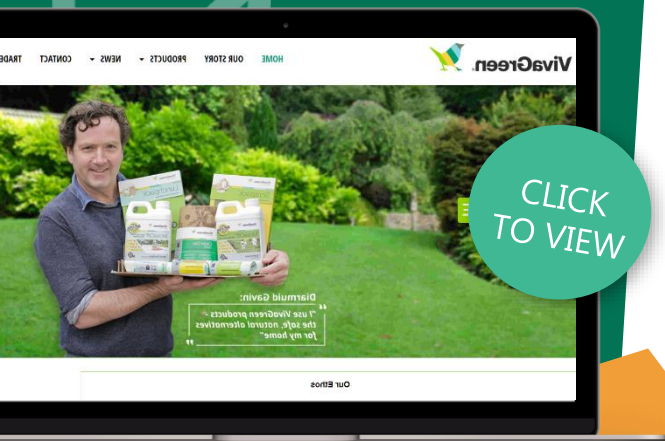
Environmentally Friendly Products

Website Address

<https://vivagreengroup.com/about-us/>

CSR Strategy

<http://www.csrhub.ie/csr-case-studies/vivagreen-case-study-for-download.pdf>



CSR Ready

green, fair & competitive businesses

VivaGreen is a world leader in the research and development of biodegradable, chemical-free, plastic-free, and circular economy products and is committed to producing environmentally friendly products of the highest quality. VivaGreen is pioneer in sustainable practices and products that protect both the planet and its inhabitants. By formulating [products](#) from natural origins and sustainable sources they produce a wide range of Biodegradable, Plastic-Free and Chemical-Free products for gardening and landscaping (e.g., green stakes, lawncare, moss killer) and household (e.g., compostable bags, DE odour, fruit and veg bags, reusable lunch bags)

Benefits of CSR

CSR is at the core of what we do and stands for. By other businesses adopting CSR initiatives, we believe it will help drive demand for products such as ours. *'For us, as a business, CSR has been game-changing. It has helped us grow turnover by 100% in the last 2 years and +65% of turnover is exported. So our products are not only helping Ireland but helping the world. Increased turnover in markets across the world as consumers and businesses switch to more sustainable products and practices.'*





Our Tru Eco™ range offers a refill solution, which creates a circular economy product and closes the loop on plastic waste. By refilling, consumers reduce their environmental footprint, minimise plastic waste as well as lowering carbon emissions.

Description and Implementation of Key CSR Initiatives



Environment - minimising negative environmental impacts

We are committed to researching and developing innovative products made from renewable resources. Where possible these products are made locally allowing us to minimise our carbon footprint. Our mission is to develop products such that when they have served their function they will break down into natural by-products with no environmental impact.

Social Impact – interact with the local community, partners and organisations

Youth, Education and Research: VivaGreen is committed to educating a new generation to encourage the green movement, being actively involved in the local community and helping local projects drives this message. Research with customers, communities and environmental experts is vital to VivaGreen as this uncovers problem areas sparking the development of new, green solutions.

Enabling Green Impact: VivaGreen products are designed to allow individuals, companies and communities to substitute harmful products with environmentally friendly alternatives. Partnerships with local communities and local projects provide us with the opportunity to support causes that are making a positive impact. This support can include education, product samples and manpower.

Marketplace - interaction with the local community partners and organisations.

In our experience, customers expect companies to adopt a more responsible approach in how they operate. We do this by ethical and local sourcing and working with the local Marketplace. It has become a key element in our marketing strategy so we can maintain existing customers and attract new business. Through Ethical Sourcing VivaGreen products are made from ethically sourced ingredients that are from natural origins and sustainable sources. For future product development, we continue to keep watching and listening to what the market requires as more companies (and individuals) continue to adjust their thinking, purchasing and practices to be more considerate of the world around them.

