



Business in the

Community

Ireland

CR NEWS MONTHLY

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Welcome to the January 2008 edition of the BITCI Newsletter, CR News Monthly
We look forward to your feedback, suggestions and ideas. January was WEE (Waste Electric and Electronical Equipment) month at IBM! The company held an open day to facilitate recycling of electronic equipment in the community and ran a competition with local schools to raise awareness on recycling issues. If you would like to share a news item or a development in company practice on corporate responsibility, please contact Tomás Sercovich and Eva Geluk at +353 (0)1 874 3811; tsercovich@bitc.ie or egeluk@bitc.ie.

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ENVIRONMENT



IBM WEEE Recycling event a tremendous success

Over 500 cars, buses, taxis and minivans arrived at the WEEE (Waste Electrical and Electronic Equipment) recycling event held at the IBM Technology Campus, Mulhuddart, Dublin on Saturday January 12th. Several IBM volunteers were on hand to direct the public where to drop off their items and kept the flow of cars moving. Four articulated trucks were filled with everything from vacuum cleaners, lawnmowers, PC monitors, PC's, irons, radios, TV's, to large fridges washing machines and dishwashers! In total, over 51 tonnes of electrical and electronic waste was recycled at the event. This included, 7.2 tonnes of large domestic appliances; 22.6 tonnes of cathode ray tubes; 14.7 tonnes of small domestic appliances; and 6.7 tonnes of IT related appliances. FM 104 broadcasted live from the event and anyone

who dropped off WEEE equipment was entered into a draw to win one of six Lenovo laptops with winners announced over the radio on the day. Commenting on the event, Dr. Claire Penny, Environmental Affairs Manger, IBM Ireland said: "We were delighted with the response from the public on the day. IBM is committed to environmental leadership in all of our business activities, from operations & services, through to the design of products and use of technology." **Continues on page 2**



(Left to right) Leo Donovan CEO, WEEE Ireland and Claire Penny, Environmental Affairs Manager, IBM Ireland, lending a hand at the IBM, WEEE Ireland and Fingal County Council Free Electronic & Electrical waste recycling day.

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WEEE Event sparks the imagination of children!

To raise awareness of the WEEE event and inform children about the environment and what they can do to help protect it, IBM also ran a competition for local schools where they could win a desktop PC for their school. There were 3 categories for the different age groups, with the youngest children asked to create 'Sparky', the character used by WEEE Ireland in their schools programme; a category where they had to compile a list of items that will become WEEE and lastly the eldest age-group came up with innovative ideas for the re-use of WEEE. There was a tremendous response to this competition. For further information, contact Deirdre Kennedy, IBM at kennedyd@ie.ibm.com.

Rise in greenhouse gas emissions from transport

A recent report on greenhouse gas emissions by the Environmental Protection Agency indicates that emissions from road transport have almost tripled since 1990. Figures show that while there was an overall decrease of 0.8% in emissions, transport emissions were up 5.2% (or almost 680,000 tonnes of carbon dioxide). In the context of Kyoto, it means that road transport emissions have risen by 180% since 1990. The rise is attributable to a massive increase in car ownership and a very strong preference among motorists for bigger cars, including SUVs. Ireland's total emissions in 2006 of 69.77 million tonnes of carbon dioxide are 25.5% above 1990 levels, 12% above Kyoto targets. www.epa.ie

EU defends "Climate Action Plan"

European Commission President José Manuel Barroso defended the recently launched EU Commission's Climate Action Plan, stating that sharing the burden of CO2 emissions cuts between states based on relative wealth was the fairest way to do it. Under the plan, Ireland will be forced to cut CO2 emissions by 20% before 2020, compared to its emissions in 2005. The Government will also have to ensure that 16% of its total energy use comes from renewable energy sources by this date. The Irish government claims that the CO2 targets are too stringent, based on the country's infrastructure deficit, expected population growth and size of its agriculture industry. www.ec.europa.eu

CO2 emissions committee to be set up

The Government is to set up a technical committee to examine how industry might best achieve reductions in greenhouse gas emissions. The committee, which will include officials from the Environmental Protection Agency, the Department of the Environment and experts from the civil and public service, will examine how industries may reduce emissions in line with Ireland's targets under the Kyoto Protocol on climate change. The committee will examine processes in the transport, energy, agriculture, waste-management and residential sectors. www.environ.ie

Householders can now calculate their carbon footprint

Repak announced last month the launch of an online carbon calculator toolkit to help householders calculate their carbon footprints. The carbon calculator allows users to input details of their daily activities and offers hints on how to reduce the amount of carbon produced by what they do. The toolkit focuses on heating, energy consumption and transport. In 2008, the industry-funded recycling body will launch carbon calculators for schools and businesses. www.repak.ie

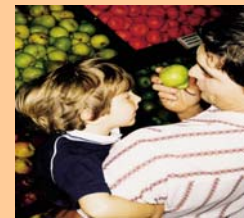
Food and drink firms promise to cut water use

The UK Food and Drink Federation announced that leading food and drink companies committed to an industry-wide absolute target to reduce water use, outside of that embedded in products themselves, by 20% by 2020 against a 2007 baseline. The "Pledge to Reduce Water" also includes a five year action plan and is backed by 21 companies including Cadbury Schweppes, Premier Foods, Tate & Lyle and Nestlé. www.fdf.org.uk

Supports for energy saving equipment

The Government announced the introduction of a new scheme aimed at supporting investment in new energy-saving equipment by companies. Section 42 of the Finance Bill introduces a new section into the Taxes Consolidation Act 1997. Capital allowances of 100% of the cost will be available to those companies investing in high energy-efficient equipment. This new tax incentive will encourage business to invest in energy-saving equipment. The scheme allows businesses to write off the whole cost of designated equipment against taxable profits in the year of purchase. The incentive will be in place for a period of 3 years until December 2010. www.dcmnr.gov.ie

MARKETPLACE



Organic Food – Fact or Fiction

The Food Safety Authority of Ireland's Consultative Council hosted an open meeting on January 30th to discuss current attitudes and findings in relation to organic food. Research presented at the meeting indicates that while 80% of people surveyed understood the benefits of organic food to be free from pesticides and chemicals, some 32% felt organic produce is a healthier option and only 15% believed that organic food is 'full of flavour and taste'. The survey also showed that more than half of Irish consumers have 'never' purchased organic food. The number one reason cited for this was cost, with 54% believing organic food is too expensive. It was also noted that the Irish organic market is worth €66million – up from €38million in 2003 – and is estimated to grow to approximately €400million over the next five years. www.fsai.ie

Unified approach to farmers' markets urged

A recent meeting of local authorities with the Minister for Food and Horticulture Trevor Sargent, discussed the proposed roll-out of a series of new farmers' markets across the country. The minister pointed out that benefits for the local community could be measured socially, environmentally and economically, and for that reason he was seeking a common approach on how they should be treated. "The benefits include access to affordable in-season quality fresh food, more money circulating in local economies, the preservation and development of regional specialities, more choice for consumers and opportunities for producers, as well as environmental benefits", he said.

www.agriculture.gov.ie

The 2008 Observer Ethical Awards

The third annual Observer Ethical Awards, in association with Ecover, were launched earlier this month. The awards are instrumental in progressing ethical thinking and ideas. The public is invited to submit votes and nominations for those that will make a difference to the future of the planet. The main aim of the awards is to bring to light those who give ethical living a mainstream and practical appeal. Winners will be selected by a combination of reader votes and an expert and celebrity panel. Categories include best local retailer, ethical kids award, fashion product/accessory of the year and ethical business of the year. For details of how to nominate and vote, go to www.observer.co.uk/ethicalawards.

Suppliers pushed on green initiatives

In the UK, a project led by the Carbon Disclosure Project will require small suppliers to multinationals to prove their green credentials. Household names from a range of industries, including Dell, L'Oreal, PepsiCo, Hewlett-Packard and Reckitt-Benckiser, have announced that they will ask some suppliers to measure and disclose their carbon footprint as a measure of the impact of their activities on the environment. www.cdproject.net

EU regulations on food labelling and nutrition

The European Commission announced draft regulations on food labelling, making it compulsory for companies to provide key nutritional information. The regulation is designed to simplify the myriad of different labelling laws throughout Europe, which according to EU health commissioner Markos Kyprianou confuse shoppers by bombarding them with "too much" and sometimes "misleading" information. Under the regulation, which must still be approved by EU states and the European Parliament, it will be mandatory for producers to provide nutritional information on pre-packaged processed foods. The energy, fat, saturated fat, carbohydrates, sugars and salt content of products will have to be expressed in terms of per 100ml/100 grammes or per portion. The information will have to be put on the front of packaging in easy-to-read labels.

www.ec.europa.eu

WORKPLACE



Compelling business case for workplace partnership

A new study of Ireland's top companies has linked a 14.8% average growth in productivity and a 7.7% average reduction in staff turnover to the use of High Performance Work Systems (HPWS) in the workplace. HPWS include strategic human resource management (staffing, training and development, performance management and remuneration, and communication and participation), partnership, diversity and equality strategies, and flexible working arrangements. www.ncpp.ie

Work-life balance key management challenge

HR managers are facing five key challenges over the next seven years according to a new study conducted by the Boston Consulting Group. These include: managing talent; managing work-life balance; developing learning organisations; improving leadership development and measuring both HR and employee performance. The comparative study of HR factors in Ireland and in eight other European states was commissioned by the European Association of Personnel Management. www.cipd.ie

Workplace depression experienced by 28%

According to new research by the Health and Safety Authority and the Occupational Health Nurses Association of Ireland, more than a quarter of workers (28%) have suffered from depression. Only 11% of those surveyed, who have personally experienced depression, thought that employers would be supportive and understanding if they learned an employee was suffering from a mental health problem. The *Mind Yourself at Work* campaign will highlight the impact of stress in the workplace, with potential loss of productivity, high rates of sick leave, withdrawal from co-workers and a high rate of staff turnover. www.lundbeck.ie

Census shows women losing out on top jobs

The gender report *Women and Men in Ireland, 2007* published by the Central Statistics Office shows that women's income in 2005 was around two-thirds of men's. After adjusting for differences in hours worked, women's hourly earnings were around 86% of men's. While women are heavily employed in the education and health sectors with around an 80% share of the total, they are not well represented at senior level positions. The proportion of men at risk of poverty in 2006, after pensions and social transfers, was 17.5% compared to 19.5% of women. www.cso.ie

Students look at reputation to decide where to work

In a survey of MBA students at top European, US and Asian schools, 73% stated that corporate reputation plays an extremely or very important role when considering where to work. According to the *Corporate Reputation Watch* study by Hill & Knowlton, 58% identified corporate responsibility as extremely or very important in two particular respects: how companies treat their employees (78%); and how they meet their environmental responsibilities (68%). www.hillandknowlton.com

COMMUNITY



eBay launches microfinance site

Online auction giant eBay launched a microlending website that lets people invest in entrepreneurs in poor communities around the world and get a return on their money. With the launch of MicroPlace, for the first time, consumers can use the internet to make microfinance investments. MicroPlace's business model was designed to create a self-sustaining marketplace to serve as an efficient way for capital to flow into the microfinance industry.

www.microplace.com

Young homeless learn business skills

Curry's and PC World retail group DSG international has teamed up with the Foyer Federation to run the *Big Enterprise Challenge*. This gives homeless young people in the UK the chance to learn essential and transferable skills such as communication, presentation and team work while developing an understanding of and interest in the relevance of business. It is part of DSGi's three-year "Switched on Communities" campaign. www.foyer.net

New volunteer centre opens

The Irish Aid Volunteering and Information Centre on O'Connell Street, Dublin opened this month. The Centre is a multi-media exhibition space, designed to raise awareness of development issues and the role of Irish Aid in tackling global poverty. Visitors will be encouraged to think of ways in which they can make a personal contribution to development whether through volunteering, purchasing Fairtrade products or taking steps towards sustainable living. www.dfa.ie

Gates calls for businesses solutions to poverty

At the World Economic Forum in Davos this month, Bill Gates called for a new "creative capitalism" for businesses to help stamp out global poverty. He detailed various ways for corporations to "stretch the reach of market forces to bring the benefits of science and technology to everyone." He noted that creative capitalism will continue to harness the basic motivation of the capitalist system, to enable companies accomplish the twin mission of making profits and improving the lives of those who do not benefit from market forces. www.weforum.org

UK charity donations drop

Figures released by the National Council for Voluntary Organisations and the Charities Aid Foundation show that the proportion of the UK population that gave to charity in 2006/07 dropped to 54%, down 3% from 2005/06. The *UK Giving 2007* report reveals that the total amount given has fallen to £9.5 billion.

www.ncvo-vol.org.uk

Other CR News & News from BITCI & Member Companies

Inaugural course on CSR in Ireland

BITCI is pleased to announce its endorsement of the forthcoming executive education programme on corporate social responsibility.

This is the first FETAC approved executive education course on corporate responsibility in Ireland which will be delivered by Nurture Development in the National College of Ireland. The course features five seminars that cover key aspects of corporate responsibility practice and implementation within a company, from business ethics to the implementation of a corporate responsibility strategy, engaging at the local level with community organisations and measuring and reporting corporate responsibility. Special rates apply for BITCI member companies. For further information please contact Colleen Quinn in Nurture Development at colleen@nurturedevelopment.ie or 01 496 1033.



ACCA Ireland Sustainability Reporting Awards launched

ACCA Ireland announced details of the seventh ACCA Ireland Sustainability Reporting Awards. The awards aim to recognise organisations which report and disclose environmental, social or full sustainability information as well as encourage the uptake of non-financial reporting. Musgrave Group was selected as the best report in the previous round. BITCI member companies, Irish Life and Permanent and O2 Ireland received commendations for their reports. For more information, contact Luke Brockie on 01 498 8903 or luke.brockie@ie.accaglobal.com. The closing date for applications is March 28th.



UN Global Compact issues first report

The United Nations Global Compact has issued its first report on country-level activities in 90 different countries. The report gives an overview of the activities of the Global Compact Local Networks which aim to support the progress of individual companies in meeting the aims of the Global Compact. The organisation announced that it currently reaches 3,600 businesses in 100 countries. They all have pledged to observe 10 universal principles pertaining to human rights, labour rights, the environment and corruption. www.globalcompact.com

Academics link sustainability and business innovation

Organisations that wish to grow profitably in the future must focus their efforts to benefit shareholders, society and the environment simultaneously, according to a new paper by a group of international academic experts on corporate responsibility and sustainability. The paper "A New Mindset for Corporate Sustainability" was sponsored by Cisco and BT. Six academics from around the world recommend a culture-change approach to corporate responsibility. They emphasize innovation as the crucial driver and provide real examples of how to transform an organisation for sustainable growth. www.biggerthinking.com

EPIC - Employment for People from Immigrant Communities

BITCI recently launched its renewed EPIC (Employment for People from Immigrant Communities) programme. Last year the EPIC programme targeted parents of Irish-born children. However the renewed programme is now targeting legally resident EU and non-EU adults. The innovative programme has the goal of assisting the targeted group with finding employment, training and education. EPIC is funded by the Office of the Integration Agency, under the Department of Integration. Managed by BITCI, the programme is also run in association with SPIRASI (Spiritans Asylum Services Initiative). For more information, please email epic@bitc.ie or visit www.bitc.ie



BT wins Sustainability Reporting Award

BT won the top accolade at ACCA's (Association of Chartered Certified



Accountants) annual UK Awards for Sustainability Reporting. The judges, selected for their diverse stakeholder representation, said BT won the first prize for a number of reasons, including its transparent disclosures on its overall strategy along with the key CSR risks and opportunities for the business. The Group was also praised for its efforts to outline the business case for CSR. Other companies commended were Unilever, Vodafone and BP. www.accaglobal.com

AIB to build on Better Ireland Programme in 2008

On February 4th, Mary Hanafin, TD, Minister for Education and Science will launch the newly expanded AIB Better Ireland Programme for deserving children's projects and a new website and application form will also be unveiled. In 2008, AIB plans to include more causes in the AIB Better Ireland Programme, enhancing the lives of children with a wider variety of needs. Over the last six years, the AIB Better Ireland Programme has given €16 million to over 1,600 community groups to help improve the lives of children affected by lack of education, drug/alcohol abuse or homelessness.



www.aib.ie

"Manpower Mature" seminar announced

On February 27th, Manpower Ireland will host the first Manpower Mature Seminar, a discussion on strategies to encourage the participation of older workers in the workforce. The Seminar will be chaired by Gay Byrne and formally opened by the Minister for Enterprise, Trade & Employment Michéal Martin, TD. For further information please contact Amanda McMorrow in Manpower at 01 477 6748 or amanda.mcmorrow@manpower.ie.



CR Agenda

25th-28th February, Galway: COHAB, Co-operation on Health and Biodiversity is organizing its second international conference on Health and Biodiversity. As part of this initiative COHAB is inviting BITCI member companies to attend a workshop on February 29th on "Business and Ecosystems: Innovation, challenges and opportunities for the private sector". The aims of the workshop are to explore the business case for nature conservation and discuss challenges and opportunities, to examine tools to help business identify new market opportunities, and to pool experience and perspectives from the private sector. For more information please contact Eva Geluk, 018743828 or egeluk@bitc.ie.

14 February, London: **Business in the Community UK Annual Conference - how business needs to use competitive advantage and innovation to exist in tomorrow's marketplace.** www.bitc.org.uk

15-17 February: **3rd Global Conference on Social Responsibility** organised by the World Council for Corporate Governance in Vilamoura, Portugal. www.wcfcg.net

13-14 March, London: **Corporate Responsibility 2008 – Sustaining Momentum and Responsible Growth.** Organised by Chatham House and FTSE. www.chathamhouse.org.uk