

# Ireland CSR RepTrak® 2019 Results

The best CSR Reputations in Ireland



#RepTrakCSR

■ THE  
■ REPUTATIONS  
■ AGENCY

# The largest normative database on corporate reputation in Ireland.



**15,000+**

Individual ratings



**100**

Organisations



**7,000 Informed  
General Public**

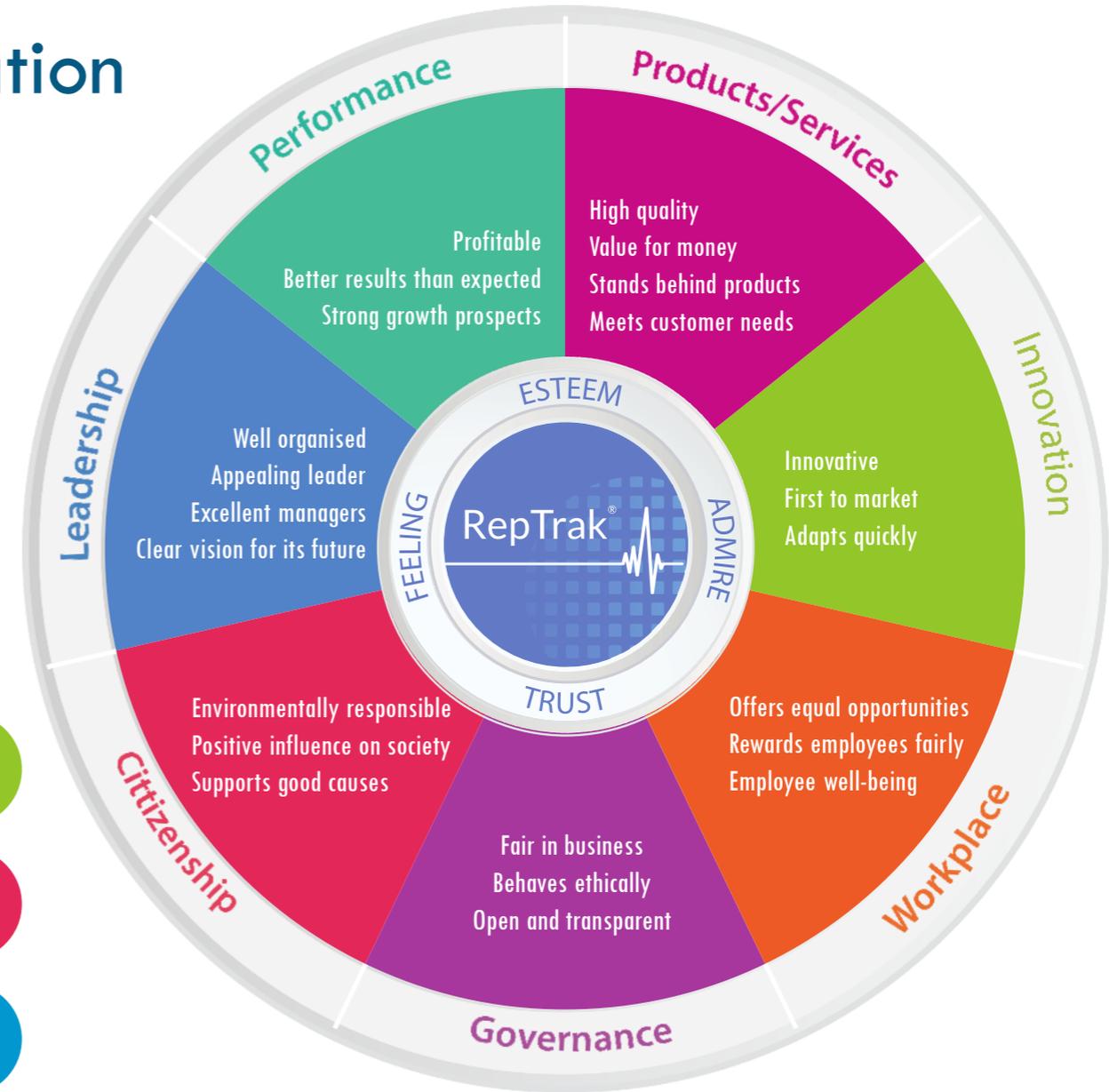
Somewhat or very familiar with  
each organisation evaluated



**2 months**

January-February 2020

# The RepTrak® model explains reputation



- 1. What you deliver **Products & Services, Innovation**
- 2. How you deliver it: **Citizenship, Governance, Workplace**
- 3. How you deliver it: **Leadership, Performance**

123.ie



anpost



BROWN THOMAS



DUNNES STORES



Harvey Norman



THE IRISH TIMES



# RepTrak® is the gold standard for measuring reputation

## Ireland RepTrak® 2020 Deep Dive report

Rich in-depth report. 100 questions adding driver analysis, attributes, touchpoint effectiveness, and brand personality analysis

## Ireland RepTrak® National Tracker

Continuous reputation measurement throughout the year. Delivered in quarterly DeepDive reports accompanied by expert-led presentations

## Ireland RepTrak® 2020 Pulse report

Insights from 25 questions measuring the emotional and rational health of your reputation along with how supportive the public are of your organisation

## Ireland Social Media Reputation Audit

We audit social media conversations about your organisation and correlate them with the key findings from your RepTrak® report. This Social Media Audit can also be carried out on a stand-alone basis at any stage.

The background features a teal color scheme. On the left, there is a semi-transparent image of an office interior with people working at desks. On the right, there is a large, stylized geometric pattern of overlapping white and teal triangles.

# **Global insights and winners in CSR in Ireland**

**Catherine Walsh, Head of CSR,  
The Reputations Agency**

# Corporate Social Responsibility Drives Good Business

Corporate Social Responsibility is no longer just a measure of goodwill –  
**it is a measure of good business**

The background features a teal color scheme with large, overlapping geometric shapes. A semi-transparent office scene is overlaid, showing people working at desks with computers. The scene is split by a white diagonal line that runs from the top-left towards the bottom-right.

# Ireland CSR RepTrak<sup>®</sup> 2019

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# RepTrak<sup>®</sup> CSR Index Definition

## Governance

Behaves ethically.

Is fair in the way it does business.

Is open and transparent.

## Citizenship

Is a positive influence on society.

Acts responsibly to protect the environment.

Supports good causes.

## Workplace

Demonstrates concern for employee health & well-being.

Rewards employees fairly.

Offers equal opportunities.

In Ireland, the three CSR dimensions drive **46.3%** of an organisation's reputation with the general public.

# 5 Key take-aways from Global CSR RepTrak<sup>®</sup> Study

# 1. CSR is good for business!

## A five-point increase in CSR

Increases purchase  
intent by  
**8%**

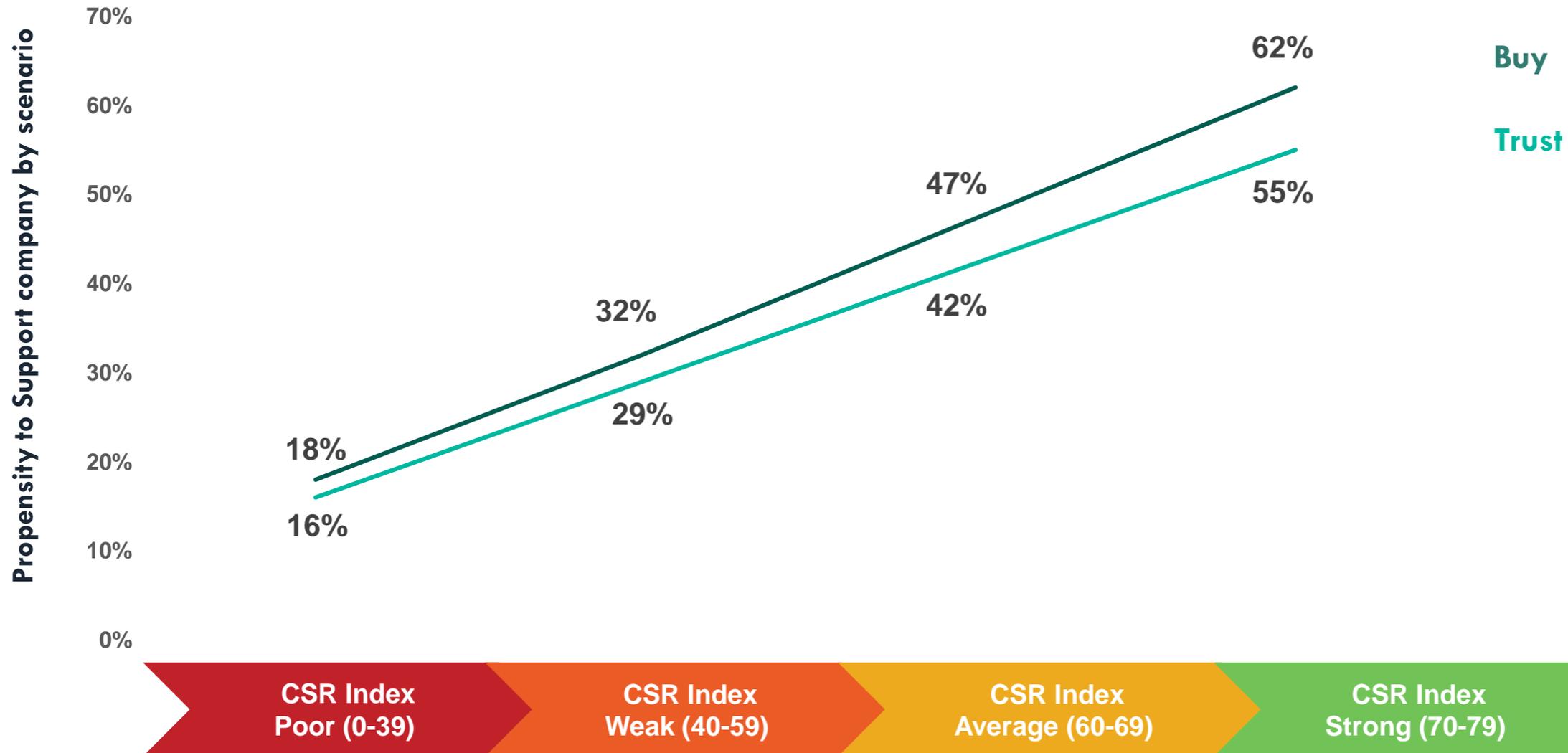
Increases levels  
of trust by  
**6%**

Increases advocacy  
by  
**7.4%**

Makes your  
company  
**4.7%**  
more crisis proof

Helps attract better  
talent with a  
**5.1%**  
increase in  
willingness to work  
for.

# Companies with an Excellent CSR Index Engender More Support



# 2. Align reality of CSR + perception

# Letter From The CEO

At Microsoft, our mission is to empower every person and every organization on the planet to achieve more. We also care deeply about how we achieve that mission and our lasting impact on the world and the communities where we operate.



Sincerely,  
**Satya Nadella**  
Chief Executive Officer

**Microsoft  
Philanthropies**

**Donated over  
\$1.4B**

**In cash grants  
and technology**

**Supporting  
over  
200,000  
Nonprofit  
orgs**

**Empowering  
people on  
nearly every  
country on the  
planet**



# 3. Link CSR to your business

# LEGO is producing blocks from Sugar Cane



**Bosch is producing appliances powered by green technology**

**Green**  
Technology  
**inside**





**DANONE**  
ONE PLANET. ONE HEALTH

# 4. Senior buy-in is essential



**an  
post**

**Responsibility is the most important driver of  
CEO reputation for the last two years**

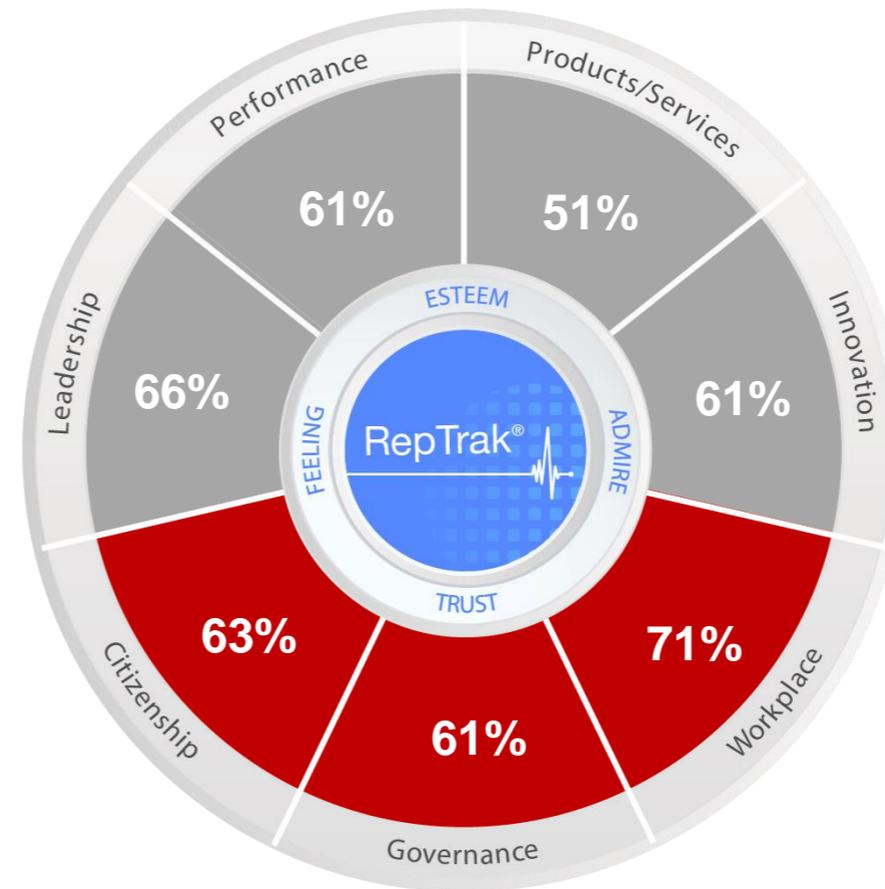
# 5. Action & communication are critical

# Action & communication are critical

40% to 79% are uncertain.

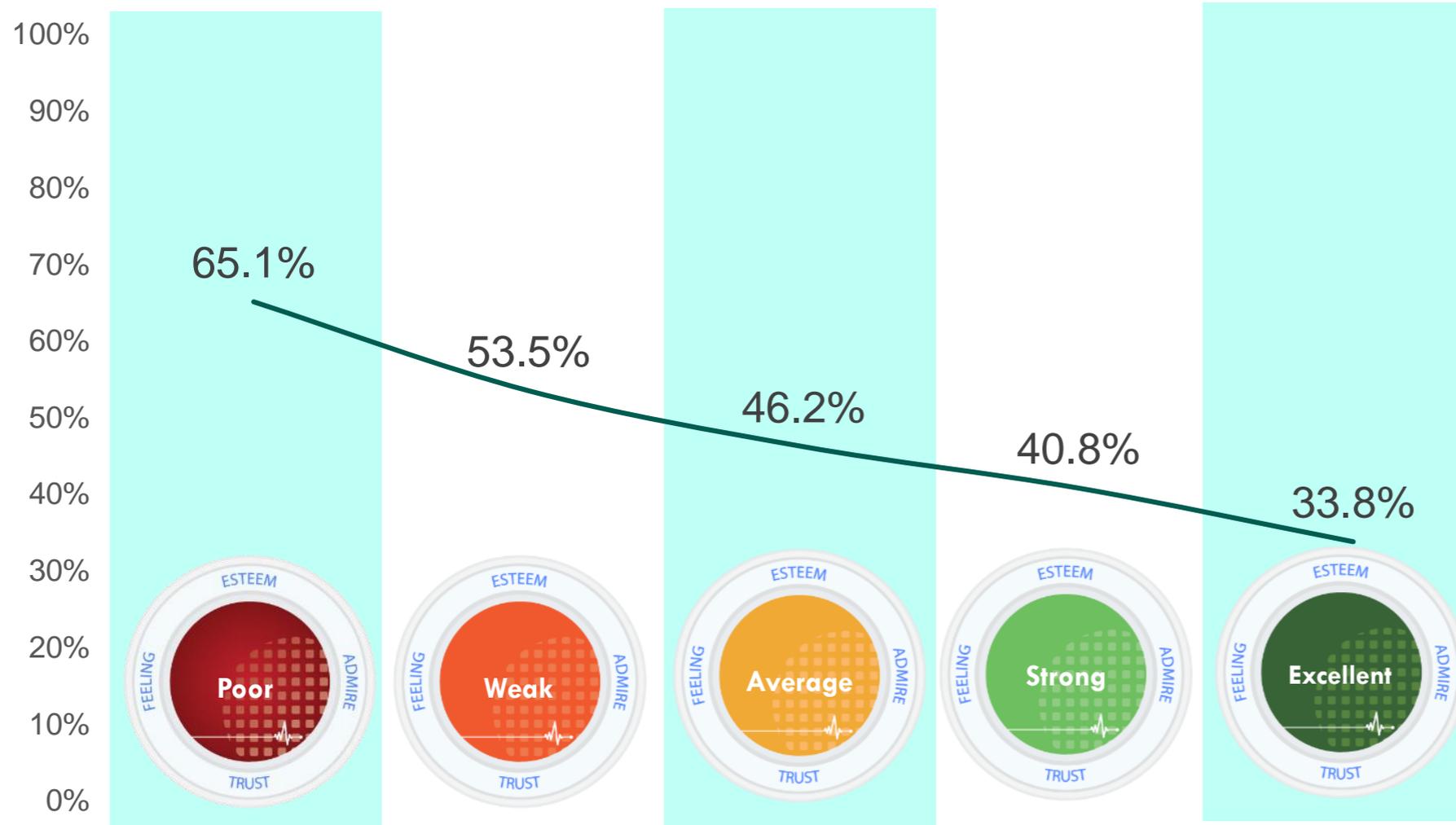
These fence-sitters may swing either positive or negative, depending on impressions.

The CSR dimensions have some of the highest proportions of fence-sitters.



Percentages of the Irish public who are 'neutral' or 'not sure' about companies' performance on each dimension

# Telling your CSR story is essential if your Reputation is anything less than strong



# Ireland CSR RepTrak<sup>®</sup> 2019 Results

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Ireland  
CSR  
RepTrak<sup>®</sup>

CELEBRATING

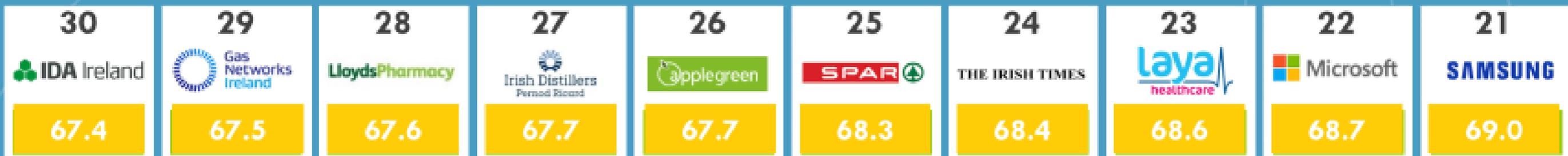
10

YEARS OF  
REPUTATION

**CELEBRATING 10 YEARS**  
OF REPUTATION MANAGEMENT  
IN IRELAND

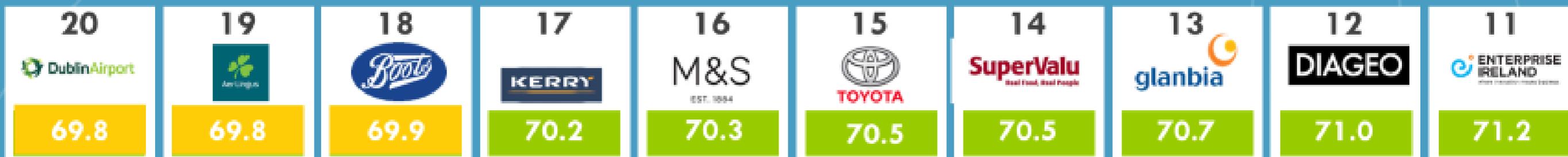
# Ireland CSR RepTrak® Pulse 2019

Ranked 30 - 21



# Ireland CSR RepTrak<sup>®</sup> Pulse 2019

Ranked 20 - 11



# Ireland CSR RepTrak<sup>®</sup> Pulse 2019

Ranked 10 - 6

10



72.3

9



72.7

8



72.9

7



73.5

6

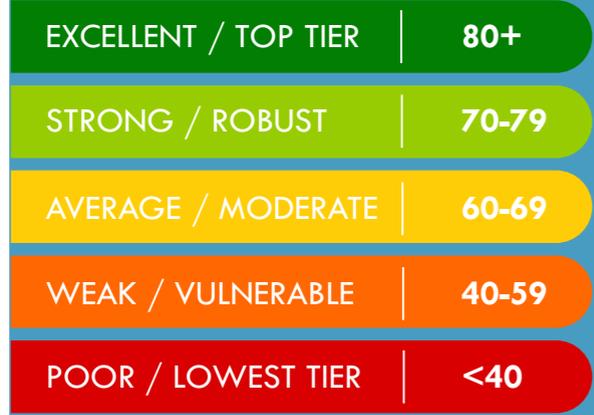
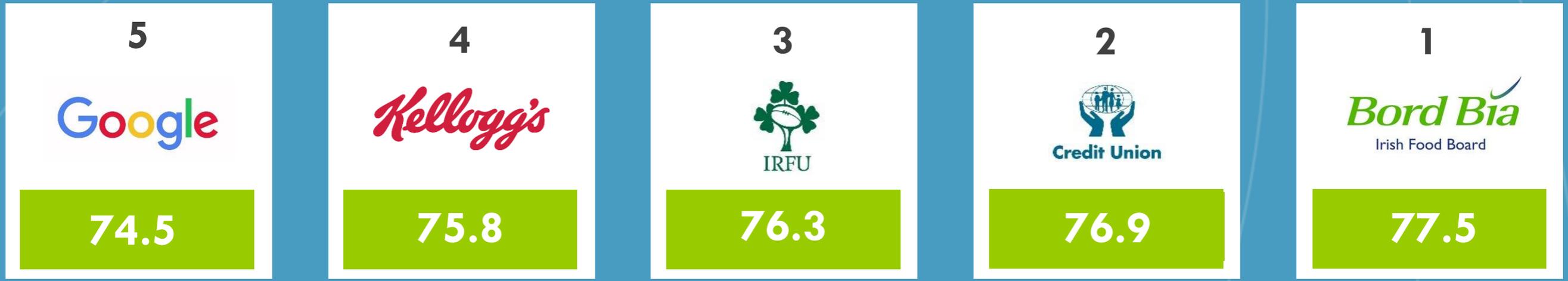


73.7

- EXCELLENT / TOP TIER | 80+
- STRONG / ROBUST | 70-79
- AVERAGE / MODERATE | 60-69
- WEAK / VULNERABLE | 40-59
- POOR / LOWEST TIER | <40

# Ireland CSR RepTrak® Pulse 2019

Ranked 5 - 1



Ireland  
CSR  
RepTrak®

CELEBRATING  
**10**  
YEARS OF  
REPUTATION

# 5. GOOGLE



Ireland  
CSR  
RepTrak®

CELEBRATING  
**10**  
YEARS OF  
REPUTATION

# 4. KELLOGG'S



Ireland  
CSR  
RepTrak®

CELEBRATING  
**10**  
YEARS OF  
REPUTATION

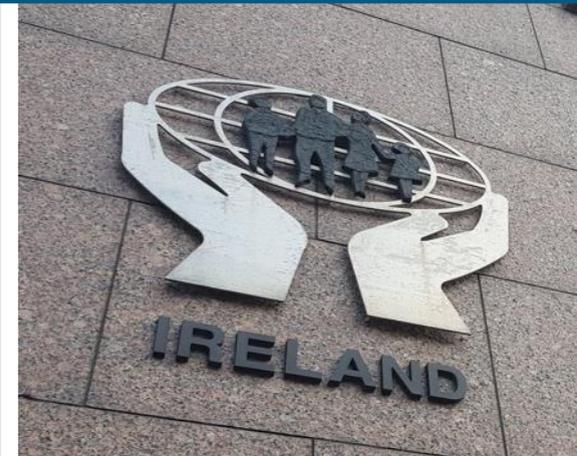
### 3. IRFU



Ireland  
CSR  
RepTrak®

CELEBRATING  
**10**  
YEARS OF  
REPUTATION

## 2. CREDIT UNIONS



Ireland  
CSR  
RepTrak®

CELEBRATING  
**10**  
YEARS OF  
REPUTATION

# 1. BORD BIA



# Thank you

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