

# ***Ireland CSR RepTrak 2018*** ***- Cutting across the noise*** ***of CSR***

12th October 2018



**#TRAREpTrak**

■ THE  
■ REPUTATIONS  
■ AGENCY

THE  
REPUTATIONS  
AGENCY





# **INTRODUCTION TO OUR AGENCY**



**We are a strategic reputation, communications and PR agency, part of the JWT Group in Ireland and the global JWT network**

## TRA Reputations

We provide the insights and strategies to enable leaders to build sustainable and prosperous companies through our best in class reputation audit and management services.

## TRA Brands

Our team are some of the freshest thinkers in the country and we build award winning consumer brand campaigns, from insight to execution working with some of the most exciting global and domestic brands.

## TRA Corporate

Through our strategic communications, financial and legal skills we offer valuable analysis, strategy, issues management, media relations and expert council to our clients.

## TRA CSR

Earning a strong CSR reputation brings societal and business performance benefits. We collaborate to build CSR strategies, delivering lasting value to our client's businesses.

## TRA Sponsorship

Our team delivers award winning sponsorship strategies across sport and non-sport platforms, that bring brand experiences to life and deliver maximum business results.

## TRA Digital

We design and execute powerful and innovative, multiplatform, online and social media strategies that amplify our client's brands and cut through with the right audiences.



Hans-Erik Tuijt,  
Heineken International

## KEYNOTE SPEAKER

Hans-Erik Tuijt, Director Global Heineken Sponsorships,  
Heineken International

## HOST

Niamh Boyle, Managing Director, The Reputations Agency



Niamh Boyle,  
The Reputations Agency

## GUEST SPEAKERS

*Ireland CSR RepTrak® 2018 – cutting across the noise of CSR*  
Catherine Walsh, Head of CSR, The Reputations Agency

*Ireland Sponsorship RepTrak® 2018 – Best in Class?*  
*Measuring Reputational Impact*

Gareth Field, Head of Sponsorship, The Reputations Agency



Catherine Walsh,  
The Reputations Agency



Gareth Field,  
The Reputations Agency

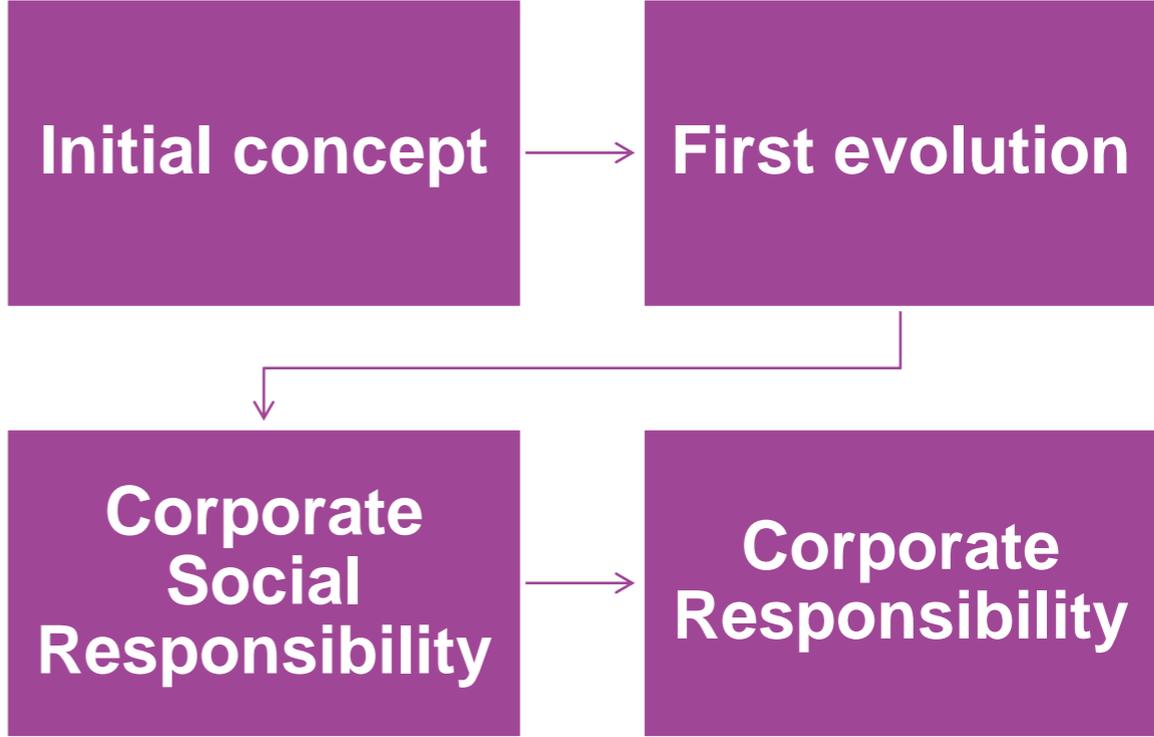
# A Time of New Expectations – A New Dawn

*“Society is demanding that companies, both public and private, serve a social purpose. To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”*

Larry Fink,  
Chairman and CEO, Blackrock  
2018 Letter to CEO's



# The Evolution of the Concept of CSR



# A new era of Corporate Responsibility



SOCIAL



FISCAL

# CSR



EMPLOYER



ENVIRONMENTAL



The background features a teal color scheme with large, overlapping geometric shapes. The left and right sides contain semi-transparent images of office environments. The left image shows a woman with glasses working at a computer in a large open-plan office. The right image shows a group of people in a meeting room, with one person pointing at a whiteboard. The central area is a plain white triangle.

# **Ireland RepTrak<sup>®</sup>**

## **2018**

# Ireland RepTrak® 2018

**15,127**

Individual ratings

**100**

Organisations

**7,094 Informed  
General Public**

Somewhat or very familiar  
with each organisation  
evaluated

**2 months**

January-February 2018

**The largest normative  
database on corporate  
reputation in Ireland.**

# The RepTrak® Model explains Reputation

The RepTrak® model explains reputation

## 1 – RepTrak® Pulse

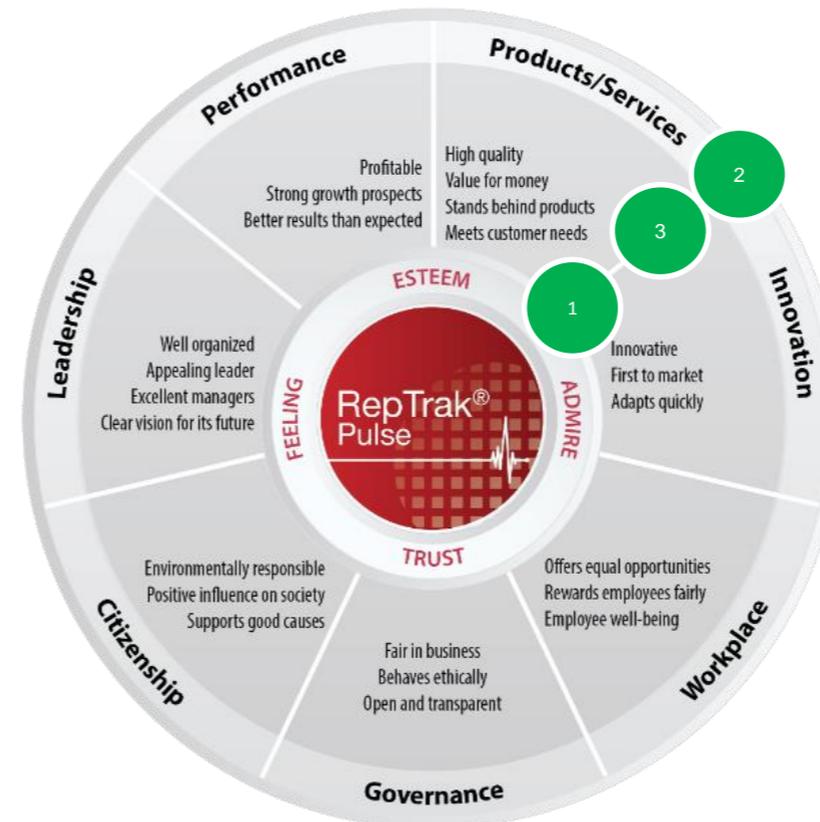
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

## 2 - Dimensions

These seven rational dimensions have proven to be the pillars of organisational reputation.

## 3 - Attributes

The concrete and operational attributes that underpin the seven dimensions.



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

## Governance

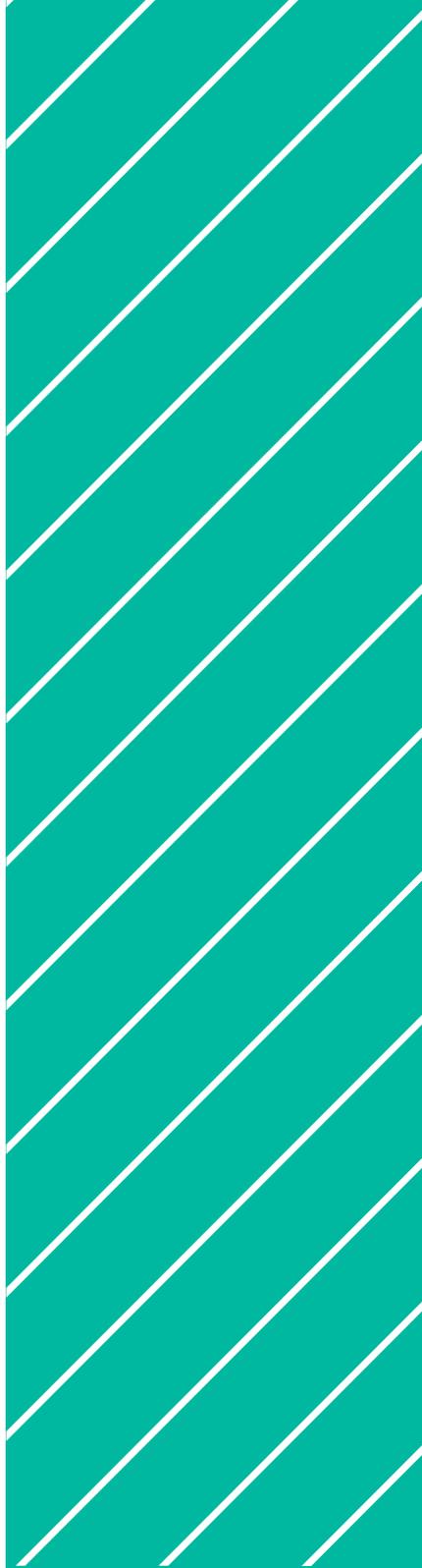
- Behaves ethically
- Is fair in the way it does business
- Is open and transparent

## Citizenship

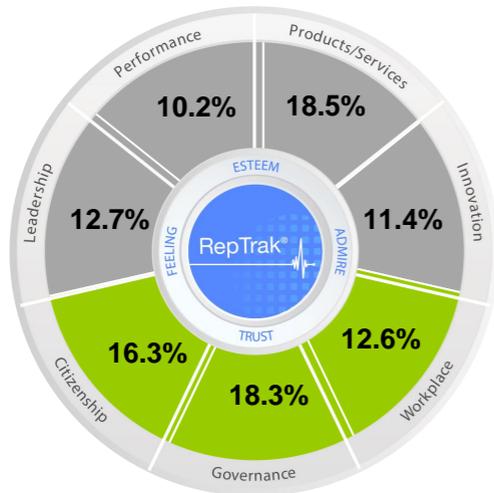
- Is a positive influence on society
- Acts responsibly to protect the environment
- Supports good causes

## Workplace

- Demonstrates concern for employee health & well-being
- Rewards employees fairly
- Offers equal opportunities



# Digging deeper into the CSR Dimensions



CSR Weight = 47.2% +1.7

3  
2

GOVERNANCE		
	Weight	Average Score
Behaves ethically	5.5%	63.6
Is fair in the way it does business	5.9%	64.1
Is open & transparent about the way it operates	5.1%	59.9

1

CITIZENSHIP		
	Weight	Average Score
Has a positive influence on society	6.6%	64.7
Acts responsibly to protect the environment	4.3%	61.6
Supports good causes	4.4%	65.2

WORKPLACE		
	Weight	Average Score
Concern for employee health & well-being	4.3%	63.8
Rewards employees fairly	3.3%	64.1
Equal opportunities in the workplace	3.8%	68.1



**2018 Global CSR  
RepTrak<sup>®</sup>**

# 2018 Global CSR RepTrak® Top 10 Companies

Rank	Home	2018	Score
1	United States		71.9
2	United States		69.5
3	Denmark		69.4
4	Brazil		69.4
5	Denmark		68.7
6	United States		68.1
7	Germany		68.1
8	Japan		67.6
9	France		67.6
10	Sweden		67.2



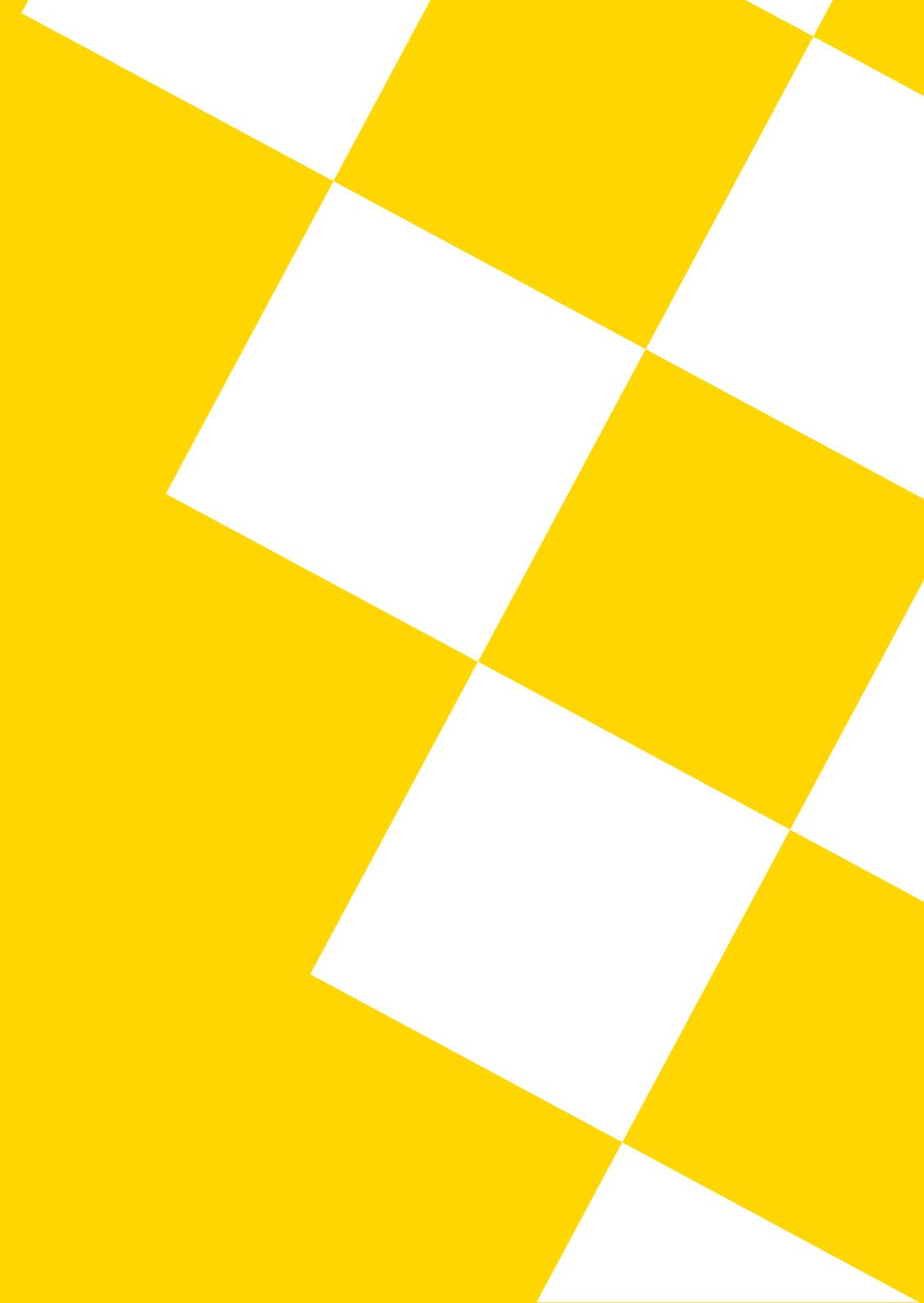


GOOGLE





LEGO

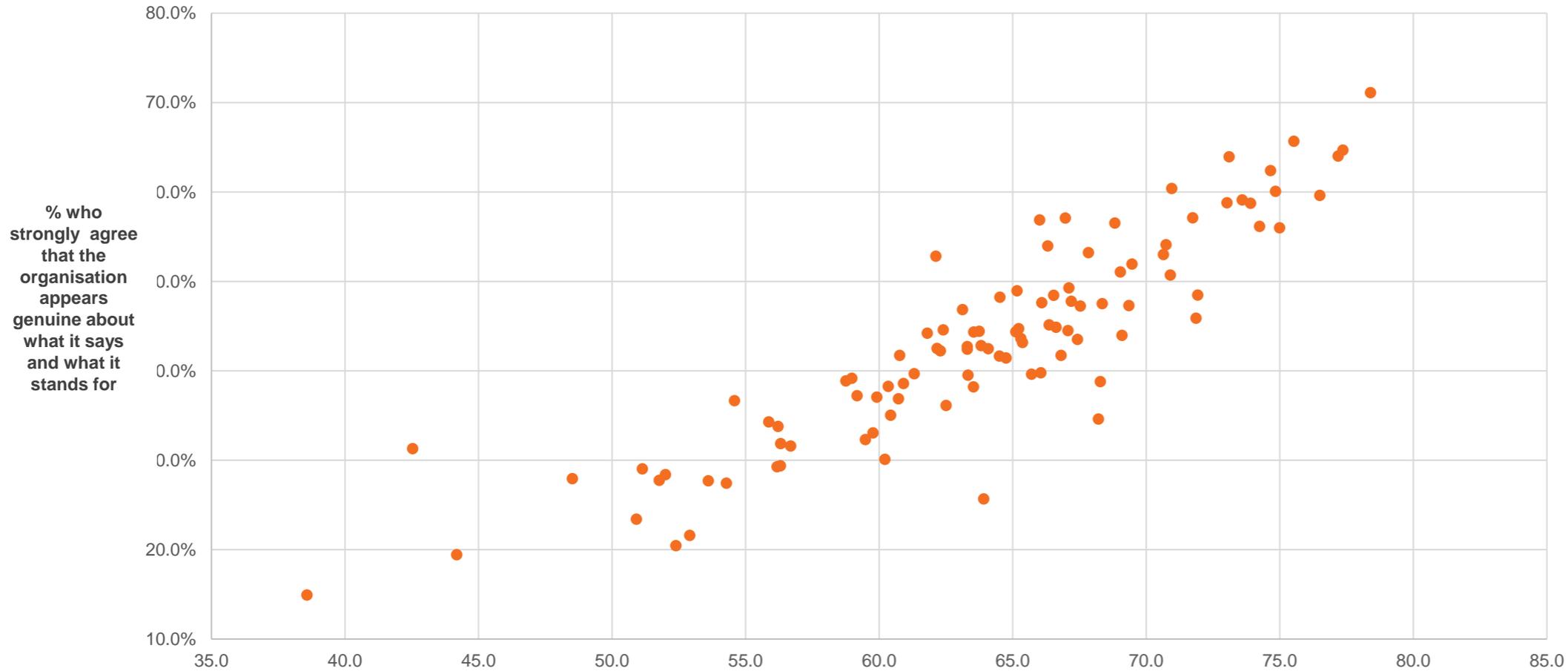


# **IMPACT & OUTCOMES**

# Companies with an Excellent CSR Index Engender More Support



# CSR Strength Aligns with Being Genuine About What You Do and Say

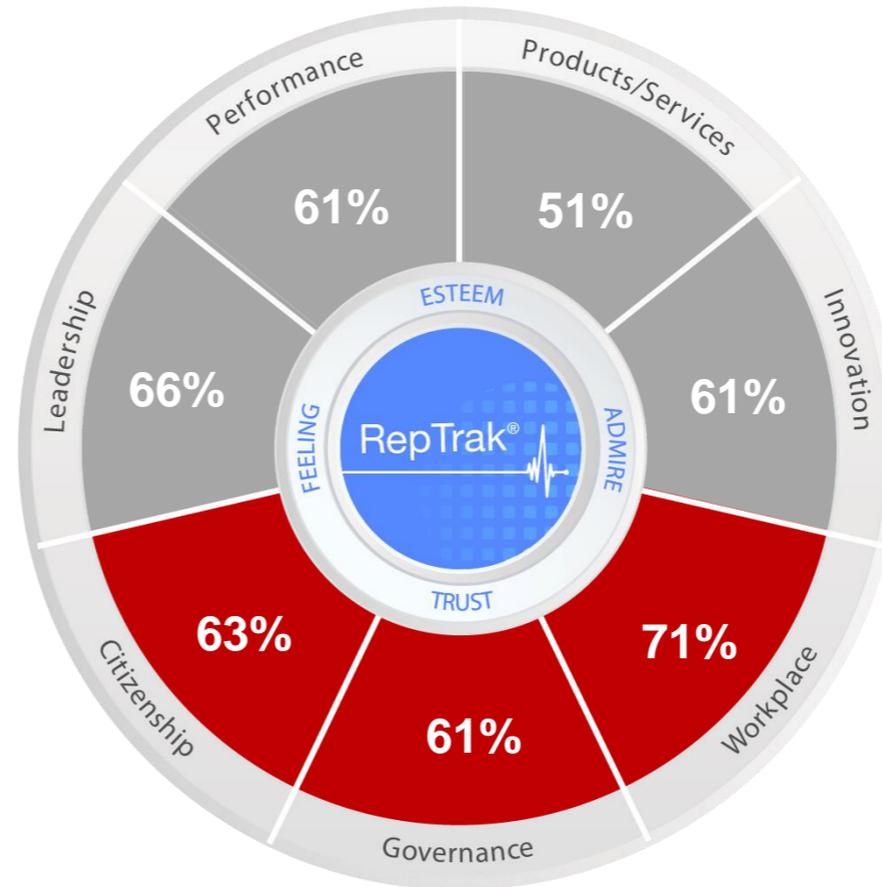


# Action & communication are critical to converting neutral stakeholders

41% to 82% are uncertain

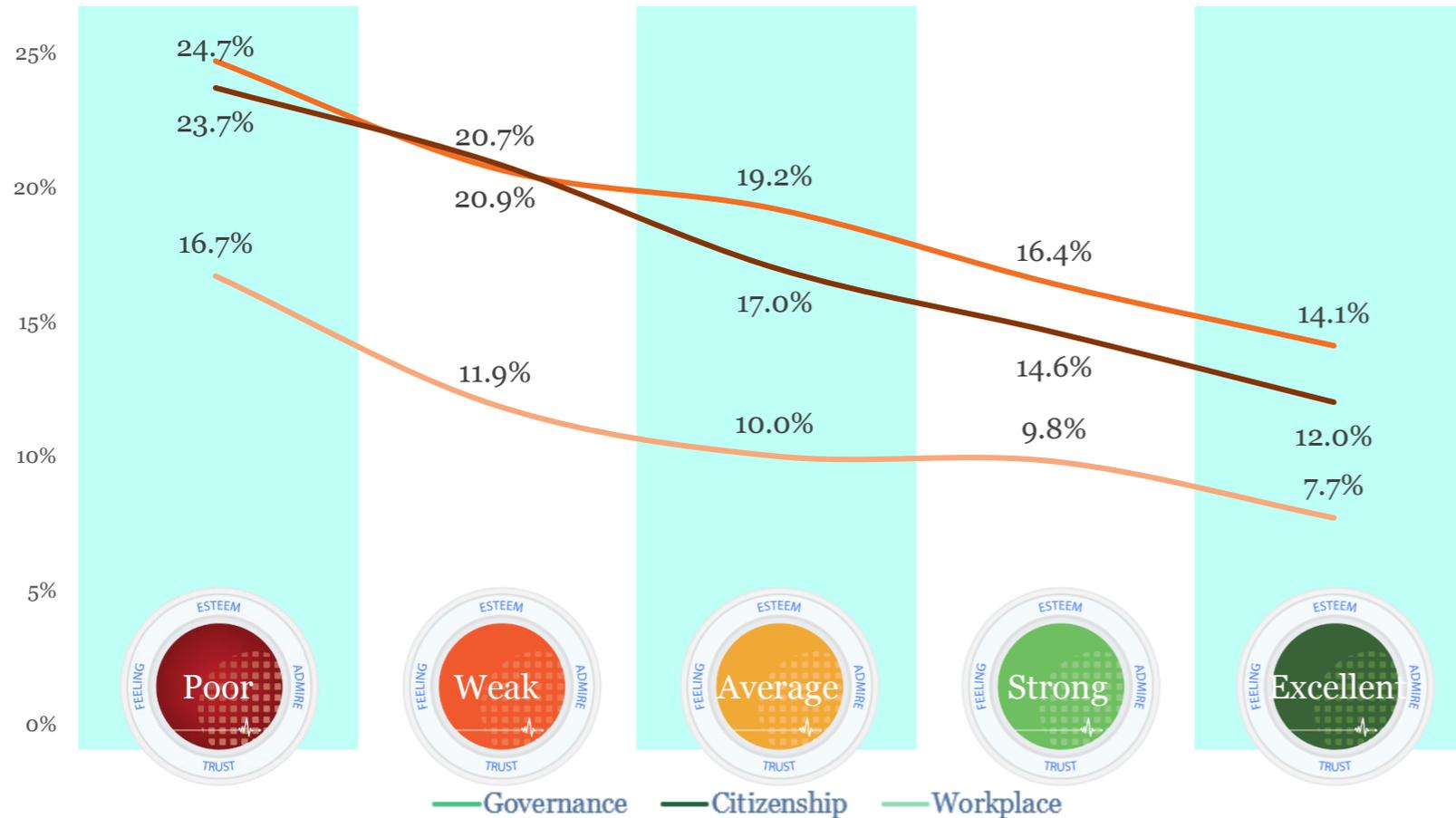
**These fence-sitters may swing either positive or negative, depending on impressions**

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

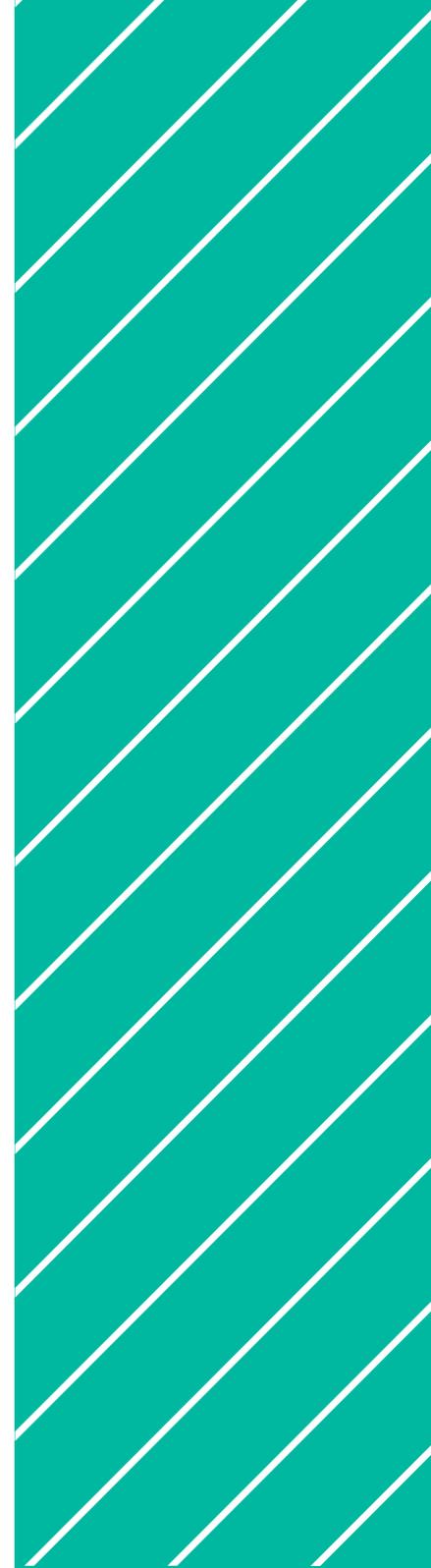


*Percentages of the Irish public who are 'neutral' or 'not sure' about companies' performance on each dimension*

# CSR dimensions are the 3 most important drivers among companies with a poor reputation



3 most important drivers among companies with a poor reputation



# Achieving cut-through is challenging

The majority of the informed general public cannot mention anything specific - ranges from 56% to 91% for companies

“I am not aware of any efforts \_\_\_ make in this regard.”

“I don't see them doing anything out of the ordinary to be good corporate citizens. A lot of their decisions, I suspect are made out of 'law' and corporate governance.”

“I don't know - do they advertise/publish this. I am not aware of anything on particular they do and I read the papers daily.”

Q. Many organisations make an effort to be good corporate citizens by ensuring that that their businesses are responsibly run, that they treat their staff well and act responsibly towards the communities and environment in which they operate. What kinds of things does \_\_\_\_\_ do to be a good corporate citizen?

“Actually I do not know of anything that they do to be good corporate citizens. Do they sponsor community events, environmental initiatives?”

“I don't know if they are doing anything. But if they are they should run ads about it and not their product because everyone knows their products...”

**WINNERS: Ireland**  
**CSR RepTrak® 2018**

# 2018 Winners – The Best CSR Reputations in Ireland

2018 Rank	Company	CSR Index
21.	Enterprise Ireland	69.5
22.	Lloyds Pharmacy	69.3
23.	Marks and Spencer	69.1
24.	ESB (Electricity Supply Board)	69.0
25.	IDA Ireland	68.8
26.	Bord na Móna	68.3
27.	Bord Gáis Energy	68.3
28.	Centra	68.2
29.	Irish Distillers	67.8
30.	Gas Networks Ireland	67.5

# 2018 Winners – The Best CSR Reputations in Ireland

2018 Rank	Company	CSR Index
11.	Kellogg's	73.6
12.	Fáilte Ireland	73.1
13.	Glanbia	73.0
14.	LinkedIn	71.9
15.	Dublin Airport	71.9
16.	An Post	71.7
17.	Samsung	71.0
18.	SuperValu	70.9
19.	Microsoft	70.7
20.	Coillte	70.6

# 2018 Winners – The Best CSR Reputations in Ireland

2018 Rank	Company	CSR Index
1.	Credit Unions (The Credit Union movement)	78.4
2.	Google	77.4
3.	Bord Bia (Irish Food Board)	77.2
4.	Aldi	76.5
5.	IRFU (Irish Rugby Football Union)	75.5
6.	Toyota	75.0
7.	Lidl	74.8
8.	Tourism Ireland	74.7
9.	Boots	74.2
10.	Kerry Group	73.9

# The Best CSR Reputations in Ireland compared to 2017

## NEW ENTRANTS



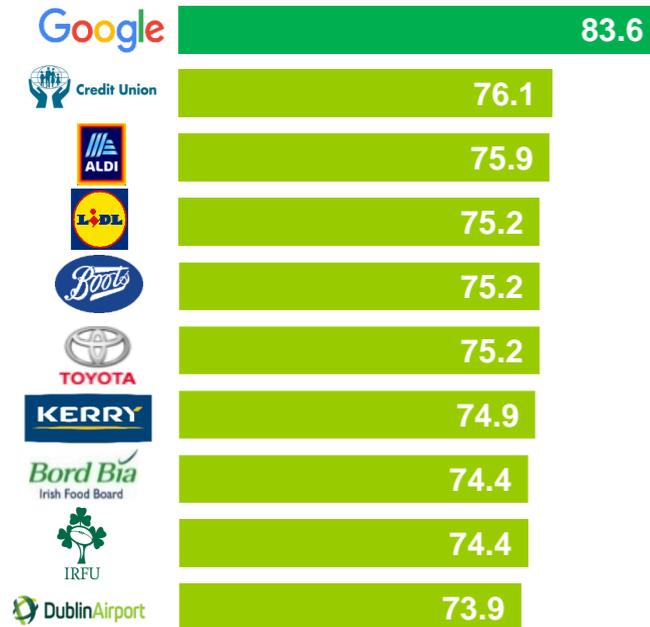
## STABLE PERFORMER



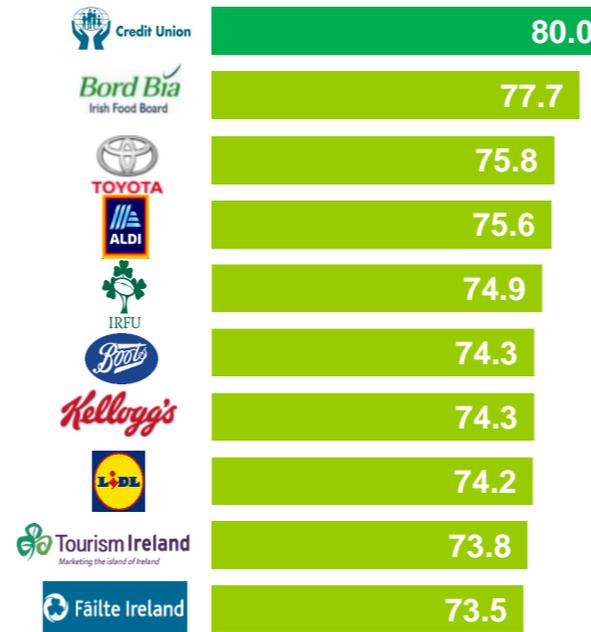
# Leaders in Workplace, Governance and Citizenship – The Top 10 companies in Ireland

Excellent/Top Tier	80+
Strong/Robust	70-79
Average/Moderate	60-69
Weak/Vulnerable	40-59
Poor/Lowest Tier	<40

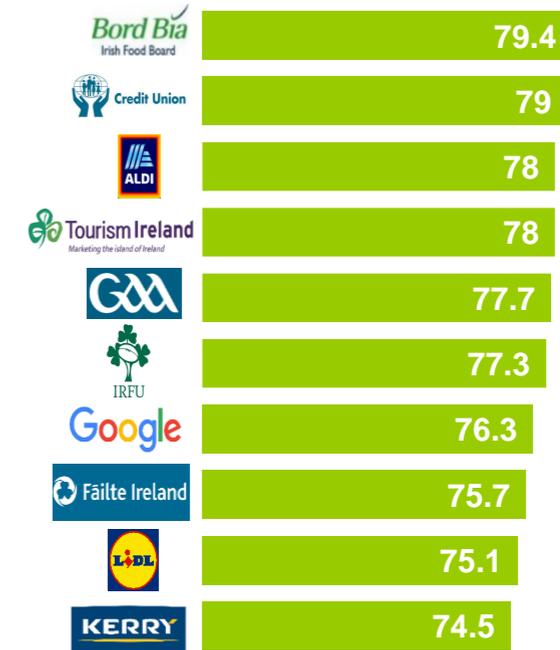
## Workplace



## Governance



## Citizenship



**ALMOST 50% of  
REPUTATION = CSR**

**IMPORTANT TO  
COMMUNICATE ACTIVITY**

**APPETITE FOR NEWS IS  
APPARENT**

**ACTION IS CRITICAL TO  
CONVERT NEUTRAL  
STAKEHOLDERS**

**MASSIVE OPPORTUNITY  
TO COMMUNICATE WITH'  
'FENCE-SITTERS'**

**ATTRACTING/RETAINING  
TALENT**

# Thank you

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