

Ireland CSR RepTrak® 2017

Friday 9th March, The Merrion Hotel

■ THE
■ REPUTATIONS
■ AGENCY

Part of the ddfh⁺b Group

Ri Reputation Institute
Powering the world's most reputable companies



The European Commission's Approach to Responsible Business

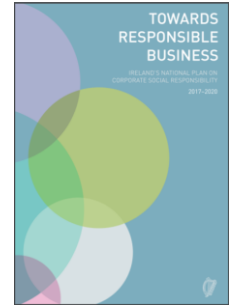


CSR = the responsibility of enterprises for their **impact on society**.

*“Enterprises should have in place a process to integrate social, environmental, ethical, human rights and consumer concerns into their **business operations and core strategy** in close collaboration with stakeholders.”*



Ireland's National Plan for CSR



The Environment

Reducing, reusing or recycling resources to minimise negative environmental impacts.



The Community

Your interaction with your local community partners and organisations.



The Workplace

Supporting and engaging with your employees.



The Marketplace

The responsible commercial decisions your company makes in dealing with suppliers and customers.

The RepTrak® model explains Reputation

The RepTrak® Model

The Reputation Institute's generic model for measuring reputation is the gold standard and has been utilised globally for over 15 years.

1 – RepTrak® Pulse

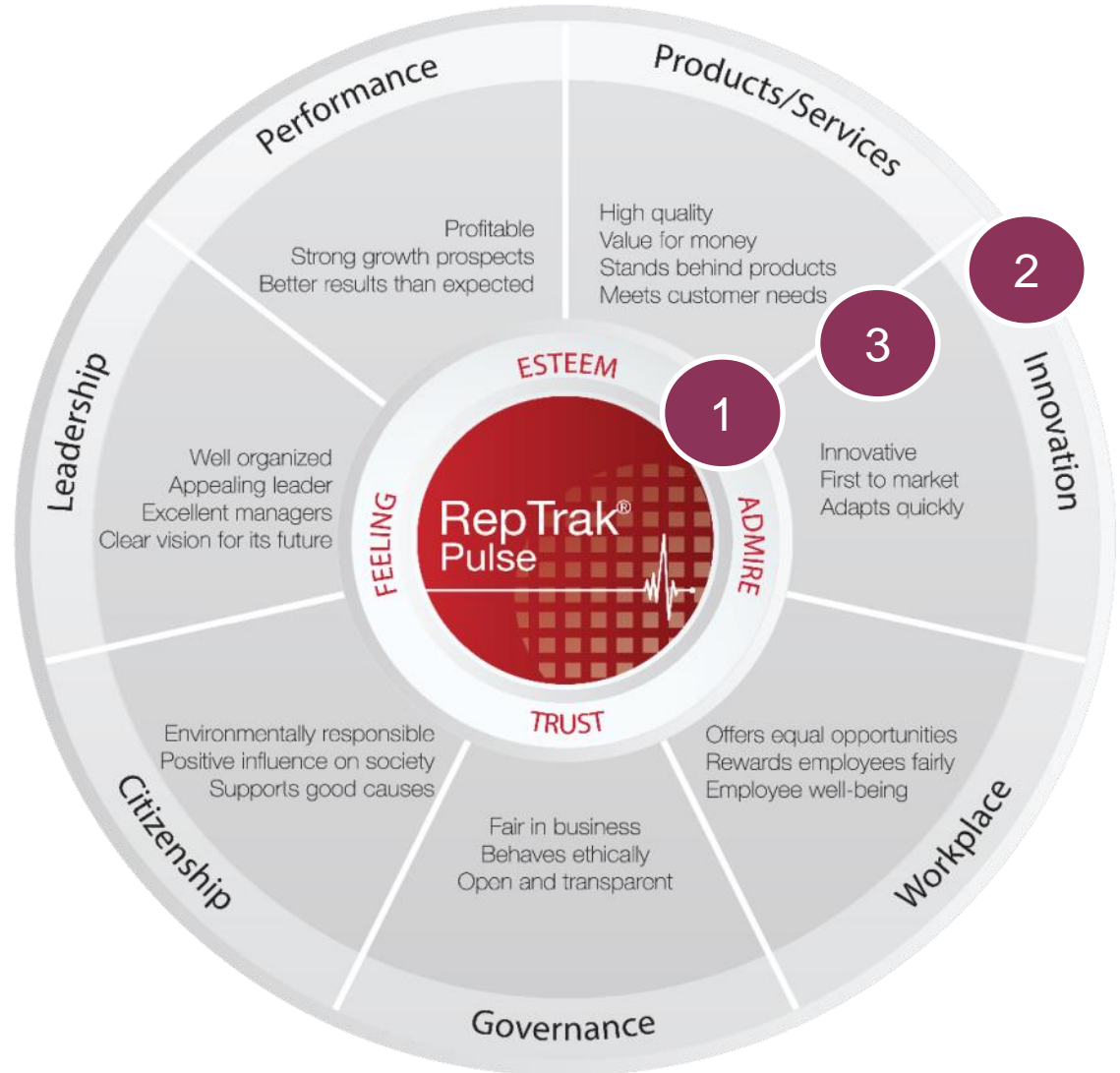
The emotional bond between your organisation and the public, based on esteem, admiration, trust, and good feeling.

2 - Dimensions

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

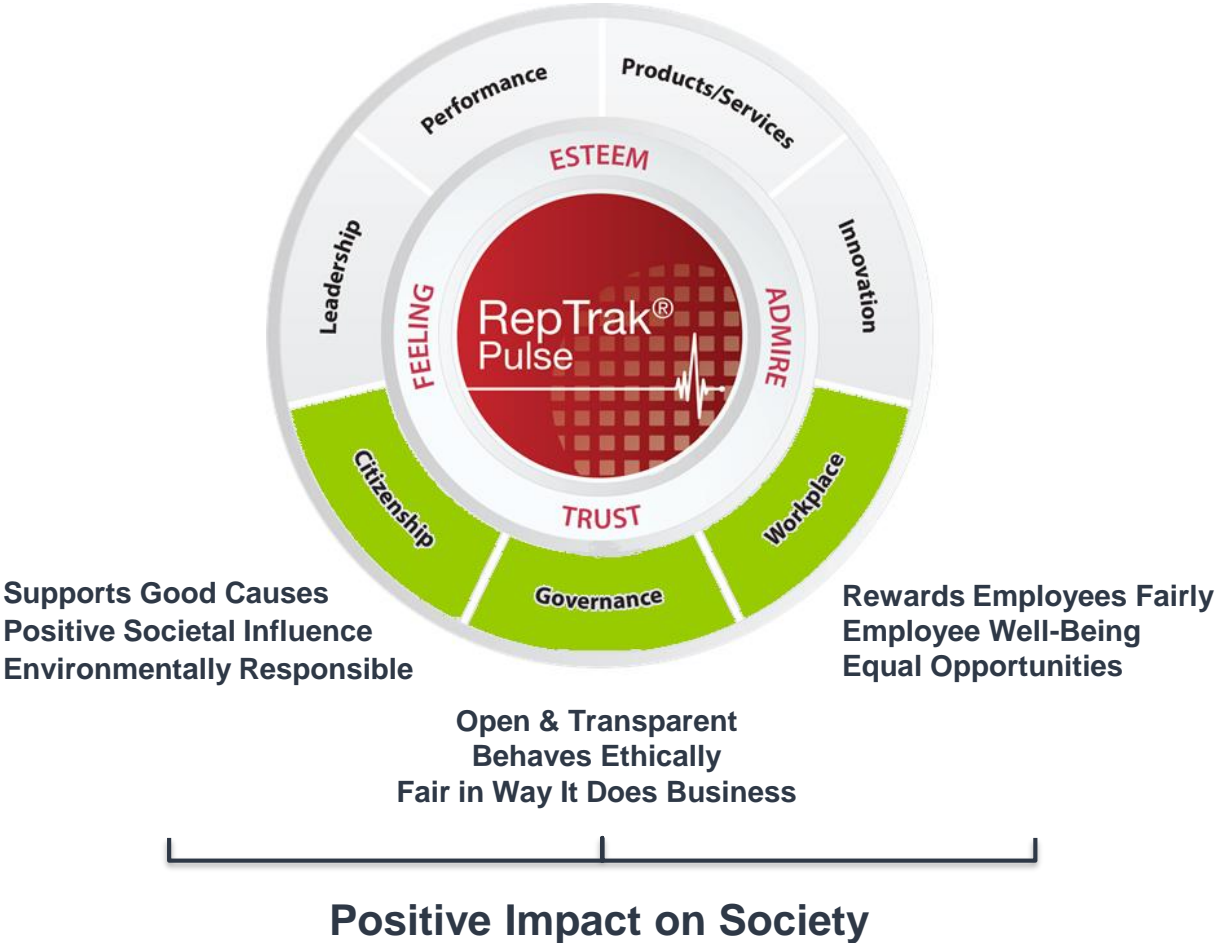
3 - Attributes

The concrete and operational attributes that underpin the seven dimensions.



RepTrak[®] CSR Index Definition

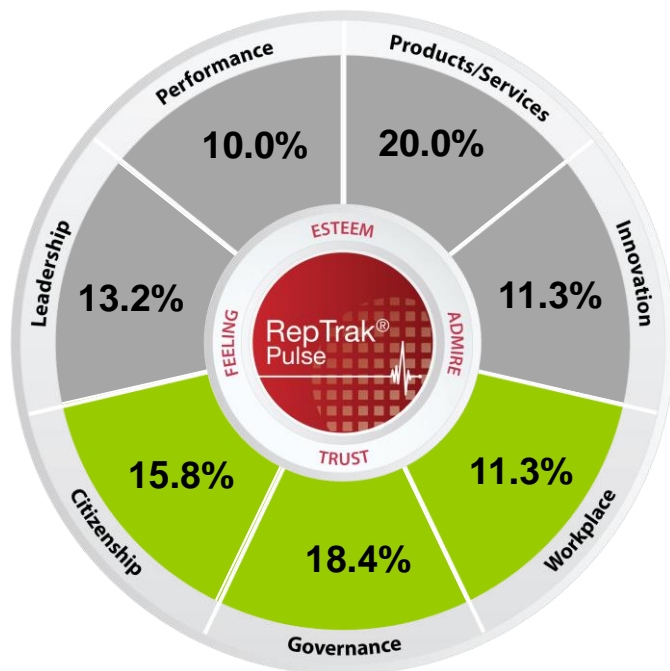
CSR RepTrak[®] scores reflect performance in the Citizenship, Governance and Workplace dimensions



The Drivers of CSR are Defined by Ethics, Fairness, and Societal Impact

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

Ireland RepTrak® 2017



CSR Weight = 45.5%

GOVERNANCE

	Weight	Score
Behaves ethically	5.9%	62.85
Is fair in the way it does business	5.5%	62.97
Is open & transparent about the way it operates	5.0%	58.68

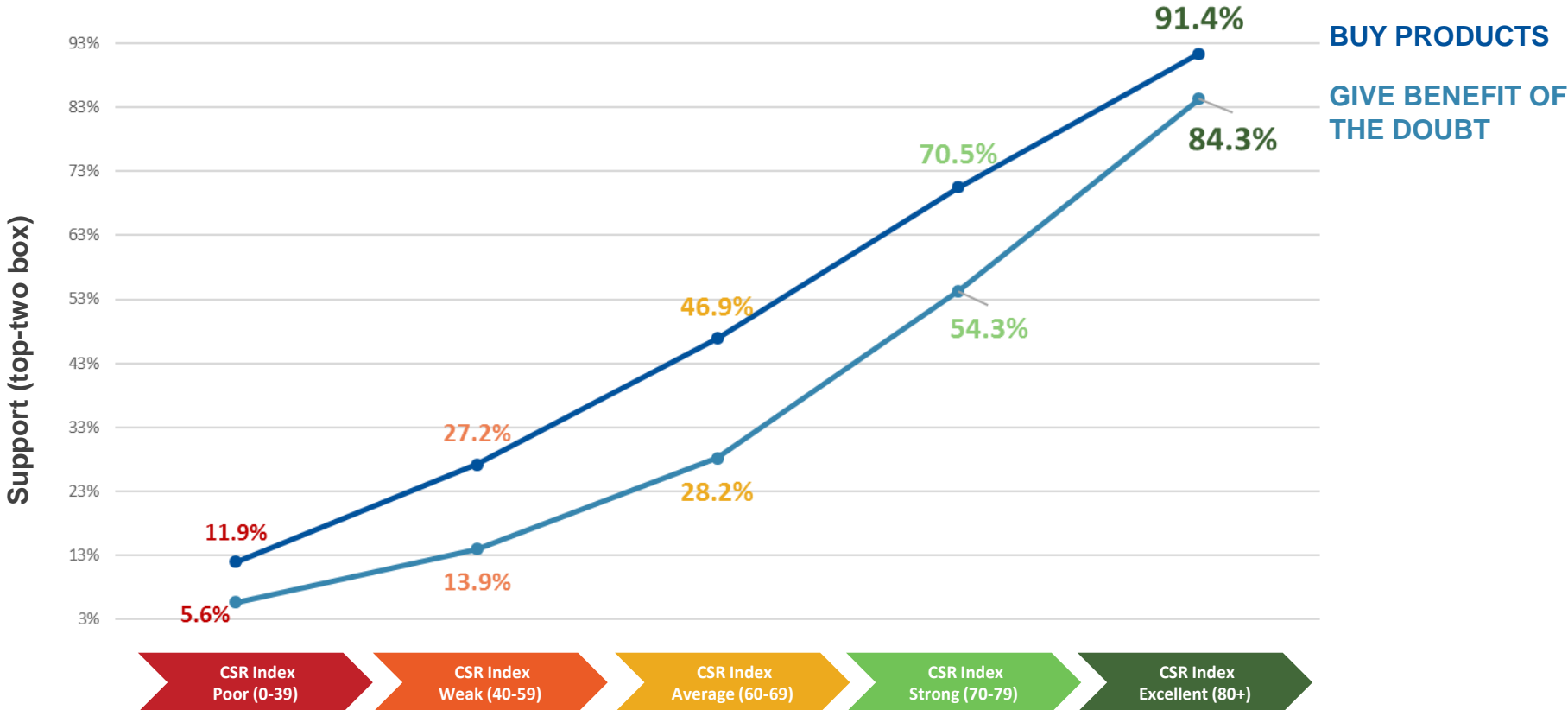
CITIZENSHIP

	Weight	Score
Has a positive influence on society	6.4%	62.89
Acts responsibly to protect the environment	4.1%	60.97
Supports good causes	4.3%	63.28

WORKPLACE

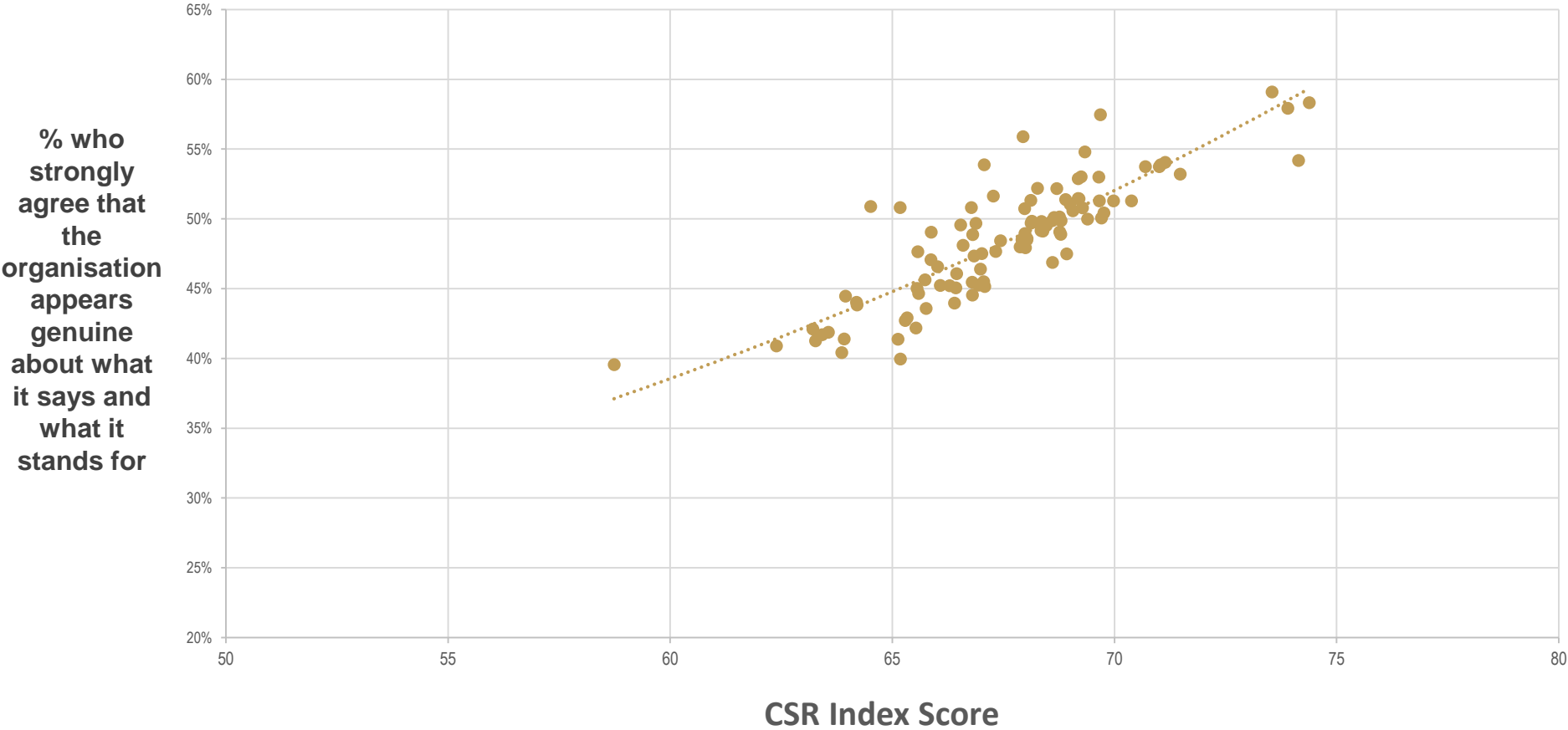
	Weight	Score
Demonstrates concern for employee health & well-being	3.9%	61.56
Rewards employees fairly	2.8%	61.03
Equal opportunities in the workplace	3.4%	66.77

Companies with an Excellent CSR Index Engender More Support



Global CSR RepTrak® 2017

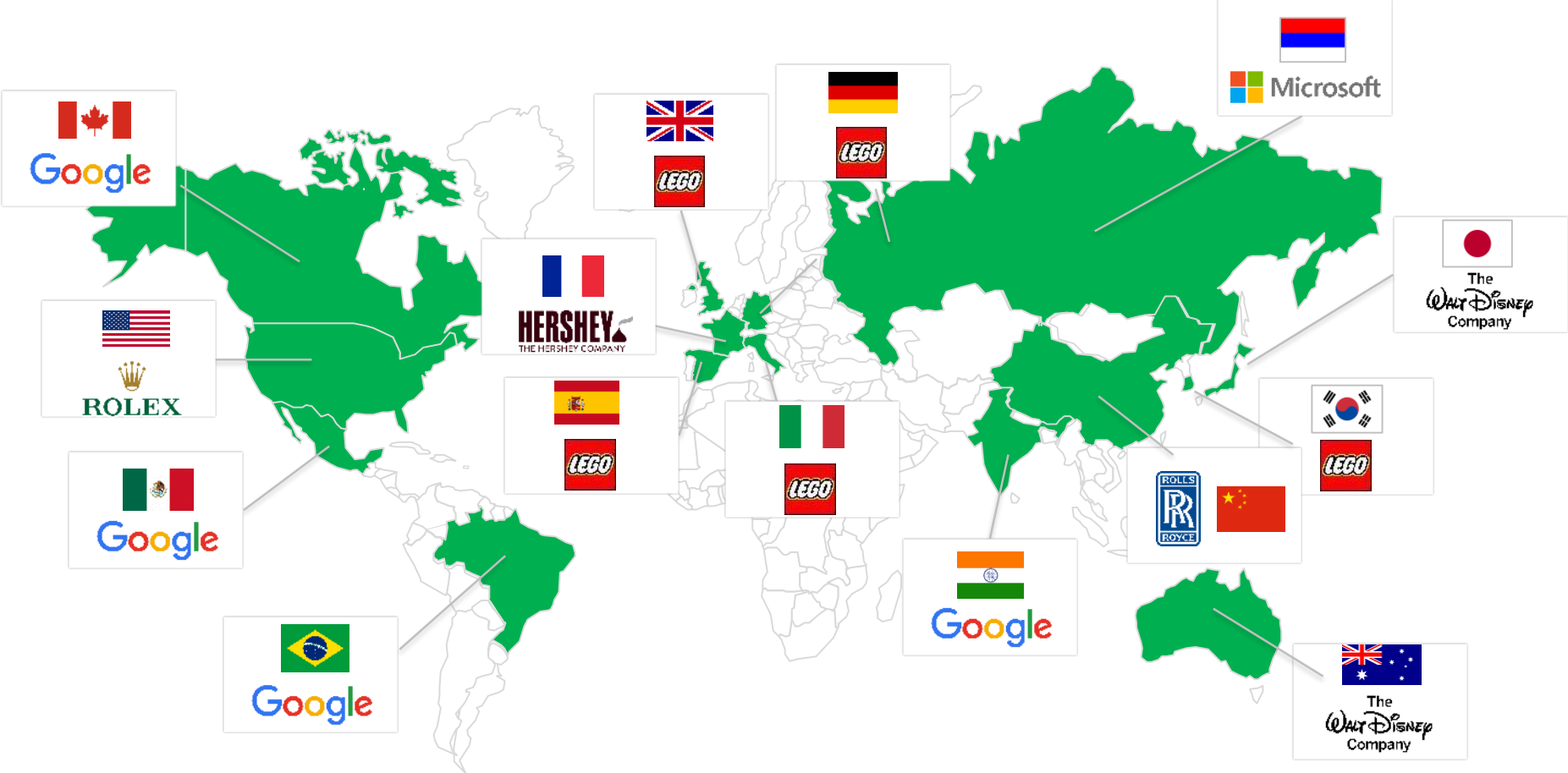
CSR Strength Aligns with Being Genuine About What You Do and Say



Global CSR RepTrak® 2017

Correlation = 0.85

Top Company in CSR across the Major Markets



Global CSR RepTrak® 2017

Global CSR top companies - why do they have a strong CSR reputation?

Rank	Company	2017 CSR RepTrak®
1	LEGO Group	74.4
2	Microsoft	74.1
3	Google	73.9
4	The Walt Disney Company	73.5
5	BMW Group	71.5
6	Intel	71.1
7	Robert Bosch	71.0
8	Cisco Systems	71.0
9	Rolls-Royce Aerospace	70.7
10	Colgate-Palmolive	70.4
11	Barilla	70.0

Global CSR RepTrak® 2017

Sig diff > 0.8

1. Leadership actively engaged in CSR



Google

Although he's private, Pichai is willing to speak out about certain causes that he believes in. Following some of Donald Trump's comments about immigration, he wrote a public post expressing his views: "Let's not let fear defeat our values. We must support Muslim and other minority communities in the US and around the world."



Flickr/Maurizio Pesce

LEGO



Microsoft

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



2. CSR aligns with corporate brand purpose



LEGO

How Lego Rebuilt Itself As A Purposeful And Sustainable Brand



Simon Mainwaring, CONTRIBUTOR
I write about social media and marketing. [FULL BIO](#) ✓
Opinions expressed by Forbes Contributors are their own.



Photographer: Chris Ratcliffe/Bloomberg

The Walt Disney Company



Mission	Purpose
What we do	Why we do it
Operating a business	Sharing a dream
Strategic	Cultural
Motivational	Aspirational (True North)
Creates “buy-in”	Instills “ownership”
Provides focus	Fuels passion
Building a company	Building a community
Laying bricks	Building cathedrals
Parking cars	Creating happiness

3. CSR Agenda is About Action, not Just Rhetoric



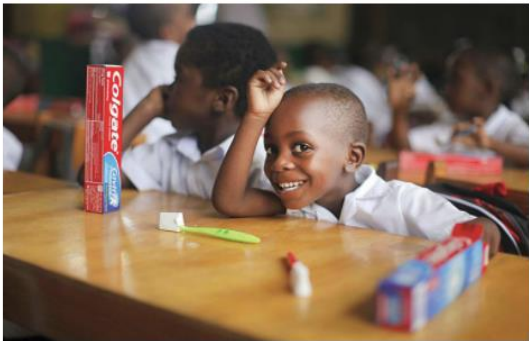
Google's values in action



Bringing students' voices to life through technology

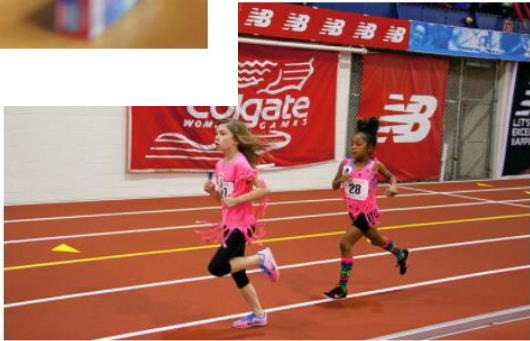


Responding to the world's refugee crisis



Oral Health Month

Colgate-Palmolive CSR action plan



Colgate Women's Games

4. CSR Drives Internal and External Engagement



BMW Employee Charity Event



Barilla Employee Volunteer Group

VOLUNTEER GROUP, THE BARILLA ANGELS, HELP PROVIDE NATURAL DISASTER RELIEF TO SURVIVORS



Bosch CSR initiative

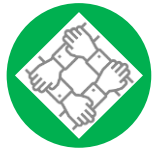
Primavera



An aid project set up by Grupo Primavera in Campinas, Brazil, in 1990 marked the start of an initiative by Bosch associates. Since then, the initiative has spread to many other Bosch Group locations including India, China, Mexico, Malaysia, and the Philippines, with a range of projects designed to help children. Current and former Bosch Group associates work within the organization to provide support for children who live in slums, thereby opening up new opportunities for them. All these associates are volunteers, which ensures that 100 percent of all donations go directly to the projects.

[Primavera e.V. – Helping children in need >](#)

5. CSR Focus on Human and Social Interest



BMW Group Social Commitment



OUR SOCIAL COMMITMENT.

We regard social commitment as a crucial basis for our successful global operations. We aim to use our know-how and experience to contribute to social peace – and stable economic development.

Cisco and women empowerment



Intel's commitment to education and innovation

A LEGACY OF SUPPORTING BRIGHT YOUNG MINDS

Established in 1988, the Intel Foundation has a strong history of championing learning across disciplines and communities.

"Our approach to inspiring invention, creativity, and innovation is consistent with Intel's own roots and provides us the opportunity for impact at the local and community levels. We focus our efforts directly on encouraging all young people, especially girls, and underrepresented minorities, to become leaders in the industries of the future."

—Roz Hudnell, President of the Intel Foundation and Director of Corporate Affairs

Intel Invests in Our Communities



INTEL SUPPORTING LOCAL SCHOOLS, NONPROFITS, AND EDUCATION



LEGO: Global Leader in Corporate Social Responsibility

CSR Index = **74.4**

CSR ATTRIBUTES	SCORE	RANK IN ATTRIBUTE
Has a positive influence on society	77.7	#3
Behaves ethically	74.9	#1
Is fair in the way it does business	75.2	#1
Is open & transparent about the way it operates	73.1	#1
Acts responsibly to protect the environment	71.9	#1
Supports good causes	73.5	#1
Demonstrates concern for employees	72.9	#2
Rewards employees fairly	72.6	#2
Equal opportunities in the workplace	73.7	#2

- LEGO tops the Global CSR list in 2017 with a strong score of 74.4
- LEGO saw a slight increase since 2017, while many of the CSR top runners saw a significant decline
- LEGO's sustainability investments and partnerships rank the company at the top across all of the CSR attributes, especially when it comes to governance, the key CSR driver.













Global CSR RepTrak® 2017

Winners: Ireland CSR RepTrak® 2017

2017 Winners – The Best CSR Reputations in Ireland

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

2017 Rank	Company	CSR Index
1.	 Irish Food Board	77.0
2.		75.1
3.		73.9
4.		72.8
5.		72.7
6.		71.9
7.		71.1
8.	 Energy for generations	71.0
9.		70.9
10.	 Marketing the island of Ireland overseas	70.6

All CSR index scores that differ by more than +/-3.7 are significantly different at the 95% confidence level.

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2017 Rank	Company	CSR Index
1.	Bord Bia (Irish Food Board)	77.0
2.	Kerry Group	75.1
3.	Google	73.9
4.	An Post	72.8
5.	Lidl	72.7
6.	Coillte	71.9
7.	LloydsPharmacy	71.1
8.	ESB (Electricity Supply Board)	71.0
9.	Glanbia	70.9
10.	Tourism Ireland	70.6

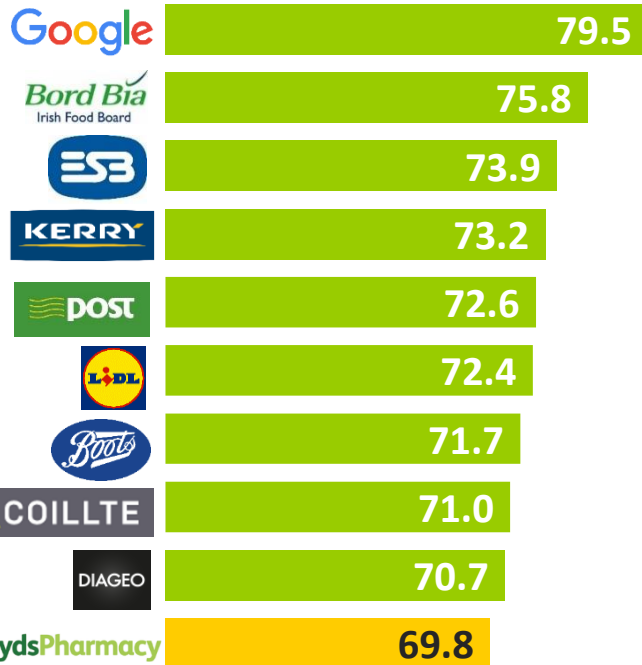
2017 Rank	Company	CSR Index
11.	Boots	70.4
12.	Bord na Móna	69.7
13.	SuperValu	69.5
14.	Aldi Stores	68.6
15.	Aer Lingus	68.2
16.	Irish Distillers	66.8
17.	Enterprise Ireland	66.1
18.	Bord Gáis Energy	65.8
19.	IDA Ireland	65.6
20.	Diageo	65.2

The Leaders in Workplace, Governance and Citizenship

The Top 10 Companies in Ireland

Excellent/Top Tier	80+
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Workplace



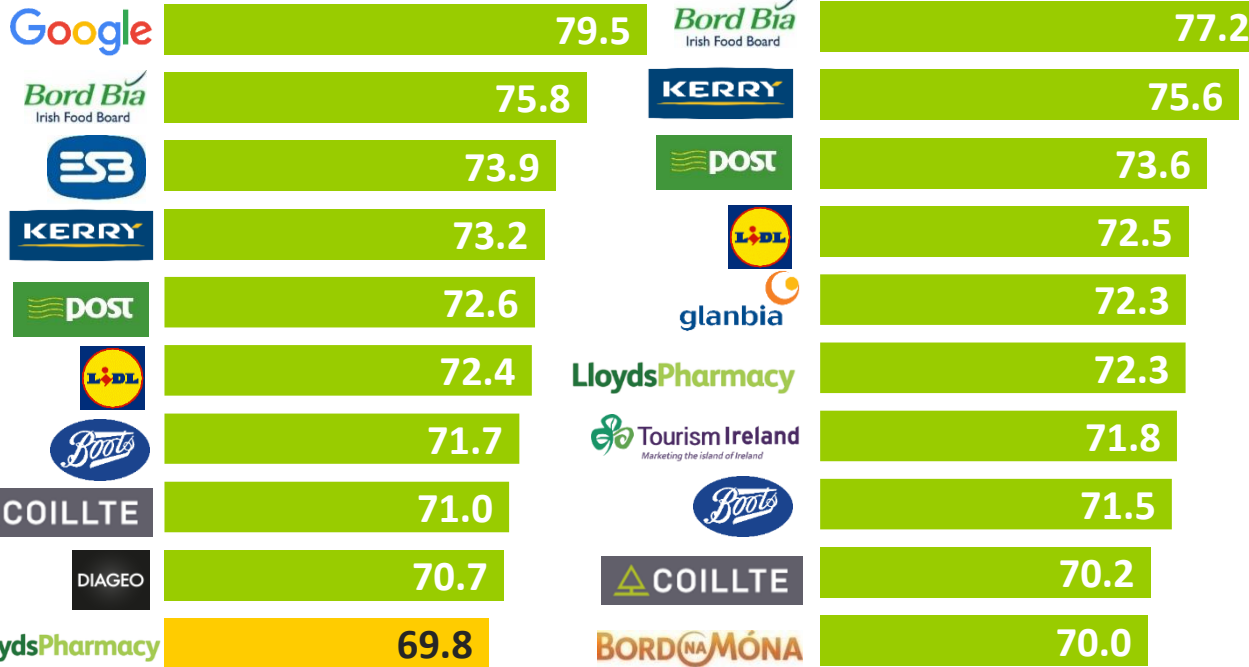
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Workplace

Governance



The Leaders in Workplace, Governance and Citizenship

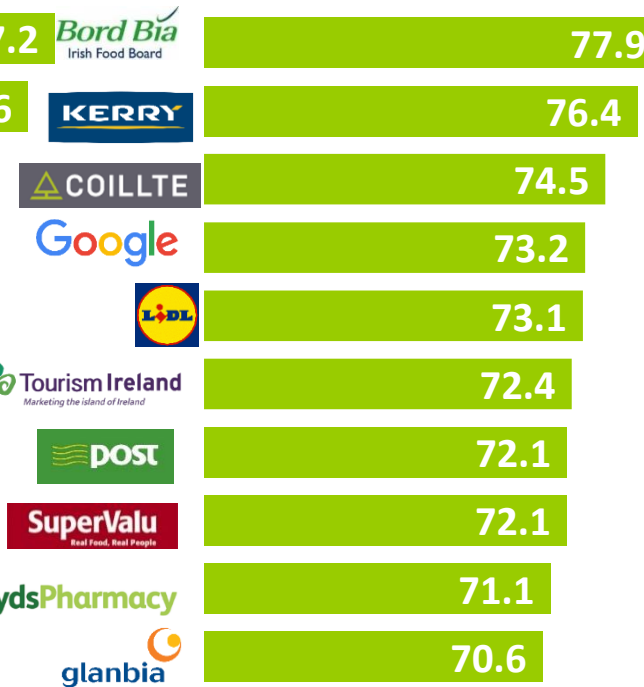
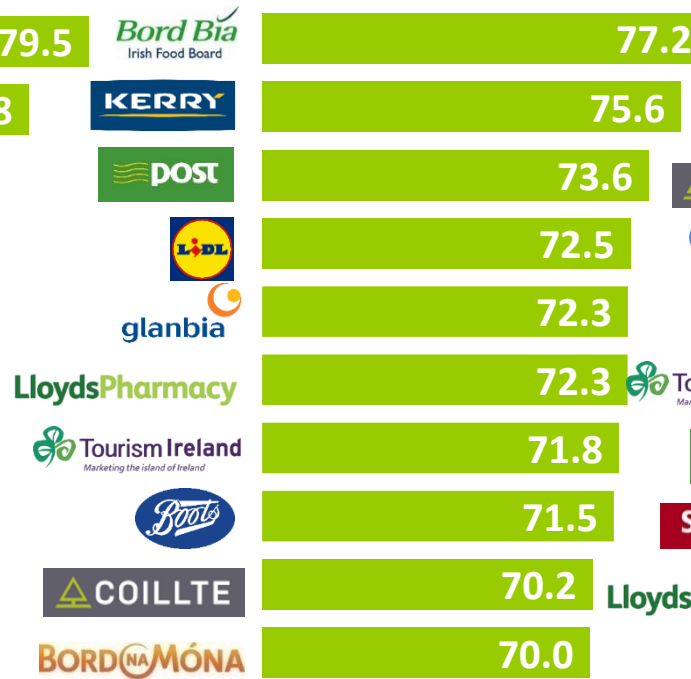
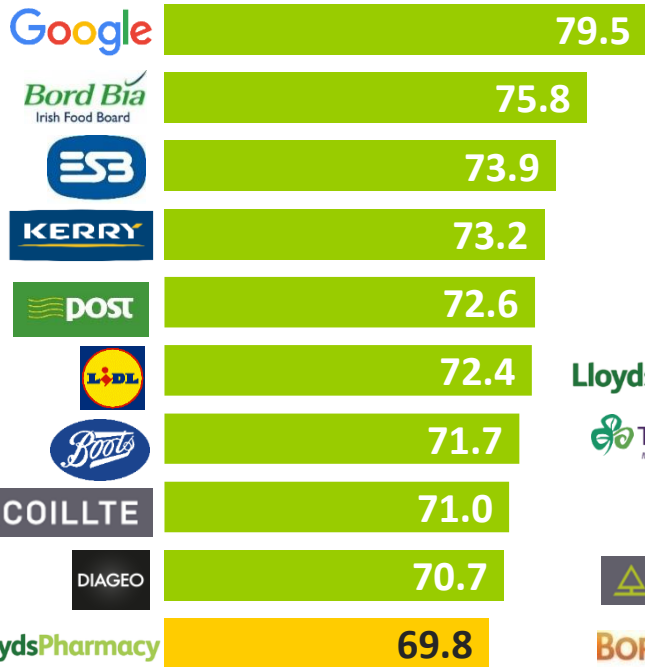
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Workplace

Governance

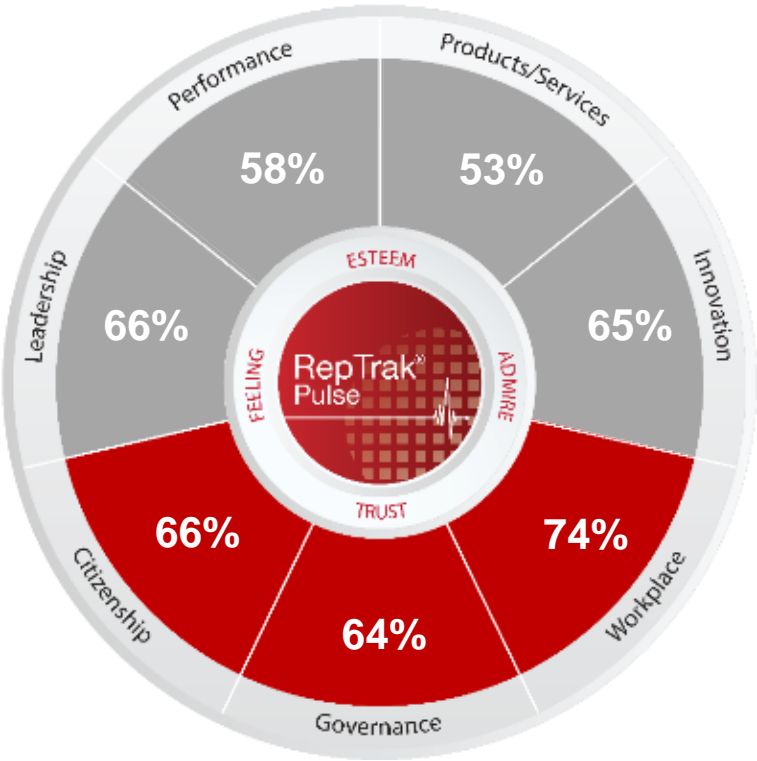
Citizenship



Action and communication are critical to convert neutral stakeholders

- Between 53% to 74% of the public are uncertain about what companies are doing in CSR
- These crucial 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



Achieving cut-through is challenging

- The majority cannot mention anything specific the companies do to be a good corporate citizen.
- This proportion ranges from a low of 56% to a high of 91% for companies
- Even organisations that the business community recognises as CSR leaders do not cut through with the general public.
- Yet the appetite to be informed about organisations' corporate citizenship achievements is apparent.

“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? ”

“I have no idea, but I would like to know, as I will not buy products or services from any company that does not treat it employees well.”

“I do know that they have a Corporate Social Responsibility arm but how much that actually does or achieves I'm unsure.”

“No idea, the usual CSR stuff. Doesn't do anything particularly innovative or anything that really makes a difference.”

“I don't know anything about the charity or environmental efforts made by this company but I know their advertisement. They should spread a more meaningful message.”

“I am not sure I have ever heard of good things about the company. I like the product and the brand and think they should make known more of the things they do to be good corporate citizens.”

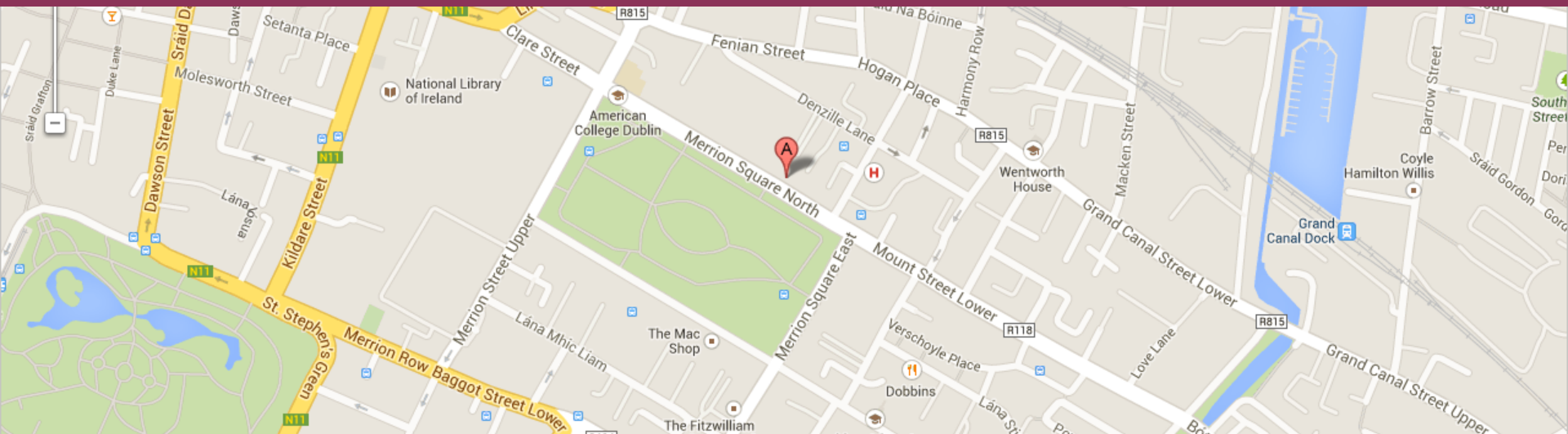
Key insights – what are winning companies doing in CSR

-  Leadership actively engaged in CSR
-  CSR aligns with corporate brand purpose
-  CSR agenda is about action, not just about rhetoric
-  CSR drives internal and external engagement
-  CSR focus on human and social interest

* Contact us

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