

**BUSINESS
IN THE
COMMUNITY
IRELAND**



**THE LEADERS' GROUP
ON SUSTAINABILITY**

The Reach
18th May 2018 and beyond

The Leaders' Group on Sustainability and the Low Carbon Pledge were launched at the Annual CEO Members Network meeting on the 17th May at the Merrion Hotel.



Launch of the Leaders' Group on Sustainability and the Low Carbon Pledge

- Thanks to your involvement in the digital launch of the #leadersforsustainability and #LowCarbonPledge the campaign performed very strongly online.
- As always the power of the network was leveraged successfully raising awareness of the newly launched group and its goals.
- On the following pages you will find a snapshot of both press coverage and digital reach.

Online coverage

- Business and Finance top story online and they will cover us in an upcoming edition of the magazine <https://businessandfinance.com/>
- Silicon Republic <https://www.siliconrepublic.com/companies/ireland-business-carbon>
- Checkout Magazine <https://www.checkout.ie/retailers-lead-charge-reduce-carbon-emissions-intensity-2030/59914>
- Food for Thought <https://www.fft.ie/irish-ceos-launch-sustainability-group/22191>

E-zines

- BITCI issued a special edition of our e-zine on May 18th promoting the launch to over 4,700 subscribers
- Mallen Baker-a renowned CSR expert carried the Launch as the top story in his e-zine
- Silicon Republic carried the story in its two e-zines on the 18th -the morning and afternoon editions
- CSR Europe included the launch in the June issue of their monthly newsletter.

Some of the endorsements



WBCSD @wbcsd · May 21

#SDG17 is all about #collaboration so we welcome launch of our Global Network partner @BITCIreland's Leaders' Group on Sustainability #leadersforsustainability
ow.ly/Bg3G30k1PbG



CSR Europe @CSREuropeOrg · May 21

The #SDGs can only be achieved through collaboration so we welcome @BITCIreland Leaders' Group on Sustainability #leadersforsustainability
bit.ly/2IOIm1Y



We Mean Business @WMBtweets · May 21

The #SDGs can only be achieved through collaboration so we welcome launch of @BITCIreland Leaders' Group on Sustainability #leadersforsustainability
bitc.ie/join-the-netwo...



Members activities

Many of you have published the press release on your website together with quotes from your CEOs or indeed messages from your CEOs.

Musgrave ABOUT | SUSTAINABILITY | CAREERS | GRADUATES | NEWS | BLOG | CONTACT

The Launch of the BITCI Leaders' Group on Sustainability & the Low Carbon pledge – a message from Chris Martin, CEO

May 18, 2018 | News

In 2016 Musgrave achieved the Business Working Responsibly Mark from Business in the Community Ireland (BITCI). Based on ISO 26000 and audited by the NSAI, the mark looks at how we, as an organisation, treat customers, employees, our suppliers, our communities and the environment. It was an achievement that brought to the fore our strong commitment to sustainability and that allowed us to come together with other leading businesses, committed to working together for positive change.

This association resulted in the creation of the BITCI Leaders Group on Sustainability, who today launch the first of their key actions, the Low Carbon Pledge.

Social Media



The Group was endorsed by many international leading organisations, CSR & sustainability experts and influentials.



Mallen Baker
@mallenbaker

Following

Getting top business leaders to take ownership of the corporate sustainability movement is key to success - so this announcement from @BITCIreland about its newly launched Leaders Group is a big deal



Leading companies come together to address key sustaina...
Business in the Community Ireland launches Leaders' Group on Sustainability and CEOs sign up to Low Carbon Pledge to reduce carbon emissions intensity by 5
bitc.ie

10:38 AM - 18 May 2018



Mike Barry @planamikebarry · May 18

Delighted M&S part of this 26 company pledge to help build a #lowcarbon Ireland



We Mean Business @WMBtweets

IRELAND'S TOP COMPANIES
COLLABORATING FOR CHANGE
ING SOCIETAL AND ENVIRONMENTAL CHALLI
NG IRELAND A GREAT PLACE TO DO BUSINE!



We welcome @BITCIreland's #LowCarbonPledge and look forward to further actions from Irish business
#leadersforsustainability bitc.ie/join-the-netwo...



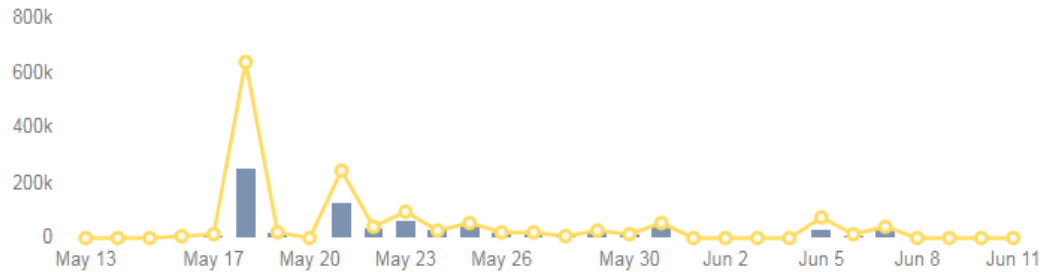
#leadersforsustainability

389.8k

POTENTIAL REACH

- POTENTIAL IMPRESSIONS
- FREQUENCY

1.4M
3.62

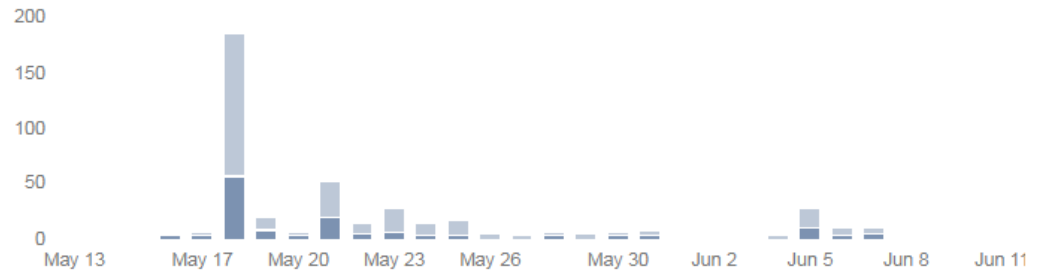


382

TOTAL TWEETS

- TWEETS
- RETWEETS

112
270

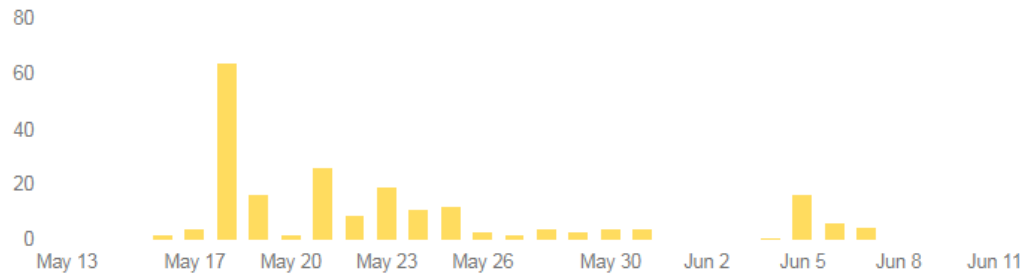


137

CONTRIBUTORS

- TWEETS/ CONTRIBUTOR
- AVG FOLLOWERS

2.8
3,524



Some of our members on Twitter

Gas Networks Ireland @GasNetIrl

We are proud to have signed up to the @BITCIreland #LowCarbonPledge to continuously cut our carbon emissions and tackle climate change.



jamie heaslip @jamieheaslip

"Be yourself, everyone else is taken."
Views are my own. ✉
joannebyrne@presence.ie #1117 #1000 #760 #50

Tweets **13.1K** Following **1,747** Followers **285K**

12:30 PM - 21 May 2018

1 Retweet 8 Likes

Followed by Anthony Lav

You Retweeted

Dawn Meats @dawnmeatsgroup · May 23

@BITCIreland #Sustainability



"Dawn Meats has always had sustainability at its core and has a long history of working collaboratively to deliver a more sustainable future. For this reason we are really pleased to be part of BITC's Leaders' Group on Sustainability."

Niall Browne
CEO, Dawn Meats

BUSINESS IN THE COMMUNITY IRELAND THE LEADERS' GROUP ON SUSTAINABILITY

PwC Ireland @PwCIreland · May 28

We're proud members of the @BITCIreland's Leaders' Group on Sustainability, a coalition of Ireland's leading organisations striving for change #leadersforsustainability pwc.to/2keINDz



We are proud to be part of **The Leaders' Group on Sustainability**
A coalition of Ireland's leading organisations
Collaborating for action
Driving for change

PwC Ireland Careers

Accenture Ireland @Accenture_Irl · May 18

Our Country Managing Director, @Alastair_Blair has joined @BITCIreland's Leaders' Group on Sustainability to collaborate, lead and take action on a number of key environmental and societal issues. #leadersforsustainability



The nature of work is changing and there is a growing emphasis on more flexible and agile work practices, as well as collaboration between humans and machines. We will examine ways of ensuring the workforce in a new economy will have balanced benefits for business, society and the individual.

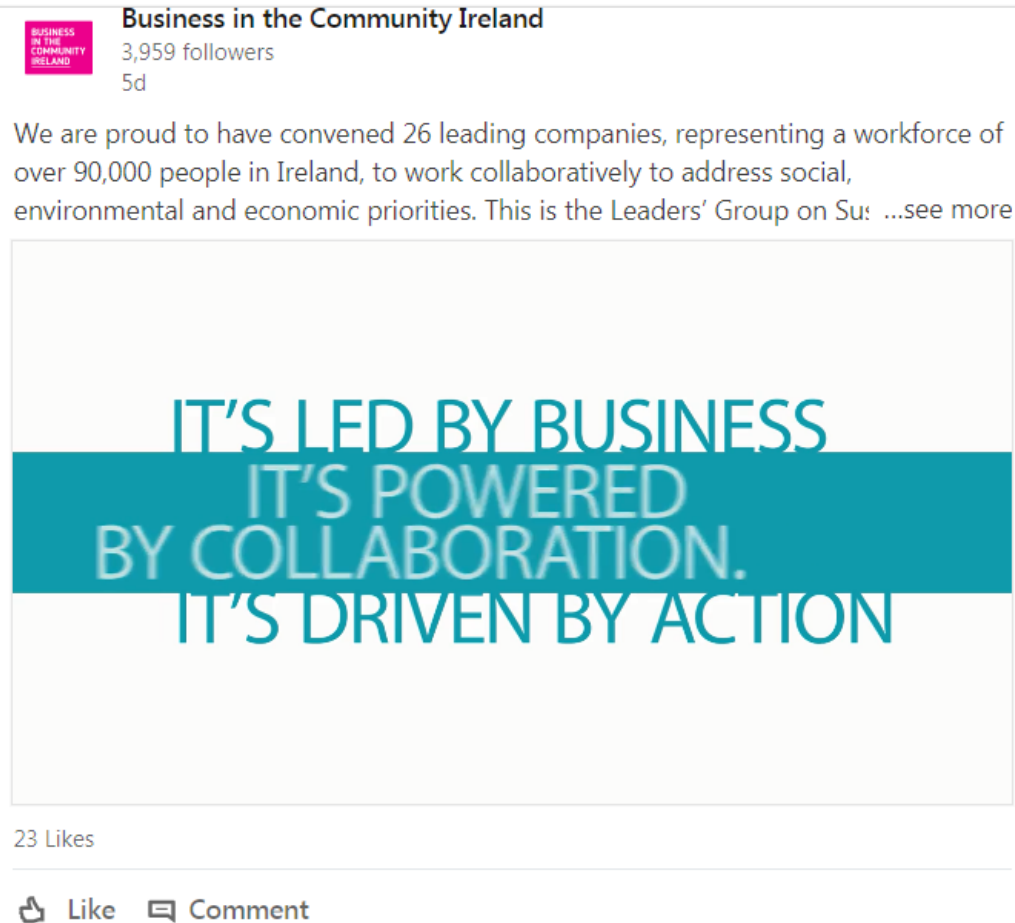
Alastair Blair
Country Managing Director,
Accenture Ireland

BUSINESS IN THE COMMUNITY IRELAND THE LEADERS' GROUP ON SUSTAINABILITY

LinkedIn Reach

BITCIreland page:
13,000+
impressions
2,000 video views

Members shared on
their LinkedIn pages
reaching a potential
of over 100,000
LinkedIn users



**BUSINESS
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Business in the Community Ireland
3,959 followers
5d

We are proud to have convened 26 leading companies, representing a workforce of over 90,000 people in Ireland, to work collaboratively to address social, environmental and economic priorities. This is the Leaders' Group on Su: ...see more

**IT'S LED BY BUSINESS
IT'S POWERED
BY COLLABORATION.
IT'S DRIVEN BY ACTION**

23 Likes

👍 Like 💬 Comment

Paid promotion Social Media

Facebook and LinkedIn 3 weeks campaign 28th May – 15th June

On **Facebook** impressions have now grown to over 200,000 with a reach of nearly 100,000

The **LinkedIn** activity performance is strong with over 7,000 views generated out of 24,000 impressions.

Impressions are the number of time your advert is on screen and the reach is the of people who saw your adverts at least once.

The future

Ensure all of your stakeholders are aware of your commitment

Being part of the Leaders' Group of Sustainability demonstrates your commitment to taking action and leading on key sustainability issues. It is very beneficial to your business that you integrate this message and ensure all your key stakeholders are aware of this.

- Include participation in the Leaders' Group on Sustainability and the Low Carbon Pledge in the CSR/sustainability or
- About Us sections of your website.
- Add information to your corporate PowerPoint template
- Include in your Annual Reports/Sustainability Reports
- If a multinational, let your Head Office know as well as investors, customers and other key stakeholders
- Ensure your CEO communicates on their LinkedIn profile

The Leaders' Group on Sustainability

- Get your CEO to update their corporate biography by including this line.

<name/surname> is part of Business in the Community Ireland's Leaders' Group on Sustainability

- If your CEO is speaking at conferences and various events, make sure he/she includes content about the Group
- Leverage key International Awareness dates to communicate your company's participation in the Group e.g Earth Hour

The Future

This is the beginning of the Leaders' Group on Sustainability.

There will be a lot of communications in the coming months and years about the actions of the Group.

We look forward to working with you on ensuring that your actions and achievements as leaders in Sustainability are recognised by your employees and your wider audiences.

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Thank you

A huge **thank you** goes to the members that have played a key role in the success of the launch:

- **Accenture** for supporting us in the design of the creative assets including the new brand of the Leaders' Group on Sustainability .
- **ESB** for kindly providing the support of their PR agency Porter Drury Novelli who developed the key messaging for the Group and supported the media activities.
- **EirGrid** for providing additional resources to fund a 3 week social media campaign.

Thank You
for your
involvement

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