

Celebrating responsibility

The fifth annual Business in the Community Awards for corporate social responsibility, in association with ESB Independent Energy, took place on June 10 in Belfast Waterfront Hall. This sold out gala event had over 480 in attendance and recognised organisations that demonstrate responsible leadership and actively operate as a force for good.

The keynote address was given by President of Ireland Mary McAleese. She commended all participants for their leadership and drive in pushing their businesses to act responsibly for the good of all.

These awards are not about size, jobs or exports, but about how a business conducts itself in the workplace, the environment, the economy and the community. Acting in a socially responsible manner is a win-win for business and the award-winning companies are demonstrating responsible leadership in doing the right thing by their people, investors and their communities. Every company, whether a winner or shortlisted, should be rightly proud of its achievement."

Paul Rooney, Chair, Business in the Community and Partner, PricewaterhouseCoopers



Top company Diageo raises a different type of glass



Graham Sutherland, CEO BT with Michael McCann, Plant Manager and Lynn Graham, Compliance Manager, Diageo Northern Ireland and Paul Rooney, Business in the Community Chair.

Diageo invests at least 1% of its operating profits each year in community and social programmes and enables every employee to participate in volunteering activities, along with matching funding for every pound raised for charity by staff.

It works hard to develop its people and has a number of initiatives designed to achieve this goal, such as the Diageo Academy, the KITE middle management programme and graduate schemes.

With 100% of packaging being recycled, water usage reduced by 21% in two years and energy usage dropping by 10% in the same period, it stands at 98.6% of waste going to landfill but has measures in place to meet a zero target in this area.

Diageo NI promotes responsible drinking and uses stakeholders to raise awareness and influence behaviour to tackle the misuse of alcohol and encourage responsible drinking.

In praise of Diageo NI, the BITC judging panel said: "In a very difficult and challenging industry sector, this company demonstrates excellence in its commitment to people, the environment and the community, with a global vision but clear local leadership, activity and focus."

Diageo Northern Ireland has been named Northern Ireland Responsible Company of the Year 2010.

Lifting the top prize of the night at Business in the Community's Gala Awards dinner, Diageo NI was extolled for its responsible leadership and business practices in the workplace, the environment, the community and for its approach to responsible drinking.

Sponsored by last year's winner, BT, the award recognised Diageo NI's clear commitment and determination to lead from the top and filter best practice throughout the organisation.

The winners...

NI Responsible Company of the Year
Diageo Northern Ireland

Local Community Impact
Northstone NI

Education Partner
i-Path Diagnostics

Environmental Improvement
The Henderson Group

Climate Change
Translink

Workplace Health & Wellbeing
Northern Bank

Employer of Choice
Care Circle Group

Workplace Diversity
Local Government Staff Commission

Supporting Economic Growth
LEDCOM

National Big Ticks
Pritchitts for Climate Change

National Work Inspiration Award
UTV Media plc

HRH Ambassador
Jeremy Jackson,
Jackson Graham Associates

Community Leader
Vernon Ringland,
Community Foundation NI

ESB Independent Energy is delighted to sponsor these awards. The commitment to corporate social responsibility of businesses in Northern Ireland, which goes above and beyond getting the job done, is inspirational and motivating. Congratulations to all winners and shortlisted companies."



Susan Kinane, Managing Director of award sponsors, ESB Independent Energy

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i-Path leads the way as Education Partner



John Heaslip, Chief Executive, BITC with Elizabeth McGinnity, Consultant, i-Path Diagnostics; Andy Ross, Chief Executive, Northgate Managed Services and Fiona Browne, Software Developer, i-Path Diagnostics.

Sponsored by Northgate Managed Services, this is a new category for 2010. The award went to i-Path Diagnostics Limited, an outstanding and inspirational example of a small company creatively using its resources and expertise to benefit education.

A small team of 12 people, i-Path showed outstanding passion and creativity to deliver a project which would effectively change how Pathology students gain and learn information. It developed the Schools' Pathology Challenge based on the 'A' level Biology syllabus.

Using an innovative cloud-based software platform, PathXL, it developed a programme to author and manage digital pathology slides, enabling every student to see the same thing in an online environment at multiple locations. It met its objective to increase the use of e-learning for any science involving a microscope.

i-Path had an objective to help young people become more engaged with the biomedical field and give this consideration as a choice for a future career. With 27 schools entering 67 teams, it definitely met its goal.

i-Path also used this challenge to benefit the Prince's Trust by raising funds for its work with disadvantaged young people.

Translink success as it drives down CO₂

Translink is the winner of this new 2010 award for Climate Change, sponsored by Bombardier. It was the company best able to demonstrate its positive moves to reduce its impact on the environment for the benefit of the local and global environment.

Translink, the main provider of integrated bus and rail services across Northern Ireland and into the Republic of Ireland, is an energy intensive business and has worked tirelessly to meet moral, financial and legislative requirements to manage energy consumption and reduce carbon emissions.

With a vision to 'provide integrated travel solutions that are attractive, sustainable and good value', it puts sustainability at the core of all operations.

In one year, it reduced its energy consumption (excluding vehicles) by 3.8% through installing automatic meters at all locations; replacing an ageing compressor; converting one location from gas oil to natural gas and installing sub-metering.

In the Train Care Facility it has reduced electricity consumption in two years by 8.7% and since 2009, all of its electricity comes from renewable sources.

In judging this award category, the panel said of Translink: "The strength of this company's model for tackling climate change was not just its strategic corporate approach to taking carbon out of all its operations and premises. It was the genuine efforts it makes to assist its customers and wider society to reduce their personal carbon footprint which won us over."



Russell McFadden, General Manager, Transformation with Bombardier; John Heaslip, BITC, David Lowry, Technical Engineer, Translink.

Local Government champions diversity



From the Local Government Staff Commission: Lorna Parsons; Diana Stewart; Jane Morrice and Kate Lagan with John Heaslip, Chief Executive, BITC and Alastair Hamilton, CEO Invest NI.

The Local Government Staff Commission (LGSC) is the inaugural recipient for the 2010 Workplace Diversity award, sponsored by InvestNI.

Following an analysis of the local government workforce, LGSC went out to consultation and developed a proactive strategy to address the imbalance of women at senior levels in government. Incorporating the 26 local councils, elected representatives and the five main political parties, it developed 'The Women in Local Councils - making a difference' initiative.

Developing a Declaration of Principles and a network of Gender Champions along with a Gender Action Plan for each council, it sought to advise and inform through events, programmes, a dedicated website and a 'Women in Local Councils Week'.

The results speak for themselves. There are now three female Chief Executives, a 12% increase from 2006; 26% of second tier posts are now held by women, a 10% increase from 2006 and 19 councils now have women in Chief Executive or Director posts, an increase of 27% from 2006.

The panel judging this new award found that "there was substantial evidence of the positive effects of the initiative already filtering through to organisations and clear examples of how this effective model can and already has been transferred to promote diversity in relation to other under-represented groups."

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Care Circle Group is THE employer of choice

The 2010 Employer of Choice winner is the Care Circle Group. This award, sponsored by Foyle Food Group, was given to the Care Circle Group for its commitment and outstanding care of its employees.

The company has invested heavily in staff training and development through its 'Best in class' process and developed a culture where colleagues respect each other and commit to support those in training. Staff are freely able to approach management formally and informally and managers spend concentrated one-to-one time with employees, viewing this as a daily part of their routine.

The company has engaged in a Combat Cancer drive and undertaken a breast cancer screening initiative, resulting in early detection for some. This, in addition to a healthy eating programme and diversity training, has resulted in a Staff turnover rate of 4%, 20% lower than the industry average.

It has a 100% appointment rate for every job advertised in 2008 and 2009 and used no agency or temporary staff last year resulting in a 60% reduction in recruitment advertising costs.

The judges strongly commended this winner saying that the Care Circle is "a clear winner with a business founded on values that give clear evidence that 'doing good business, IS good business". This company set itself as an example of excellence in this category."



Padraig McManus, Chief Executive, ESB with Care Circle winners Ciaran Sheehan, Managing Director, Sharon Loane, Fairfields Manager; Nuala Green, Director and Martin Doran, Operations Director along with Nigel McIlwaine, Group Finance and HR Director, Foyle Food Group.

Northern Bank is a 'Get Fit for Life' winner



Padraig McManus, Chief Executive, ESB with Orla King, HR Manager, Northern Bank and Lorraine Milne, Regional Manager NI, Westfield Health.

Sponsored by Westfield Health, the 2010 winner of the Workplace Health and Wellbeing category is Northern Bank.

Northern Bank recognised the importance of employee engagement and understood the benefits of have a healthy, happy workforce, but it wanted to formalise and measure what it was doing.

Through the 'Get Fit for Life' initiative, it aimed to empower employees to make informed and accessible choices to improve their wellbeing, reduce stress and promote resilience and it did this through creating a more productive, informative and attractive place to work.

Leading from the top, it signed the Business Action on Health pledge and each Senior Executive, including the Chief Executive, agreed to change one personal behaviour to improve their own wellbeing.

It introduced a Wellbeing Hub, a central point for employees and their families to access diverse wellbeing information, support and tools.

75% of Northern Bank's staff believe it cares for their wellbeing; absenteeism has reduced by 0.8% in one year, the Hub has received over 5,000 hits in one year and 75% of people who participated in the Smoking Cessation programme have now quit.

Under the cloud of difficult financial times, the judges were impressed by Northern Bank's "commitment to differentiate themselves from their competitors through their approach to health and wellbeing. By packaging and relaunching much of what they were already doing, they have created a holistic programme with clear measurements and great communications processes." **Highly Commended: firmus energy**

Northstone builds impact in the community

Northstone, amid robust competition, took the 2010 Local Community Impact award, sponsored by PricewaterhouseCoopers, for its strategic partnership with the Simon Community to promote and encourage safer workplaces across the company and address homelessness in NI.

Senior managers developed an initiative to act as a catalyst to improve safety standards by engaging employees in the process. Working across 34 fixed locations and 70 construction sites in NI, Northstone wanted to improve health and safety performance and thus introduced the scheme with the Simon Community. For every accident free quarter, the Simon Community would benefit from a donation.

In two years, this donation has amounted to £373k; £181k of which has been used to furnish a 15 bed temporary accommodation shelter in Derry, with the remainder donated to fund services for young people in two Belfast sites.

The results for Northstone are impressive too - 11 locations had no accidents in two years, equating to 7m hours worked without time lost and greater employee motivation.

The judges were "highly impressed with the synergy and the innovation of the partnership between this company and its community partner."

Highly Commended: Musgrave Retail Partners



John Heaslip, Chief Executive, BITC with Jim Leith, Health and Safety Manager, Northstone and David Armstrong, Associate Partner, PricewaterhouseCoopers.



Growing the economy gives LEDCOM the accolade

The 2010 Supporting Economic Growth award, sponsored by ESB Independent Energy, has gone to Larne-based LEDCOM.

LEDCOM has leveraged £5m of investment in economic development initiatives in Larne in partnership with Larne Borough Council.

It has provided over 6,000 mentoring and advice sessions for over 5,000 people and supported the start up of over 800 new enterprises, including 80 social ventures. It is one of the most effective support organisations for social entrepreneurship in NI.

In one year, LEDCOM staff and voluntary directors spent 142 days supporting businesses, equalling £40k of pro bono work. One company which received support and mentoring went on to win three international contracts.

Recognising LEDCOM's outstanding achievements, the judges expressed: "LEDCOM was chosen partly for the sheer breadth of its reach, with extensive impacts locally, regionally, nationally and indeed internationally. It is commended for having corporate social responsibility integrated across all aspects of the organisation as well as an innovative approach to learning and finding new opportunities for SME growth and innovation."

Highly Commended: South Eastern Regional College



Henry Fletcher, LEDCOM and David Gillespie, General Manager, LEDCOM with Susan Kinane, Managing Director, ESB Independent Energy and Arthur Henderson, LEDCOM Chairman with John Heaslip, Chief Executive, Business in the Community and Audrey Murray, Business Development Manager, LEDCOM

Henderson's win with eco-sustainability approach



Alastair Pollock, Business Development Director, Phoenix Natural Gas and John Heaslip, BITC with Pat McGarry, Group Operations Director, Henderson Group.

Winner of this year's Environmental Improvement award, sponsored by Phoenix Natural Gas, is the Henderson Group.

Worthy winners, Henderson's has looked and acted prudently in the areas of energy, transport and waste.

Replacing lighting and installing energy saving controls have brought about savings of nearly £10k in one year. Effective energy monitoring allows for timely metering adjustments which have seen energy consumption drop by 125,000 units since last year, with a saving of £48k.

Using a satellite tracking system, driving patterns are now able to be improved, reducing carbon emissions and make fuel savings. The waste management has also been reorganised, with items segregated and recycled with a reduction in materials going to landfill by 54 tonnes in one year.

Reducing its impacts on the environment has delivered more than cost savings alone, staff are more engaged and feel the commitment to the environment demonstrates commitment to them.

The judges said: "The Henderson Group has shown significant improvement in the past few years and we were impressed by the sophisticated way it has incorporated sustainability principles across its business model - a clear sign of genuine corporate commitment to sustainable development. **Highly Commended: McLaughlin & Harvey**

The Prince's Ambassador for Corporate Responsibility in Northern Ireland



Jeremy Jackson of Jackson Graham Associates has been named as **The Prince's Ambassador for Corporate Responsibility in Northern Ireland**. Jeremy's leadership in talking to other businesses about CSR issues inspires others to follow suit. He has been instrumental in driving forward 30 ProHelp projects, dedicating over 200 hours of free advice and support for community groups. He is pictured with Stephen Howard, UK Chief Executive, BITC and John Heaslip, NI Chief Executive, BITC.

Vernon Ringland recognised as 2010 Community Leader



The unanimous winner is Vernon Ringland from the Community Foundation for Northern Ireland, nominated by Pauline McKiernan from Ulster Bank for his work in partnership with the bank on the YouthBank initiative, which is an island-wide young citizenship programme. The judges felt that he was the lynchpin in a project which provides invaluable life skills for young people. He is pictured with Social Development Minister Alex Attwood and BITC Chief Executive John Heaslip.



Alan Flack, Projects Manager and Colin Shiels, Quality, Health, Safety and Environment Manager, Pritchitts with President Mary McAleese and John Heaslip, Chief Executive, BITC.

Six companies from Northern Ireland achieved the highly sought after Big Tick standard in 2010, which was also presented at the Belfast Gala event. Five of these were reaccreditations from previous years, but one received a new seal of approval - **Pritchitts** in the Climate Change category.

The five reaccredited companies are **Coca-Cola HBC NI, Diageo, Foyle Food Group, HEAT** and **Phoenix Natural Gas**.

Additionally, **UTV Media plc** won a national Work Inspiration award.