



**BUSINESS
IN THE
COMMUNITY**

Sponsored by:



SPAR

Responsible Business Week

23-27 April 2018

**Every business can make a
difference, place by place**

#RBweek





WHAT IS RESPONSIBLE BUSINESS WEEK?

Responsible Business Week (23-27 April) is an annual awareness campaign that celebrates the brighter side of business by sharing great responsible business success stories.

This year, the theme shines a spotlight on businesses that are working to make a difference by inspiring pride, protecting resources, and engaging people in **the places where they live and work**.

Every Business Can Make a Difference, Place by Place

Every business has the opportunity and responsibility to **make a difference**, sector by sector, **place by place** so we're all doing our bit to help shape the future. If your organisation has done something you're proud of, such as helping young people develop skills for the future, helping to stimulate our local economy, supporting small business or using natural resources more efficiently then **WE WANT TO HEAR FROM YOU!**

The week is a platform for your business to learn, share, celebrate and together build a better approach to responsible business. By showcasing the good work you're doing, you will help to inspire more businesses to address the most pressing social and environmental issues.

We are calling on people from responsible businesses of all sizes to use the week to inspire others with stories that illustrate what being a responsible business means and share the good work they do throughout the year.

WHAT HAPPENED IN 2017?

Responsible Business Week 2017 was the biggest yet, with hundreds of companies from Northern Ireland, and across the UK, taking part in the campaign online and attending or even running their own activities during the week. People participated across multiple digital channels and social platforms throughout the week, creating a buzz that saw #RBweek trend on Twitter.

It is really easy to take part – this guide contains some starter ideas, but the possibilities are endless. So, get involved and help us make 2018 an even bigger success.

#RBweek

WHAT IS HAPPENING THIS YEAR IN NORTHERN IRELAND?

There will be a host of activity throughout the week. For more information, please visit: www.bitcni.org.uk/rbweek

APRIL



TUESDAY

NI Responsible Business Champions' Breakfast: Bringing together CEO's from member companies, Business in the Community Board members and the media for an exclusive breakfast event. For more information, contact lisa.james@bitcni.org.uk.

Responsible Business Week supplement in The Irish News.

Responsible Business Awards in Northern Ireland: Judging sessions.

Launch of the **Northern Ireland Environmental Benchmarking Survey 2018**.



WEDNESDAY

Twitter chat: Join us and share your responsible business stories from the North West via **#LegenDerryHour** at 9:00 pm. Prize kindly sponsored by SPAR.

Responsible Business Awards in Northern Ireland: Judging sessions.



THURSDAY

Twitter chat: What is your business doing that's really great? Tell us on **#BelfastHour** at 9:00 pm. Prize kindly sponsored by SPAR.



FRIDAY

Big Shops' Showdown volunteering challenge: Business volunteers will take over Cancer Focus charity shops for the day to test their business acumen and raise funds for the charity.

Communication Directors' Lunch: An 'invite-only' lunch for Communications professionals to find out more about Business in the Community's forthcoming profiling opportunities, and officially launching the new www.bitcni.org.uk. For more information, email helen.bowman@bitcni.org.uk.

THROUGHOUT THE WEEK

- **Social:** Using **#RBweek** to promote activities and events, share stories, and inspire action
- **Digital:** An online resource about **#RBweek**, inspiring content and members stories to drive awareness and engagement
- **PR:** PR activities to promote and highlight the week through various news channels
- **Member Events/Stories/Content:** Content and activities during the week from/by members

HOW YOU CAN GET INVOLVED



TELL YOUR STORY

Use Responsible Business Week to tell the brighter side of your story to customers, clients and partners. By talking about your business, its values and how they add purpose to your operations, you can extend the reach of your communications and build valuable trust in your brand. Click [here](#) to find out more.



STOP THE PRESS

Responsible Business Week is a great reason to talk to your media contacts about the difference business is making all year round – so consider aligning your planned media activities and announcements with the campaign. Click [here](#) for a Northern Ireland specific opportunity.



ENGAGE YOUR EMPLOYEES

Employees are your greatest asset – use **#RBweek** to thank them and the role they play in making your business a force for good. Consider celebrating their achievements or an existing partnership, or use the week to inspire your people to generate new ideas for responsible business. The possibilities are endless.

GET SOCIAL IN **#RBweek**

Be part of the buzz this year and consider how you can use Twitter, LinkedIn, Facebook and all your other social media channels to engage in conversation about the positive impact of your business.

LEARN

The week is a rich source of discovery for fresh ideas and practical insight you can take back to your business. Visit www.bitcni.org.uk/rbweek for resources and ideas.

BE AN AMBASSADOR

If you are a Business in the Community member, be an ambassador for the movement by showcasing your member endorsement publically to highlight your responsible business activities. Email [Heather Glass](#) to request a downloadable version.

A member of

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GET GOING ON YOUR #RBweek PLANS

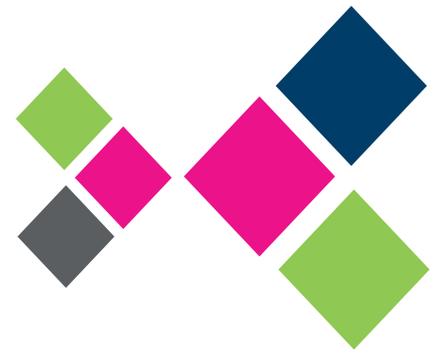
We have produced a suite of branded, customisable materials to help you use Responsible Business Week to tell your story to the people that matter to your business.

Visit www.bitcni.org.uk/rbweek for template press releases, posters, Twitter graphics and more, to help you share your stories this Responsible Business Week.

CONTACT

Get in touch for more information, ideas or to tell us what you are doing during the week. Contact Lisa James, Marketing & Communications Executive, at lisa.james@bitcni.org.uk.

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Business in the Community

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