

29 April – 12 May 2019

LET'S SHOUT ABOUT RESPONSIBLE BUSINESS IN ACTION

#ResponsibleBusinessInAction



The Responsible Business Network Northern Ireland



SPONSORED BY



by Sam Davidson, Group Human Resources Director, Henderson Group

We are proud to support Business in the Community's **Responsible Business in Action** campaign for 2019.

At this time of year we experience a change in seasons, and we can also look to it as a time for good change, an opportunity to 'spring clean' our businesses – look at what we are doing well, and what we could do better.

As a business operating out of 90 sites across Northern Ireland, we recognise the importance of being good neighbours, and one of the ways we do this is through our sponsorship of Business in the Community's employer supported volunteer campaign, Cares. The benefits our own teams have gained from participating in the various challenges and initiatives of the campaign are invaluable. They really throw themselves behind community initiatives and opportunities.

In 2018, we were delighted to receive the accolade of Most Successful Sustained Scheme at the National Payroll Giving Awards of Excellence. This was a worthy recognition of our enormously generous colleagues who participate in our scheme, and together in the last year alone we donated more than £140,000 to our chosen charities.

One milestone we're celebrating is the recent £1,000,000 total that has been surpassed by our EUROSPAR and VIVOXTRA retailers, teams and shoppers for the Cancer Fund for Children. In the 45 years the charity has been active, we are the first corporate partner to reach this total which goes directly towards helping young people and their families affected by cancer here.

I would wholeheartedly recommend getting your business involved in **Responsible Business in Action**, where we can all be inspired by each other's activities and practices. It is more important than ever for our businesses to play a hand in making Northern Ireland a better place in which to live and work.

Responsible Business in Action is a digital campaign that highlights how businesses are taking action to create healthy communities, a healthy environment, and have a positive impact on their stakeholders. It will run from **Monday 29 April to Sunday 12 May 2019**, and aims to inspire businesses to tell their stories.

The instant reach of digital channels – website, social media and email – makes business transparency and responsibility more important than ever. Consumers want to know that companies are living up to their values and see evidence that they are using their business as a force for good.

This campaign is a great opportunity for businesses to come together as a shared voice – using the hashtag **#ResponsibleBusinessInAction** – sharing content and engaging in online conversations about the responsible business action they are taking. Let's shout louder about the great work already happening across Northern Ireland.

How can you get involved?

We're asking you to use your digital channels – email, website and social media – to share your responsible business impact stories, learnings and successes to inspire others. Why not record and post a video from someone in your company?

Use the opportunity to tell everyone what makes you proud, and say thank you to your stakeholders.

- Download our toolkit and share the 'Proud to be a responsible business' social media badges available at www.bitcni.org.uk/RBinAction
- Use the **#ResponsibleBusinessInAction** hashtag on your posts
- Tag Business in the Community, your stakeholders and charity partners on **Facebook, Twitter** and **LinkedIn**



RESPONSIBLE BUSINESS IN ACTION CHAMPIONS BREAKFAST

Join us at **Allstate NI, Mays Meadow, Belfast** on **Thursday 9 May 2019** at **8.30am**. Let's get together and share our latest actions over a cuppa and a croissant.

Book online at www.bitcni.org.uk/events or call (028) 9046 0606.



Business in the Community Northern Ireland

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We're proud to be a responsible business because Tomorrow Matters

