

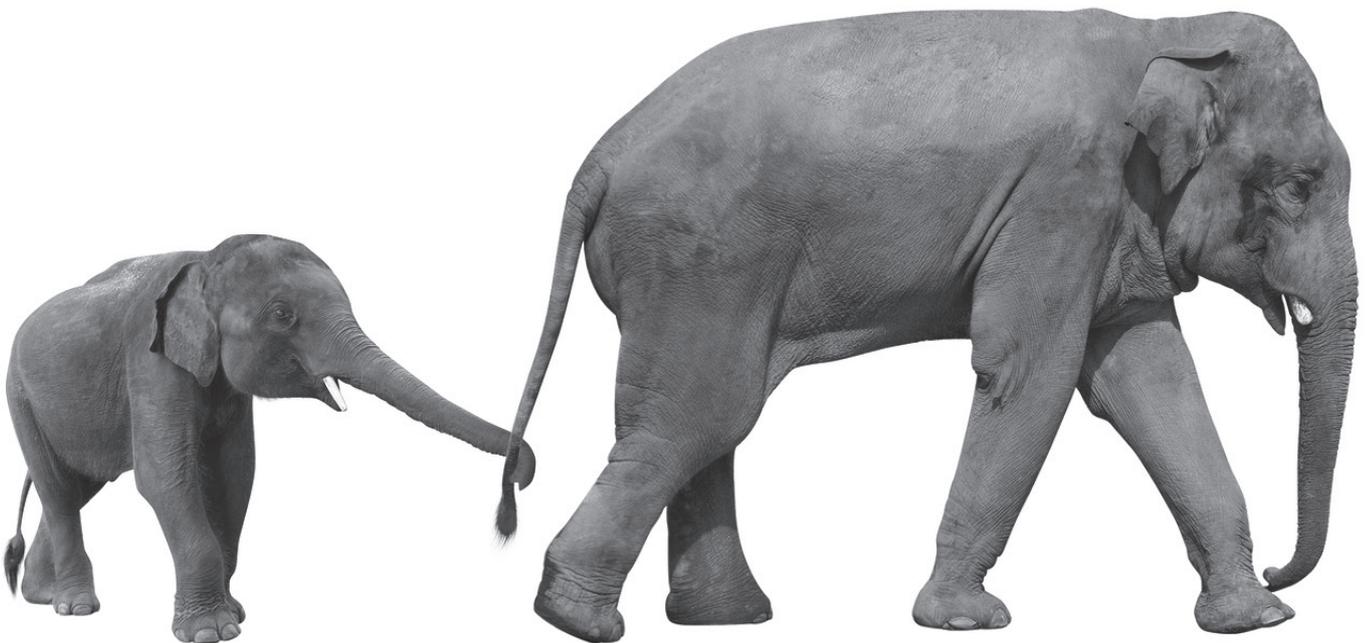


The Responsible
Business Network
Northern Ireland

Partnership Opportunities: 2020 – 2025

HELP LEAD THE WAY

www.bitcni.org.uk





Opportunities increase when you help others win. A little win for a partner is a little win for you.

Just one great partnership with the right person can have an incredible impact on your business success.



AT A GLANCE

Partnering with Business in the Community affords companies the opportunity to demonstrate responsible leadership, and help tackle some of our key social issues. In return, we guarantee high profile within the Northern Ireland media, online, and through an extensive range of social media channels.

Take a look at some of our current opportunities. There is something to fit every company. For some of our opportunities, one or more partners would be agreeable. As a not-for-profit organisation, Business in the Community seeks only to cover costs.

To discuss any of these opportunities, please contact helen.bowman@bitcni.org.uk, or call (028) 9046 0606.

	Date	Cost	Sponsor
Responsible Business in Action	29 April 2019	£4k	Spar
Responsible Business Awards 2020-2025	August 2019	£5k–£16k	
Thought Leadership Series	Ongoing	£800–£1k	Various
30th Anniversary Partners in Leadership	May 2019	£10k	
Schools SDGs Project	May 2019	£15k	
Responsible Business Network Series		£6k	
Business & Biodiversity Charter	March 2019	£5k	
Office Plastics Reduction Toolkit	March 2019	£9k	
NI Environmental Benchmarking Survey	November 2019	1 year £10k 3 years £24k	
Engagement Calendar 2020–2022		1 year £2,500 3/5 years discounted	
Wellbeing and Inclusion Series		£5k	
Healthy Working Lives Conference	March 2019	£10k	
Time to Read Celebration Event	June 2019	£5	
FutureProof		Key sponsor £55k Element sponsor £10k	
Workplace Visits 2019 – 2020			
School Books/Educational Games 2019 – 2020		£1k	
Adopt A School 2019 – 2020		£3k per school	
Get Diggin' Volunteering Project	12–18 August 2020	£1.5k	
Love your Landscape Day	27 September 2020	£3k	
Volunteer Week Project	1-7 June 2020	1 year £3k 2 years £5k	

Business in the Community is also keen to have a bank of partners who can offer event and meeting space, or in-kind support for research, transport or specialised services.

CHAMPION RESPONSIBLE BUSINESS

RESPONSIBLE BUSINESS IN ACTION CAMPAIGN 2019

April 2019 | Across Northern Ireland

Launching on 29 April, this two week campaign will focus on the digital CR stories from members and non-members. We'll be encouraging as much sharing as possible of video content on social media and online of great responsible business stories.

A full PR plan including press, social media and online presence will be developed and a Sponsor's Digital Toolkit produced. We will host a launch of the project too and we'll link in with BITC nationally to maximise coverage and impact.

Key Sponsor £4K – Spar NI

RESPONSIBLE BUSINESS AWARDS IN NORTHERN IRELAND 2020-2025

June 2020 | TBC

These Awards capture and celebrate the most inspiring and impactful stories of responsible business practices in Northern Ireland. The most prestigious and robust business awards remain free to enter. All entries benefit from high-quality peer-to-peer feedback. Winners are celebrated at our Gala Dinner with an audience of more than 500 guests.

There are opportunities for a key sponsor, category sponsors, event partners and in-kind sponsorship each year.

Sponsorship opportunities range from £5 – £16k

THOUGHT LEADERSHIP SERIES

Sponsorship is available for the research, development, and writing of six thought leadership articles across 12 months focusing on key responsible business issues. Each article will appear in Ulster Business magazine (bi-monthly). They will also feature as a blog on www.bitcni.org.uk

Sponsorship: £1k per feature

New series commences September 2019

30TH ANNIVERSARY 'PARTNERS IN LEADERSHIP' INITIATIVE

June/July 2019

This project involves signing up 30 business leaders from our Board and Leadership Teams and matching them with 30 civic leaders from a range of community organisations, charities or schools to carry out a mentoring initiative aimed at building the capacity of leaders in civic society and sharing skills and insights across the sectors. There would be a lot of profile around this opportunity, with set clear targets, outputs and measures. It needs to take place in this anniversary year, starting in June/July, with report back on achievements in early 2020.

Sponsorship: £10k

SCHOOLS SDGS PROJECT

We would like to develop and deliver a business-supported education programme that will engage 11 to 18-year olds (Key Stage 3, 4 and post 16) in learning more about the UN Sustainable Development Goals (SDGs) and empower them to influence behaviour change and become local champions of environmental sustainability in their schools, communities, and wider civic society. Scale would be entirely dependent on funding available, but this could be a large two-year project covering six post-primary schools and involving a mix of classroom sessions, a Big SDGs Debate, a Schools' Challenge project and a showcase event.

Keynote Sponsor – two-year project – c£60k

Keynote Sponsor – one-year, one element project – c£15k

RESPONSIBLE BUSINESS NETWORK SERIES

We are seeking a leading responsible business to champion an exciting new series of innovative, quarterly networking breakfast events. These events will focus on a particular aspect of the responsible business agenda with input from leading experts in the particular field together with a short panel discussion of local business leaders/key influencers.

Events will be targeted at senior leaders and practitioners, and may include HR, finance and/or marketing leads.

Sponsorship: £6k to cover event costs and breakfast for all four events

COMMUNITY RESILIENCE

VOLUNTEER WEEK PROJECT

1–7 June 2020 | Across Northern Ireland

This annual campaign celebrates the valuable contributions made by volunteers. We will be marking the week by providing a range of volunteering activities for businesses and highlighting the positive effects of employer supported volunteering in Northern Ireland. Over the last twelve months, 2,000 volunteers have supported communities across Northern Ireland through Business in the Community's range of volunteer programmes.

During Volunteer Week, we will engage at least 30 companies, with 200 volunteers to support 30 charities.

Sponsorship opportunity – £3k

GET DIGGIN' WEEK 2020 VOLUNTEERING PROJECT

12–18 August 2020 | Across Northern Ireland

National Allotment Week will be running 12 – 18 August 2019, and we'll be celebrating by connecting businesses with community allotments and green spaces across Northern Ireland. We'll be partnering with Ground Work NI to give businesses the opportunity to engage their staff in volunteering opportunities at the heart of local communities.

By combining volunteer numbers throughout *Get Diggin' Week* with a strong social media campaign, we will put the spotlight on social, educational and economic importance of community allotments and the power of volunteering. We will engage at least 15 companies with 150 volunteers.

Sponsorship opportunity – £1.5k

LOVE YOUR LANDSCAPE DAY 2020

27 September | Across Northern Ireland

Love Your Landscape Day is an opportunity to celebrate the beautiful landscape of Northern Ireland and highlight the important work of the organisations responsible for maintaining it. Over the last three years, *Love Your Landscape Day* has become one of our most popular volunteer action days and this year it's set to be more popular than ever with volunteers taking part in environmentally-themed activities ranging from woodland management to allotment gardening. We will engage with at least 30 companies and recruit 200 volunteers to support 30 charities.

Sponsorship opportunity – £3k

CHARITY LEARNING NETWORK

It's a competitive world out there, both for business and for charities. This network will enable charities to learn how to strategically engage with business and how to find the right corporate partner. This will be open to 20 charities where they will hear from key businesses and learn how to find their shared purpose.

Sponsorship opportunity – £3k



EDUCATION & JOBS

TIME TO READ CELEBRATION EVENT

Help us showcase our *Time to Read* literacy and aspirations programme in primary schools during this special year, its 20th anniversary. We want to recognise and shine a spotlight on the incredible work of the 450+ business volunteers out each week supporting more than 100 schools and 650 children across NI to improve their reading skills and self-belief. This is an ideal opportunity to sponsor a truly rewarding event that highlights the importance of good literacy skills for a child's prospects at school and in life, and how vital this is for our economy and the sustainability of our workforces.

One sponsorship opportunity – £5k

FUTUREPROOF

An opportunity to champion an exciting campaign to help business better understand the motivations of their future workforce, and support some of the most disadvantaged young people in Northern Ireland access employment. *FutureProof* will develop a framework and practical toolkits to equip companies with a long-term strategic approach to attracting and retaining young talent. The campaign will develop a self-assessment tool to gauge how 'youth-friendly' companies are; offer mystery shopper activities by young people to review and improve recruitment practices; support reverse mentoring and offer peer learning opportunities to help companies engage with existing or develop bespoke employability programmes.

We are seeking up to six businesses to work collaboratively as champions of this initiative (c.£10k per champion)

WORKPLACE VISITS 2019–2020

Can your organisation host a workplace visit for pupils from a local primary school during the academic year? We want to be able to offer as many pupils as possible on our impactful *Time to Read*, *Count* and *Code* programmes the chance to experience a workplace visit. Why? Because it raises their aspirations for the future, and we know that as little as four meaningful experiences of the world of work for young people, can reduce their chances of becoming NEET (not in education, employment or training) by more than 80%. Help us inspire children from disadvantaged backgrounds and raise aspirations.

Commitment is 2-3 hours per visiting group, tour of workplace and chance to meet and talk to a range of staff in different roles. You can host a single group or more than one, dates are flexible. School may require contribution to transport costs for pupils.

SCHOOL BOOKS/EDUCATIONAL GAMES 2019 – 2020

Help us replenish and update our books and educational maths games in schools across Northern Ireland participating in our *Time to Read* and *Count* programmes. One in five of our young people leave school with below average levels of literacy and numeracy, reducing their employment and life chances significantly. Our programmes help improve these skills in addition to raising self-esteem and wellbeing amongst some of the most disadvantaged children in Northern Ireland.

Sponsorship opportunity – £1k to support group of five schools (100+ schools in need of support)

Adopt A School 2019 – 2020

Help prepare our young people for working life and improve connectivity between schools and businesses. Get help to match your business with a school, to build a more strategic, impactful relationship. Receive support to develop a needs led action plan to support the school, its staff and pupils through employee engagement. Activities might include; leadership and governance within the school (e.g. principal/head teacher mentoring); the curriculum (co-deliver classroom sessions on subjects/issues relevant to your business); enterprise and employability (employee role mole talks or mentoring) and wider issues (health and wellbeing etc).

Sponsorship – £3k per school

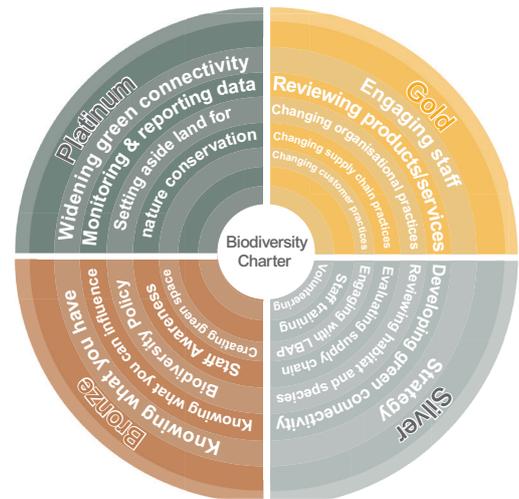
As few as four meaningful experiences of the world of work can reduce young people's chances of becoming NEET by around 80%

ENVIRONMENTAL SUSTAINABILITY

BUSINESS & BIODIVERSITY CHARTER

This Charter provides a staged approach to assist companies in addressing their impacts on biodiversity, and provides third party recognition of achievement at Bronze, Silver, Gold and Platinum levels. It offers a structured framework for implementation of biodiversity initiatives and for engaging with employees and the wider community on the natural environment. Business in the Community is seeking the support of lead organisations to partner with us on promoting the Charter within their supply chains – to address a key aspect of environmental sustainability in Northern Ireland.

Sponsorship opportunities – from £5k



OFFICE PLASTICS REDUCTION TOOLKIT

Public awareness of the dangers that single-use plastics pose to the environment is at an all-time high, and many businesses have responded by developing their own plastics reduction initiatives. This sponsorship opportunity would bring together examples of best practice to create an interactive *Office Plastics Reduction Toolkit*, providing businesses with answers on how to engage employees in the issue to drive behaviour change, the alternatives to single-use plastics, and how to work with suppliers on this timely issue. We would also be happy to discuss the development of toolkits and guides on other sustainability issues.

One sponsorship opportunity over two years – £9k



NORTHERN IRELAND ENVIRONMENTAL BENCHMARKING SURVEY 2020 – 2022

Running for more than 20 years, the Survey is firmly established as the leading business environmental benchmark in Northern Ireland, and is widely recognised as a key driver for environmental management and improvement. During its lifetime, the *NI Environmental Benchmarking Survey* has continually developed to reflect current issues in corporate environmental sustainability and we fully expect this process to continue in future years. Business in the Community is currently seeking the support of a key, committed partner to help us promote and drive forward the environmental agenda through this long-standing, high profile initiative.

One sponsorship opportunity over three years – £24k

WELLBEING & INCLUSION

ENGAGEMENT CALENDAR 2020 – 2022

Produced for eight consecutive years, the *Engagement Calendar* is distributed annually by post to more than 600 key contacts in leading public and private sector businesses across Northern Ireland. It is produced in desktop form, and challenges and supports employers to take a responsible approach to the wellbeing of their employees and establish engagement and wellbeing plans and strategies. Each month features a specific wellbeing theme and highlights key dates both locally and nationally. We are seeking a sponsor who will become a strategic partner in promoting responsible employee engagement and wellbeing.

Sponsorship opportunities range from £2,500 for one year, and reduced rates for three or five year commitments



WELLBEING AND INCLUSION SERIES

The Wellbeing and Inclusion Series is aimed at HR, Employee Wellbeing and Equality professionals. The series includes four sessions per year on current workplace topics. These sessions provide participants with the opportunity to network, hear from topic experts and learn from leading-edge business best practice. Through sponsorship the series will give your organisation the opportunity to host two sessions out of the four annually choosing the relevant topic. Along with hosting two of the sessions, your organisation will have a platform to speak, host and exhibit at all of the Wellbeing and Inclusion events annually and promote relevant services.

Sponsorship opportunity for one year – £5k



HEALTHY WORKING LIVES CONFERENCE

March 2020

This conference is our Workplace flagship annual event that has been running for the past seven years. It has always been targeted at HR professionals and attracts around 150 delegates each year. For 2020, will refocus the conference to include the Voluntary and Community sector alongside business representatives from a range of professions, not limited to HR. This conference will focus on physical and mental health and wellbeing, and will present some of the latest thinking on how business and communities can work together to address key health issues. It will feature high profile speakers, interactive breakout sessions and panel discussions.

Sponsorship will be £10,000 and we will have a number of exhibitor opportunities at £150 for charities and £250 for all others

