



The Responsible  
Business Network  
Northern Ireland

Strategy 2022-2025

# FIT FOR THE FUTURE

[www.bitcni.org.uk](http://www.bitcni.org.uk)





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# ABOUT US







## ABOUT US

We are the network for responsible business. A registered charity and membership organisation, we exist to support and challenge business to be a force for good in society. Business in the Community has a presence in all parts of the UK, and we have a sister organisation in the Republic of Ireland.

We are led by business, and in Northern Ireland, our 220+ members employ more than 40% of the working population. Our network comprises companies of all sizes and sectors. Our ability to convene business is one of our greatest strengths, and we use that power to encourage collaboration to tackle key social and environmental issues.

To help us decide where we are best placed to influence and act on those issues, we will ask ourselves the following questions before deciding on a course of action:

- Does this fit with our unique purpose of engaging business in society?
- Are we best placed to deliver?
- Could we be duplicating the work/role of others?
- Do we have the skills and resources, or can we get them?
- Can we partner with another organisation to deliver the best support possible?



# RESPONSIBLE BUSINESS








## RESPONSIBLE BUSINESS – NAVIGATING THE TERMINOLOGY

For more than a decade now, we have been explaining the responsible business agenda by distilling it down to 3Ps: **People**, **Planet**, and **Place**. Companies understand this – how they invest in their people, the impact they have on the planet, and the relationships they nurture in the places where they operate is a straightforward concept, and it remains as valid today as ever.

However, we are seeing an explosion of alternative terminology being used to refer to the responsible business agenda. Increasingly, organisations are referring to sustainability or sustainable business. Driven by the markets, others are using ‘ESG’ (Environmental, Social, Governance) to refer to their responsible business activities.

We are fortunate to have worked in the area of responsible business for more than thirty years and have witnessed many terms being used: Corporate Citizenship, Corporate Social Responsibility, Corporate Responsibility, Triple Bottom Line, Sustainability, and – most recently – ESG. While terminology plays an important role, for us, it’s ultimately about how an organisation integrates responsibility as part of its day-to-day business. We will continue to refer to ‘responsible business’ and to use our 3Ps framework, but with the understanding that some of our member organisations may use alternative terminology when referring to the same thing.





# OUR VISION, PURPOSE, AND VALUES





## OUR VISION, PURPOSE, AND VALUES

### Our **VISION**

We are working to achieve a world where **responsible business is at the core of every organisation.**

### Our **PURPOSE**

Is “**to inspire and support business to be a force for good.**”

### Our **VALUES**

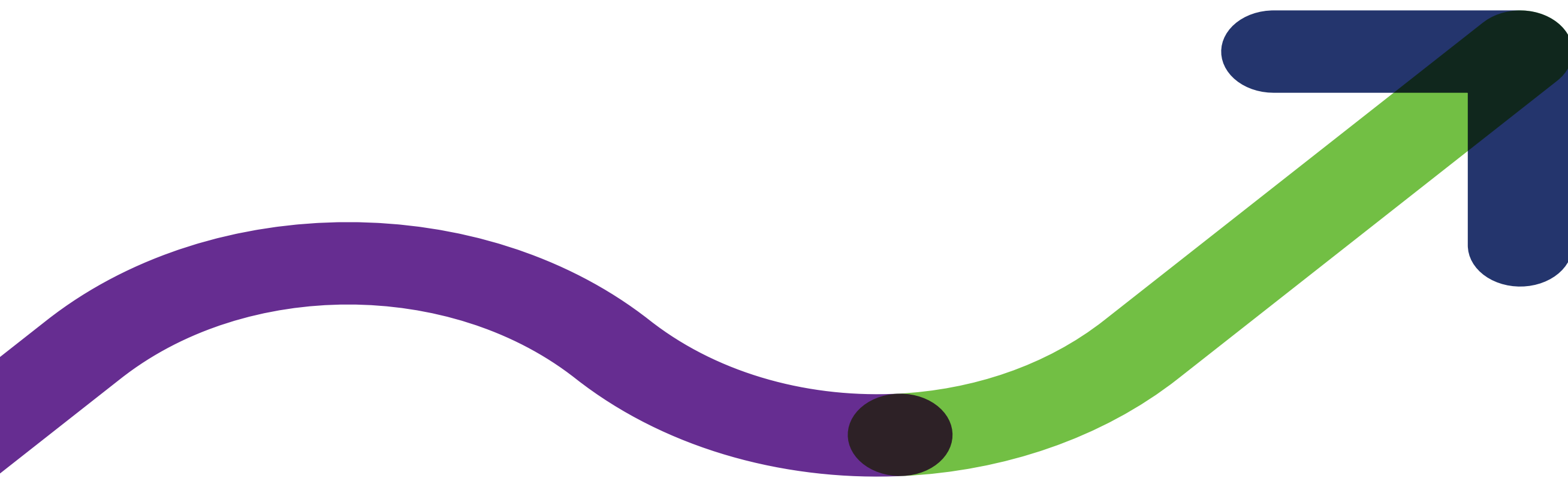
underpin our organisation:

**Passion** – Believing in, and caring about, what we do

**Creativity** – Always looking for new, better, and more innovative ways of working

**Integrity** – Operating with honesty, transparency and respect in all our dealings

**Collaboration** – Striving for synergy by working with others to add value





# OUR STRATEGIC PRIORITIES







## OUR STRATEGIC PRIORITIES

In considering our strategic priorities over the next three years, we concluded three areas are at the heart of what we will focus on as an organisation:

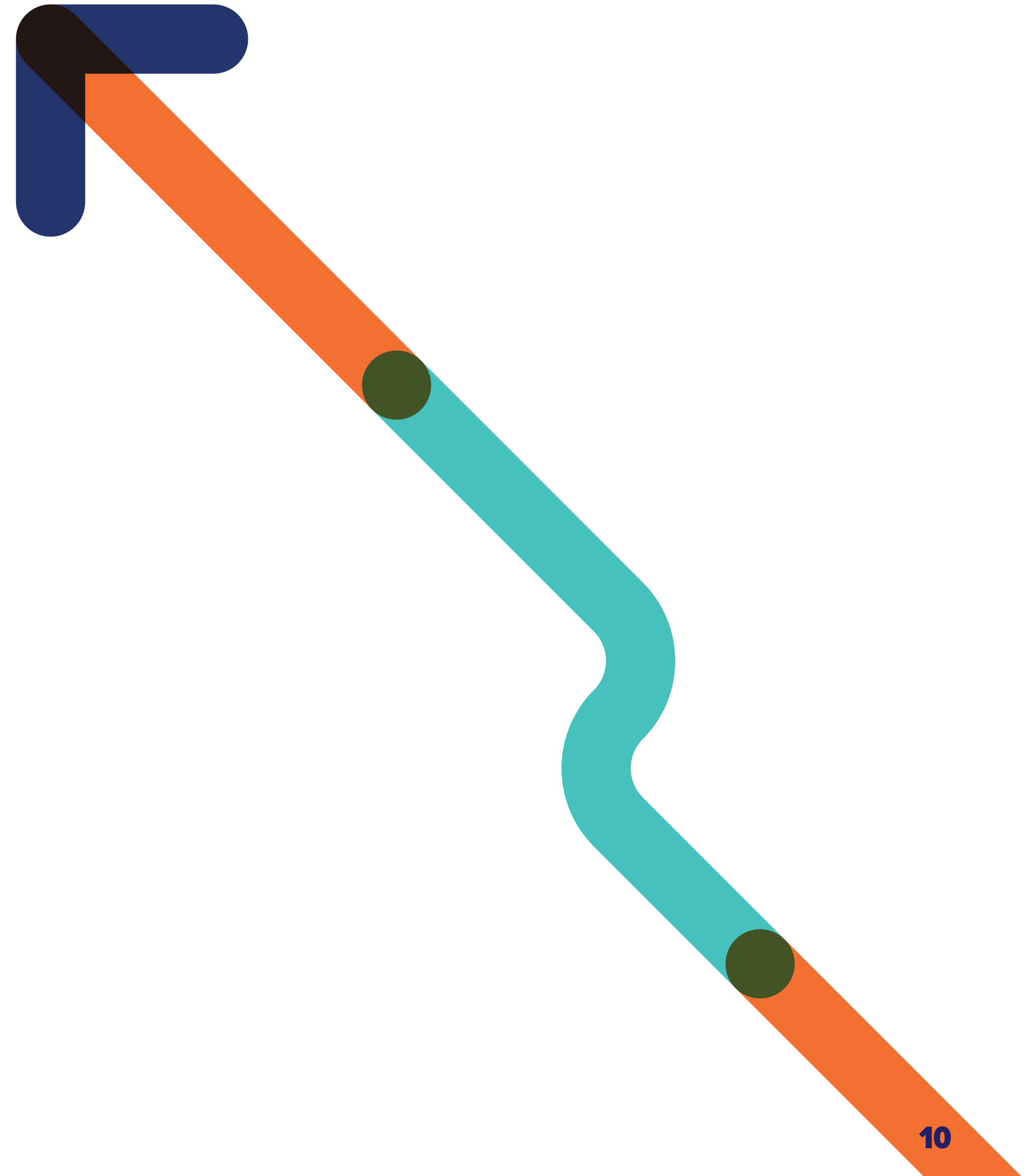
- Education and Skills
- Environmental Sustainability
- Inclusion

In order to achieve our aspirations in each of these areas, we recognise 'Advisory, Insights and Engagement' will be a key enabler.

However, the responsible business agenda, and our agenda, is not as clear cut as the bullet list above suggests. There are several themes at the heart of responsible business, which impact on a number of the strategic priorities outlined above in different ways. We refer to these areas as our 'cross-cutting themes'. They are as follows:

- Health and Wellbeing
- Volunteering
- Engaging Young People

Below, we have outlined our goals in each of these areas and how we plan to achieve them in the next three years.







# OUR STRATEGIC PRIORITIES

## EDUCATION AND SKILLS

Our goal is to engage business to inspire and prepare young people and those facing barriers to work, to prepare to move into, and excel in, the workplace

WE WILL DO THIS BY ...	WHAT DIFFERENCE WILL IT MAKE?	WHAT MIGHT THAT LOOK LIKE?
Working with business to increase the aspirations and attainment of our young people	We will inspire young people, and those facing barriers to work, to improve their aspirations for the future	More than 100 schools and 6,450 pupils supported to enhance literacy, numeracy, or coding skills
Reducing the level of economic inactivity across the province		12,000 post primary pupils supported through a core skills-development journey and supported by inspirational work experience
		Circa 120,000 job roles made more accessible to people with convictions

### WE WILL DO THIS BY ...

### WHAT DIFFERENCE WILL IT MAKE?

### WHAT MIGHT THAT LOOK LIKE?





# OUR STRATEGIC PRIORITIES


## ENVIRONMENTAL SUSTAINABILITY

Our goal is a just transition to an environmentally sustainable Northern Ireland

### WE WILL DO THIS BY ...

### WHAT DIFFERENCE WILL IT MAKE?

### WHAT MIGHT THAT LOOK LIKE?



Driving environmental awareness through education to empower positive change

A reduction in Northern Ireland’s environmental footprint

150 organisations participating in the NIEBS (NI Environmental Benchmarking Survey) by 2024

Challenging and supporting businesses to set and achieve climate and sustainability targets

400 Climate Pledge signatories

Promoting implementation of business practices that benefit biodiversity

20 organisations participating in the Business and Biodiversity charter annually





# OUR STRATEGIC PRIORITIES

## INCLUSION

Our goal is to inspire and support business to take action to reduce societal inequalities

### WE WILL DO THIS BY ...

### WHAT DIFFERENCE WILL IT MAKE?

### WHAT MIGHT THAT LOOK LIKE?



Improving the diversity of NI workplaces

Improving the economic outcomes for those furthest removed from the workplace

Targeting our education activity at those young people with Free School Meal Entitlement (FSME)

An inclusive society where everyone can realise their potential

50 Northern Ireland businesses signing the Race at work Charter

Initiating a series of interventions focused on developing skills, confidence, and opportunities for those with barriers to ensure they contribute fully to society

Introducing an Inclusive employer charter/blueprint encouraging employers to provide opportunities for all

50% of young people participating in our programmes availing of FSME



## KEY ENABLERS

### ADVISORY, INSIGHTS, AND ENGAGEMENT

Our goal is to attract and engage NI companies in the responsible business agenda

#### WE WILL DO THIS BY ...

Increasing the number and range of employers involved in our network

Supporting business to integrate responsible business as part of their day-to-day operations

Celebrating and showcasing the power of business to do good in society

Using our convening power to gain recognition and support for the responsible business agenda

#### WHAT DIFFERENCE WILL IT MAKE?

We will create a more inclusive and sustainable Northern Ireland

#### WHAT MIGHT THAT LOOK LIKE?



Increasing membership to 270+

Annual recognition events to celebrate responsible business

Develop three media partnerships annually

50% of members using MyBITC

80%+ of members recommending BITC (Business in the Community) membership

50 leading companies undertaking the CORE Standard

40% of members reporting annually against responsible business



# KEY CROSS-CUTTING THEMES/ELEMENTS

## HEALTH AND WELLBEING

Our goal is to inspire and support employers to commit to improving the health and wellbeing of their employees

WE WILL DO THIS BY ...	WHAT DIFFERENCE WILL IT MAKE?	WHAT MIGHT THAT LOOK LIKE?
Supporting employers to develop a strategic approach to wellbeing	NI population will be healthier, happier, and more resilient	Developing bespoke wellbeing support to leading employers
Introducing a Take 5 Framework for wellbeing with a focus on connect, learn, be active, take notice and give		Introducing initiatives to support women's and men's health in the workplace
		Using volunteering, inclusion, and physical activity to further develop wellbeing opportunities in the workplace

### WE WILL DO THIS BY ...

### WHAT DIFFERENCE WILL IT MAKE?

### WHAT MIGHT THAT LOOK LIKE?







# KEY CROSS-CUTTING THEMES/ELEMENTS

## VOLUNTEERING

Our goal is to create an environment in which volunteering creates positive outcomes



### WE WILL DO THIS BY ...

- Promoting team building and individual volunteering opportunities to develop employees and to promote wellbeing
- Linking volunteering to emerging social, economic, and environmental issues facing NI
- Connecting volunteering opportunities to all aspects of our agenda

### WHAT DIFFERENCE WILL IT MAKE?

It will help create a culture of volunteering

### WHAT MIGHT THAT LOOK LIKE?

- 50% of members engaged in volunteering, creating a movement of 10,000 employee volunteers
- Identifying three NI-wide issues that will provide opportunities to convene employers to address inclusion through volunteering
- Undertake to develop a robust tool to measure the impact of volunteering



# KEY CROSS-CUTTING THEMES/ELEMENTS

## ENGAGING YOUNG PEOPLE

Our goal is to ensure BITC and its programmes address the needs of future generations

WE WILL DO THIS BY ...	WHAT DIFFERENCE WILL IT MAKE?	WHAT MIGHT THAT LOOK LIKE?
Ensuring that young people help shape the responsible business agenda in Northern Ireland	A better future for Northern Ireland	<p>Young people will form part of our decision-making process</p> <p>We will future proof our programmes with the support of young people and youth groups</p> <p>We will explore the opportunity to develop a responsible internship programme</p>

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Ensuring that young people help shape the responsible business agenda in Northern Ireland

### WHAT DIFFERENCE WILL IT MAKE?


A better future for Northern Ireland

### WHAT MIGHT THAT LOOK LIKE?

Young people will form part of our decision-making process

We will future proof our programmes with the support of young people and youth groups

We will explore the opportunity to develop a responsible internship programme





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