



Business in the

Community



Presentation to: Sport Matters
Implementation Group: Participation

15 September 2011

By

Kieran Harding

Business in the

Community

Business in the Community



Business in the Community is a membership organisation for successful companies committed to demonstrating responsibility towards their people, the planet and the places where they operate



- Not-for-profit membership organisation
- Established in GB – 1982, NI – 1989
- 240 regional members in NI
- 800 members in UK, including 75% of FTSE 100
- President – HRH the Prince of Wales
- NI Chair – Paul Rooney; GB Chair – Mark Price, Waitrose

Business in the

Community

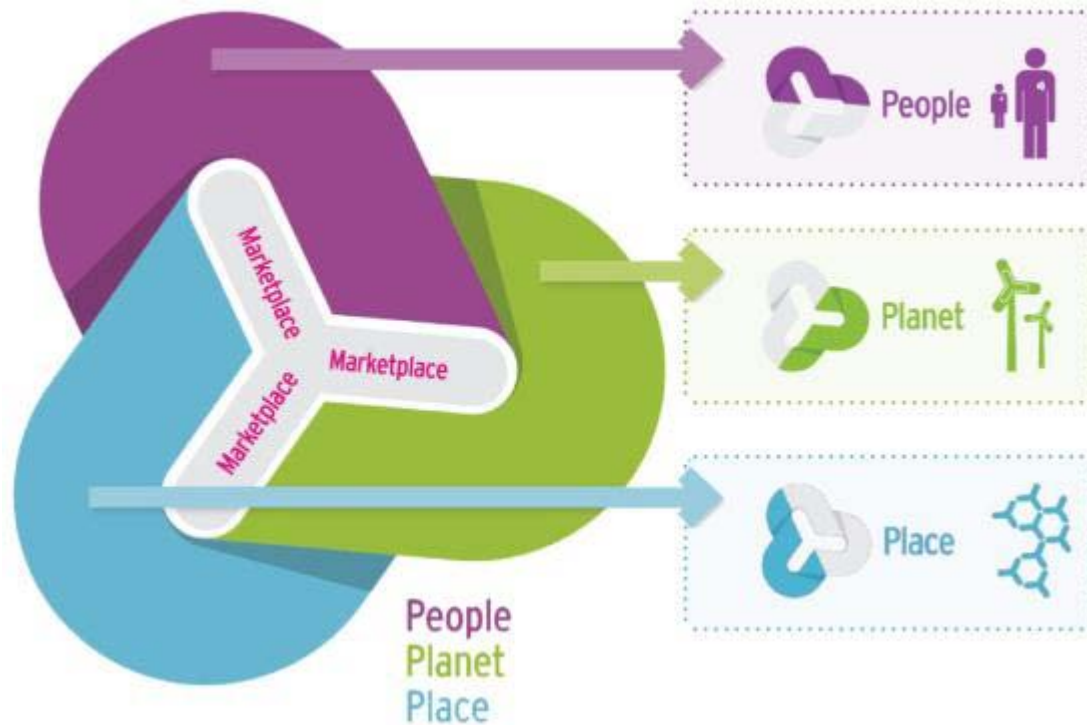
Our purpose



“To mobilise business as a force for good in society”

What do we do?

We provide advice, support and opportunities for engagement under three key themes:



Business responsibility towards ...your People



Supporting employers to create responsible workplaces where current and future employees help deliver business and social impact

Focus on ...

- Employee wellbeing and inclusion
- Tackling employability
- Developing skills through volunteering



Business in the

Community

Business responsibility towards ...our Planet



Inspiring and supporting NI business to respond positively to the environment and climate change challenges

Focus on ...

- Creating sustainable business
- Building sustainable communities



Business in the

Community

Business responsibility towards ...the Place where you operate



Engaging every business to impact positively within its community

Focus on ...

- Raising the aspirations and achievements of young people in schools
- Regenerating deprived communities
- Supporting the growth and development of small firms



Fit with the responsible business agenda

- People: Healthy workforce
- Place: Active communities
- Planet: Green transport
- Market Place: Moving beyond sponsorship

Achieving the vision at a strategic level Participation targets PA3 – PA11

Opportunities.....

- Promote physical activity in the workplace
- Encourage volunteering through sport

Next steps ...

- Targeted projects eg - Time to...
- Recognizing sporting achievement
- Clubs that Count
- Develop a major campaign

Business in the

Community



Thank you
Questions?