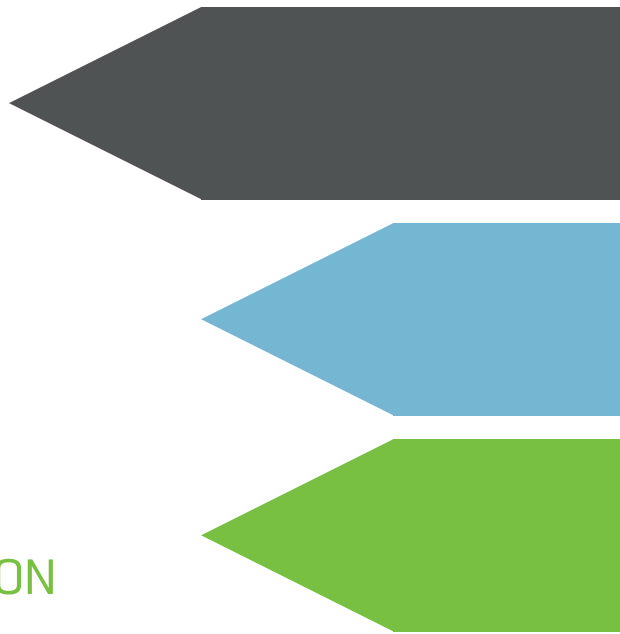




Case Study 1

OPEN DOORS INITIATIVE



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The Open Doors Initiative provides opportunities to marginalised members of their society. They create pathways to work through training, education and employment. Some of the people work with refugees, asylum seekers and migrants, people with disabilities and disadvantaged youth, Travellers, LGBTIQ+, ex-offenders, and intersectionality between the groups. In Ireland today, these groups face higher barriers to employment, than most others. Many are cut out of work, even during the recent times of nearly full employment opportunities. The Open Doors create pathways to education and employment for marginalised communities.

The European Commission country Report for Ireland 2019 shows, that Ireland has one of the lowest employment rates for people with disabilities in the EU (26.2% compared to 48.1 % in the EU). In Ireland, people with disabilities are more than twice likely to be unemployed. Since the summer of 2018 many of refugees and asylum seekers have been given the right to work but have been unable to access training and experience. The unemployment rate among our long-term unemployed under 25s is twice the national average.

Business type - Irish companies, organisations, and non-profits have joined together to create the Open Doors Initiative. This initiative gives opportunities to members of the society who are marginalised:

- Refugees and asylum seekers
- Young people under 25 with educational barriers
- People with a disabilities

Mission Statement: To aid underrepresented populations in getting training, experience, and employment.

Challenge: : Scaling up is necessary to continue assisting additional participants and to produce value-added services for the businesses and aiding partners

Benefits: Participants in or on the journey to employment. Collective influence, resources and knowledge sharing. Employee engagement. Reputational benefits.

How was this initiative promoted: Speaking opportunities, social media and websites, the press, word-of-mouth marketing and conference leaflets.

Overview of CSR Initiative: ,Towards Responsible Business' Ireland's National Plan on CSR 2017-2020 identifies 4 core dimensions of CSR.

The following CSR dimensions apply to the Open-Doors Initiative:

Community - work with the local communities around the business and organisations who are part of the initiative. Help new communities in Ireland such as Refugees and Asylum seekers.

Workplace - shared knowledge between the different companies and organisations.

Marketplace - all partners are encouraged to engage with their supply chain and customers

Business Impact: The Open Doors has implemented over 89 programmes that assist participants in receiving training, gaining real-world experience, and finding work in less than a year. Programs organised by 35 businesses and 18 supporting partners have had over 1,450 participants.

Learning: There is a clear connection between power of connections with businesses and relationship building on the way.

Advice for businesses on their CSR journey: Think broadly, laterally, scale-up, and offer a helping hand to others.

Open Doors Initiative programmes:

1. Pathways to Progress

Pathways to Progress aim to resource people from a migrant background to find work or to create pathways to employment. Migrants coming to Ireland, refugees, asylum seekers or living in direct provision individuals, people under the EU Temporary Protection Directive people, who have had their status regularised, will find information around the labour market in Ireland. They will be able to access training how to finding work. Educational programmes provided will enable individuals and help them maximise their chances of finding a suitable employment. Employers are able to find information on preparing their workplace, recruiting and integrating workers from migrant backgrounds into their business, and hopefully, through recruitment ads, find the right people for their business.

Being economically active is crucial for non Irish individuals to feel part of the community and to integrate people from migrant backgrounds into the Irish society. Pathways to Progress is a safe space to find information that people might need, and the team is here to help and answer any questions people might have.

2. Employers for Change

Employers for Change an employer disability information service, was launched on 11th March 2021. Employers for Change provide a central source of information and advice for employers on all aspects of working with people with disabilities and encourages them to actively recruit from this group.

The service:

- Provides a dedicated helpline giving advice and information to employers about recruiting and employing people with disabilities, with a response within 24 hours.
- Hosts a central web-based information resource incorporating guidance and a FAQ section.
- Provides and participates in awareness raising and outreach activities.
- Maintains links with employer stakeholders and disability stakeholders.
- Promotes the positive business case for the employment of people with disabilities.

The website covers an array of information including inclusive recruitment practice, reasonable accommodation, as well as toolkits, supports and useful links. This provides opportunities for employers to access advice and training, which will improve their business and their workforce.

3. Towards Work

Towards Work is the central point for people with disabilities in Ireland to access resources and support in your journey towards employment or entrepreneurship.

Whether individuals are looking for further training and skill development, CV preparation advice, mentorship or accessibility aids, they are able to access a range of supports leading to successful employment. The Entrepreneurship section includes useful information for anyone looking to become self-employed, including grants, training resources and case studies.

4. The Impact Hub at The Crann Centre

The Open Doors Initiative is delighted to be a funding partner of The Impact Hub - Ireland's first purpose-built remote working hub for people with disabilities. The Impact Hub is a brand new modern, fully-inclusive co-working space based in Ballincollig, West Cork. It was launched in March 2022 by Sarah Dullea, Dr Colm Hunt, CEO AIB and Chair and Founder of the Crann Centre Kate Jarvey.

The Impact Hub offers a spacious and vibrant environment for individuals or teams, with a full range of amenities to allow you to work in a pleasant and productive environment. It consists of a 17-desk facility with high-speed broadband, a fully accessible working environment and free parking, set on a three-acre site. Members of the hub have access to key business supports from The Rubicon Centre at Munster Technological University (MTU), Cork City Council Local Enterprise Office, and the Open Doors Initiative. It offers members great rates, flexible meeting rooms and a great community of professionals, entrepreneurs, and services, as well as unlimited cups of Nespresso and quiet, peaceful grounds for those moments away from your desk.

The crucial Open Doors Initiative values:

- Demonstrate commitment to the rights and needs of marginalised people in terms of employment, education and economic development, based on the relevant UN Sustainable Development Goals
- Consult with the people we work with when appropriate and facilitate the active participation of member organisations in the development and implementation of our objectives and policies
- Foster positive and collaborative working relationships with other organisations in the pursuit of our aims and objectives
- Ensure openness and transparency
- Enable timely monitoring and evaluation of our work
- Have an ambitious and flexible responses to changes in the situation regarding employment and marginalised people



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Case Study 2

VivaGreen: Innovation in Sustainable Products



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Over the past 25 years, Irish company VivaGreen have been pioneers in sustainable practices and products that protect both the planet and its inhabitants. By formulating products from natural origins and sustainable sources they produce a wide range of Biodegradable, Plastic-Free and Chemical-Free products.

Business Type: Research, development & manufacture of innovative, sustainable products for retail and commercial markets.

No. of Employees: 16

Mission Statement: The main objective of VivaGreen is to create a cutting-edge line of biodegradable, chemical-free, and recycled items to replace the many toxic chemical and plastic-based products we use daily in our homes and workplaces.

Challenges:

1. Finding environmentally friendly replacement materials for hazardous items that have a comparable pricing structure to help their products compete.
2. The performance of goods, which are created from environmentally friendly components, must be at least as good as the non-eco-friendly items they are replacing.

Benefits: Increased market turnover as consumers and companies adopt more environmentally friendly goods and procedures.

How was this project promoted: Public relations, social media marketing, website SEO, consumer and trade exhibitions, distributors, etc.

Overview of CSR Initiative: The foundation of what VivaGreen does and stands for is CSR. VivaGreen's and the communities in which it operates need people's commitment to the sustainable management practises for it to succeed. Four major categories—Social Impact, Environment, Ethical Sourcing, and Youth, Education, and Research—can be used to categorise these commitments.

Business Impact: The above principles enable VivaGreen to consistently have a good social impact on the company, workers, the suppliers, the clients who purchase products, and the communities in which VivaGreen operates.

Learning: CSR is at the heart of all that VivaGreen believes in. The adoption of CSR programmes by other firms will increase demand for goods like the ones produced by VivaGreen. Companies need to change their ways of thinking, acting, and purchasing in order to be more thoughtful of the world around them.

Advice for businesses on their CSR journey: Your clients anticipate that you will do business with greater responsibility. It is increasingly important in every company's marketing plan in order to retain current clients and draw in new ones.

VIVAGREEN - ECO-FRIENDLY TIPS

Now, more than ever eco-friendly products are at the forefront of innovation in Ireland. People are becoming more eco-conscious about the products they buy and how they will affect the environment.

Small changes for a BIG difference.

Here are 3 small tips:

1. Be realistic.
2. Be eco-conscious when shopping.
3. Progress, not perfection.

Eco-friendly tip #1 - Be Realistic.

We can't all be expected to completely change our lifestyle habits in a day, that is something that would take years. We have to be realistic with our changes, so we don't burn out.

If we try put into practice all the tips and tricks on our first day, we will get annoyed by having to change so much so quickly, and probably lose sight of the main goal. But being realistic with the changes you make will ultimately make the whole journey easier. Setting small, realistic goals will keep you on track on your eco-friendly journey.

Eco-friendly tip #2 - Be Eco-conscious when shopping.

Again, this is a mindset. Humans are creatures of habit. We often feel uncomfortable or out of sorts when we break away from our usual routine or our "go to products", but there is nothing to be afraid of.

Having an eco-conscious mindset when doing the weekly shop doesn't simply mean buying eco-friendly products only (though this does help). It is more about being aware of the impact of your purchase.

For example, if you're buying single-use plastics, like a bin bag, make sure the plastic has been recycled. It will be stated on the label that the product is made from recycled plastic, so it makes it easy for us to make the change. It is a small change with a massive impact.

If you are seeking some eco-friendly sustainable choices visit eco shop [reuzi](#)

Eco-friendly tip #3 - Progress, not Perfection (just yet).

This tip links back with Tip #1 above - no one is perfect, and you're not expected to be. Progress is progress, there is no better way of putting it. Every little eco-friendly change you make is going to have a positive impact on the environment, so enjoy knowing that you are part of that positive impact.

To summaries...

A small change can make a HUGE DIFFERENCE!

Sometimes we underestimate how much change can be brought around by a small conscious decision. Our advice is to start with small changes, then make these small changes into routines, once they are routines, they become big changes.

So, if you are looking for simple eco-conscious tips and interested in garden and household products that can help you make a HUGE DIFFERENCE to our environment.

VIVAGREEN: 3 easy ways to adopt an eco-friendly mindset and sustain a greener lifestyle

There are 3 simple tips to help you embrace a greener lifestyle:

1. Choose natural, not chemicals.
2. Close the loop on waste (reusable alternatives).
3. Tell somebody.

Choose natural, not chemical!

Choose natural products or products with natural ingredients instead of harsh chemical-based alternatives. The chemicals found in many household cleaning products, for example, may be effective for cleaning but can be harmful to the environment. Some chemicals may find their way into our rivers and lakes and do not break down easily, which can negatively affect life in those waterways or life that depends on those waterways.

When choosing household cleaning products, seek out natural alternatives like our **Tru Eco range** or **VIVAGREEN** garden products **MossOff Chemical free**. These products have been strenuously tested and are made from natural ingredients that have no negative effect on the environment.

Close the loop on waste!

Closing the loop on waste is essentially the reuse, repurposing or recycling of waste that would otherwise go in the bin and straight to landfill.



There are plenty of innovative and useful tips for repurposing and reusing waste. They can be so simple, such as using an old toothbrush as a scrubber for those hard-to-get cracks between your bathroom tiles. This saves you, and the environment, and you won't need to buy a new scrubber! This is just one small example of reusing, repurposing, or recycling, which saves you money while doing your bit for the environment.

We encourage people to choose products that they can reuse and refill to help reduce the use of plastic. We developed our Tru Eco range with this in mind. All Tru Eco bottles are made from 100% recycled plastic and are reusable and refillable. We offer Tru Eco refill stations nationwide where people can bring their empty bottles to refill.

Tell somebody!

Word of mouth is a powerful tool to help promote ways to live a greener lifestyle. We need to keep the conversation going about how we, as individuals and as a society, can make a physical difference.



Recommending eco-friendly products to friends or family is a great starting point. Share your experiences, the changes you have made, and how those changes have affected you. Focus on the positives and the “feel good” aspect of committing to a greener lifestyle.

The idea of telling someone also reinforces a sense of “togetherness” in the battle against pollution and may encourage them to take action too.

Often, a real obstacle to overcome is wondering, “Am I really making a difference? Me? Out of millions of people in the world?”. The straightforward answer is yes, you, as an individual can make a huge difference. We must make the difference now so that future generations have an opportunity to live and learn from us.



Case Study 3

Dawn Meats CSR and Sustainability Strategy



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Dawn Meats was established in 1980 in Co. Waterford. The company was the first European beef and lamb processor to set Science-Based Targets and measure its progress on externally verified sustainability goals.

Today:

- 8000+ employees in 12 countries
- export to over 50 countries
- processing 300 000 tones meat per year
- processing 1 000 0000 cattle per annum
- supplied by 30 000 farmers
- contributes approx. €1.67 bn to rural Economies in IRL & UK
- over 2 bilion annual turnover

Business type: Beef and Lamb Processor

No. of Employees 7,000+

Mission statement: „providing consistent quality meat products from sustainable sources”.

Challenges: the size of the project and keeping speed troughout the entire operation as well as incorporating change into organisational culture

Benefits: As a result, Dawn Meats has become the partner of choice for important food production, food service, and retailing businesses in Ireland, Europe, and throughout the world

How was this initiative promoted: Multiple channels were used to disclose progress, including the CSR report, internal and external newsletters, intranet, yammer, internet, social media, print media, conferences, awards, and public relations.

Overview of CSR Initiative: The CSR and Sustainability Strategy for Dawn Meats considers all four aspects.

1. People and Community
2. Animal Welfare
3. Sustainability Sourcing
4. Food Safety Health Nutrition
5. Resource management

Zarządzanie zasobami (które dotyczy emisji, energii, wody, odpadów i różnorodności biologicznej), zrównoważone zaopatrzenie i ekorozwój. Filar miejsce pracy i filar Ludzie są ze sobą powiązane. Bezpieczeństwo żywności, zdrowie i odżywianie są powiązane z wymiarem rynkowym poprzez filar społeczność, który również wiąże się ze społecznością i zrównoważonym zaopatrzeniem.

Business Impact: Enhancing animal wellbeing benefits agricultural families, the general public, and animals by reducing emissions, increasing profitability, and improving the environment. Enhancing the supply chain's sustainability benefits numerous factors, including the environment, product quality, and working conditions.

Learning: Although CSR and sustainability are essential for company continuation, they nonetheless necessitate change, and change is sometimes difficult. It is crucial to have top level support, but it is also crucial to convey ownership to all levels, especially those who are carrying out the initiatives.

Advice for businesses on their CSR journey: Since CSR is about continual development, it's crucial to define stretch goals with timetables that are reviewed and modified as progress is made and as new information becomes available from outside sources. As what is measured is controlled and what is reported is handled even more precisely, progress toward these objectives is reported both internally and internationally.

How Dawn Meats implements Global Goals for Sustainability Development?

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Sample of what Dawn Meats is doing

- Founded and supporting the Better Farms Programme
- Running a demonstration suckler beef farm in Athenry
- Running a programme called the 'Young Beef Farmers Sustainability Programme'
- Founded and supporting the liver fluke programme
- Running L2D events to enable farmers better understand how to deliver to market specification
- Funding agriculture research

Goal 6. Ensure availability and sustainable management of water and sanitation for all

Sample of what Dawn Meats is doing

- Set 2025 targets to reduce our water intensity by 40%
- Have implemented a LEAN way of working
- Run environmental weeks to keep water on the agenda
- Engaging with water catchment projects (UK)
- Encouraging farmers to align with the SBLAS, which have water use, and water quality/protection requirements
- Hen Harrier Project

Goal 7. - Energy

Sample of what Dawn Meats is doing

- Set 2025 targets to reduce our energy intensity by 40%
- Have implemented a LEAN way of working
- Run environmental weeks to keep it on the agenda
- Have achieved ISO 50001 across all Irish production sites
- Produce tallow as an alternative low carbon fuel

Goal 12. - Responsible consumption and Food Waste

Sample of what Dawn Meats is doing

- See goal 2 (around driving efficiency)
- Sit on the Courtauld Beef Working Group which is charged with supporting
- Zero waste to landfill
- Maximise food valorisation and where regulations require we send CAT1 material to generate low carbon energy
- Reducing waste generation through prevention, reduction, reuse and recycling
- Produce CSR Report

Goal 13. - Combating climate change

Sample of what Dawn Meats is doing

- Running environmental week to increase awareness
- Sponsoring Origin Green Ambassador programme
- Working collaboratively with others: BITC low carbon pledge; MTI; Plastic Pact; Courtauld 2025; ERBS



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