



The UN Global Compact | Communication on Engagement

March 2021

BORD BIA
IRISH FOOD BOARD



Contents

1	Statement of Expression	3
2	Descriptions of Actions	4
2.1	UN SDG Alignment	5
2.2	External Business Communication of the UN Global Compact and UN SDGs	7
2.3	Promotion at Intergovernmental Level	9
3	Conclusion	11

➤ *Click on listing/page number to go to the relevant page.
You can return to this page by clicking the link at the bottom of each page.*

1 Statement of Expression

To our stakeholders:

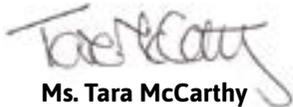
I am pleased to confirm that Bord Bia – Irish Food Board reaffirms its support to the ten principles of the **United Nations Global Compact**.

An Bord Bia (The Irish Food Board) is the Irish government agency with the purpose to bring Ireland’s outstanding food, drink and horticulture to the world, thus enabling growth and sustainability of producers. With its headquarters in Dublin, Bord Bia has a network of 15 overseas offices.

The Irish food and drink production in Ireland has always been rooted in the stewardship of the land as one family member to the next have passed down their farms from generation to generation. However, with the increasing demands on the natural environment to feed the world’s growing population, Bord Bia has developed **Origin Green**, to drive and monitor positive change across Ireland’s food and drink industry so we can continue to build and protect our global reputation for food sustainability.

In Bord Bia’s first Communication on Engagement we outline the actions Bord Bia has taken to encourage Irish and international food and drink businesses to interact with the UN Global Compact and the UN Sustainable Development Goals.

Yours sincerely,



Ms. Tara McCarthy

Chief Executive Officer of Bord Bia



2 Descriptions of Actions

ACTION: Encourage businesses and others you interact with to participate in the UN Global Compact.

Globally, Bord Bia understands that the Irish food and drink industry faces many sustainability concerns. From an Irish industry perspective, long-term issues arising from climate change and the contribution it and it can make to achieve the UN Sustainable Development Goals represents both a challenge and an opportunity.

In 2012 we created **Origin Green**, a pioneering national sustainability programme which unites government, the private sector and the full supply chain from farmers to food producers and right through to the foodservice and retail sectors. It is the worlds' only national food and drink sustainability programme, aimed at enabling our food and drink industry to set and achieve measurable sustainability targets that respect the environment and serve local communities more effectively. Crucially, our programme is about providing the entire food industry with the knowledge around key sustainability issues in our food industry and the know how and framework to help them address issues on a continuous basis. While Bord Bia runs the program, the progress against each participant's performance is independent party verified.

Eight years on, Origin Green engages with over 54,000 farmers and 300 participating companies. Our community of actively engaged members represents an opportunity to drive impact at scale as detailed within the recently released '**Origin Green – Progress Update Report**'.

Origin Green is the worlds' only national food and drink sustainability programme, aimed at enabling the Irish food and drink industry to set and achieve measurable sustainability targets that respect the environment and serve local communities more effectively.

2 Descriptions of Actions

Realising that no one country, sector or individual business can solely lead the move towards global sustainable production, collaboration has been critical to ensuring the Origin Green programme success.

We are committed to working with both domestic and international partners to drive positive change towards sustainable food production.

The involvement and assistance of a range of multifaceted organisations and stakeholders is critical to ensuring the programme does not stagnate and continues to embrace and implement best practice. As Origin Green continues to grow and evolve, so too does the necessity to incorporate the knowledge of experienced global sustainability experts.

In order to formally incorporate external UN Sustainable Development Goals (SDGs) expert advice into the strategic development of Origin Green, Bord Bia joined the United Nations Global Compact. By joining the UN Global Compact gains access to a range of international stakeholders and resources – to share best practices, guidance on emerging solutions to address global sustainability challenges and tools to support Origin Green members to participate in the UN Global Compact and to deliver upon the SDGs.

Bord Bia UN Global Compact Action: Promotion and Support of the UN Global Compact through UN SDGs	
1	Origin Green UN SDG Alignment
2	External Business Communication of the UN Global Compacts and UN SDGs
3	Promotion at Inter-Governmental Level

2.1 UN SDG Alignment

Following the launch of the SDGs in 2015, Bord Bia recognised the importance of connecting the shared global ambitions of the UN SDGs to the work undertaken by the Origin Green members and how Bord Bia is uniquely placed to play a pivotal role in helping the Irish food and drink industry deliver meaningful contributions to the advancement of the SDGs and its associated targets. Therefore, Origin Green sought to align the 13 Origin Green company target areas against the SDGs. From this alignment, Origin Green can demonstrate to Origin Green manufacturing members how their targets can align against 15 of the 17 SDGs. As the Origin Green programme has evolved to address new sustainability challenges, the Origin Green target alignment with the SDGs has guided the continued development of the Origin Green Charter.

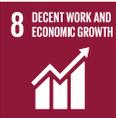
To ensure Origin Green company members were aware of the importance of the SDGs and how they relate to the sustainability targets as set out in their 5 year sustainability plans, from 2017 onwards we have developed an SDG toolkit for the companies. This toolkit enables companies to consider how they can develop sustainability targets in line with their Origin Green targets.

Measurement of Outcomes

Alongside the toolkit, we rolled out a series of SDG training workshops for 185 companies to help them understand the SDGs so they could drive awareness of their Origin Green plan SDG alignment with their own workforce and customers. Since the launch of the toolkit, Origin Green member companies have continued to seek ambitious measurable sustainability targets that align with the UN SDGs.

2 Descriptions of Actions

Bord Bia has demonstrated the alignment of the Origin Green Manufacturing Charter target areas, with fifteen of the seventeen SDGs.

SUSTAINABLE DEVELOPMENT GOAL	ORIGIN GREEN ALIGNMENT	SUSTAINABLE DEVELOPMENT GOAL	ORIGIN GREEN ALIGNMENT	SUSTAINABLE DEVELOPMENT GOAL	ORIGIN GREEN ALIGNMENT
 <p>2 ZERO HUNGER</p>	Origin Green members are seeking to develop sustainable food production systems and implement resilient agricultural practices through responsible sourcing practices.	 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	Origin Green members are reducing their energy consumption and switching to renewable energy sources.	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	Origin Green members are producing food and drink sustainably by sourcing raw materials from suppliers with recognised sustainability credentials, by sourcing locally and by taking part in Bord Bia's Sustainable Assurance Schemes.
 <p>3 GOOD HEALTH AND WELL-BEING</p>	Origin Green members are reformulating their products to reduce salt and sugar, developing "free-from" products for their consumers, and promoting a healthy lifestyle among their employees, customers and communities.	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	Origin Green members are creating job opportunities in their local communities and contributing to sustainable economic growth.	 <p>13 CLIMATE ACTION</p>	Origin Green members are tackling climate change through establishing emissions targets, energy reduction initiatives and making renewable energy investments.
 <p>4 QUALITY EDUCATION</p>	Origin Green members are involved in employment programmes and work experience placements of students to improve their skills for future employment.	 <p>9 INDUSTRY INNOVATION AND INFRASTRUCTURE</p>	Origin Green members are making capital investments to upgrade and retrofit site infrastructure to increase resource-use efficiency and adopt environmentally sound technologies.	 <p>14 LIFE BELOW WATER</p>	Origin Green members are working to protect and enhance maritime life by fishing responsibly and reducing marine waste.
 <p>5 GENDER EQUALITY</p>	Origin Green members are actively addressing the issue of gender equality within their diversity and inclusion strategies.	 <p>10 REDUCED INEQUALITIES</p>	Origin Green members are working to empower and promote the inclusion policies and practices within their workforce, local community and further afield.	 <p>15 LIFE ON LAND</p>	Origin Green members are implementing biodiversity measures on their sites, such as protecting wildlife habitats and developing pollinator habitats.
 <p>6 CLEAN WATER AND SANITATION</p>	Origin Green members are reducing their water usage, developing and implementing wastewater treatment systems and finding unique ways to use naturally occurring rainwater in their production processes.	 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	Origin Green members contribute to their local communities through involvement with sports teams, charities and schools.	 <p>17 PARTNERSHIPS FOR THE GOALS</p>	Origin Green members are working collaboratively with other organisations and stakeholders with the common goal of sustainable food production.

2 Descriptions of Actions

2.2 External Business Communication of the UN Global Compact and UN SDGs

We have undertaken communications to educate our own staff in 15 overseas offices, global customer base and domestic clients on the Ten Principles of the UN Global Compact and the UN SDGs.

2.2.1 Measurement of Outcomes

Following our investment in training the industry and Bord Bia staff on the importance role of the SDGs, we have incorporated the SDGs within Bord Bia's extensive marketing and promotional activities both at home and abroad.

- At over 60+ **international trade shows and events** we have incorporated the SDG alignment with Origin Green and our UN Global Compact Membership within the trade show stands. This has enabled Bord Bia to communicate to international customers the importance of the UN Global Compacts Ten Principles and our commitment to progressing the SDGs within the Irish food and drink industry.



- Bord Bia's marketing team has created UN Global Compact SDG **social media posts and print articles** as part of Origin Green's wider communications and encouraged Origin Green members to share these posts on their platforms.
- In June each year during European Sustainable Development Week, Bord Bia has developed an SDG **window display** on our building's ground floor window to drive awareness for the goals amongst the passing general public and promoted SDGs on Bord Bia's social media accounts as well as commissioning trade advertorials in trade publications advocating for companies to support the UN SDGs and informing them of the UN Global compact.



2 Descriptions of Actions

2.2 External Business Communication of the UN Global Compact and UN SDGs continued

- We have supported the UNA UK **publication** that provides analysis and recommendations on achieving the sustainable development goals over the past few years by investing in a one page article in the publication see: <https://www.sustainablegoals.org.uk/a-blueprint-for-sustainable-food-2/>



- As part of Concern Worldwide’s Global Goals Business Conversations, and to mark **World Food Day** (16th October), Bord Bia partnered with Concern Worldwide to invite Origin Green member companies to join a webinar exploring the UN Sustainable Development Goals, the goal of zero hunger, and the role of the Irish agri-food sector in progressing these. **The Global Goals Business Conversations** is a Concern Worldwide led and Irish Aid funded project to engage Ireland’s business community with the UN Sustainable Development Goals. This webinar discussed how Origin Green companies can align their business strategy with the global goals, how sustainable food systems can contribute to achieving the goal of Zero Hunger – with a presentation of the 2020 Global Hunger Index report – and how Ireland can provide leadership in terms of local and global action for the goals.

- General Public – Bord Bia is responsible for creating and running Bloom, Ireland’s Family, Food & Gardening Festival held in the Phoenix Park in Dublin. In 2019, we built a large **display to drive awareness for the SDGs** at Ireland’s largest and most spectacular gardening event. The event was attended by over 115,000 over 5 days and Bord Bia staff were on hand to answer visitor’s questions about the installation. The patron for the festival is Ireland’s president Michael D. Higgins. The display caught the attention of our president and was relocated after Bloom, to the gardens of the president’s house in Aras an Uachtarain, where it continued to drive awareness for the SDGs amongst the president’s visitors and special guests.



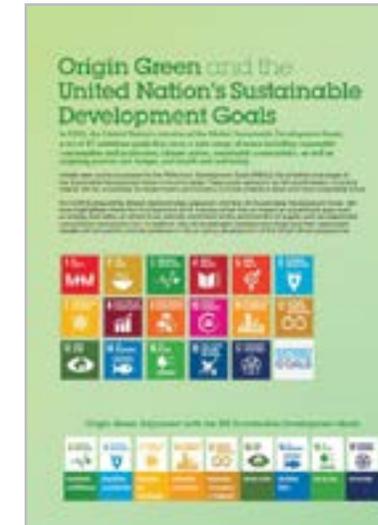
2 Descriptions of Actions

2.3 Promotion at Intergovernmental Level

Bord Bia has gone beyond educating our staff and industry about the SDGs. We have also liaised closely with senior officials in the Irish government to promote the SDGs as part of the Irish government's sustainability agenda.

2.3.1 Measurement of Outcomes

In June 2018, **Bord Bia became a member of the UN Global Compact** to commit ourselves to continue to drive awareness for the goals amongst the Irish industry and the wider public policy making in Ireland. To mark the occasion our CEO took the time to meet with Sue Allchurch, Chief of Outreach and Engagement at the UN Global Compact, in person, to find out how we could best fulfil our membership obligations.



- To drive awareness for our new membership, we issued **press releases** which resulted in mentions in news publications in Ireland and abroad. We also drove awareness for our membership in our reception area in Dublin.
- Following this commitment we have been an active participant in Ireland's **SDG Stakeholder Forum**. The purpose of the SDG Stakeholder Forum is to provide a mechanism for key stakeholders to engage on an ongoing basis with government in the national implementation of the SDGs.

2 Descriptions of Actions

2.3 Promotion at Intergovernmental Level continued

- In June 2018, Bord Bia was invited by the Irish government to participate in the launch event of the **Irish government's bid** to win a seat on the UN Security Council. We invested in building a display at the event held on the United Nations New York building lawn that explained how the Irish food industry is playing its part in delivery on the global goals through the Origin Green Programme and Bord Bia's membership of the UN Global Compact.



- In January 2019, the Irish government invited Bord Bia to take part in a three day **Global Ireland** event in held in Dublin Castle and attended by 80 Irish ambassadors and consular generals. At the event Bord Bia raised awareness of the SDGs and how the Irish food industry is aligning with them through the Origin Green programme.



3 Conclusion

Despite the progress Bord Bia has undertaken to promote the UN Global Compact and to achieve the targets as set out in the SDGs, Bord Bia recognises the need for a continuous programme of activity to leverage our unique position in Ireland, to promote the objectives of the UN Global Compact.

One key action going forward, is that Bord Bia will support the creation of the first Irish Local Area Network with the support of the UN Global Compact. Earlier this year we liaised with a UN Global Compact representative to discuss the creation of the Local Area Network with the ultimate aim to encourage more Irish food and drink companies to join the UN Global Compact.

In addition to promoting Origin Green member companies to join the UN Global Compact, we are also keen to continue to support Origin Green members to set sustainability targets which align with the UN SDGs. To support this ambition we are in discussions to collaborate with an international NGO to provide additional SDG training to Origin Green member companies.



Bord Bia recognises the need for a continuous programme of activity to leverage our unique position in Ireland, to promote the objectives of the UN Global Compact.
