



# Our CSR Story

**Inspiring Confidence,  
Empowering Change.**



★

“All the people in KPMG  
are hugely supportive.”

★

**Darren Ryan, CEO, Social Entrepreneurs Ireland**

★

★

# Contents

Message from our <b>Managing Partner</b> .....	1
Message from our <b>Head of CSR</b> .....	2
<b>Stories in Boxes</b> .....	3
<b>Project Bright</b> .....	6
<b>Time to Read</b> .....	9
<b>Bridging the gender gap</b> .....	11
<b>Social Entrepreneurs Ireland</b> .....	14
<b>Denis O'Connor Walk</b> .....	15
<b>CBS Westland Row</b> .....	17
<b>Get Cents</b> .....	20
<b>Developing Skills - Enactus</b> .....	21

# Message from our Managing Partner



Our commitment to Corporate Social Responsibility (CSR) is a great example of our higher purpose in action - we inspire confidence and empower change in communities in Ireland and overseas.

We have an award winning CSR programme. It creates opportunities for all of us to make a difference. In Ireland and overseas we work with outstanding CSR partners – helping people overcome difficulties and challenges whilst learning and sharing new skills and solutions.

I would like to thank and applaud all of our volunteers for giving of their time so selflessly and thank all of our CSR partners. In the following pages we hope you get a sense of the great work being done, more often than not behind the scenes, to help improve the lives of others.

A handwritten signature in white ink, appearing to read 'Shaun', with a long, sweeping underline.

**Shaun Murphy**  
*Managing Partner*

# Message from our Head of CSR



I believe that CSR is at the heart of all great organisations. We're privileged to work with some of Ireland's most dedicated charities and voluntary bodies, helping make a difference to those who need it most.

Supporting these efforts to make a difference are some inspiring figures. These range from in kind donations of over €750,000 per annum to cash donations of over €250,000 and employee fundraising of over €80,000. This financial support is backed up by the passion and hard work of over 900 volunteers annually and over 9,500 staff hours given by our people and supported by our firm.

We focus on skills based volunteering to harness the enthusiasm, experience and skills of our people. Our objective is to work with a small number of projects where we can use our talents to best effect. The success of the examples in this report is based on the commitment of so many amazing people. These include the organisations we work with, their clients and of course, our own KPMG volunteers. These range from our senior colleagues to those who have just joined us - it is their energy and hard work that makes all the difference.

Inevitably it isn't possible to support every good idea that comes our way. Our approach has always been to develop long term and durable partnerships with a few key organisations, as experience shows that this strategy delivers the greatest benefit. Regardless, our commitment is unwavering and as the following stories show, it's a real honour to work with some of the most inspiring people in Ireland.

A handwritten signature in white ink that reads "Karina Howley".

**Karina Howley**  
Head of CSR







## St. Michael's House Multi-Sensory Stories

KPMG works with  
St. Michael's House creating  
multi-sensory stories for  
children with intellectual  
disabilities.



# Stories in Boxes

with Barbara Wiseman, Head of Fundraising, St. Michael's House





St. Michael's House provides a range of services to children and adults with an intellectual disability.

KPMG has built a strong relationship with St. Michael's House over the last few years. Hundreds of KPMG staff have volunteered for activities including organising sports days, painting murals at a school and educational projects within the St. Michael's House library.

The opportunity to support the innovative multi-sensory stories project arose when St Michael's House was looking to develop new story formats for children with profound intellectual disabilities. "The idea came from our staff who felt it would be good to create an extension of a normal flat story board or book," explains Barbara Wiseman, St. Michael's House, Head of Fundraising.

The concept was to create a story which would be more easily understood by the children. All stories are just seven sentences in length, with each sentence involving a different sensory experience, and every one of those experiences is reinforced by an item associated with it.

Lots of people in KPMG got involved - creating a series of unique stories on a range of different themes. These would ultimately be launched with the great support of Cecilia Ahern (pictured above).

"For example, a story about a day at the beach could include sand, water and shells," says Wiseman. "The story might start with parents bringing the family to the beach and that could involve rattling car keys and the child can see, hear and feel the keys. They can also touch and feel the sand, taste the water, put a shell to their ear and feel it, so that each story works and uses as many of the senses as possible."

The challenge was how to put the various items together in an easy to use format, as the stories need to be stackable for storage in a library. The KPMG marketing team came up with the idea of using a box with a handle for ease of carriage and separate compartments for each of the sensory items. The story itself is printed on one sheet of laminated card whilst the boxes are durable and colourful.



“The children have profound intellectual disabilities and their lives can be centred on things like visits to hospitals. They don’t often have the ability to go to the beach for a day out. These are simple stories about things like a visit to the circus, a football match or a birthday party and they are being used really cleverly to introduce new concepts to the children.”

The Multi-Sensory Stories pack was launched by international best-selling author Cecilia Ahern, who also wrote a story for the series. “We now have 90 different stories and more on the way. Parents can come into the library, pick a box and keep it for a few weeks. The stories work on many levels. They allow older siblings to become involved by telling the stories, and grandparents and neighbours can read to the child as well and give the parents a break.”

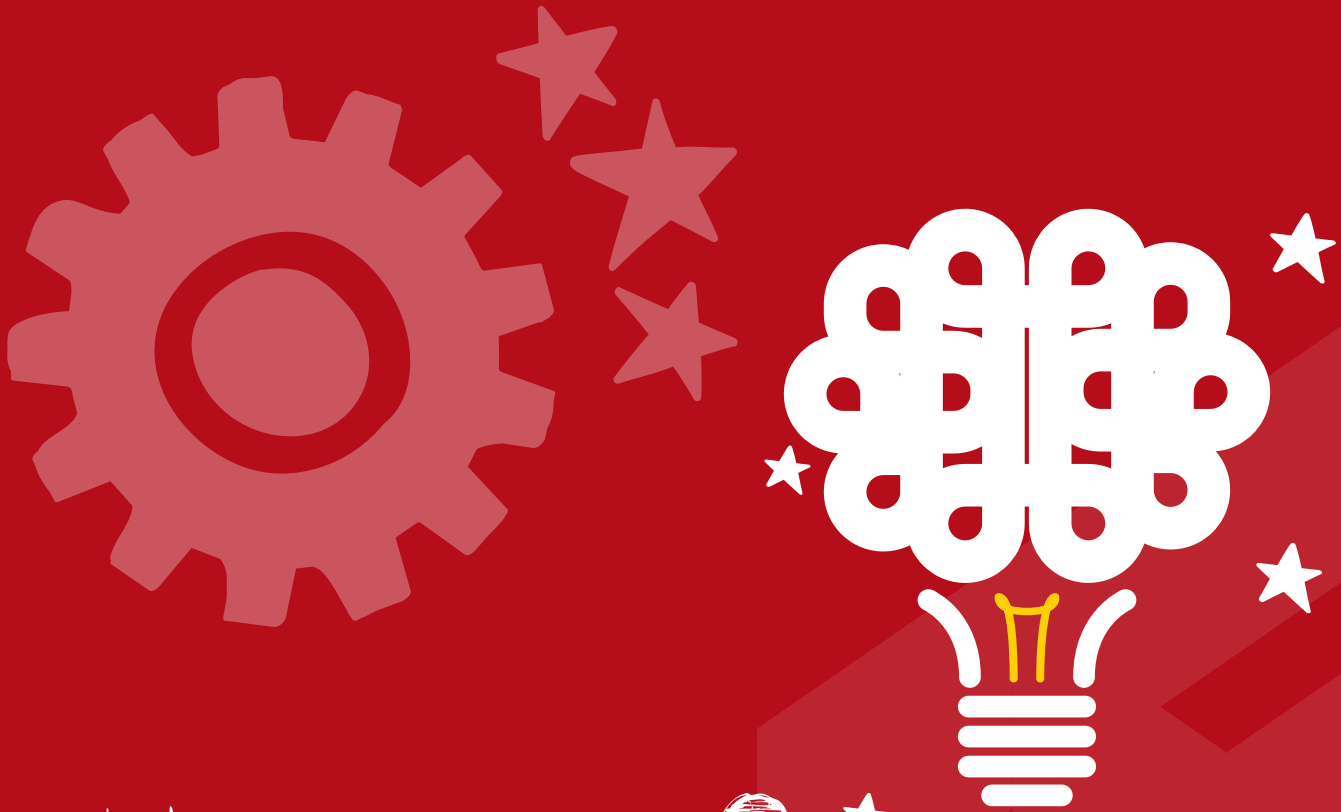
“Multi-sensory stories provide a way for children with complex needs who cannot benefit from mainstream books to participate in story-telling. It really helps improve their sensory development and awareness. We have instances where a child may not have been able to make eye contact or lift a hand and can now do these small things. These are huge steps for the children and KPMG’s support has been highly valuable.”

KPMG won the 2015 Business to Arts Best Creative Staff Engagement Award for the Multi-Sensory Stories project with St. Michael’s House.



“Hundreds of KPMG staff have volunteered for a range of activities including organising sports days, painting murals at a school and educational projects within the St. Michael’s House library.”





# Project Bright

**with Anne Howgego,  
Corporate Responsibility Consultant, Business in the Community**

An initiative introduced in 2010 to allow KPMG staff to support CSR. Project Bright invites staff to form teams to develop a project concept in open competition.





Kindly supported by KPMG



“Project Bright invites staff to form teams to develop a project concept in an open competition”







**“The overall success of the project was in large part due to the quality of the people involved on both sides.”**

This initiative was introduced so that KPMG staff could have an input into the CSR agenda. Project Bright invites staff to form teams to develop a project concept and submit it in a competition to put the idea into action.

In the first year, the winning team worked with the Central Remedial Clinic to put on a concert to coincide with National Music Day in 2011. In 2012 the winning team came up with an entrepreneurship project with Ballybough Youth Centre, and in 2013 the winning project was Bright Sparks, a numeracy project aimed at making maths fun for CBS Westland Row first and second year students.

The 2014 winner of Project Bright, was fundamentally different in that it sought to spread the benefit of the project across a greater number of causes. The 2014 Bright Ideas winning project was a skills based programme where five charities were selected and asked what they would use assistance from a KPMG team for. The main purpose of the project is simple - to provide useful, expert and targeted assistance to charities by using a broad range of knowledge and expertise that KPMG has to offer.

Anne Howgego of Business in the Community Ireland (BITCI) helped make Bright Ideas a reality. “KPMG is a leading member of BITCI and they approached us to see how KPMG people could use their skills to help address some of the issues facing the charity world.”

This resulted in BITCI and KPMG working together to explore how the project could best benefit charities. “We looked at a number of areas where KPMG could help; these included the obvious one of how to raise more money, as well as other elements such as becoming better at HR management or marketing. People from every division of KPMG came forward to offer their skills to help out.”

Such was the success of the 2014 initiative that it was repeated in 2015, following a request for expressions of interest. In total, ten charities have benefitted from the programme; Dublin Rape Crisis Centre, the Little Museum of Dublin, Acquired Brain Injury Ireland, Youth Work Ireland, Coeliac Society of Ireland, ALONE, Central Buildings Partnership, Coolmine Therapeutic Community and East Wall Youth.

“The overall success of the project was in large part due to the quality of the people involved on both sides. The concept was for the assistance to be given during two “blitz” days. The charities had an initial meeting with KPMG about what they needed and this became the focus of the subsequent full day session.

There were six KPMG volunteers in each of the ten teams with each team working with an individual charity. Over the period of their engagement each team got to build up a great rapport with all people in the various charities they were working with.”

“We had senior decision makers and Chief Executives from the charities, as well as Partners from KPMG involved. KPMG made sure they had the right people there on the day to give the particular charity the help it needed. The project team went around KPMG and canvassed employees for volunteers and got the people with the right skills and interest level to sign up for the right charity.”

The outcome was hugely positive in terms of the professional advice delivered to the charities. “This is much better than just writing a cheque,” says Howgego. “There is a real need for more of this kind of engagement. The days were hugely successful and all of the volunteers said they would do it again. Overall, over 90 percent of the charities said it would have a real impact on their efforts with several believing it would help them bring their organisation to the next level.”

“The KPMG volunteers were able to use their skills and external perspective to ask the right questions and this was very helpful. I spoke to each of the charities afterwards and all said they would welcome something similar again. It has been immensely valuable for the charities and it is great to have KPMG give their time. The efforts and commitment of the volunteers has been hugely beneficial.”



# Time to Read

with Brenda O'Sullivan, Business in the Community

Time to Read involves volunteers from KPMG providing reading support to pupils in City Quay National School, Dublin.







**“It works fantastically well. The kids love having someone to come in and read with them.”**

For many years, KPMG has been working with Business in the Community Ireland (BITCI) on “Time to Read”. This involves volunteers from KPMG providing one-to-one reading support to pupils in the school. The aims are to improve literacy rates by increasing the enjoyment of reading, improving confidence and encouraging self-discovery among the children on the programme.

“One of the biggest problems in disadvantaged areas is literacy and you can frequently have children entering secondary school with the reading age of a seven year old”, says Brenda O’Sullivan of BITCI. “Parental involvement with their child’s education varies. In many cases the adults can be challenged in terms of their own literacy.”

A pilot programme was designed in 2010 and a number of businesses including KPMG were approached to participate. “KPMG is a go-to company for us when we are developing new projects and pilot programmes,” says O’Sullivan. “They always have an open door and have given us massive support over the years. The whole corporate social responsibility agenda is extremely embedded in KPMG.”

The programme works by volunteers going into the school for one hour a week and devoting half an hour each to two children. Each volunteer does this for 12 weeks with two groups of five volunteers being involved for a total of 24 weeks.

“The children are chosen on the basis of those who would benefit from help with reading”, O’Sullivan explains. “They tend to come from a background where there is no culture of reading and this is a real difficulty. The focus of Time to Read is on one to one attention and to help the child to read things which interest them.”

Each year KPMG recruits volunteers for the programme and there is never any difficulty in getting the required numbers. “It is always oversubscribed by a factor of three or four”, O’Sullivan notes. “Once the volunteers are recruited we hold a training session. We want to help make the whole experience of books and reading as enjoyable as possible for the children.”

The outcomes from the programme have been striking. “It all works fantastically well. The kids love having someone to come in and read with them. It’s a special time for them. A lot of them have never spoken to anyone about reading before, so it’s great seeing them reading in front of other people.”

O’Sullivan concludes, “The impacts of the programme are just phenomenal. Some speak of how their son has become interested in books and that this has positively affected the whole family. They can have one child wanting to go to the library and then another child followed – it has led to a complete culture change in some families.”



# Bridging the gender gap

## **Working with IWish to promote careers in tech**

KPMG is a founding partner of Cork based IWish (Inspiring Women in STEM), an initiative to encourage young secondary school female students to pursue careers in STEM (Science, Technology, Engineering and Maths) where there are traditionally lower levels of female participation.





According to KPMG partner Caroline O'Driscoll who leads KPMG's involvement in the initiative: "Too few women are studying science, technology, engineering or mathematics. In 2014 only one in six (17%) of entrants to third level courses in ICT were female, a figure that has been consistent since 2004. Meanwhile, less than a quarter (24%) of engineering entrants are female."

"The situation is even more challenging in the maths subjects", notes fellow IWish founder, Gillian Keating. "Just 22% of entrants to third level maths courses were female in 2014 compared to 35% in 2004. IWish aims to change the status quo with an ambition to increase female entrants to third level courses in STEM to 30% by 2020."

On a macroeconomic level, the FIT ICT Skills Audit report published in 2014 estimates there are in the region of 7,000 ICT job vacancies in Ireland and Forfás, the national policy advisory board for enterprise, trade,

science, technology and innovation, estimates upwards of 45,000 ICT job openings in the next six years.

"But Ireland has a problem," notes O'Driscoll. "We have a skills gap and why should we leave 50% of the potential talent pool behind? The levels of female participation in STEM are low, too low. In a generation, nothing has really changed and we all agree that this is no longer acceptable. This is why IWish was founded. To inspire, to encourage and to motivate young women to study STEM subjects."

In February 2016, over 2000 female Transition Year students gathered at Cork City Hall for the IWish annual conference as opportunities in STEM were explored by delegates. Together with numerous interactive exhibitions, the conference featured a number of workshops, keynote addresses and engaging talks by leading women in STEM. These include Cliona Murphy, Vice President of Technical Services at PepsiCo,

**"Too few women are studying science, technology, engineering or mathematics. In 2014 only one in six (17%) of entrants to third level courses in ICT were female"**



Mary Moloney, CEO of CoderDojo Foundation, Aoife Caulfield from Twitter, Margie McCarthy of Science Foundation Ireland and Marie Moynihan, Vice President of Talent at Dell.

Olympic boxing champion and KPMG ambassador, Katie Taylor, headlined the event and received a warm welcome from the people of Cork as she attended a civic reception with Lord Mayor Chris O'Leary. Amidst extensive media and public interest, Katie was interviewed on stage at Cork City Hall by KPMG Partner and President of Cork Chamber of Commerce, Barrie O'Connell.

Speaking on the day, Katie said: "It's great to be able to encourage and inspire women to get involved in the STEM subjects. I'm in a male-dominated sport and when I started boxing, there no female boxers at all in the country. It just takes one girl to step out and to be a pioneer, to be a trailblazer. It is about being brave and having the courage to step out. If you have a desire in your heart, don't listen to the voices saying that you can't do it. To be great at anything is going to take so much hard work, so don't shy away from that. Go for it, work hard and anything is possible once you do that."

Speaking about her experience of IWish, Katie said: "It's a fantastic event and feel inspired myself just being around these incredible women who have so much ambition and are so passionate and driven about what they do, and that definitely rubs off on me as well."

According to Caroline O'Driscoll, "KPMG's involvement in the initiative gives practical support to our diversity programme and makes a real difference."

Further information on IWish is available from [www.iwish.ie](http://www.iwish.ie)





# Social Entrepreneurs Ireland

with Darren Ryan, CEO  
Social Entrepreneurs Ireland

KPMG has been working with Social Entrepreneurs Ireland (SEI) to provide professional services and advice.

SEI aims to solve some of Ireland's major social and environmental problems by identifying innovative thinking and new solutions among Ireland's social entrepreneurs.

"When a social entrepreneur comes up with a great new solution to a social problem, we believe that they should get the funding and support that they need to scale and grow, so that they can impact as many people as possible," says SEI chief executive Darren Ryan. "We support projects which no one else would fund or support. For example, we have supported Women for Election, Men's Sheds, Coder Dojo, Food Cloud and many others."

Each year, the organisation receives hundreds of applications from social entrepreneurs and then identifies those who have the most potential to have an impact. Those selected receive assistance to develop their projects and implement their ideas. The SEI Awards Programme provides up to €140,000 worth of support per social entrepreneur over the course of up to two years.

"We give them mentoring and try to help them acquire the business skills they need to succeed," Ryan adds. "Over the last 10 years we have supported 179 social entrepreneurs, investing €5.82 million in their projects, and providing significant additional supports. These in turn have directly impacted over 290,000 people across Ireland and created over 970 employment opportunities."

Along with annual funding to SEI, KPMG assists social entrepreneurs with the development of business plans, conducts tax briefing sessions, hosts accounting and finance workshops, and provides mentors. In addition, the firm has created a "Running your own Business" information booklet which is available on the SEI website.

"We have been working with KPMG for a few years now," says Ryan. "They support us with the selection process

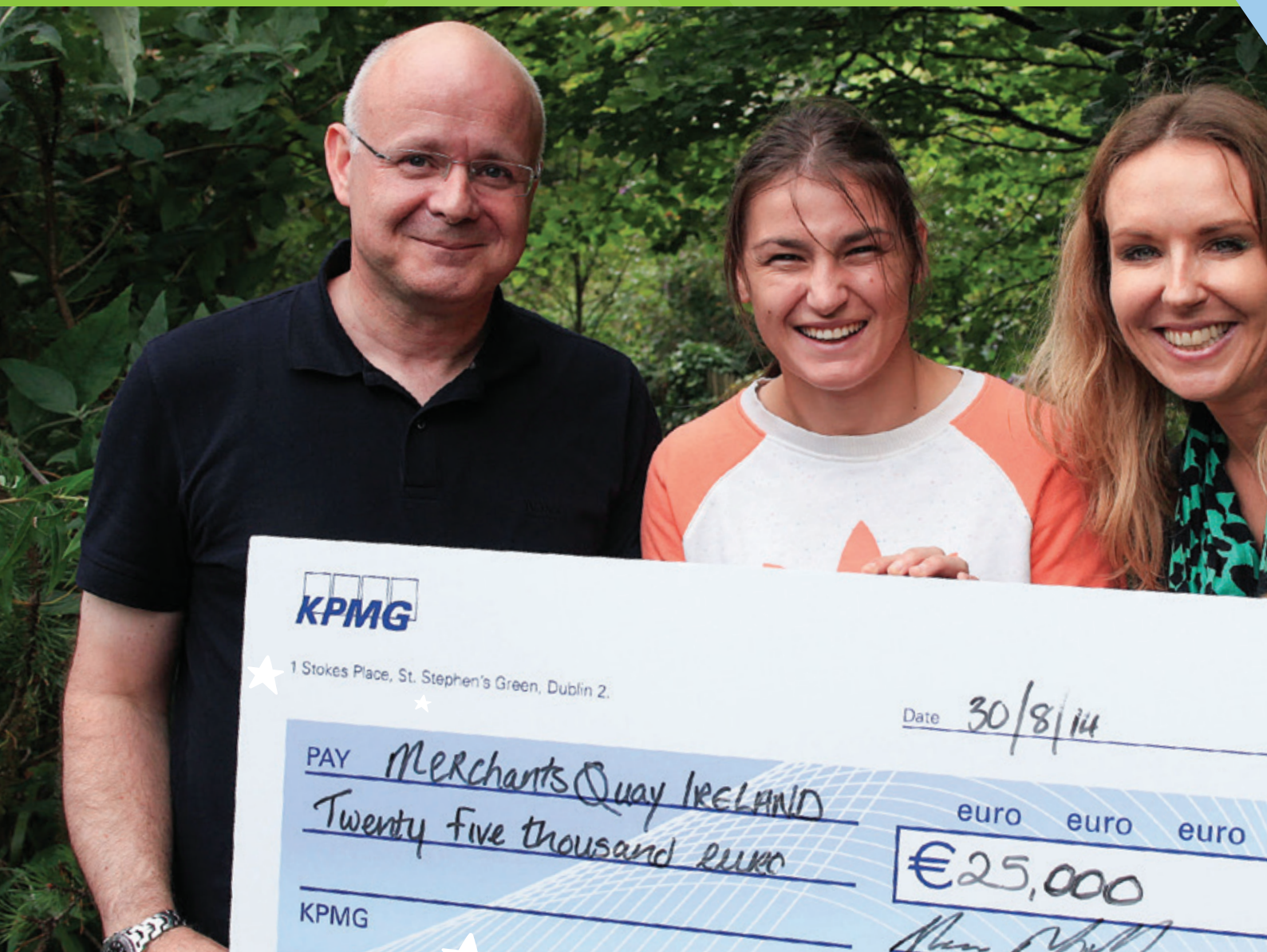


and the interviews. KPMG have helped us make really good decisions on which social innovators to support. We get really high quality input."

He emphasises the partnership nature of the relationship with KPMG. "We try to make it a holistic partnership and not just about a cheque. We see how the two organisations can partner by matching skills and create value for entrepreneurs we are supporting."

Ryan concluded by saying, "The people in KPMG are hugely supportive of what we are doing on a personal level. They are really passionate about it; there is a real partnership between our two organisations."

**"KPMG has helped  
us make really good  
decisions."**



# Denis O'Connor Walk

**with Emma Murphy,  
Fundraising & Communications Manager, Merchants Quay Ireland**

The Denis O'Connor Walking Festival remembers the late Denis O'Connor, former Managing Partner of KPMG. This annual event has raised funds for charities such as the South Dublin Junior Arch Club, the Hospice Foundation, Focus Ireland, Foundation Nepal, the Motor Neuron Disease Association, Jack and Jill Foundation, the Irish Cancer Society, Crumlin Children's Hospital, Merchants's Quay and Debra Ireland.





“People can go on to live better lives but you have to stay with them every step of the way.”

With over €480,000 raised in the last nine years we take a look at just one of the beneficiaries of the Denis O'Connor walking festival.

Merchant's Quay Ireland started back in 1969 when two Franciscan friars started serving tea and sandwiches to homeless men who took refuge in the church on Dublin's Merchants Quay. It grew from there with the tradition of serving hot Sunday dinners beginning in the 1970s. By the 1980s, the need for help became more diverse and the increase in heroin use saw many drug users coming to the friary for help. This led to the establishment of a counselling and drop-in centre in 1989.

This was followed by the opening of the country's first needle exchange and the establishment of a formal residential drug free rehabilitation programme, day programmes and counselling.

“KPMG is supporting the Riverbank Day Centre,” says Merchants Quay Ireland fundraising and Communications Manager Emma Murphy. “It's a low threshold resource where people can come and no appointment is necessary. They can walk in for a cup of tea or just to get out of the weather. We also provide hot showers and breakfasts for around 40 rough sleepers every morning. We served 80,000 meals last year and will serve 100,000 this year.”

Nothing is asked of those who use the centre. “They can just sit and read the paper if they want to,” Murphy points out. “Our philosophy is that if they want help we can offer it. For example we can help get them a medical card or help get them overnight accommodation in a hostel. But not everyone wants to stay in a hostel. We see a lot of people with

wounds to their legs and feet and we can arrange for them to see a nurse. This is probably the only healthcare this group ever gets. We also have a doctor upstairs as well as drug and alcohol counsellors. As trust builds, we hope to offer them pathways out of their situation.”

She explains that the needle exchange programme in no way encourages drug use. “It's about helping protect drug users from disease and establishing a point of contact to be able to offer them help with their addiction at some stage.”

Merchants Quay Ireland is attempting to deal with this situation with the support of KPMG in every way it can. “The message is that drugs and homelessness don't have to be a dead end and people can go on to live better lives but you have to stay with them every step of the way”



## with John Davis, Teacher, CBS Westland Row

Our award winning mentoring programme with CBS Westland Row sees volunteer mentors pairing up with students in fifth year and working with them up until their Leaving Cert.

At any one time there are 16 KPMG mentors working with students and CBS teacher John Davis is quick to attribute much of the success of the programme to his former colleague Ken Duggan. "Ken had the foresight to get the school involved with Business in the Community Ireland (BITCI) and then to link up with KPMG", he says.

The mentoring programme is one of the first things on Davis's calendar at the beginning of each academic year.

"I set up a meeting with Karina Howley from KPMG and Breda O'Sullivan from BITC to start the process of setting up the programme for that year. We then select eight students from fifth year, four male and four female. The way it works is that they will be out of school once a month for a meeting with their KPMG mentor to go for lunch and a chat. There is a vocational ethos to the programme and it also has a social aspect and assists greatly with personal development."

The programme has grown in popularity with the students over the years. "We have about 30 students in fifth year", says Davis. "We explain the programme to them but a lot of them already know about it having heard about it from friends or brothers and sisters. When the programme began we were cajoling the students to get the numbers because we wanted to keep it going, but now we get more applications than we have places."

Students are asked to write a story about why they want to become involved in the programme and are then interviewed.


"It's not always the best students academically who are chosen for the programme", Davis explains.

"We want to choose the students who will benefit most."

It is also hugely popular in KPMG with the annual call for volunteer mentors frequently oversubscribed with volunteers coming from all areas of the organisation – all the more remarkable.

Given the level of commitment involved over a two year period. Mentors take part in a training session to prepare them for the programme and then KPMG, BITC and CBS do a matching session and try to put them together with students on the basis of shared interests or complementary personalities. "The personal development aspect of the programme is very important", Davis notes.





“It is hugely popular in KPMG with the annual call for volunteer mentors frequently oversubscribed.”



The first year of the programme is very much about building the relationship. "It's about breaking down barriers. In the first instance the barriers are broken down through shared interests such as football and other sports and entertainment. They can also find that the mentor had challenges in school themselves and that helps. They see the mentor as not so different to themselves in many ways."

The relationship building process is reinforced by twice-yearly fun events with all the mentors and students taking part. This has included going ice-skating together and training with Ireland's Olympic boxing champion Katie Taylor at her gym in Bray.

After that it's a question of looking ahead and by sixth year the mentoring sessions become more focused on career and academic choices. Quite often the student being mentored will be the first in their family to do the Leaving Cert so any sources of advice and support are welcome.

Looking at the overall benefits of the programme Davis says they are sometimes hard to measure. "I have a strong feeling that the benefits are more long-term than

immediate and that it helps the students in their careers and in their personal relationships long after they leave here. I do know that the feedback is overwhelmingly positive with 99 per cent of the kids rating it very highly. Many of them said it helped them in areas such as self-confidence and communications skills."

He also points to examples of students who benefited from it in measurable ways.

"I can think of examples where students received great support from their mentors and went on to study accountancy or business at college."

From the KPMG point of view the relationship often lasts beyond the mentorship and many still meet up with their KPMG mentees for lunch and regular chats.

"I would like it to go on forever," Davis concludes. "I believe other students around Ireland should have an opportunity to be mentored in this way, but this is a very structured programme which succeeds because of a huge commitment from three partners and it would be hard to replicate that on a larger scale. I would definitely recommend it to any other school."





# Get Cents

with **Trevor Moore, General Manager, North Wall Community Training Centre**

KPMG's Get Cents programme gives people from disadvantaged backgrounds the skills to manage their finances. The programme was developed in conjunction with the North Wall Community Training Centre (NWCTC).

The initiative was developed by KPMG staff with the aim of ensuring that participants would be equipped with the knowledge and skills to help them manage their finances and live independently.

The programme is organised in three sessions which teach participants about the importance of managing their money, how to draw up household and personal budgets, how best to manage bill payments, the importance of saving and of shopping around.

KPMG volunteers deliver the course material in a hands-on, interactive way with the success of the initiative firmly based on the mentor style relationship built up between the volunteers and participants.

"The starting point was 2009 when we identified a need among the young people attending courses in the training centre," recalls NWCTC general manager Trevor Moore. "They were coming out of school and were in receipt of a FAS training allowance. We get a lot of young people with literacy and numeracy problems so, we felt we had a responsibility to help them manage their finances and we approached KPMG for their help."

The approach was simple. "We said you guys have lots of very bright talented people and we have people who need help and that we should put them together," says Moore. "We met with the people in KPMG, did a few workshops and took it from there. It's been going for six years now and it has gone from strength to strength."

Since its inception the programme has been revised three times - in 2009 to work with early school leavers (NWCTC), in 2010 for the homeless (DePaul Ireland) and in 2014, for young people with disabilities (WALK).

The sessions usually involve 10 young people and three KPMG volunteer tutors. "The structure of the course allows a relationship to build up between the volunteers and the students and this is very important. The volunteers from KPMG are all young and so they are of a similar age to the student and this helps with the relationship as well. Quite often we hear the sound of laughter coming from the room during the sessions."



**"The KPMG volunteers are very sensitive to students who have literacy and other problems and this helps greatly."**

He believes the success of the programme has been in large part due to the quality of the volunteers. "The KPMG volunteers are very sensitive to students who have literacy and other problems and this helps greatly," he says. "The quality of the volunteers and the interactive and engaging design of the course has made it the success it is. We've won awards for it and our trainees have benefited greatly over the years. It's been really nice for our staff and everyone involved and it's great to be associated with a leading organisation like KPMG."

# Developing Skills



with Laura Dennehy,  
Country Manager,  
Enactus





Enactus is a unique global organisation which brings together student, academic and business leaders to use entrepreneurial action to improve the quality of life and standard of living for people in need.





What makes Enactus unique is that it is student-led but guided by academic advisors and business experts. The student leaders work to create and implement community empowerment projects around the globe. These projects not only transform lives, they help the students develop the kind of talent and perspective that are essential to leadership in an ever-more complicated and challenging world.

The organisation was founded in the US in 1975 and has been expanding around the globe since. In 2011, KPMG led the charge in getting Enactus established in Ireland as there was no programme here dedicated to promoting social awareness and social entrepreneurship at university level. The initial steps saw KPMG hosting a breakfast for like-minded people in the business world to help enlist support for the concept.

The main barrier to be overcome was the fact that Enactus would have significant operating costs in its first year of operation in Ireland and naturally couldn't establish here without a firm guarantee that those costs would be met. KPMG decided to take the leap of faith and fund the first year's costs to kick start the organisation in Ireland.

KPMG staff visited universities to explain the concept and get academics to support it as well as finding students who would be trained and inspired to participate. Other companies such as AIG, Bank of Ireland, CarTrawler, Enterprise-Rent-A-Car, Arthur Cox, The Ireland Funds, KBC Bank, Merc Partners, Microsoft, Musgrave Group, New Ireland Assurance, Unilever, Willis and Abbott Ireland came on board as partners enabling the appointment of Laura Dennehy as full-time country manager.

"Our aim is to challenge students to identify social issues and people in need in their communities and develop a business idea to address an issue," says Dennehy. "It can be homelessness, addiction, unemployment, the environment, educational disadvantage or almost anything. The students have to identify a need or a group that they can help with and develop a response to the issue that will have a lasting and sustainable impact."

This benefits both society and the students involved. "We are developing future leaders by helping them make the move from academic theory to practice and giving them a greater understanding of their community. Enactus challenges them to move away from the comfort of the university and to understand other people's lives and issues."

Each year Enactus runs a national competition where teams of students from Irish universities present their projects to a judging panel made up of business leaders from partner organisations who rank them on how they use business concepts to improve the quality of life of those in need. The teams receive guidance and support from academic advisors and business leaders throughout the year helping them bring their projects from concept to reality.

The National Champion team qualifies for the prestigious Enactus World Cup which was held in Johannesburg in 2015 where Maynooth University represented Ireland. KPMG has also put in place a bursary programme for two people from each college that didn't win to attend the World and experience the event for themselves. They also offer three bursaries to Faculty Advisors to also engage at the international event.

"All of the students come up with their own ideas and it is up to them to form their own teams," Dennehy explains. "They can get quite strategic in that in terms of finding people with different skills and so on. The smallest team we had in 2014 had 15 members and the biggest had 50. The students work with their business advisors throughout the year and all of the training they receive is delivered by our partners."

The standard of projects has been extremely high. The 2015 winning projects from Maynooth University were Access Earth, which is a platform that provides up to date accessibility information about buildings and public places. It enables users to add places and reviews based on their accessibility experience at these locations. Access Earth empowers those who may suffer from a mobility impairment to be free from the fear of the unknown and have the



confidence to embark on new adventures. The second project was Top Dawg Academy, which is a development programme for second level students in the areas of leadership, entrepreneurship, creativity and well-being. It uses a hybrid business model and aims to minimise the skills gap between education and employment, and to foster entrepreneurship and leadership in lower socio economic areas.

Food Cloud, which was developed by the TCD Enactus team in 2012, is a virtual food bank which connects businesses willing to provide surplus food with charities which provided meals to the hungry. This helps address the issues of hunger and food waste in society. This project was subsequently funded by Social Entrepreneurs Ireland.

“There has been some amazing work done by the students,” says Dennehy. “And the calibre of the students taking part is really remarkable. I’m sure we’ll be hearing a lot more about them in the future. The students also learn a lot from participation. We encourage them to do needs and strengths assessments as what they want and what they may be able to achieve can often be very different things. Enactus isn’t for every single student, it is hard work, The vast majority of students sign up because they want to make a positive impact.

“It’s a really wonderful concept and we would not be here if not for KPMG,” she adds. “Their support at the beginning in 2011 was absolutely vital and their support since then has been tremendous. They are genuinely interested in Enactus and are committed to it. It’s great for us to be able to pick up the phone to KPMG to get advice and support and their staff are really incredible in the way they are interested in working with the students.”

And the work continues throughout the year. “We run competitions and events right the way through the year. Enactus is self-sustaining in the colleges with each year’s team recruiting the next year’s participants. It’s like being carried along on a wave, the energy it generates is infectious and everyone really does win.”



**“It’s great for us to be able to pick up the phone to KPMG to get advice and support.”**



© 2016 KPMG, an Irish partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative (“KPMG International”), a Swiss entity. All rights reserved. Printed in Ireland.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

The KPMG name and logo are registered trademarks of KPMG International Cooperative (“KPMG International”), a Swiss entity.

If you’ve received this publication directly from KPMG, it is because we hold your name and company details for the purpose of keeping you informed on a range of business issues and the services we provide. If you would like us to delete this information from our records and would prefer not to receive any further updates from us please contact us at (01) 410 2665 or e-mail [sarah.higgins@kpmg.ie](mailto:sarah.higgins@kpmg.ie).

Produced by: KPMG’s Creative Services. Publication Date: April 2016. (547)