Case Study

Business in the Community Northern Ireland

Who was involved in the partnership and why?

The private sector plays a key role in the achievement of the Sustainable Development Goals (SDGs) due their resources, reach and innovation. In spite of mutual interest in the SDGs, businesses and Global Citizenship Education (GCE) organisations still operate in separate spheres.

The Irish Development Education Association (IDEA) scoped the potential of a partnership with Business in the Community Northern Ireland (BITCNI). With both being membership organisations and working on the SDGs, there was common ground from the outset. Moreover, BITCNI's 210+ members employ more than 40% of the working population in Northern Ireland and so, as well as being an opportunity to effect change at the organisational level, there was also the potential to reach and impact a wider audience through GCE.

Collaborative activities

BITCNI invited IDEA's project officer to London for the 'How cross sector partnerships for the Global Goals can drive competitive advantage' event to collect case studies and best practices for their own joint event.

This enabled them to build trust and share ideas. The partners successfully held a networking forum in Belfast bringing over 70 GCE actors and businesses together to find ways to collaborate to achieve the SDGs.

Benefits and Impact

The BITCNI Deputy Director stated that, "the event gave (businesses) an understanding of why SDGs are relevant for businesses and how they could work in partnerships with CSOs to address the Goals". Following this, the partners collaborated on the delivery of a masterclass for businesses to build their capacity for transformational partnerships with CSOs.

As a result of this, Deloitte Ireland contacted IDEA requesting a workshop on the SDGs for their staff during their community-focused 'Impact Week' as well as two further workshops for over 100 new staff during which they experienced GCE methodologies that enabled them to reflect and think critically about the root causes, consequences and potential solutions of SDG related issues.