

Strategic plan

2021 — 2023



**Cork
Chamber**
Advancing business together



We are Cork.





About Cork Chamber

HISTORY

Cork Chamber has been a champion for the business community and a strong advocate for the economic development of the Cork region for

over
200
years



DEFINITION



Chambers of Commerce act as a focal point for the business community. Cork Chamber is a

not-for-profit

membership-led organisation, existing to serve our members through excellence in service provision and

thought leadership

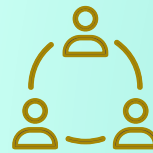
BOARD & GOVERNANCE

Cork Chamber is governed by a board comprised of representatives who are our members and have been elected by fellow members. The President of Cork Chamber is the Chairperson of the board and a leader of and



spokesperson
for the business
community

TEAM



Cork Chamber activity is driven by a professional team with a

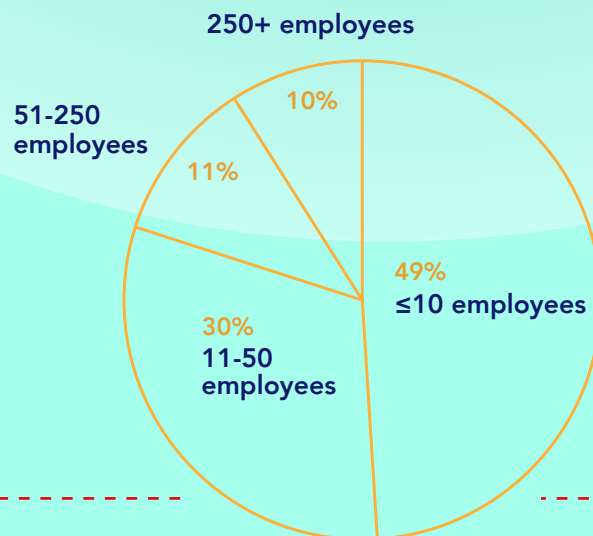
broad skillset,

delivering services including training and event management, to promotion and communications, trade and export development, diplomacy and advocacy, sustainability, operations and finance.

MEMBERSHIP BREAKDOWN

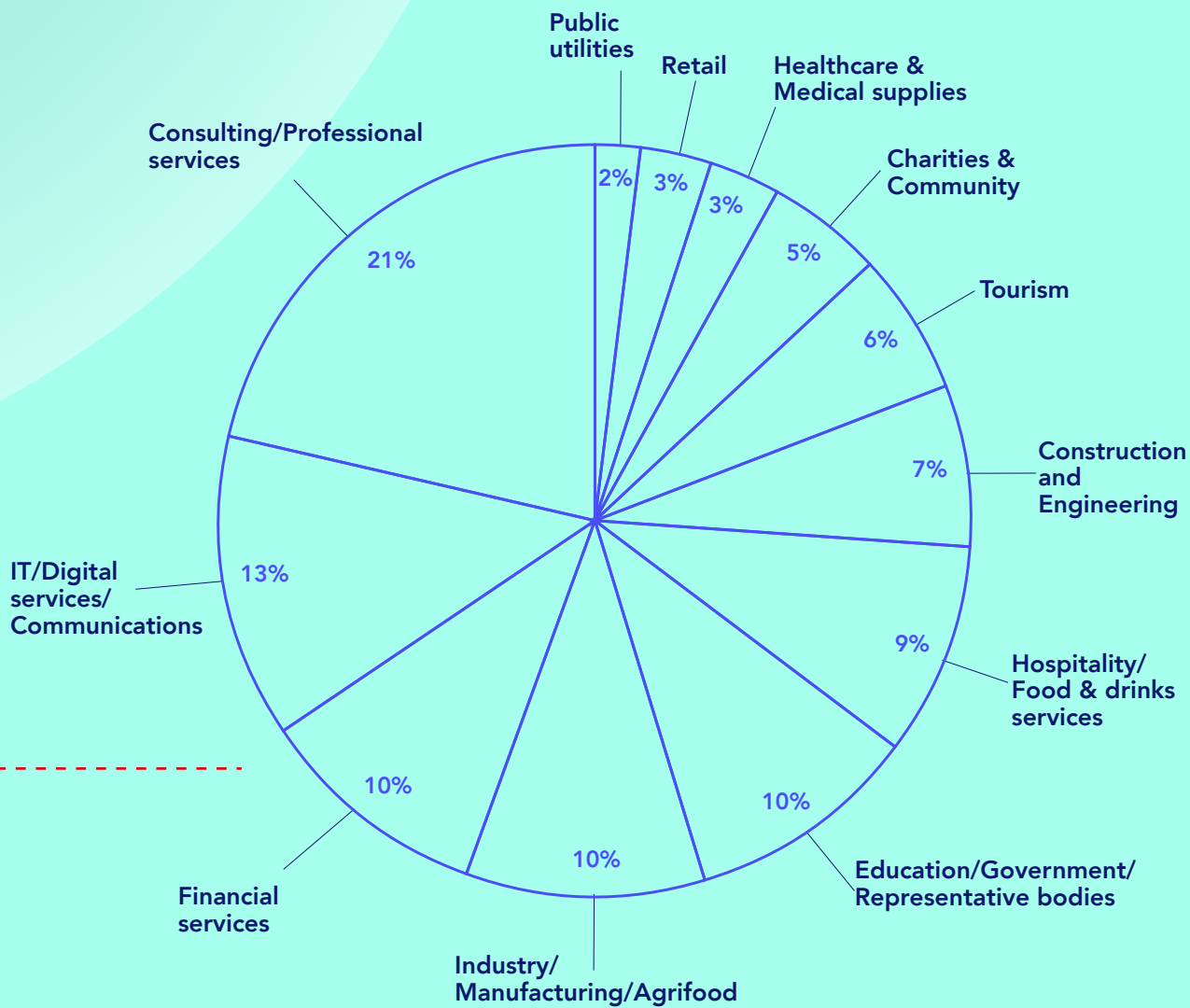
Cork Chamber has approximately

1,200 members
together employing
100,000+
people throughout the city,
metropolitan area
and county.



OUR MEMBERSHIPS/AFFILIATIONS





Our vision

**To be a world-leading Chamber
of Commerce, delivering on a progressive
economic, social and sustainability
agenda at the heart of a vibrant
business community.**

Our purpose

Our members are our motivation. We champion Cork as a globally recognised place for business, innovation and quality of life. Working together we empower and support a successful and inclusive membership who drive a thriving Cork.

Our values

DYNAMIC

Forward Thinking

Dynamism is about constant change, progress, agility and momentum. We work on the understanding that the way we do things today will not be the way we do things tomorrow.

We keep innovating, so you can too.

INSPIRING

Respected Thought Leaders

We work not only to support, but also to provoke and inspire braver, better decisions that can positively impact business.

We bring the brightest and most innovative people together to catalyse positive change.

Together we push the issues that make us competitive.

RESPONSIBLE

Sustainable, Inclusive, Diverse

Everyone has a valuable contribution to make. We believe in the power of sustainability, inclusivity, equality and diversity for the greater good. We do the right things for the right reasons. For members, business, community and future generations.

**We're here for the long run,
the big picture.**

PURPOSEFUL

Change Makers

For over 200 years the Chamber has stood with members and championed Cork. We work with passion and purpose to achieve economic, social and environmental resilience. We have a duty to leave our own legacy.

We make our contribution count.

Our commitment to sustainability

The delivery of this Strategic Plan will be influenced, guided and consistent with our formal pledge to support the United Nations Sustainable Development Goals, which we will continue to embed, evolve and push with urgency.

As this agenda evolves rapidly on issues from taxonomy and the Green Deal, to ESG, doughnut economics and the circular economy we aim to be at the forefront of a positive, confident and well informed business community that cares about the future.



Framed through the lens of the Sustainable Development Goals we will:

- 1 Establish a Sustainability Council to drive and guide our direction
- 2 Deliver an impactful Sustainable Cork Programme
- 3 Commit to sustainable operations, inclusion, equality, and diversity
- 4 Evolve Environmental, Social and Governance principles (ESG)
- 5 Support societal cohesion and community development





Strategic actions

Our vision and purpose guide the daily activity and strategic decision making at Cork Chamber. We are a service innovator with dedicated member focus, creating opportunity and community. Our global outlook forges strong relationships and a healthy perspective. As a champion of sustainability, we drive change for good to enhance the competitiveness of Ireland's fastest growing city region.

- Influencing, Representing, Collaborating
- Informing, Connecting, Promoting
- Growing, Partnering, Internationalising
- Operations, Finance, Governance

> Influencing, representing, collaborating

As the voice of Chamber members, through our public affairs and communications activity, we engage proactively with Government and key stakeholders to collaboratively drive a positive and progressive agenda, creating a world leading business environment.

We will:

- 1 Demonstrate best in class member interaction to guide our mandate
- 2 Be the most impactful regional advocacy group in Ireland
- 3 Be leaders in the delivery and interpretation of the UN SDGs
- 4 Progress exemplary digital and media communications
- 5 Present a contemporary, world-leading chamber brand





> Informing, connecting, promoting

Proudly championing you, your team and your business. Supporting you at every stage with a proactive Chamber team and impactful services.

We will:

- 1 Deliver dynamic events with thought-provoking content and speakers
- 2 Provide unrivalled opportunities to develop meaningful business connections
- 3 Be the leading voice for relevant and critical updates for your business and the Cork region
- 4 Be a valued asset for the development of your team and competitiveness of your business with high quality training
- 5 Shine a spotlight on your business with strong promotional channels

➤ Growing, partnering, internationalising

Connecting you to our international networks through trade missions, events and business-matching initiatives, while raising the profile of Cork internationally to support the attraction of investment and talent to the region.

We will:

- 1 Help you to grow your business into new markets
- 2 Showcase the dynamic business ecosystem and quality of life in Cork to global audiences
- 3 Connect you with our global diaspora and diplomatic community networks
- 4 Develop international relationships to support the exchange of innovative ideas and best practices
- 5 Position internationally Cork's unique qualities and attributes for investment and talent





> Operations, finance, governance

To achieve the best results for Chamber members, this Strategic Plan will be delivered with confidence and excellence. We will continually challenge and improve our ways of working. We will be collaborative and governance-driven with a focus on ESG, innovation and digital transformation.

We will:

- 1 Maintain an agile Strategic Plan that will be integrated and reviewed on a quarterly basis by the Board.
- 2 Agree a comprehensive annual operational plan with clear and appropriate Key Performance Indicators that will be assessed annually.
- 3 Live our values to achieve a culture and environment that respects the contribution of a diverse and professional team.
- 4 Be to the fore in adopting and implementing best in class governance practice
- 5 Maintain a rigorous pursuit of leading financial performance within our sector.



We are Cork.

Cork Chamber.ie

