

Strategic plan

2021 — 2024



**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



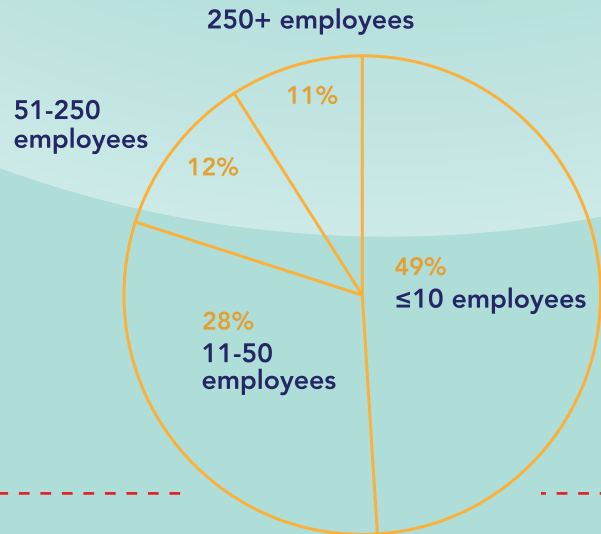
broad skillset,

Cork Chamber activity is driven by a professional team with a broad skillset, delivering services including events, training and development, promotion and communications, trade and export development, international relations and advocacy, sustainability, operations and finance.

MEMBERSHIP BREAKDOWN

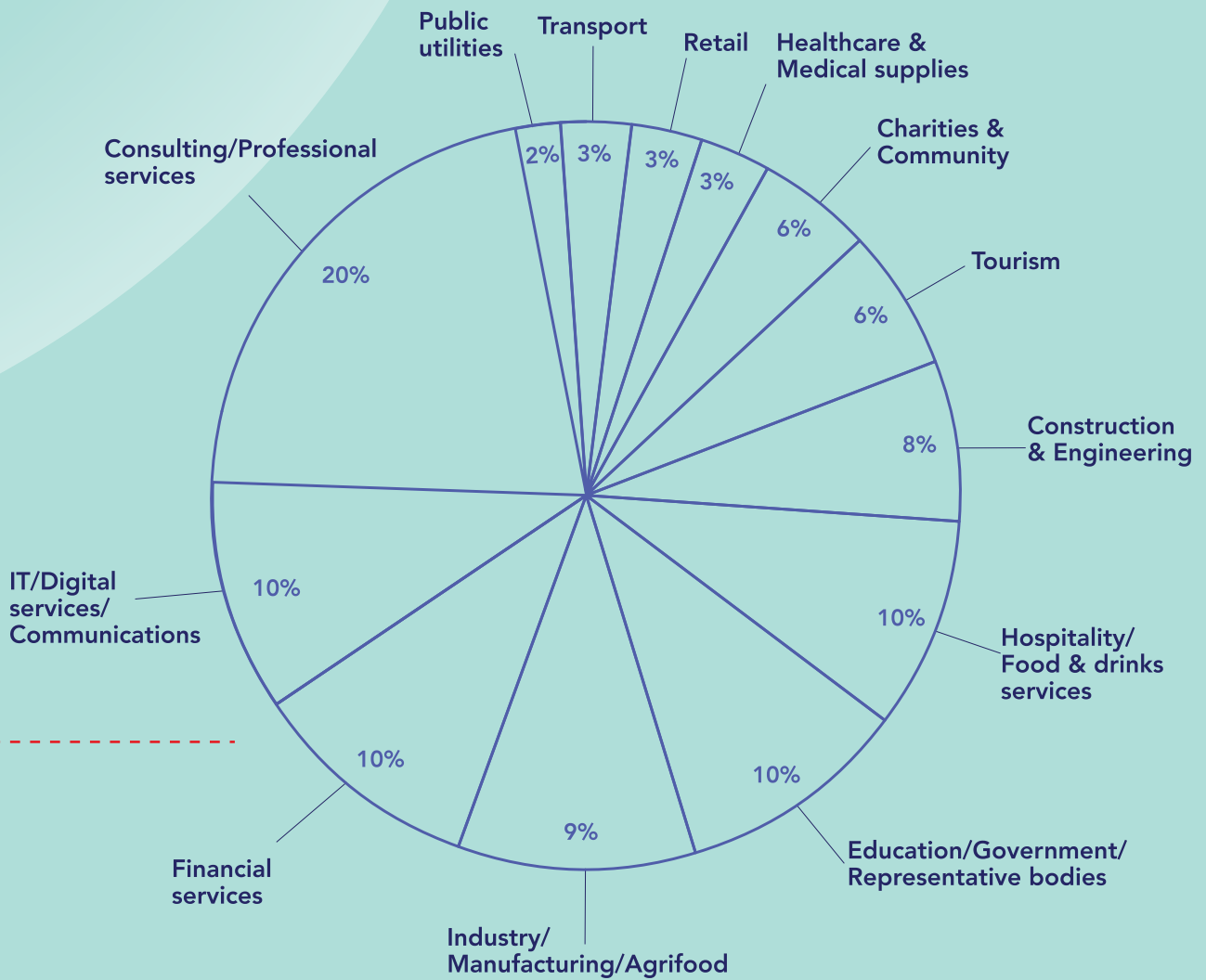
Cork Chamber has approximately

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 and society.

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.

Securing the Future: Our dedication to sustainability

The implementation of our Strategic Plan will be shaped, directed, and guided by our formal commitment to uphold the United Nations Sustainable Development Goals.

We are dedicated to continually integrate, adapt, and actively drive these goals forward with a sense of urgency. As the global sustainability agenda undergoes rapid transformation, encompassing topics such as the energy transition, CSRD (Corporate Sustainability Reporting Directive), the Green Deal and ESG, our aspiration is to lead the way.



Guided by the Sustainable Development Goals, our commitments include:

- 1 Enabling our Sustainability Committee to drive an impactful agenda
- 2 Deliver an informative and impactful Sustainable Cork event series
- 3 Sustainable Operations, Diversity (DEI&B), Equality, Inclusion & Belonging
- 4 Advance Environmental, Social and Governance principles (ESG)
- 5 Support societal cohesion, community development and integration





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 an informed 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
- > People, 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 on pressing regional business issues like talent attraction and retention, housing, transport, and climate action to collaboratively drive a positive and progressive agenda, creating a world leading business environment.

We will:

- 1 Be the most impactful regional advocacy group in Ireland
- 2 Demonstrate best in class member interaction to guide our mandate
- 3 Lead in the delivery and interpretation of the UN SGDs
- 4 Be the leading voice for relevant and critical updates for your business and the Cork region
- 5 Present a contemporary, world-leading chamber brand



ASCAM Naomh Pól
ST. PAUL'S AVENUE



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› 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 Progress exemplary digital and media communications
- 4 Enhance your team development and business competitiveness by providing 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





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› People, 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 people, ESG, innovation and digital transformation.

We will:

- 1 Maintain an agile Strategic Plan and a comprehensive Strategy Delivery Plan which will be integrated and assessed by the Board & Senior Management Team
- 2 Continue the evolution of the ChamberCare employee wellbeing programme with a strong focus on mental wellbeing
- 3 Live our values to maintain 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



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Cork Chamber.ie

