

The Brief/Background:

- For over two centuries, Guinness has had a substantial involvement in supporting the development of Dublin and its citizens, particularly those living in the Liberties area. In the summer of 2002, Diageo Ireland sought to continue the long history of partnership between itself and the community of the Liberties area of Dublin by funding the Liberties Learning Initiative as part of a comprehensive Corporate Social Responsibility (CSR) programme. The Liberties Learning Initiative, delivered through the Digital Hub, is Diageo Ireland's single biggest CSR beneficiary in Ireland and has supported almost 2,000 people in the local area to date, from school children as young as five to grandparents in their eighties.
- The Initiative is an innovative approach that ensures that people within the Liberties/Coombe area, which is one of Ireland's oldest and most disadvantaged communities, experience how digital media can enhance their lives. As well as providing state-of-the-art digital education initiatives to local schools and the wider community, the Diageo Liberties Learning Initiative reflects the national priorities of building a knowledge-based society and addressing the digital divide.
- In April 2004, Diageo Ireland decided to renew its commitment to the Liberties Learning Initiative by announcing a further EUR1.3m in funding and the project was to be re-branded as the Diageo Liberties Learning Initiative (DLLI). A proactive PR programme was therefore required to promote the funding and re-branding announcement. The programme would also look to effectively profile the various DLLI activities throughout the course of the year and the Diageo link to these events, as part of its wider Corporate Social Responsibility Strategy.

Statement of Objectives:

- To successfully promote and manage the funding announcement and the re-branding of the programme to the Diageo Liberties Learning Initiative.
- To enhance the reputation of Diageo, both nationally and locally, as a company that takes a strategic, committed and innovative approach to its corporate social responsibilities.
- To profile and strengthen the link between Diageo and the Liberties Learning Initiative.
- To highlight some of the key achievements and initiatives related to the Programme among a cross-section of media channels and other target audiences covering local community leaders, teachers, residents, opinion formers and key governmental policy makers.
- To demonstrate that the DLLI represents best practice, innovation and creativity that bridges the digital divide.

- To clearly associate Diageo as a valued contributor/sponsor towards community based projects in the Liberties area.

Programme Planning & Strategy:

The initial phase of the programme was to announce the funding and re-branding of the Liberties Learning Initiative to the Diageo Liberties Learning Initiative.

The objectives of this phase were to ensure that Diageo would be more closely identified with the DLLI, and that Diageo's further commitment to the Liberties area and to bridging the digital divide were promoted to the local community and the national audiences.

This was achieved by holding a strong photoshoot showing a "mature" member of the local community using technology in a Liberties setting, drafting and distributing a press release to the business, educational and local media announcing the new funding, announcing and promoting a community "showcase" event where local children would be able to display the projects they had undertaken as part of DLLI programmes, and holding one-to-one briefings with relevant press around the news announcement.

Following on from this, bi-monthly PR programmes were put in place around DLLI events and programmes that were judged to have PR value and could demonstrate Diageo's investment in the Liberties and the impact DLLI was having on all aspects of the local community.

WHPR was acutely aware that the media can often fail to mention corporate sponsors when covering such activity and worked to ensure that the programme would be known as the Diageo Liberties Learning Initiative by referencing the sponsorship in all press releases and, where appropriate, including comments from Diageo spokespeople in press releases and media interviews.

Among the DLLI activities promoted via PR over the last 12 months were:

- **Exhibits 5,6,7**

These exhibits showcased Ireland's digital media sector and covered topics such as Innovation and Creativity in Enterprise, and the Home of the Future.

Diary notices were sent out in the run-up to the events. Media briefings with exhibitors and DLLI personnel were organised on the morning of the launch of each of the Exhibits and were well attended by technology, business and scientific media. Press releases and creative photoshoots were distributed on the launch days and received national print coverage. Given the visual nature of the Exhibits, television news teams were also pitched to attend.

- **Dare to be Digital**

The DLLI's sponsorship and running of this gaming competition for students was promoted through an announcement of the Irish winners of the leg of the competition.

Two Irish technology journalists were then brought over to Scotland to see how the Irish team competed in the international version of the competition.

- **DigiRhythm**

This summer programme for Liberties children, which showed them to how to write, record and edit rap music, was promoted through a press release announcing the holding of the programme. Media were then invited to a showcase event where the children demonstrated their work. A creative photoshoot was also held with some of the stars of the show.

- **Broadband in Schools**

Smart Telecom and the DLLI implemented an innovative scheme to bring broadband to 16 Liberties schools. This initiative was announced with a press release, while several technology journalists were brought to the schools and received briefings from teachers, children and DLLI personnel on the benefits of the technology to their education and the DLLI project as a whole.

- **Networking Event**

Companies in the Digital Hub and nearby Guinness Enterprise Centre were invited to a networking event where they could promote their services to each other under the DLLI's Enterprise Learning programme.

The event was publicised with a press release announcing the date of the event. Following the event, an article on the benefits of the event for the participants was produced by WHPR and placed in the business pages of The Irish Examiner.

The Measurement Stage:

One of the main objectives of the PR programme was to promote the transition from the Liberties Learning Initiative to the Diageo Liberties Learning Initiative and to publicise Diageo's commitment to the programme. This was achieved through significant media coverage for Diageo's sponsorship announcement and on-going DLLI activities. The PR budget for 12 months was in the band €12,500 to €32,000.

In many similar sponsorships/CSR activities, the media can often drop the name of the corporate body involved. However, Diageo is now synonymous with the Liberties Learning Initiative in the community and the media, and in the vast majority of cases, the programme is described in the national and local media and by the local community as the "Diageo Liberties Learning Initiative".

The reputation of Diageo Ireland and in particular its Corporate Social Responsibility initiative has been considerably enhanced as a result of this sponsorship and the subsequent media coverage.

This was recognised at the 2004 Allianz Business2Arts Awards where the Diageo Liberties Learning Initiative won the Best Business/Arts Collaboration category for its work in bridging the digital divide.

Among the coverage achieved for DLLI over the last 12 months was:

- **Funding/Re-Branding Announcement**

Covered by The Irish Times, Irish Independent, Irish Examiner, Evening Herald, Future Tense (RTE Radio 1), The State We're In (RTE Radio 1), PC Live

- **Exhibits 5,6,7**

Covered by Irish Computer, Irish Examiner, Irish Independent, Sunday Business Post, Public Sector Times, Digital Ireland, RTE TV News, SiliconRepublic, ElectricNews.Net

- **Dare to be Digital**

Articles in Irish Independent, ElectricNews.net

- **DigiRhythm**

Coverage in The Irish Times, Evening Herald, ElectricNews.Net, Irish Examiner, Broadcast on RTE TV News, TV3 News, Morning Ireland, RTE Radio 1 (Future Tense), Newstalk

- **Broadband Project**

Coverage in Irish Independent, Irish Examiner, Sunday Business Post, PC Live

- **Networking event**

Coverage in Irish Times, Professional Ireland. Article in Irish Examiner.

One of the best measurements for a CSR programme is to get the views of the people it impacts on. Below are some comments from the local community and influencers in relation to DLLI:

The Diageo Liberties Learning Initiative is one of the most positive developments to take place in this community for many years. This most exciting project is making digital technology accessible to all of the community - **John Gallagher, local member of Dublin City Council, and sponsor of FAS Community Employment Scheme, St Nicholas of Myra Community Centre, Dublin 8**

The Diageo Liberties Learning Initiative is providing an exciting test-bed to explore the values of community access to technology - **Jerome Morrissey, Director, National Centre for Technology in Education**

The Diageo Liberties Learning Initiative offers the community of the Liberties/Coombe a real opportunity to fulfill their potential - **Alice Davis, CDP Manager, South Inner City Community Development Association - SICCDA, Meath Street, Dublin 8**

Budget:

Budget for months April 2004 to March 2005 was in the band €12,500 to €32,000

Appendices:

1. Sample Press releases
2. Sample media coverage