

TECHNOLOGY with an **EXTRA DIMENSION**



CORPORATE SOCIAL RESPONSIBILITY

An organisation with CSR not only operates ethically, but also remains aware of the social, economic, environmental and human impacts that business activity may cause. CSR is seen to extend the statutory obligation beyond legislation to acting in ways that mean that a business has a positive impact outside the business arena. Within a business, CSR creates a positive and motivating atmosphere. It promotes business relations between local communities, charities and employees. The economic development that results from business support aims to improve upon current quality of life.

ABOUT ASIDUA

Asidua is a young, fast-growing and successful software technology company with corporate headquarters in Belfast City centre, Northern Ireland and offices near Birmingham in the West Midlands and in Dublin, the Republic of Ireland. Using advanced software design and system integration techniques, Asidua delivers IT solutions to a range of blue-chip clients based in Ireland, the UK, Europe and beyond. Asidua offers its employees – numbering over 120 and counting – an excellent benefits package and continuous professional development and on-going career progression prospects.



ASIDUA: CSR ACTIVITIES

- Sponsorship of academic prizes
- Relay team in Belfast City Marathon
- Payroll Giving Scheme
- MENCAP Race Evening sponsorship
- Donations to Oncology Unit in Belfast City hospital
- CSR committee to manage CSR activities e.g., CSR budget, charities to be supported etc

ASIDUA: COMPANY VALUES

- Customer problems are our problems
- People are our company
- We are financially responsible
- We seek innovation through technology
- We act with integrity and social responsibility e.g., CSR budget, charities to be supported etc

“Asidua’s CSR programme demonstrates that we are about more than the bottom line. We are committed to CSR and engage with our employees on matters ranging from green issues to supporting charities close to their hearts. CSR forms a key part of the company’s HR strategy.”

Nicola Shaw
HR Manager & CSR Committee Chair,
Asidua

DONATIONS

“Funds and manpower allocated to CSR projects can strengthen the perception of the company in the eyes of our customers, suppliers and employees.”

Steve Brankin
CEO, Asidua



ONCOLOGY UNIT BELFAST CITY HOSPITAL

Asidua presented a cheque to the Oncology Unit at Belfast City Hospital. This donation was used to help purchase two customised wheelchairs to facilitate the transport of seriously ill patients.

PAYROLL GIVING

Asidua has received a “Gold Award” for Payroll Giving - a scheme that aims to encourage employees to donate toward charity from their gross salary. To gain a Gold Award, 10% or more of the workforce must “opt-in” to donating. The awards recognise those employers who foster a culture of committed giving in the workplace by actively promoting Payroll Giving.

The Payroll Giving “Gold Award” is a symbol of excellence, reflecting the efforts that a company has made to foster a culture of committed giving in the workplace.



www.payrollgiving.co.uk

BUSINESS IN THE COMMUNITY

BitC inspires, engages, supports and challenges companies to continually improve the impact they have on society and the environment. Through CSR Asidua have recognised the importance of giving back to the local community. Furthermore, BitC has also encouraged Asidua to diversify the approach taken towards employee training to ensure that employees obtain the best possible training experience.

Business in the

Community

www.bitc.org.uk

OCEAN YOUTH TRUST IRELAND

CEO of Asidua, Steve Brankin, is Honorary Chair of the Belfast Branch of Ocean Youth Trust Ireland. The charity aims to obtain the best from young people through sailing. Two founding members of the NI ICT Cycling Club cycled 135 miles through County Down. To support this good cause, Asidua donated £2,000 to the fund from the 2007-2008 Corporate Social Responsibility committee fund.

“OYTI is a charity close to my heart and is the charity selected by Asidua for special attention this year.”

Steve Brankin
CEO, Asidua

www.oyti.org





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