

2012 Corporate Social Responsibility Report

Bank of Ireland strives to make a sustained and positive contribution to the recovery of the economy by supporting our personal and business customers and investing in the communities in which we operate. This report gives some examples of how we continue to support our customers and communities.

Marketplace

Bank of Ireland supports our current and future customers through these challenging times. Our participation in the market in Ireland, particularly in the Small and Medium Sized Enterprise (SME) and Mortgage markets is a critical component of the Bank's strategic objective to be the number one bank in Ireland, thereby supporting economic recovery. Throughout 2012 we have continued to develop a number of business initiatives to support this objective.

Bank of Ireland's National Enterprise Programme

The National Enterprise Programme is an ongoing series of business events that we host throughout the year designed to promote our message that Bank of Ireland is open for business and has the capacity to support viable businesses. One of our most popular events in the Programme is Enterprise Week held twice a year and developed to support SMEs in their own communities and to give them a chance to showcase their businesses in our branches, network with peers, and get advice from successful entrepreneurs and business people.

A dedicated website, Allaboutbusiness.ie, is a key component of Bank of Ireland's programme of supports offered to SMEs. It is an online destination where businesses can go for information, updates and advice providing a forum for interaction and networking between businesses. The "Show your Business" section of allaboutbusiness.ie profiles SMEs across the country; providing them with a promotional opportunity, as well as potential networking to connect with other featured businesses.

Allaboutbusiness.ie proactively facilitates and encourages connections between business people that will enable them to grow their business through our thriving LinkedIn, Facebook and Twitter communities.

Branch Network

Bank of Ireland's branch network is, and will continue to be, an integral part of its multi-channel approach to serve and recruit personal and business customers in Ireland.

As part of our strategy to improve our distribution network for our customers, service enhancement programmes and investments in improved efficiency and infrastructure have been ongoing in our branch network throughout 2012. Many of our main branches are undergoing major refurbishment to provide our customers with the most extensive range of banking services, large customer self-service areas, private customer meeting rooms, telephone and internet access and advice centres for business customers.

Third Level Education Finance

Bank of Ireland has engaged with a number of third level institutions and third parties to design and develop unsecured loan products tailored to the specific needs of undergraduate and postgraduate students.

College Finance Loan

In July 2012, Bank of Ireland launched a new student loan initiative for current and new undergraduate students at Trinity College Dublin (TCD). The initiative, 'TCD Finance' aims to assist students and parents in financing the student contribution charge during students' undergraduate college years. Due to significant demand this product has been since rolled out to 25 Higher Education Authority (HEA) funded colleges nationally.

Postgraduate Grant Replacement Loan Product

Bank of Ireland launched the Postgraduate Grant Replacement Loan product in August 2012, in conjunction with both the Department of Education and the NTMA.

Specific features of the product include: two distinct loans – a fee loan, available to all postgraduate students, and a maintenance loan, available to those who would have previously received a maintenance grant.

Negative Equity loans

In line with Central Bank of Ireland guidelines, Bank of Ireland launched a range of new product features that will allow much greater numbers of customers in negative equity to move home.

Trade Up Negative Equity – enabling customers who are in negative equity to sell their current home and move to a higher value property, carrying over an amount of negative equity to the new mortgage.

Trade Down Negative Equity - enabling customers who are in negative equity to sell their current home and move to a lower value property, while carrying an amount of negative equity to the new mortgage.

Social Media

The explosion of social media over the last couple of years has revolutionised how our customers interact with us. There has been a dramatic increase in the number of customers using popular channels such as Facebook, Twitter, LinkedIn and boards.ie to engage with the Bank and find out information about our products and services.

The Bank of Ireland brand is built on strong relationships with our customers, so it is crucial that the Bank is available to talk with customers in a way that is convenient to them. With this in mind, we launched Bank of Ireland channels across Boards.ie, Twitter and Facebook. This is pioneering in the Irish market making Bank of Ireland the first financial services brand to engage with customers across all three channels.

Standard Bank Account

Since June 2012 we are participating with the Department of Finance, Deloitte and other banks in the development of the Standard Bank Account (“SBA”) on a pilot basis.

Money Skills for life...

Bank of Ireland continues to have volunteers involved in delivering the National Consumer Agency (NCA)'s Money Skills for Life programme. The programme provides free independent personal finance education to employees in their workplace. Through the programme, specially-trained and accredited volunteer financial experts deliver a one-hour presentation to employees in workplaces across the country on how better to manage their personal finances.

Bank of Ireland Student of the Year Awards

Part of our Bank of Ireland's Schools Programme, our Student of the Year Awards aim to recognise and reward high achieving / hard working students at both Junior and Senior level within our local Secondary Schools throughout the island of Ireland.

Almost 500 schools participated resulting in over 900 secondary students receiving a Bank of Ireland Student of the Year Award.

Learn to Earn

Bank of Ireland in association with Junior Achievement Ireland (JAI) and Young Enterprise Northern Ireland (YENI) continues to deliver its innovative 5-week financial literacy programme, Learn to Earn, a course aimed at senior cycle secondary students aged 15-17 years. The programme includes an opportunity for students to gain an understanding of the practicalities of everyday finances, and highlights the importance of saving and investing their money responsibly.

There has been a very positive response to the course with 100 Bank of Ireland business volunteers teaching the Learn to Earn programme to 4,055 students in 112 secondary schools throughout Republic of Ireland during the 2011 - 2012 School Year. In Northern Ireland, 37 Bank of Ireland business volunteers taught 60 sessions in 47 schools during the 2011 - 2012 School Year.

Customer Communications

A new brand marketing campaign began at the end of June 2012 after many months of extensive research with customers and staff. The campaign signalled the start of a new way of communicating with customers, involving

a more direct tone, and making explicit customer promises. Our new strap line – “For small steps, for big steps, for life” – encapsulates Bank of Ireland’s overall purpose of building long-term relationship with our customers.

Employee

Bank of Ireland Group supports the training, development and education of our employees in line with their role, business requirements and individual development needs. To achieve this goal we work in partnership with Accenture Learning to deliver our learning service - called learningzone.

During 2012 we continued to deliver programmes across a wide range of areas focused on supporting our staff and customers in building capability required to meet the demands of the changing market. We launched a range of business Web Based Training modules for our customers that have generated over 100,000 customer hits. As part of our aim to foster Life Long Learning we have delivered a wide range of class room programmes to over 300 Customer and charitable organisations through our support for Enterprise Week and Business in the Community.

Community

Through Give Together, our community giving initiative, Bank of Ireland employees have been involved in raising more than €2.9M for a wide range of good causes during 2012. In addition over 400 volunteer days have been taken to support those causes. Since our Give Together initiative commenced in 2007 our people have been involved in raising almost €20M for over 1500 causes.

Our Charity of the year partnership with Make A Wish has been very successful with over €450,000 raised and 70 wishes being granted to children living with life-threatening illnesses. The partnership with Make A Wish will continue through 2013.

Business in the Community Ireland

As lead members of Business in the Community Ireland, BITCI, Bank of Ireland plays an active part in providing support to our community partners. Some of the successful joint initiatives undertaken during 2012 include:

Learningzone

Learningzone, our learning and development department, offered one-day training courses to community groups and charities in June. Representatives from over 40 organisations benefited from the professional and development training which included:

- Presentation Skills
- Negotiation Skills
- Influencing Skills
- People Management Skills
- Assertiveness in the Workplace

Bank of Ireland provided the venue, training and trainers.

BITCI considered the day to be “a fantastic example of a company providing much needed non-financial business support, particularly as so many charities have limited or no budget for professional development.” Organisations who attended included: OPEN, St Vincent De Paul, MS Ireland, Coolmine Therapeutic Community, Women’s Aid, Respond and many more.

Professional Skills Volunteering

In early 2012, Bank of Ireland piloted a Professional Skills Volunteering initiative. Recognising the wealth of skills and expertise within the organisation, such as, HR, PR, Finance, IT, strategic planning, project management etc.

the Bank saw scope to transfer knowledge and experience to the community & voluntary sector for major impact. Volunteers were matched with short term professional projects which had been identified within the community & voluntary sector.

Projects delivered were diverse and included design of a website for Dominic's Community Centre, a Strategic Review with the Life Centre and delivering Interview skills training for the EPIC programme.

EPIC Programme Support

On October 30th, Bank of Ireland hosted the graduate ceremony for the EPIC programme. The EPIC Programme, supported by businesses, contributes to the National and EU Integration policy by enabling immigrants to become financially independent and socially integrated in Ireland through accessing employment and further education and training. Bank of Ireland has supported the EPIC programme over the last number of years and has provided careers workshops for EPIC clients as well as providing training for EPIC staff.

Environment

Environmental Management

Having been successfully recertified at the end of 2011 for the ISO14001 Environmental Management System in the Operations Centre in Cabinteely, we are implementing the learning from this site in other key administration buildings in the Bank's property portfolio.

Energy Management

Our Technology & Operations Centres in Cabinteely successfully transitioned to the ISO50001 International Energy Management standard in February 2012. To date we have realised savings of approx 5% in energy costs in these buildings which account for 10% of our overall energy consumption.

Group Cycle to Work Scheme

The Bank continues to support the government led Cycle to Work Scheme – providing staff with opportunities during the year to sign up for the programme. As well as promoting employee fitness and wellbeing, the scheme also encourages a cleaner greener environment and reduces the number of cars on the road.

Smarter Travel Workplace Programme

As part of our participation in the Smarter Travel Workplace Initiative we have undertaken a survey of all our staff in the Dublin Administration offices to understand how best to leverage from public transport networks that serve our various offices; optimise our on-site parking through the use of car sharing and car-pooling services and provide the necessary facilities for those staff who chose to cycle to work – secure bike shelters, shower and changing facilities etc.

Supporting the Environment with our Green Products & Services

Bank of Ireland continues to provide a range of products and services to business and personal customers who wish to invest in their properties to make them more energy efficient. In addition to the Green Business Loan, the Bank is partnering with a number of enterprises in this sector to provide additional support for customers. For personal customers we are offering the Electric Ireland Loan and the Green Energy Loan, which provide options for consumers who wish to reduce energy consumption in their homes.