



GIRAFFE Associates Ltd

Not just another sustainability consultancy...



★ *Winner: Women in Business Best (Small) Green Business, 2024*

What makes us different?

Every business today faces challenges in being sustainable and demonstrating this in a meaningful and credible way to key stakeholders, but we're here to help.

Your challenge might be how to achieve net zero by 2050; how to assure investors or clients of your ESG credentials and grow your business; how to prepare for mandatory reporting requirements or how to develop products that serve customers without costing the earth.

Whatever it is, at GIRAFFE Associates, we'll support you to understand the issues, develop strategic and results-focused solutions and navigate your way to success.

Our approach goes beyond helping you to tick boxes or comply with regulation.

- We'll take a holistic view of your business and help you to **embed** sustainability into the organisational fabric.
- We'll provide services to help you drive **real impact** for your business, people and planet.
- We're interested in building a **long-term relationship** to truly understand what you want to achieve and help you be a force for good.
- Ultimately, we'll support you to create a **company with purpose** that your employees can be proud of – now and in the future.

What can we do for you?

Training and awareness

Education is critical in the drive for a sustainable future. We offer off-the-shelf and bespoke training to help your people understand what sustainability means and drive real impact for your business, people and planet. Example topics include:

- Introduction to sustainability
- Developing your ESG Strategy
- Engaging stakeholders and determining what's material
- Climate Change, Carbon Literacy, Net Zero (fully certified option available)
- Aligning your strategy to the UN SDGs
- Becoming a B Corporation

Sustainability consultancy support

Whatever your needs are when it comes to sustainability, we're committed to going out of our way to deliver results and add value.

Whether it's identifying your key impacts, risks and opportunities as part of a materiality assessment; creating a full sustainability strategy; helping you organise internally and understand how each role relates to sustainability or preparing for mandatory ESG reporting, we can service your needs.

We'll ask a lot of questions to ensure we fully understand your business and the issues you face and we'll tailor our support accordingly.

We can also help you to align your strategy to the UN Sustainable Development Goals (SDGs) to show your contribution to the global drive for sustainable development.

Examples of our work

Sustainability/ESG Strategy and Training

Gilbert-Ash

In 2022, GIRAFFE Associates was appointed to support GB/NI construction company Gilbert-Ash to develop an ESG Strategy to take the company to 2030. Starting with a stakeholder engagement strategy and materiality assessment, we created a strategy under four pillars – People, Planet, Place and Profit. We worked with a newly created team of ESG Champions and delivered training to all staff on carbon awareness.

In 2024 we were brought back to support the development of a Double Materiality assessment to help them prepare for mandatory ESG reporting.

Heron Bros Ltd.

NI/Scotland-based construction company Heron Bros. Ltd appointed GIRAFFE Associates Ltd to work with its senior team to develop an ESG Strategy and Net-Zero Roadmap in 2022.

This was supplemented with Carbon Awareness Training and Toolbox Talks for staff and suppliers.

In 2024, sister company Heron Manufacturing Ltd (a group of five companies) appointed us to work with them on their sustainability strategy – this work is still ongoing.



[Gilbert-Ash ESG](#)



[Heron Bros ESG Strategy](#)

[Heron Bros Net-Zero Roadmap](#)

TESTIMONIALS

“I would highly recommend Gillian’s expertise within the ESG field. She was appointed by Gilbert-Ash to lead the development of our ESG strategy and collaborated brilliantly with all staff. We very much hope to avail of her guidance again in the future.”

Michael Heron, ESG Lead, Gilbert-Ash Ltd



“Gillian was engaged by Heron Bros. Ltd. to help support and guide us in the development of our ESG Strategy. Gillian’s support, mentorship and training at all levels of our organisation was second to none and we couldn’t recommend her highly enough.”



Noel Mullan, Commercial Director, Heron Bros Ltd

“Gillian supported Invest NI in the development of our ESG strategy. Gillian provided the right blend of support, guidance and challenge brilliantly, to help us develop our approach. I would highly recommend Gillian’s expertise within the ESG field.”

Paddy Robb, Head of Transform Strategy, Invest NI



TESTIMONIALS

"I would highly recommend Gillian for any company working on their sustainability strategy. Gillian supported Deli-Lites in becoming B Corp Certified in 2022. Working with the sustainability team Gillian was able to help us focus on the key areas and build in training to support our future ESG plans".



Brian Reid, Co-Founder, Deli-Lites Ireland

"Gillian was appointed by the Foundation for a period of six months. She was extremely professional and diligent, and a pleasure to work with. She helped establish our grantee network, which has grown quite significantly since. Highly recommend her and hope to avail of her support again in the future."

Orla Black, Grants Director, Community Foundation for NI



"The carbon awareness training from GIRAFFE Associates was exceptional. It captured all the key points and gave our people a really good understanding of the issue and how the construction sector can play its part in addressing climate change."



Emmet Heron, Director, Heron Energy

Smiley Monroe Ltd

Family-owned rubber manufacturing company Smiley Monroe Group appointed GIRAFFE Associates in 2023 to work with its senior team and 'Green Giants' group to embed sustainability in the company culture.

Alongside sustainability strategy development, we undertook training to ensure people understood and could contribute to what the company was trying to do and we ensured the strategy was aligned with the corporate plan and priority UN SDGs.

Invest NI

The Economic Development Agency for NI appointed us to work with them in developing an ESG Strategy Framework in 2022. This was launched in 2023 and in 2024, we were asked to come back and deliver certified Carbon Literacy training to senior staff and Intro. to ESG and Carbon Awareness training to all 600+ staff.

B Corp support

As one of only two trained B Leaders based in Northern Ireland, GIRAFFE Associates Ltd has helped three companies achieve their certification as B Corps and is currently working with two others.

- Creative agency **Big + Bold**
- Independent hairdresser **Home of Hair**
- Convenience food producer **Deli-Lites**



'One Giant Leap'
(Strategy with creatives)



Invest NI ESG Strategy
2023

B Leaders



About GIRAFFE Associates

Founder Gillian McKee has worked in this space for 25+ years, serving clients across all business sectors. Since setting up GIRAFFE Associates in 2020, many clients have come from the construction and manufacturing sectors.

Whilst Gillian is personally involved in and responsible for all client relationships, we call on a trusted network of associates with expertise in environmental management, training and more, enabling us to tailor support to meet your needs.

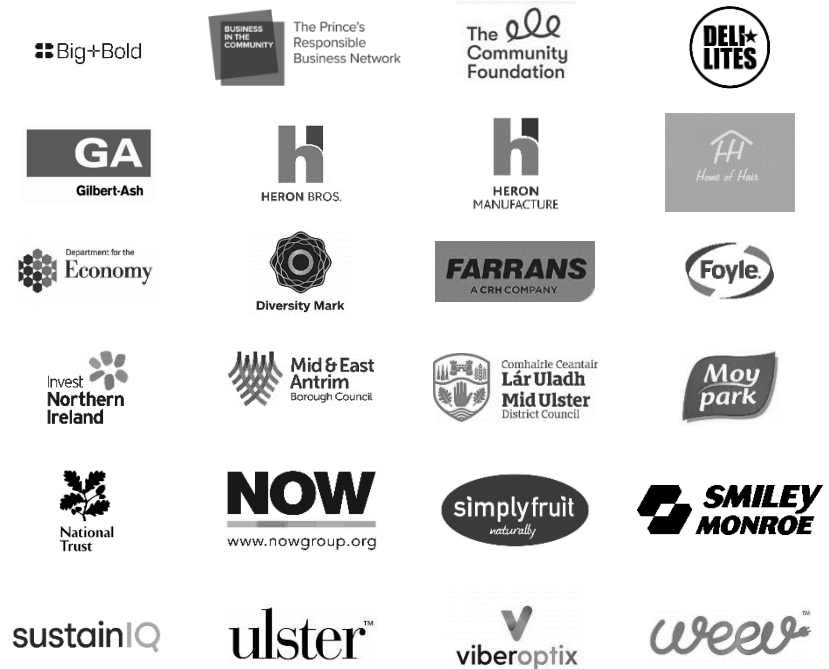
Gillian is also a trained B Leader, well placed to help those seeking certification to become certified B Corporations.

She is an external assessor for Business in the Community's CORE Standard for Responsible Business and the Gold Award assessor for the Diversity Mark in NI.

Get in touch

Call us on 07711 367794 or email gillian@giraffeassociates.com to see if we're the right fit for your sustainability needs.

Clients include:



Gillian McKee
Founder and Managing Director



Sally O'Kane
Environmental Associate



Claire Atcheson
Training Associate