

Corporate Responsibility for Football Clubs

www.media4change.org

CR for Football Club's

media4change can help you with both your corporate responsibility and community activities

Corporate Responsibility

Corporate Responsibility¹ (CR) is doing day-to-day business in a socially and environmentally responsible way. It's more than just a community programme or initiative; CR encompasses all aspects of business.

Why bother?

CR is a real win-win; bringing benefits to the environment and people your club impacts and bringing real benefit to the club. The benefits CR brings to your club include:

Attract fans - consumers too are becoming more environmentally and socially aware, and whilst environmental and social responsibility may not sway the core fan base, it may influence the casual fan's behaviour

Protect and build your brand and reputation - a club's good reputation takes years to develop and once lost may be irretrievable. CR helps to build a good reputation and positive brand

Attract responsible sponsors and corporate customers - many businesses support clubs who they feel they can work with as part of their own CR and community activities

Improve employee satisfaction - employees like to work for a responsible employer. Surveys have suggested that employees would rather earn less than work for an unethical organisation

Save money - a reduction in energy, water use or waste doesn't just help the environment - it will save your club money too

What media4change can do for you

We will ensure your club reaps the maximum benefit from your social and environmental activities



Understand what you're doing now - your club is probably doing a lot of good work already that you may not be making the most of

Recommend and implement changes - we will identify a range of activities that your club can undertake, work with you to identify which ideas you would like to adopt, and then manage the implementation on behalf of the club

Promote your CR message internally - we will run training and a communications campaign to raise awareness of the club's CR stance and to gain buy-in from your employees

Ensure wide communication of the CR message - we will promote your club's responsible behaviour to all stakeholders ensuring that the message is delivered in a manner that will best appeal to each audience

Manage your CR programme on an on-going basis - we will regularly review your CR programme to ensure that it remains fresh, engaging, up-to-date and accurate

¹ Corporate Responsibility is also known as Sustainability, Sustainable Development, Corporate Social Responsibility (CSR), Responsible Business and a whole load of other things. We're just using CR for convenience!