

Corporate Responsibility Management Systems

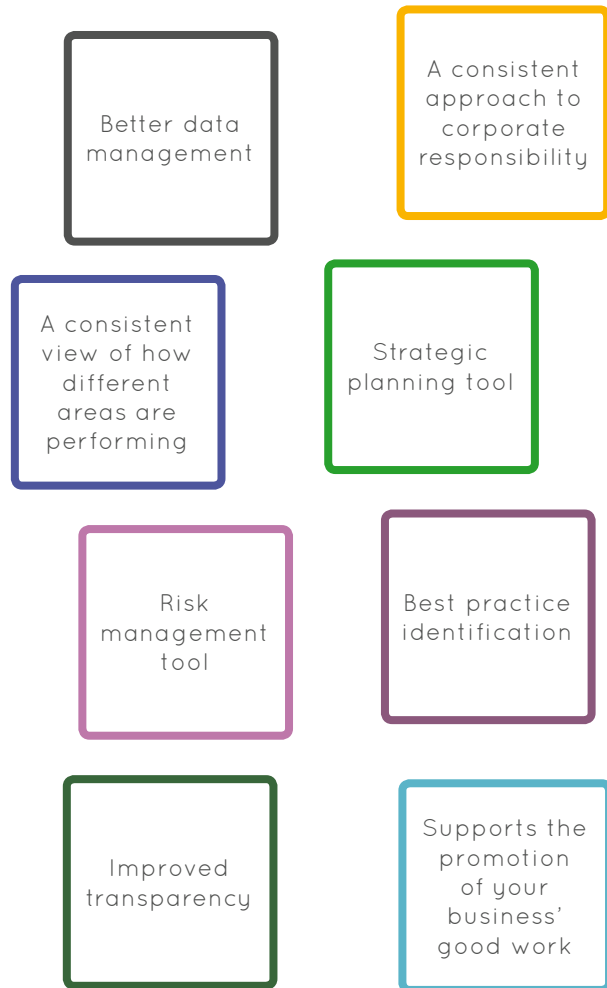
Managing
a more
sustainable
future



Benefits

From energy use and air miles to total community investment and staff training days; a broad function like corporate responsibility can generate a huge amount of data. When complexities like numerous sites and different data formats are factored in it can feel unmanageable.

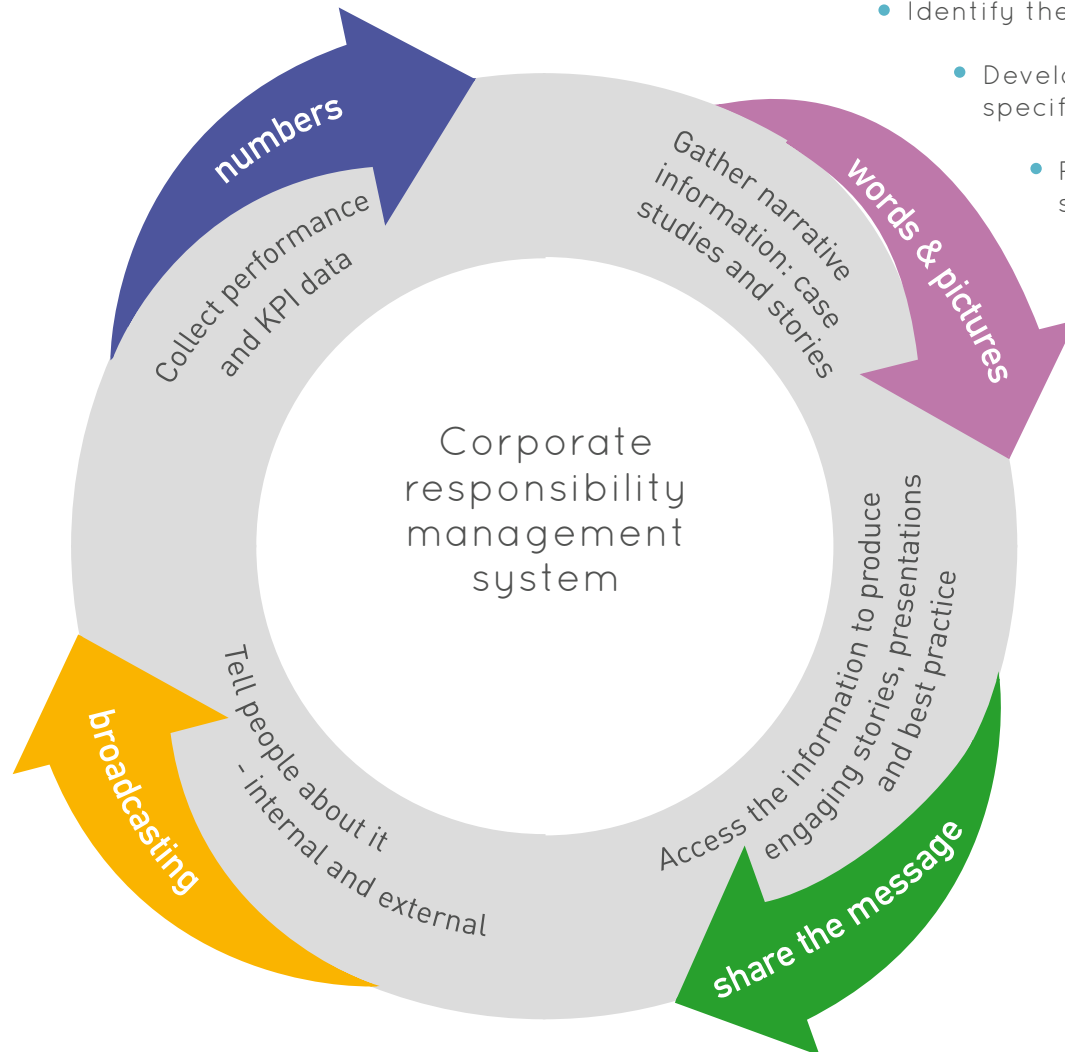
A corporate responsibility management system can bring many benefits:



What it might look like

Each business is different - with different structures, systems, business activities and material corporate responsibility issues.

It follows that any corporate responsibility management system will need to reflect those differences.



What we can offer

M4C can help you at all stages of the process - we have expertise in systems, corporate responsibility and corporate responsibility systems!

From specification through implementation and training to upgrades and day-to-day management. We can:

- Identify the requirements
- Develop the processes and specification
- Project manage the system implementation
- Develop and deliver training and guides
- Provide ongoing support for the system and its users

Case study:

Sustainable development performance management package

SABMiller, a multinational brewer with operations across the globe, needed a system to enable them to:

- understand how the business was performing across a range of priorities
- identify areas of risk and excellence
- ensure a consistent approach to sustainable development.



M4C helped SABMiller specify and implement a flagship system (SAM) for collecting and reporting performance data.

SAM has provided many benefits over and above those identified at the start. They can now:

- more easily share results and best practice
- build relationships between companies
- plan and target activities to the most material issues.

“SAM has been an important investment, giving us consistent performance data to inform future action plans.”

Graham Mackay, CEO and Robert Fellowes, Senior Non-Executive Director, SABMiller

SAM has been recognised as innovative in the field of CR management:

- featured on the CBI website in the category of 'CBI member companies' innovative work in CSR'
- runner up in the category of 'Innovative Reporting' at the 2010 Ethical Corporation Awards.

The outputs from SAM can be viewed via www.sabmiller.com



To find out more about what we do take a look at our website or give us a call

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