

media4change

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

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CORPORATE SOCIAL RESPONSIBILITY REPORT 2009

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INTRODUCTION

“CSR is at the very heart of our business, working with other businesses to develop manage and promote their social and environmental activities. But this isn’t just a business strategy; each individual at media4change is personally committed to sustainability and actively looks for ways to make a difference at work, at home and for our customers.”

Ann Durrant, Managing Director

With recession a reality, 2009 did not look like a good year for corporate responsibility. However it wasn’t the death-knell many had predicted. Media4change, along with many other businesses, has continued to behave in a responsible way not just in spite of the recession but often because of it.

2009 was an exciting and busy year for media4change, with our involvement in five CR reports, our first event and our stand at the Sustainability Live! exhibition among other things. We signed up to the 10:10 campaign in September to continue to reduce our CO₂ emissions, which fell by 28% this year.

We are always telling other businesses that CR matters to their customers, employees and other stakeholders. We honestly believe this, which is why we have produced this report. We don’t think, or pretend, we are perfect, but we have tried to be open and honest. If you have any feedback, questions or, even better, any suggestions about what we could be doing, contact the office on 01625 501832 or email info@media4change.org.

What we do

media4change works with businesses helping them to develop, manage and promote their social and environmental activities (also known as Corporate Responsibility).



Katy wanted to include a photo of the three of us but no one else was keen so these lovely ladies will have to do!

Well done media4change!

Awards

We were shortlisted for two awards this year. We were highly commended in the most eco friendly shell stand category for our stand at Sustainability Live! (see the Suppliers section for more information) and shortlisted for Environmental Champions in the media and communications category at the Northwest Business Environment Awards 2009.



We try to provide a pleasant and relaxed working environment for our employees, but that's not to say it doesn't get fraught sometimes! We continue our tradition of having a glass of wine, sat on comfy sofas next to the fish tank on a Friday evening; it's a great way to wind down and catch up at the end of the week.

Training and Development

In a small company, when you see and work closely with everyone on a day-to-day basis, it can be easy to forget to have more formal review and development meetings. In 2009 we held one-to-one review meetings which we intend to repeat on a six-monthly basis.

We continue to provide an environment with the time, space and opportunity to develop new skills. We also continue to attend events to keep up to date and meet like-minded people, and all employees have either started or are planning formal training.

Sustainability Live! - May 2009

We decided to make our week at Sustainability Live! into a bit of a media4change holiday and stayed in a cottage rather than a hotel which meant we had plenty of space to relax away from the exhibition.



media4change don't drink quite this much - at least not in one go!

Health and Safety

Our health & safety policy covers issues such as designated walking routes to work (especially during dark winter months) and DSE. We had one minor health and safety incident this year - Alex had a fight with a bread knife and lost, impressively she refrained from swearing loudly until Ann had finished on the phone.

We'll be at the 2010 event so come and say hello



Providing our customers with the best service and advice is what we do. We aim to be flexible so we can meet the different demands of each of the businesses we work with and their market.

This is what we try and make our customers do!



Helping businesses be more responsible

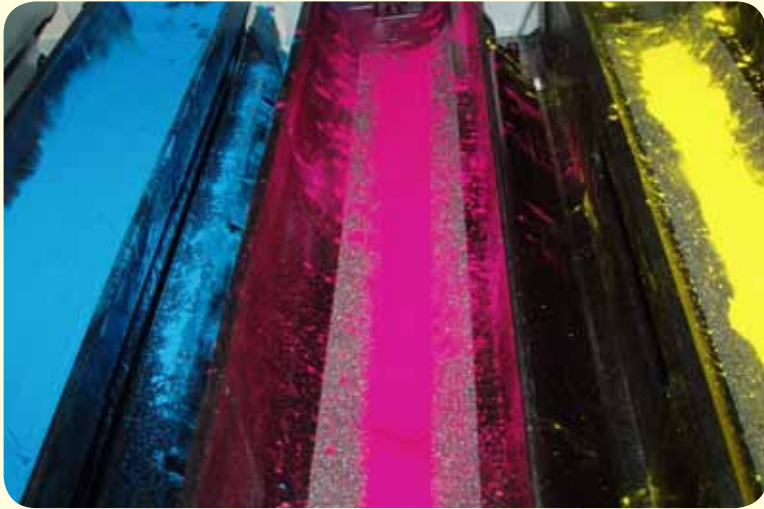
In October we ran an event, in partnership with BitC and Envirowise, aimed at helping smaller companies who are just starting on the corporate responsibility journey. To make it accessible the event was run at very low cost to attendees. Over 50 people attended and we hope to run a similar event in 2010.

More sustainable communications

It is important that we use the most sustainable options we can, for example we promote using recycled or FSC certified paper or communicating via the web rather than printing with our customers.

Keeping up to date

Corporate responsibility is a fast paced, evolving area and it is important that we keep up to date to give our customers the best advice. Among other things we attend events; we talk to CSR and sustainability professionals from a variety of companies; we produce an employee newsletter which contains relevant news; and we are constantly on the lookout for important and interesting ideas.



We try and work with ISO 14001 accredited printers

We make an effort to work with like-minded businesses, such as ISO14001 accredited printers, whether we are purchasing just for ourselves or completing work for our clients. We also make an effort to work with local businesses to both support our local economy and reduce any necessary travel.

Preferred suppliers

To make sure our values are shared by the people we work with we have set up a preferred suppliers list of like-minded and, usually, local businesses who share our values and priorities. To thank them for their hard work and contribution to media4change's success, we took some of our closest suppliers out on our Christmas party.

We consider the social and environmental impacts of the things we buy from tea, coffee and wine to paper and cleaning products.

We're big fans of Freecycle and source stuff from there whenever we can (like a christmas tree, projector screen and a desk to mention but a few) and pass stuff on when we're finished with it. Find your nearest group at www.uk.freecycle.org/



We were highly commended in the most eco friendly shell stand category for our stand at Sustainability Live! We sourced recycled, secondhand and sustainable materials for our stand and hand made biscuits and cordial from organic and fair trade ingredients where available.

We aim to benefit people and communities in all that we do and that applies to the community we work in as well as through our work.

Sponsorship / charitable donations

We have sponsored people - suppliers, customers and others - to undertake various activities for charities such as walking a 100-mile stretch of the South West coastal path in Cornwall in order to raise awareness and money for a borehole and well in the mountain village of Lama-Nyikpeyo in Togo, West Africa.



Work experience

To support our local schools we offered a work experience placement in June 2009. The student got the chance to experience a number of different aspects of our business and this is something we intend to offer again in future.



Our adopted charity is the Cre8 Youth and Community Programme. Cre8 works with hard-to-reach young people who are at risk of engaging in anti-social and criminal behaviour. We have been a bit rubbish at working with Cre8 this year. However in December we began designing their website and we will begin building it in the new year. We are also planning to visit Cre8 to find out what additional help they need.



In the past we have also supported Cre8 through Clubfunder, which donated 4% of our telephone and internet payments to them. Unfortunately Clubfunder is no longer available so we are now looking for a new, responsible telecommunications supplier.

2009 TARGETS 2010

Target	Comments
Increase staff training	☺ We have been doing lots of online tutorials to increase our training and Ann has completed some formal managerial training. The rest of us have training planned for 2010.
Keep up to date with social and environmental news	☺ We keep up to day using a number of methods - we receive newsletters from relevant groups and also have our own internal newsletter, we do research and put together guides for our website, attend lectures, seminars and other events and talk to lots and lots of people with an interest in CSR and sustainability.
Change to a lower carbon electricity supplier	☺ We switched to Southern Electric in March 2008 because they have a higher percentage of renewables than the UK average and lower CO ₂ emissions than the UK average.
Secure funding for a community participative video project	☹ We are putting this on the back burner for now but are always on the lookout for an appropriate partner.
Further develop links with Cre8	☹ This is something we've been rubbish at until recently, however we are now designing and building Cre8's website.
Continue to reduce gas and electricity consumption	☺ Our carbon footprint from energy usage has decreased by 37.5% in 2009.
Find other inventive ways to reduce energy usage	☹ Oops we've missed this one...we bought an energy monitor...and did a bit of measurement...but it didn't really get much further than that. We're going to have to try again.
Reduce travel carbon footprint	☺ We have increased train usage by 24% and have improved planning so more meetings can be included in the same trip. This can be tricky when you have customers in faraway places like Southwold but we're trying.
Improve facilities energy efficiency by getting in more tenants	☺ Honnete and Exquisite Weddings are now also Old Chapel residents.
Become Planet+ (offset 110% of our carbon emission)	☹ We haven't gone for this because it doesn't feel right for our business at this time. It's something we may consider in the future.

Provide and encourage training for all employees

Introduce 6 monthly personal development meetings

Increase our involvement with Cre8

Contact and look after our existing customers on a regular basis

Start to identify the benefit to society at the beginning of every project

Create an environmental policy

Meet our 10:10 targets focussing on waste, travel and, most significantly, energy use and the temperature in the chapel

Meet our MayDay Network commitments

Find other inventive ways to reduce energy usage

Source all our materials for Sustainability Live! 2010 from ethical / eco friendly suppliers

Find a new, responsible telecommunications supplier with opportunities to make charitable donations