



Welcome to the first media4change newsletter. We thought we'd let you know what we've been up to recently!

Somewhere in the foothills of the Pennines...

Our offices are based in a rather unconventional building, an old chapel, located in the local cemetery - not quite as gruesome as it sounds! The surroundings are quiet with parks and green spaces nearby and we're within easy reach of the town centre. Macclesfield also has great links to both Manchester and London.

There's nothing we enjoy more during the summer than sitting on the grass outside the front of the chapel on a Friday afternoon with a glass of Rosé admiring our gargoyles!

We hope you enjoy this first edition of our newsletter, full of company news and updates on important issues within sustainable development.

If anything we have raised is of interest or you want to know more about what we do, please do give our office a call.

What do we do

media4change is a communications company with a unique focus. We work with businesses helping them to manage, develop and promote their social and environmental activities. We specialise in Corporate Social Responsibility (CSR) communications, both internal and external, helping to ensure that the efforts of the business reap the maximum benefits.

media4change is a straight talking, innovative communications company leading the field in Sustainable Development and breaking ground in the use of media for community development.

For more information and more details concerning our case studies do visit our website: www.media4change.org

Green Printing

At media4change we do and arrange quite a lot of printing. We always try to make sure what we are doing is the best and the greenest but we had a few grey areas as to the greenest paper (FSC or recycled), binding techniques and inks.

After a little bit of research we came up with our [Guide to Printing](#). As you may have suspected recycled paper is the greenest overall, despite a slightly more energy intensive production process. Vegetable based inks are also a good choice and wire stitching (or staples) is far greener than perfect binding. The full guide is on our [website](#).

CSR for SMEs

To a large extent CSR has been seen as a big business activity, with many smaller companies regarding it as expensive and irrelevant. Gradually some SMEs are recognising the benefits and taking up the CSR mantle.

There is a growing platform of support for these businesses. The [BiTC Small Business Journey](#) offers guidance and case studies on why SMEs should act more responsibly and how to go about it. [Business link](#) offers similar online advice. And other organisations are offering workshops and seminars, such as CREA, Groundwork and North of England Excellence. For more links and advice, take a look at [media4change's SME resource page](#)

Interesting Articles

A selection of online articles that have caught our attention recently:

[Making employees into allies](#) - Mallen Baker

[Primark axes suppliers for using child labour](#) - Guardian

[Revealed: how the restaurant chains pocket your tips](#) - Independent

[Time to change your tuna?](#) - Guardian

[Unease over Guatemalan gold rush](#) - BBC

[Exxon pulls the plug on climate flat-earthers](#) - Ethical Corporation



Don't forget to feed the fish! Some companies have mascots, at media4change we have fish!

Leon the Neon, Madonna, Jimi Hendrix, the Scarlet Pimpernel, Fifi, Fernanda and Trixabelle, the ugly boring fish, Coco the clown loach and the millions of guppy babies that we seem to have - are all thriving in our office tank. We reached the end of an era with the death of one of our original guppies - Jordan. She will be sorely missed (especially by Jimi). On a slightly cheerier note we do have the arrival of six new harlequins to celebrate!

Blue Print: CSR at Manchester City FC

MCFC are totally committed to their corporate responsibility strategies through their City in the Community programme (CITC). They have a reputation as pioneers in community involvement and engagement as well as having one of the greenest sporting stadiums in the world.

Some of their current activities include, tea dances for adults, literacy classes for school children and adults, sports activities and football teams for disabled children, coaching, walking buses, community recycling, sports activities for socially

excluded children, health and fitness training, weight loss support and much more. They plan to install a wind turbine later this year, which will power the stadium and thousands of nearby homes.

MCFC have also just released their 2008 Social Responsibility and Environmental Impact Report 'Off the pitch' which not only details the extensive work that CITC are already doing but also their vision for the future.

A short video detailing the work of CITC is available by [clicking here](#)

Select a headline to read
the full case study

What we've been doing:

- Provident Financial 2007 Corporate Responsibility Report
- Getting your sustainable development commitment across: SABMiller audio-visual case studies
- Materials to make a difference: International Personal Finance Money Matters Resource Packs
- Groundwork presentation
- 2012 Olympic Games - media4change become an approved supplier