

media4change

We're all very excited at media4change - well I am at least - because Green Mondays is coming 'up north'!

Green Mondays is one of the highlights of my month (sad or what!). The speakers are always top notch and I always find the conversation at the round tables - greatly enhance by a glass of wine - to be really stimulating.

On 7th June Green Mondays will take place at Old Trafford football ground. media4change will be there in force as I will be hosting the event and Alex and Katy are helping with the organisation. If you're interested in attending, you can [sign up here](#)

So do come along - it would be great to see you there



What we do

media4change works with businesses helping them to develop, manage and promote their social and environmental activities (also known as Corporate Responsibility). For more information and case studies, please do visit our website:

www.media4change.org

Are CSR reports any use for small business?

We published our CR report in February and it got us thinking about why people produce CR reports and what benefit they provide - particularly for an SME like us.

For us the benefit is strategic. Reporting gives us a chance to stop, evaluate what we have done and think about what we want to do in the next year. Even if no-one outside media4change reads it, the reporting process is still valuable to us. Something which, we think, in larger companies especially, often gets lost in the pain of reporting.

But don't just take our word for it; **Henning Dräger the Head of Sustainability and CSR at ACCA Global** told us:

“ We believe that company efforts to capture and report on more-than-financial data are crucial to measure the overall impacts and provide a clear benchmark for future improvements. The old saying of “what gets measured gets done” still rings true and media4change's commitment to embark on a journey to close any environmental and social “blind spots” is a very encouraging development indeed. ”

Interesting articles

- * [Low targets, goals dropped: Copenhagen ends in failure](#) - Guardian
- * [Unsold H&M clothes found in rubbish bags as homeless face winter chill](#) - Guardian
- * [Environment Agency puts foot down as shoe store flouts waste regulations](#) - GreenWise
- * [Joseph Rowntree Charitable Trust sells shares in 'unethical' Vedanta](#) - Third Sector
- * [GSK puts 13,500 potential malaria treatments in the public domain](#) - Financial Times
- * [Is shareholder value the 'dumbest idea in the world'?](#) - Financial Times
- * [Companies still unaware of new CRC energy efficiency rules](#) - Financial Times
- * [Reduce your cat's eco pawprint - Whiskas and Sheba cat foods are to become the first to sell products using Marine Stewardship Council-certified fish](#) - Guardian
- * [Oil company to store peat bog for 30 years to protect it from destruction](#) - Independent
- * [Puma ditches the shoe box for a greener 'Clever Little Bag' to reduce waste and packaging](#) - Telegraph

Want to find out a bit more about us?
Need some inspiration for your own CSR report?

**Have a look at our
2009 Corporate Social
Responsibility Report**



Ginger cordial recipe

To tempt people to our stand at Sustainability Live! we gave away glasses of Ann's homemade ginger cordial. We think it's delicious and very refreshing - and if you can't find a busy exhibition to drink it at, it's also ideal for a warm summer evening (fingers crossed). If you would like to give it a go here is the recipe, we made it with fairtrade ingredients where possible.

- ~ ½ cup (56g) dried ginger root
- ~ 2 cups water
- ~ 2 cups sugar
- ~ 1 piece lemon rind
- ~ ½ tsp cream of tartar
- ~ 1 cup lemon juice

Soak the ginger root in the water over night.

Add the sugar, lemon rind and cream of tartar and boil for 5 minutes.

Add the lemon juice and bring back to the boil.

Strain and pour into a sterilised bottle.

Put in fridge when cool and keep for up to 2 weeks.



Sustainability Live!



SustainabilityLive! is an interesting and inspiring event - there are so many different people, from so many different areas, selling and buying so many different things but all of them with one end in sight - sustainability.

Over the three days we heard lots of interesting people speak, spoke to lots of interesting people, found new ways to make new contacts ("are you the underground bins man?" - he wasn't but he was very nice!), drank gallons of ginger cordial (our lure), got the Horse and Jockey (our local in Birmingham) to put the prime ministerial debates on radio 4, and hopefully raised our profile a bit too.

We enjoyed it all so much that we have already booked to go again next year.



CSR management systems

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.

Corporate responsibility management systems are understandably becoming more popular, with numerous companies offering bespoke and off-the-shelf versions. These systems offer numerous benefits, not all of which are immediately obvious and some which only become clear after implementation and use, these include:

- * Better data management
- * A more consistent approach to corporate responsibility
- * A clear, consistent view of how different areas are performing
- * Better strategic planning and risk management
- * Easier best practice identification
- * Improved transparency
- * Simpler promotion of your business' good work

Corporate responsibility management systems can vary from simple spreadsheets to sophisticated programmes depending on different business requirements (and budgets). But whatever the solution and business needs - they can bring benefits to any business.

What have we been doing?

...copy and design for the **Canon Europe report** as well as producing various translations ...proofreading the **Allianz Insurance report** and creating a summary version ...developing copy for the **Provident Financial Report** ...writing for the **Standard Life report** ...running a **CR roadshow at Astra Signs** ...producing **financial literacy course materials** for International Personal Finance ... testing and data entry for **SABMiller's sustainable development performance management system** ... developing an **information pack for Adnams'** forthcoming anaerobic digester ...**lecturing at Manchester Business School** on the Corporate Communication and Reputation Management Masters course ...designing a **company newsletter for International Personal Finance** ...

Fish update . . .

The hair algae in the fish tank became quite alarming earlier this year. It needed serious action, so we set up a fish task force, developed a fish strategy (which didn't involve batter) and got started. A new sucky fish (technical term), a fair bit of siphoning and a few water changes later and everything is looking in a far better state. And our new male guppy, Brad, is happily chasing Jennifer around the tank after the unfortunate loss of Angelina.

