

Change ... how do we cope with it? Is it an opportunity or a disruption? Well both I guess, but in my experience the benefits of the opportunity nearly always outweigh the disadvantage of the disruption.

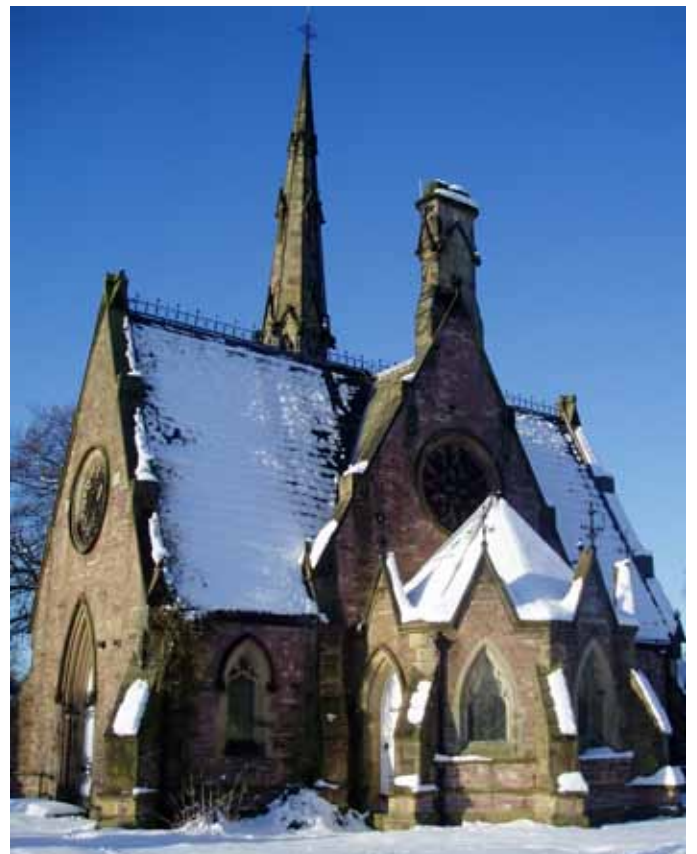
This year has seen many changes at M4C – Katy left us after 5 years which was sad but a great new opportunity for her; Jess and Alastair joined which has been great for us and, I hope, them; we have three new customers – Keele University, Tetley and Northern Rail and are no longer working with Astra signs as that project ended with their successful achievement of the ISO14001 standard.

So, at the end of 2011 we're in a different place than I would have predicted at the beginning of the year, but we're in a really good place. I'm really looking forward to the changes 2012 is going to bring.



Pick and Mix

We have designed a pick and mix list with SME's in mind to make our services more widely available. We have broken down what we do into nice, sizeable chunks, check out what we can offer your business [here](#)



About M4C

M4C are sustainability specialists with a strong focus on communications and engagement. We work with businesses helping them to develop and manage their environmental and social activities and then promote them, both internally, to their employees, and externally, to their customers and other stakeholders.

For more information and case studies, please visit our website:
www.m4c-sustainability.co.uk

CRRA

We have entered our 2010 CSR Report in to the CR Reporting Awards (CRRA) – the only global annual awards for CR Reporting. We have entered in to the SME category because, like us, our report is small but perfectly formed! You can vote in the CRRA here: www.corporateregister.com/crra/

Conflict Minerals

Here at M4C we are passionate about human rights. We felt that we needed to do something to try and end the deadly trade in conflict minerals coming from the Democratic Republic of Congo. The Congolese people in the eastern DRC continue to suffer appalling human rights abuses at the hands of armed groups who illegally control the country's vast mineral wealth.

We have created a website dedicated to conflict minerals with the intention of it being a 'one stop shop' for all information relating to conflict minerals from the DRC. We have provided the background to the conflict, what is currently going on and how you as an individual or a business can help.

We have sent out a survey to businesses to try and establish what their issues are surrounding current legislation to abolish conflict minerals and to set establish a trade in 'conflict-free' minerals. We will then use the feedback we receive to form an action plan to move things forward.

If you are interested in learning more about conflict minerals or how emerging legislation could affect your business, please visit www.conflictminerals.m4c-sustainability.co.uk We would really welcome your thoughts and suggestions on what we are doing – if it is worthwhile, useful, or not at all!

Other things we have been doing...

...implementing a sustainability action plan for **Keele University**...building a communications action plan and strategy for **Tetley** tea...testing and training users on **SABMiller's** sustainable management system - SAM...attending the **GeSI** conflict minerals in the supply chain workshop in Brussels...entering the **Queen's Awards**...planning and organising **Keele University's** Green Week... helping to organise **Green Mondays** in the northwest...designing a company fact sheet for **IPF**...designing and producing an 'in a nutshell' booklet on what **IPF** do...keeping ourselves busy with a range of design challenges...reorganising the layout of the office...internal training – schooling ourselves in communication techniques, report writing and biodiversity...enjoying a wine-tasting day under the guise of team bonding... planning for our annual away day...losing **Katy**... gaining **Alastair**...eating cake and drinking soup... lecturing at **Leeds University**...researching conflict minerals and building an [accompanying website](#)... getting an [article on Foam Handwash](#) published in Sustainable Business magazine in collaboration with **Deb**...working with **Yearsley**...appearing as a [case study](#) on the **10:10** website...getting our heads round **ISO26000**

FISH UPDATE

Lots has been going on in the fish tank since our last update – one fish tank has moved to Bristol to be with their original owner, so Forbes, Gilmour and Paprika are no longer Chapel residents. In the bigger fish tank we seem to be losing fish, just as Clarice seems to be getting bigger. Coincidence? We are not so sure...



Lentil and bacon soup recipe

We have been buying too much soup. Far too much - so here is a tried and tested recipe to wean us off bought soup and reduce the number of Covent Garden tetra packs in our recycling:



Heat the oil in a saucepan, fry the bacon until cooked. Turn down the heat and gently fry the onion and swede for a couple of minutes.

Add the lentils, tomatoes, bay leaf and stock. Bring to the boil and simmer for 20-25 minute until the lentils are soft.

Blend until smooth. Split into lunch sized amounts and freeze if necessary.

Remember to take into work each day!



Bye bye Katy..hello Alastair

Katy left M4C in September to take up a full time role of Office Manager at Cre8, the local charity she previously volunteered for. She is thoroughly enjoying her new role and often pops in for a glass of wine or two on a Friday.

Alastair has taken over the reigns from Katy in becoming our new in-house designer. We have set ourselves various design challenges - providing a bit of friendly competition in the office. Alastair is definitely the one to beat...

A few headlines that have caught our eye:

Councils 'failing' companies that want to recycle

Is the new short film on conflict minerals unwatchable or necessary?

First conviction under the new Bribery Act

Puma aiming to produce compostable trainers and T-shirts

Manchester United has been announced as one of 22 organisations to top the UK's first ever Carbon Reduction Commitment (CRC) Energy Efficiency Performance League Table, published on Tuesday 8th November.

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