



**Sustainable  
Development  
Communications**



**media4change**

## Sustainable Development, Corporate Social Responsibility...

...Whatever you call it, you are on top of it!

You have a CSR programme. You are measuring your carbon footprint and understand the need for a responsible sourcing programme. You segregate your waste and work closely with your local community.

But are you getting the best from your CSR programme? **media4change** can ensure you do. We are CSR communications specialists and because we specialise in CSR, we understand your message and how best to communicate it.

Whether it's engaging your staff in your activities, producing your annual CSR report or developing an outstanding presentation we can help - Take a look at the following case studies or our website for inspiration.

[www.media4change.org](http://www.media4change.org)

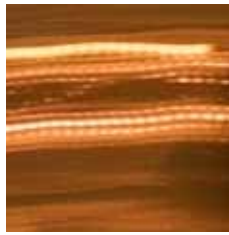


### Provident Financial Corporate Responsibility Report

Having previously struggled to get what they were looking for, Provident Financial wanted a top quality communications company, who really understood the CR agenda, to develop their 2007 CR report.

media4change wrote the copy and designed the report; giving it a dynamic and sophisticated look and feel. We presented Provident Financial's corporate responsibility activities in a clear, concise and user-friendly way and it has been a real hit with their stakeholders.

It was so successful media4change have been asked to produce their 2008 Corporate Responsibility Report.



## Manchester City Football Club Video

MCFC have a reputation for being the top football club within Europe for their community engagement and development programme. They wanted a video to highlight the range of activities they offer, from tea dances to their on-site waste management scheme, as well as demonstrating the benefits to the club and the community.

MCFC were delighted with the treatment and the professional standard of the finished article, they felt that media4change had answered the brief and produced a creative, informative video that had a good shelf life. Due to the product's success it was decided to include a DVD copy with each MCFC 2007 Social Responsibility Report.

## Kingfisher Internal Awareness Campaign

Having worked hard internally, Kingfisher wanted to involve their staff in their corporate responsibility programme.

**media4change** developed a web based carbon management campaign designed to communicate not only what Kingfisher had done to reduce their carbon footprint; but also to encourage staff to get involved at work and home in fun, simple ways.

As well as offering employees the opportunity to calculate their carbon footprint, the campaign encouraged them to pledge to shrink it by undertaking certain actions, from drinking British beer to recycling their coffee cup at work. A 'pledgeometer' monitored the overall annual carbon reduction to show the combined impact of these small changes.

The staff buy-in and carbon reductions were very positive and a donation to save the children was made for every person who pledged.

# What media4change can do for you

**Promote your CSR message both internally and externally** - We will engage your employees with your CSR programme to gain their buy-in, and to get them committed and involved in your activities. We will publicise your CSR message externally to achieve the maximum benefit from your programme.

**Work with you on an on-going basis to ensure your CSR programme is kept alive** - We will help you develop strategies to keep your CSR programme, and your internal and external communications, fresh, engaging, up-to-date and accurate.

**Offer advice and expertise** – As experts in communications and sustainable development we will offer advice and expertise on your CSR and communications strategy

**Contact us for more details or to arrange a meeting**

“At all times I felt that I was certainly in the hands of a professional team; but further, the team embraced our product and message so that it would meet our needs and have a shelf-life to match...Not only would I use M4C again, but, on the basis of my project, I would recommend their work, input and results”

Pete Bradshaw, Social Responsibility Manager, MCFC



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