



Sustainable Development
Sustainable Profits



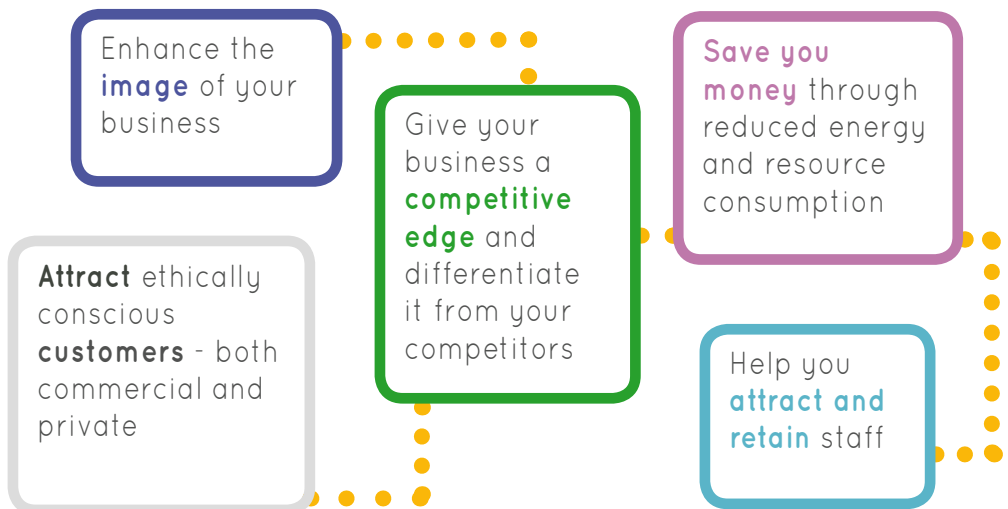
Increase your profits ... and profit others too

Corporate responsibility (CR) is just doing business in a sustainable, responsible way. This includes reducing energy usage, waste and packaging, buying sustainable products and supporting your local community.

Corporate responsibility can help you improve your competitive edge, increase efficiency and reduce your costs.

Many businesses do nothing about CR - they're missing out

We believe that corporate responsibility will bring real benefits to your business - it can:



What M4C can do for you

Step 1 We will work with you to understand your business and identify what you are already doing.

Develop and manage a bespoke CR strategy

From there we will develop a CR strategy which will include recommended actions and expected benefits. We will then work with you to manage and implement the strategy within your business.

Step 2 Communicating your CR programme is essential to get the most from it. We will engage your employees, customers and other stakeholders in your CR programme.

Promote your CR message internally and externally

Step 3 By monitoring your progress and making new recommendations we will keep your CR programme fresh, up-to-date and engaging.

Ensure your CR programme is kept alive

In short ...
we will be your CR manager

Even if you already have a well established programme, managing CR can still be a real challenge. We can help you develop your CR strategy, implement a corporate responsibility management system, achieve ISO14001 or just provide an extra pair of hands.

Managing corporate responsibility can be a daunting task - so let us do it for you

M4C can help identify what you need to do, help you do it and then ensure your business reaps the maximum benefit

- ✓ We will remove the hassle from implementing a CR programme
- ✓ We have the know-how to get buy-in from your staff so your programme has the maximum impact
- ✓ We will promote your CR programme with your customers and other stakeholders innovatively and effectively
- ✓ We can help you achieve ISO14001



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

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