

# Sustainable Profits through Sustainable Development

**Improve your competitive edge,**

**increase your efficiency,**

**reduce your costs...while also protecting our planet**

Friday, 23<sup>rd</sup> October 2009, 9 am - 4 pm,  
City of Manchester Stadium

Organisations that develop, manage and promote their social and environmental activities increase their chances of winning business.

With the world facing an unprecedented economic downturn, market conditions are tougher than ever. This is not, as some claim, a time to forget or neglect sustainability, but a time to invest in it.

If you act strategically, sustainability will work for you by:

- \* differentiating you from your competitors
- \* preparing your business for future challenges and opportunities
- \* protecting your reputation
- \* reducing your costs
- \* providing the products and service your customers want

## Come along and...

- \* Hear what other organisations are doing and what benefits they have gained
- \* Learn what larger businesses are expecting of their suppliers
- \* Discuss your business and find out what you can do
- \* Visit the exhibition stands of organisations that can help you

**envirowise** } SUSTAINABLE PRACTICES  
SUSTAINABLE PROFITS

**media4change**

Business in the  
Community



THE PRINCE'S  
MAY DAY  
NETWORK

## Book Now

To book a place please complete the **registration form** and send to **events@[media4change.org](http://media4change.org)** or contact **01625 501832** by Friday 16<sup>th</sup> October

**Cost:** £25 per head to cover refreshments

**Exhibition stands** are available at £50 per stand



## Agenda

9.00	Registration and exhibition
10.00	Welcome by Manchester City Football Club
10.05	Introduction to Corporate Social Responsibility (CSR) <b>Ann Durrant, media4change</b> , will explain what Corporate Social Responsibility is and why it is of benefit to SME's
10.15	Manchester City Football Club's community programme <b>Pete Bradshaw, Manchester City Football Club</b> , will tell us about Manchester City Football Club's social responsibility programme and how it benefits MCFC, local businesses and the local community
10.45	Brother working with suppliers <b>Louise Marshall, Brother UK Ltd</b> , will focus on how Brother UK work with their suppliers in order to help them meet customer demand
11.15	Refreshments, networking and exhibition
11.45	Environment and Carbon in the NHS <b>Tom Kelly, NHS Wirral</b> , will explain the NHS approach to managing carbon reduction and how it impacts the organisation and supply chain
12.15	CSR for SMEs <b>Paul Cooper, Home Insulation Services</b> , will talk about the sustainable steps HiS has taken and how the business has benefited
12.45	Lunch, networking and exhibition
13.45	Businesses combating climate change <b>Gudrun Cartwright, Business in the Community</b> , will talk about the May Day Network
14.00	1st workshop
14.45	Refreshments, networking and exhibition
15.15	2nd workshop
16.00	Close

## Workshops - find out how to...

- \* Minimise your waste with Envirowise and NHS Wirral
- \* Reduce your carbon footprint with i-prophets and Groundwork
- \* Work with your community with BitC and Manchester City Football Club
- \* Engage your employees and customers with Brother and media4change

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