

North of England Excellence and media4change invite you to a one-day conference for leaders at all levels

## Develop Sustainable Profits through Sustainable Development

Tuesday 9th June 2009, 9:00am to 4:30pm

Haydock Racecourse, Merseyside

How to improve your competitive edge, increase your efficiency and reduce your costs whilst protecting our planet for future generations

Organisations that develop, manage and promote their social and environmental activities increase their chances of winning business, whether their customers are other organisations or individuals.

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 you from the current issues, reducing your costs and providing the products and service your customers want. Sustainable Development should not be an add-on or a nice-to-have that runs alongside the core of your business, it should be at the heart of your business influencing all aspects of it. Sustainable

Development should be aligned with your existing business strategy and aim to deliver value sustainably to your shareholders, employees and customers. You can do this through providing sustainable products and services to your customers and by making your operations as sustainable as possible.

### How does this deliver value?

- Customers are increasingly looking for and demanding sustainable products which save them money and protect the planet, so providing these products makes good business sense.
- Sustainable operations cost less to run so save money; not only through reduced energy bills but, with increasing legislation, through reduced payments for carbon emissions and waste.

**Book NOW** to reserve your place(s)

Book Before 16th May and receive free delegate place for every fee paying delegate

Cost: **NoEE / BQF Joint Members: £125\* + VAT Non Members: £195\* + VAT**

**\*HALF PRICE if booked before 23rd May** – A VAT invoice will be raised upon receipt of your booking

Please note cancellations cannot be reimbursed – All Major Credit/Debit Cards Accepted

Phone: 01925 715242 Email: [suzanne@northofenglandexcellence.co.uk](mailto:suzanne@northofenglandexcellence.co.uk)

[www.northofenglandexcellence.co.uk](http://www.northofenglandexcellence.co.uk)

inspiring excellence no3

Our speakers, and the organisations they represent, have an unrivalled track record of excellence in sustainability and are without question leaders in this field.

**Ann Durrant, Managing Director, media4change**, will explain what Sustainable Development is and briefly explain why it is of benefit to businesses of all sizes.

**Pete Bradshaw, Head of Community and Social Responsibility, Manchester City Football Club**, will tell us about Manchester City Football Club's social responsibility programme and how it benefits MCFC, local businesses and the local community.

**Louise Marshall, Corporate Risk Manager, Brother UK Ltd**, will focus on how Brother UK work with their suppliers in order to help them meet customer demand.

**Bill Bartlett, Corporate Affairs Director, McCain Foods Ltd**, will talk about McCain Foods environmental programme; what they are doing, the business benefits and how they are working with their suppliers.

**Ryan Brightwell, Ethics Advisor, The Co-Operative Group**, will tell us about the commercial benefits of the Co-Op bank's ethical policy, as well as it's principles of materiality and customer focus.

**Paul Ulett, Managing Director, Quite Frankly Hire Ltd**, will tell us how he has embraced and promoted CSR within his micro business and the benefits this has brought.

**Paul Cooper, Chief Executive, Home Insulation Services (North West) Ltd**, will talk, from his own experience, about the benefits of CSR for an SME, what steps HIS have already taken and their plans for the future.

**Andy Scully, North West Regional Support Officer, Envirowise**, will explain what resource efficiency is and what benefits it brings, including case studies and examples of actual savings.

## Agenda

09:00 to 09:30	Registration
09:30 to 09:50	Ann Durrant, Managing Director, media4change
09:50 to 10:25	Pete Bradshaw, Head of Community and Social Responsibility, Manchester City Football Club
10:25 to 11:00	Louise Marshall, Corporate Risk Manager, Brother UK Ltd
11:00 to 11:20	Refreshments and Networking Opportunity
11:20 to 11:55	Bill Bartlett, Corporate Affairs Director, McCain Foods Ltd
11:55 to 12:30	Ryan Brightwell, Ethics Advisor, The Co-Operative Group
12:30 to 13:30	Lunch and Networking Opportunity
13:30 to 14:05	Paul Ulett, Managing Director, Quite Frankly Mailing Ltd
14:05 to 14:40	Paul Cooper, Chief Executive, Home Insulation Services (North West) Ltd
14:40 to 15:00	Refreshments and Networking Opportunity
15:00 to 15:35	Andy Scully, North West Regional Support Officer, Envirowise
15:35 to 16:10	Workshop – tools and techniques for making your business more sustainable
16:10 to 16:30	Q&A