



Corporate Social Responsibility Report 2009/10

Creating Synergy is a corporate responsibility consultancy based in Coventry. Our mission is to develop practical approaches to CSR that generate real benefits for businesses of all sizes.

This is the first Creating Synergy CSR Report; one of our key reasons for writing it is to demonstrate that any business, of any size, can report on the CSR activity and will get tangible benefits in return.

'Nobody makes a greater mistake than he who does nothing because he could only do a little.'
Edmund Burke



There is only one person directly employed in the business, plus associates when required.

I have volunteered at a local primary school for some years and at the end of 2009 I became the Chair of Governors. My new role is giving me numerous opportunities to stretch myself and develop new skills as I lead a diverse term of old hands and newer members towards the Ofsted inspections later in the year.

I have continued to support the National Deaf Children's Society with a monthly financial contribution – for reasons that are close to my heart. I became single-sided deaf as an adult and can only imagine what it must be like to be deaf as a child. The challenges are enormous and the NDCS provides invaluable help and support to deaf children and their families.

Goal for 2010/11

To give one day of my time and expertise, each calendar month, to a local not-for-profit organisation.

Premises

We have significantly increased the insulation in the Creating Synergy office and have seen a reduction in our energy usage as a result. (It hasn't been possible to quantify this as the office is not separately metered.)

This year we began offsetting the carbon emissions attributable to our business travel and an estimated amount relating to the heat and power used in the office.

We offset a total of 1.72 tonnes of CO₂ with Climate Care, an organisation that offsets CO₂ emissions by investing in green house gas reduction projects in other parts of the world.

In November we took part in the Big Switch Off and joined the many organisations in Coventry and Warwickshire that turned off all non-essential electrical items for two hours. As a result we're now looking at signing up to 10:10 and committing to reducing our carbon emissions by 10% by 2010.

Creating Synergy uses recycled paper and uses both sides whenever possible. We recycle our waste paper, plastics and batteries. We print as little as possible in the office and have added a footer to our emails encouraging the reader not to print them.

Goal for 2010/11

To reduce our carbon emissions by 10%.

Purchasing

We aim to use local suppliers whenever we can and to pay our bills on time. Our bills from suppliers are generally quite small – but 1 in 4 business failures are a direct result of cash flow problems.

We always buy fair trade tea and coffee and refill our printer cartridges for as long as we can before recycling them.

Goal for 2010/11

To identify and adopt a series of responsible purchasing criteria based on environmental and social commitments.

Promotion

This year we launched the Creating Synergy website and Win Win, our monthly newsletter. We have taken a strategic decision that we will avoid producing paper copies of our marketing materials whenever possible. The electronic newsletter has enabled us to significantly reduce the amount of paper used within the business.

Goal for 2010/11

To report regularly on our progress towards our CSR goals.