

New batch of CSR case studies launched

Article 13, the consultancy and think tank focused on achieving real behaviour change in the CSR and sustainability agendas, has released a new batch of case studies profiling three organisations' efforts to embed and integrate responsible organisational practices in their mainstream organisational strategies. The organisations showcased in this edition are very diverse: 3M, The Medical Fair & Ethical Trade Group and Oxfordshire & Buckinghamshire Mental Health NHS Foundation Trust

3M, previously profiled for its approach to product lifecycle assessments http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1312, also takes a leadership stance on education. The company will shortly launch its second web-based learning tool, FutureWise, designed to engage children in sustainability and environment issues. As well as highlighting the complexity of sustainability issues, 3M hopes to encourage the uptake of science, technology, engineering and maths, thus securing its own business sustainability. Read more http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1492

The second case study focuses on the work of the Medical Fair & Ethical Trade Group (MFETG). The MFETG was established by a single individual, bringing along other like-minded individuals within the Department of Health and NHS to promote and facilitate fair and ethical trade in the production and supply of commodities to the healthcare industry. This group provides a forum for consideration and building evidence bases for action on complex issues including child labour, health & safety and workers rights. (Read more http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1493)

The third case study in this set focuses on an innovative communications and social marketing campaign called 'Stamping Out Mental Health Stigma'. The Oxfordshire & Buckinghamshire Mental Health NHS Foundation Trust's communications team produced this award-winning campaign to target the elimination of discriminating behaviours towards mental health patients, their treatment in the workforce and their access to opportunities. (Read more http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1494)

The latest Article 13 CSR case studies can be accessed from the Article 13 home page (<http://www.article13.com>). The CSR and sustainability case study archive is also a useful tool for sustainability and CSR practitioners, containing a large range of case studies within the categories of community, education, environment, governance, new product development, strategy, supply chain and workplace.

Article 13 is an expert in business responsibility, typically in the areas of corporate social responsibility (CSR), sustainability and governance. Article 13 seeks to embed and integrate responsible business practices in organisations by means of consultancy services, training, coach-mentoring and thought leadership. For further information on these case studies or to have your organisation's CSR initiatives profiled, contact Jane Fiona Cumming on jane@article13.com or phone +44 (0)20 8840 4450.



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