

Impact Media PR adds sustainable business development to the agenda

Manchester-based Impact Media PR has announced the beginning of a national public relations campaign on behalf of NQC Ltd, an independent management consultancy, leading the way in sustainable procurement.

As sustainability moves from being an environmental concern to an economical concern, NQC Ltd has developed CAESER (Corporate Assessment of Economic, Social and Environmental Responsibility), an online toolkit designed to help public and private sector organisations measure how environmentally, socially and economical sustainable they are, and demonstrate their commitment to Corporate Social Responsibility.

The launch of CAESER has seen Impact Media PR kick start a comprehensive strategic media relations programme to place NQC Ltd and CAESER on a national platform as a leader in sustainable business development and a noteworthy measure of ethical practice in business.

Impact Media PR's senior account director, Fiona Guy, commented: "We have developed a three tier strategy for NQC and CAESER to communicate NQC's significant contribution to the sustainability agenda on a national level through to brand positioning, and targeting end users and stakeholders with a sustained media relations campaign.

Charles Morrison, head of practice at NQC, commented: "Sustainability is at the heart of our philosophy at NQC and CAESER can considerably contribute to an organisation's overall ethics and efficiency, in turn supporting its growth and success.

"We are so pleased to be working with Impact Media PR. It's important for NQC to share our ethical ideology in all our working relationships and we trust that Impact Media PR will provide us with the support and strategic positioning as a credible leader in management consulting and sustainable business practices."

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