

## Challenging GM – 2010 Producer Conference

GM- what positive steps can be taken?

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GM- what positive steps can be taken ?

- As an individual
- As a business
- Thought leadership

GM- what positive steps can be taken ?

- As an individual
- Find out 'even' more
- 10 minute rule – can you persuade someone you've never met before in 10 minutes, why GM is bad?
- Make a nuisance, speak out and pressurise your business or organisation, GM is bad and its all around us

GM- what positive steps can be taken ?

- As a business
- Join GM Freeze
- Adopt or bring internal policy into 2010
- Inform staff – food for thought sessions
- Engage with its customers – website, newsletters, website links

GM- what positive steps can be taken ?

- Thought leadership
- Encourage partners to take action
- PR responses ready (in addition to other poss. bad stories)
- Joining 'anti GM network'
- Influencing outside 'circle of friends'