



BUSINESS FOR GOOD

GREEN SKILLS FOR SMALL BUSINESS



Small Business Britain in partnership with
Oxford Brookes Business School

PROGRAMME OVERVIEW

The programme will be delivered over six weeks entirely via digital channels, with an end of programme event to celebrate the participants' success.

THE PROGRAMME WILL INCLUDE:

- Six Weekly Training Sessions delivered as webinars, recorded and available for catch up on a dedicated page on the Small Business Britain website.
- Six Weekly Worksheets designed as a PDF and sent to all participants to take back to their business with actions to address each week. These will also be available to download and catch up from the Small Business Britain website.
- A community for all participants on Facebook for networking, support and on-going raising of questions and challenges.
 - All businesses signed up to the programme will be invited to the private Facebook Group to network with other participants, course leaders and to share experiences and questions. At the end of the course, all participants will be invited to a real-world event to meet each other, network, get more advice on next steps and embed the impact of the programme. They will then be part of an on-going sustainability alumni community.
- At the end of the course, all participants will receive a virtual award and digital "badge" to say they have completed Business For Good: Green Skills for Small Business for their business.

MODULES

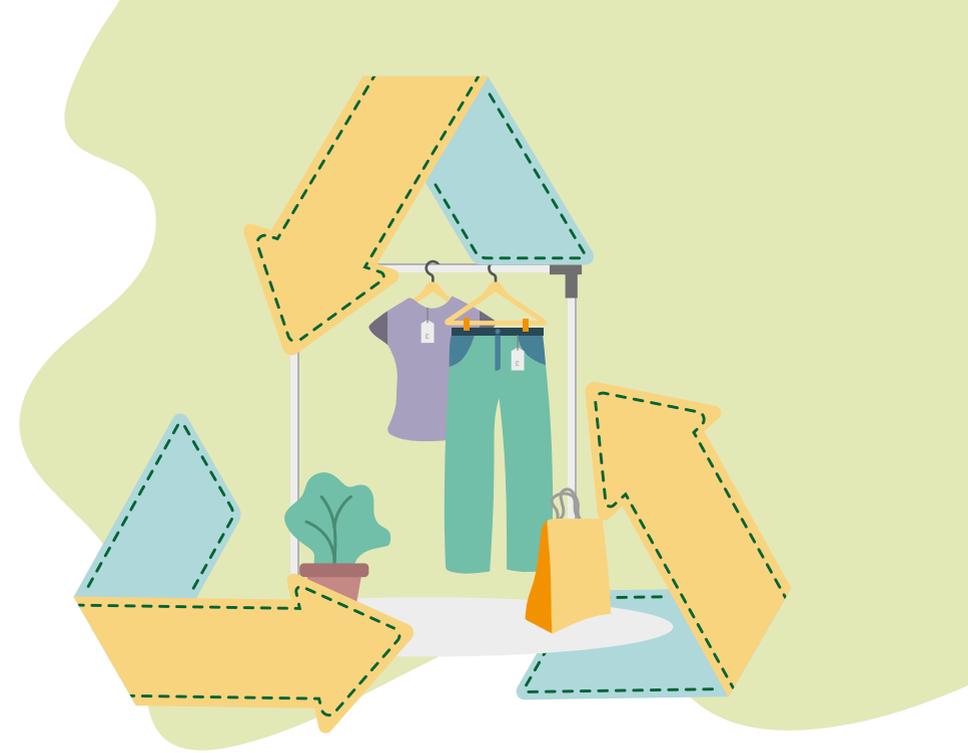
The six-week programme will cover the following modules.

1

The Basics

In this session you will learn:

- An overview of sustainability for small business from the Small Business Britain experts
- The latest developments in energy alternatives for small business
- The latest opportunities in transport alternatives for small business
- Recent innovations helping small business, e.g. sustainable packaging, that can help businesses with their focus on sustainability
- Case studies of small businesses that have made progress in the last year



2

Sustainable Marketing

In this session you will learn:

- How to market your business sustainably including examples of best practice from small businesses
- How to market your sustainability credentials, no matter what point in the sustainability journey you are in
- How to use your focus on sustainability to drive customer engagement, maximise business opportunities and (of course) avoid green washing
- Case studies of small businesses bringing their own experience of what works and why customers engage



3

Building a Green Community

In this session you will learn:

- How building a strong peer group around sustainability can help you and accelerate your sustainability journey
- What local support is available for you with sustainability and how to create something if there is nothing around
- Building local eco-systems for better supply chains with less emissions and lower costs including real world examples of businesses that have done this
- Examples of initiatives, such as Green Street, where sector businesses club together to deliver more collectively for communities

4

Measurement

In this session you will learn:

- How to measure your carbon emissions, and when to be flexible if measurement is not possible
- How to measure the impact of your sustainability changes, where possible, and examples of businesses that have done this, and the benefits they have realised
- Why it is important to measure progress as much as absolute emissions
- How to create an accessible measurement infrastructure for your small business and those in your supply chain
- Examples of low cost ways of getting a good idea of your impact on the planet

5

Financing Sustainability

In this session you will learn:

- Opportunities for grants for sustainability initiatives, and where to go to keep an eye out for new opportunities
- Other sources of finance for your sustainability journey, such as loans, working capital and even collaboration
- How can you realise sustainable opportunities without any finance? Ideas for bootstrapping your sustainability by saving costs in the business



6

Accreditations

In this session you will learn:

- How to apply for popular sustainability accreditations and the benefits of the process as well as the final accreditation
- Examples of popular and worthwhile accreditations, e.g. B Corp, for your business
- What activities you can do to help to put you in a good position to get accredited for sustainability
- What accreditations resonate best with customers and how you can communicate those
- This session will also include a wrap up of the 6 week course and what is next for small businesses on their Business For Good journey



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