

OXFORD  
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UNIVERSITY

SMALL  
BUSINESS  
BRITAIN

# GREEN SKILLS FOR SMALL BUSINESS



**Oxford Brookes Business School**  
in partnership with **Small Business Britain**

# PROGRAMME OVERVIEW

The programme will be delivered over six weeks, entirely via digital channels. This programme is being supported by the American Express Foundation.

## 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.
- Weekly challenges to help you put your new knowledge into practise.
- The opportunity to join an established and active Facebook community for all participants for networking, support and on-going raising of questions and challenges. Fresh content will be continuously added to this group, to complement the training sessions.
- At the end of the course, all participants will receive a digital “badge” to say they have completed Green Skills for Small Business.

# MODULES

The six-week programme will cover the following modules.

## 1

### Sustainability Basics

#### **What is a sustainable business and how can you align your SME with the SDGs**

This module covers the basics of sustainability in business and explores ways SMEs can align with the UN's Sustainable Development Goals. You will get insights into sustainable practices for SMEs and understand how to incorporate the SDGs into your business strategies.

- 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

## 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.

# 4

## 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.

# 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 green skills journey.



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