



# SMALL BUSINESS SUSTAINABILITY BASICS PROGRAMME



**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 in person at Oxford Brookes Business School 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 four actions to address per week. These will also be available to download and catch up from the Small Business Britain website.
- Six Weekly Challenges: each week all participants will be emailed the weekly challenge which will also be shared on the Sustainability Basics Facebook Group by that week's "lead" trainer and participants will be encouraged to share their challenge outcomes on the group to inspire others and get support.
- A community for all participants will be created 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 at Oxford Brookes Business School 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 certificate and digital "badge" to say they have completed Sustainability Basics for their business.

# MODULES

The six-week programme will cover the following modules.

## 1

### Sustainability is Good for Business

In this session you will learn:

- The opportunities being sustainable brings.
- Inspiration from businesses that are leading in this area and ways you can think of this as not just altruistic but also an opportunity for growth.
- Oxford Brookes Business School will share real world evidence of the benefits of clean and green growth.
- Ciaran Armstrong from Sustainable Pathways will share with us how sustainability and business are two-sides of the same coin. Since 2019 there has been a watershed shift towards sustainable business models and one thing is clear – a business that prioritises and improves its impact on people and the planet will outperform its rivals and generate more profit. Join us to find out what a sustainable business looks like and how you can start your sustainability journey one step at a time.



# 2

## Starting at the Beginning: Energy and Transport

### In this session you will learn:

- In this session Adam Bastock from Small99 will guide us through the two biggest single sources of emissions within your business: Energy, and Transport. Otherwise known as Scopes 1 and 2, we'll understand how to identify these emissions and how to measure them.
- We'll then look at what falls within your control, and what actions you can take to reduce them and save your business money while doing so.
- Adam will be joined by a Small Business owner to share their experience of adapting their energy and transport.



# 3

## Where You Are & What You Do

### In this session you will learn:

- This practical session, Ciaran Armstrong from Sustainable Pathways will break down the key areas of sustainable business giving you a clear idea of 'where you are.' We will dive into your business and its operations, exploring the impact of your buildings, products, waste, water, suppliers and more. By the end you will be able to identify actions and quick wins you can take straight away.
- Ciaran will be joined by a Small Business to share their experience of adapting their operations.

# 4

## A Team Effort: Working With & Adapting Your Supply Chain

### In this session you will learn:

- How do you engage with your supply chain to make changes that will impact your business and beyond?
- Small Business Britain will share expert advice and be joined by two Small Businesses who will share their experience of working with their supply chain to make impactful changes.

# 5

## Offsetting: The Good, The Bad & Making a Plan

### In this session you will learn:

- Answering the question: Carbon offsetting is all the rage, with many brands and companies shouting about tree planting; but is this the silver bullet for climate change?
- In this session Adam Bastock from Small99 will look at when to use carbon offsetting, some tips on ensuring it's done correctly, and how to tie it in with your climate actions.
- Adam will be joined by a Small Business who will share how they have made a plan to offset their emissions.



# 6

## Sustainability for You

### In this session you will learn:

- How to turn your plan into customer engagement.
- How to use your sustainability work in your marketing and PR.
- Oxford Brookes Business School will help you understand how your activities are working and having an impact on your business, as well as keeping track of things over time.
- Small Business Britain will bring together learning from the programme and show you, with the help of a Small Business case study, how to use sustainability to champion your business.



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