

**SMALL
BUSINESS
BRITAIN**



BT

Sustainability for Small Business

2024 Programme Overview



PROGRAMME OVERVIEW

This CPD Accredited 6-week programme will provide you with vital sustainability training, helping you to make the most of the incredible opportunities that sustainability can bring.

The programme will be delivered over six weeks, entirely via digital channels.

MODULES

The six-week programme will cover the following modules.



Making an Action plan

This highly interactive first module guides you through the process of creating a comprehensive sustainability action plan for your business. You will learn how to assess your current environmental, social, and economic impacts, set achievable sustainability goals and create objectives for what you want to achieve from the course and beyond.

Technology to Boost Your Sustainability Goals (Including Using AI!)

In this session we'll explore innovative technologies that can enhance sustainability efforts within your business. From energy-efficient solutions to Artificial Intelligence (AI), you will discover practical tools and strategies to optimise resource management, reduce environmental impact, and drive business efficiency.

Dealing with Overwhelm in the Sustainability Space

Sustainability initiatives can sometimes feel daunting, especially for small businesses with limited resources. This module provides practical strategies and techniques for navigating feelings of overwhelm in the sustainability space, managing competing priorities, and overcoming common challenges. You will learn how to prioritise actions, maintain momentum and understand how your actions really do make a difference.

Sustainable Branding and Building Your Social Media Content

Building a sustainable brand identity is essential for businesses committed to environmental and social responsibility. In this course, you will learn how to effectively communicate your sustainability efforts to customers, stakeholders, and the public through strategic branding and engaging social media content. From storytelling to visual branding, you will gain practical tips on how to showcase your commitment to sustainability and connecting with eco-conscious consumers.

Sustainable Business Operations and the Circular Economy

This module explores the principles of the circular economy and how you can adopt sustainable practices throughout your business operations. You will learn about waste reduction strategies, resource optimisation, and the importance of designing products and services with a lifecycle approach in mind. Through case studies and interactive exercises, you will discover opportunities to minimise environmental impact while maximising business value.

Green Grants and Pitching for Finance

Securing funding for sustainability projects can be important for small businesses looking to implement environmentally friendly initiatives. In this module, you will learn how to identify relevant funding opportunities, prepare compelling grant proposals, and effectively pitch your sustainability initiatives to investors and financiers. Whether seeking government grants, private investment, or crowdfunding, you will gain practical insights and strategies for accessing financial support for your sustainability goals.





Small Business Britain
@BritainSmallBiz
@BritainSmallBiz

smallbusinessbritain.uk