



# Skills for Clean Growth



Delivered by:   
NatWest

 UWE  
Bristol University  
of the  
West of  
England

On behalf of:   
European Union  
European  
Social Fund

 WEST OF  
ENGLAND  
Combined Authority

## Sustainability Communication & Marketing – Workshop

### Introduction

This session will support businesses to understand the steps they can take to engage effectively with customers and stakeholders around sustainability. Focus will include how to best utilise existing marketing and communications pathways for your business, describing sustainability in your organisation with authenticity and credibility. There will also be an opportunity to explore examples of best practice in the region to help guide further steps.

### Who is it for?

This workshop is open to eligible SMEs on the Workforce for the Future programme. To be eligible for support, you must have a business presence in the West of England (Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset) and be a small or medium sized enterprise (SME).

### What will I get out of it?

This workshop will educate you on:

- Understanding of relevant language and terminology in relation to sustainability and net zero
- Utilising channels to communicate with customers and key stakeholders
- Articulating your values and purpose as an organisation (including writing organisation value statements)

#### Date

06 October 2022

#### Timing

0930-1230

#### Location

Future Leap Clifton, The Old Chapel, 16 Oakfield Rd, Bristol BS8 2AP

#### Cost

Fully subsidised for Workforce for the Future registered SMEs

#### Book your place

Register below

#### Contact

[cleangrowth@uwe.ac.uk](mailto:cleangrowth@uwe.ac.uk)

#### Registration

[Register for the event](#)



- How you communicate efforts in an authentic way, outlining your plans and approach while avoiding making claims that could be mis-perceived externally
- Managing possible challenges from customers and stakeholders around sustainability
- The role of sustainability certification in external engagement
- Best practice case studies from businesses in the region

## Agenda

**09.30:** Meet and introductions (tea, coffee and pastries included)

**10.00:** Session kick-off (Six & Future Leap)

**10.10:** Exercise 1: what does sustainability mean to you and your customers (Six)

**10.25:** The sustainability/ESG effect (Six)

**10.35:** Developing your ESG strategy (Six & Future Leap)

**10.50:** Break

**11.00:** Exercise 2: what are the drivers / barriers you are facing when communicating sustainability (Six)

**11.15:** Authentic sustainability comms (Six)

**11.25:** The role of certification in external engagement (Future Leap)

**11.35:** Storytelling without greenwashing (Six)

**11.45:** Q&A (Six & Future Leap)

**12.20:** Close

## Speakers: Future Leap & Six Marketing

**Future Leap** give organisations the space, knowledge and tools to accelerate their sustainability journey and progress towards carbon neutrality. We do this by showcasing innovative solutions, facilitating future-thinking discussions and collaborating with one another.

**SIX** is an agile and experienced marketing team that works with clients to drive growth by creating awareness, building demand, and generating predictable revenue.

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