

Make Money from Climate Change Roadshow Toolkit

Organisation

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1. Obtaining the budget

The Oxfordshire Roadshow covered 13 towns. Two of these were pilots, and eleven were covered by a budget of £2,000. This was obtained from the Oxfordshire Economic Partnership. The workshops were all free to delegates, and a buffet and tea/coffee/soft drinks was provided at all venues.

If your county has a business organisation or development agency, this is the first place to start. Make Money from Climate Change is primarily aimed at stimulating business change and growth into the low carbon economy or adapting to climate change. These benefits will be goals of many organisations, especially those with government directives and targets to hit.

Our involvement with the Oxfordshire District Councils was mostly with the economic development officers, rather than the environment or climate change officers, as the agenda and outcomes help the objectives of both departments.

Seeking solid financial help is fine, however it is unlikely to be enough to cover your needs – this is where the team comes in. You need to co-opt people who can help get you help in kind to reduce the cost of the roadshow.

The budgeting template will help you understand how far your cash support will get you, and give you an idea of where you need to look for more help to stretch the events to more towns in your county.

2. Defining the scope

The budgeting template will give you an idea of the number of towns you are able to cover with the funds you have.

If you want, as we did in Oxfordshire, to cover far more than your budget permits, set a goal and then look to build a team that will help you reach this goal. Do not settle for a scope that uses the budget you have, without seeking help from your team to stretch it, as you can double your scope if you get a good team in place.

3. Building the team

When I created the list of acknowledgements for those people who helped with the Oxfordshire roadshow, I came up with a list of 78 people or organisations who were involved in its success.

At the start, however, you need people who can give you access to this vast list of people. I would suggest you start with:-

- A representative of the Economic Development team in your local District Council
- A representative from Business Link – ideally in the sustainable business area
- A representative from Envirowise and/or WRAP
- The chair of the local branch of the Federation of Small Businesses
- The chair of the county 's representative for all Chambers of Commerce
- A key "mover and shaker" in the county's formal or informal business networking life
- A keen senior director of a large corporate, ideally whose headquarters are based in your county

If you build and get buy in from this team, it can help you in the following way:

District Council

Can be a champion within their own network of other Economic Development Officers in other District and City Councils in the county to provide support and coverage for the workshops in other districts, including some level of free hosting and catering. Many DCs have distribution lists of businesses and can help to promote the roadshow.

Business Link

Can provide a person to sit on the expert panel for all roadshow workshops. Can provide free events registration/booking service. You may need to complete a form

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to enable Business Link to decide to co-brand the workshops. Can bring delegate badges and registration sign-in sheets. Likely to request copies of the summary feedback and completed sign-in sheets. Business link can put the workshops onto its events list on its website to help to promote the roadshow.

Envirowise

Similar to Business Link in the support it may offer. More likely to have relevant hands-on project experience of helping reduce carbon. Can provide some freebies to help encourage delegates to hand in their feedback forms. Can help with printing of the feedback forms and worksheets. You may need to complete a form to enable Business Link to decide to co-brand the workshops. Likely to request copies of the feedback.

Federation of Small Businesses

Has a large network of SMEs and can market the event to them if the event is co-hosted by the FSB. You will need to help the chair complete a form to obtain co-branding permission. The event will attract non-members of the FSB as well as members, in which case it is sensible to invite along the local FSB recruiter to provide information to anyone interested in joining.

County Chamber of Commerce

If you are lucky enough to have an umbrella organisation representing all the Chambers of Commerce in your county, then ask the chair if they will join your team. In Oxfordshire, we had the Oxfordshire Town Chambers Network, headed up by Iain Nicholson. They will be able to market the event, and crucially, put you in touch with the key people in each town who organise their local chamber. This is the best source for obtaining your local Masters of Ceremony – a local face known by local business owners and more likely to attract them along to the event, keep order, and bring a local light heartedness and energy to the workshops.

Key “Mover and Shaker”

Counties have plenty of networking groups for small businesses, but there may be one person who everybody seems to know. If you can get this person on your team, they will be incredibly useful. They will help publicise the event and put you in touch with others who may provide free services such as design, printing, and photography. They are sometimes able to plug gaps in the team if you cannot get help from everyone you need to in a particular town, as they are most likely to have relationships everywhere of one sort or another.

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Senior Corporate Director

If you can engage a large company who wants to help with the whole roadshow, in particular, by talking about procurement policy for its supply change in relation to carbon, this will add a crucial draw for SME owners – especially those who are not interested in climate change. Many corporate do business with smaller companies, and even if yours does not, it can still illustrate how the supply chain it has will ultimately cause pressures to reduce carbon or offer climate change friendly products down the line.

4. Identifying the speakers

The corporate director should be asked to provide speakers for each event. As well as this, you should aim to have three talks per event from local business owners who have made changes relating to climate change.

I strongly recommend that you choose speakers who are:

- Local to each town you are visiting with the roadshow
- Owners of their business, not – say – the sales director
- Have gone through a process of changing their business to help its customers with climate change – either to mitigate (e.g. energy efficiency products or services) or adapt (e.g. flood prevention products or services)
- Able to talk with enthusiasm – not necessarily in a polished manner – about their business and the changes they have made
- Are not afraid to tell it “warts and all”

The reason for these recommendations is that the audience will be largely SME owners themselves, and will not react as well to a sales pitch as to a real story from someone like themselves. Failures and problems go down well, and it is not uncommon to find climate cynics (at least before their journey began) amongst the local story speakers. Again, this helps to engage those delegates who hold similar views.

You do not need to identify all the speakers right at the start, however, I suggest you aim to secure speakers at least a month in advance. This means starting your search a couple of months in advance of each workshop.

5. Reusable items and Templates

Template	Samples
Budgeting	Speaker briefing notes