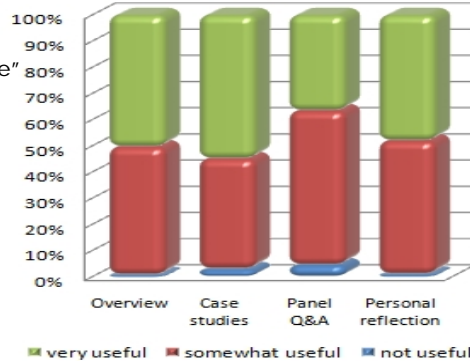


CASE STUDY

Engaging SMEs with Climate Change The Oxfordshire Roadshow

At a Glance

- “Make Money from Climate Change”
- 2 pilots May 2008 & Sept 2008
- Rollout April 2009 - Oct 2009
- Targeting SME business owners
- Cross-organizational collaboration
- £2,000 budget
- 13 towns visited
- 300 SMEs engaged
- 89 SMEs cited new plans to act



Goals

The aim was to engage as many SMEs across the county as possible to respond to climate change. It was felt that there was a gap in local support to help smaller businesses to understand the risks and opportunities it presents. The roadshow workshops sought to plug this gap.

Not Our Target Audience

SME business owners are, anecdotally, a set of self-made people who are no fools. A proportion are already convinced the climate is changing and that the causes are largely man-made. It was considered that this group would have already made steps to adapt — made operational changes and sought to green their product set and guard against extreme weather events. Therefore, any attempt to attract this set of people would be a waste of effort—preaching to the converted.

The Real Target Audience

A significant portion of SME owners, however, remain cynical at the least about climate change and the influence of human activity. They see it as a fad. Add to this the fact that they are extremely time-constrained and we have a real challenge to attract them to the workshops.

The potential for change in this target audience is high. They are more likely to have ignored the issue of climate change up to now, but importantly, SME owners are renowned for being capable of very fast movement when faced with a commercial opportunity.

Approach

To attract the real target audience, we focused the workshop on the potential profits of adapting to account for climate change and chose “Make Money from Climate Change” as the title. The slightly controversial title attracted publicity for the events on BBC Radio Oxford.

The workshop format minimised the introduction and focused on real financial benefit. It included big business tendering opportunities (Amey), local case studies, personal reflection and an expert panel consisting of Envirowise, Business Link, UK climate impacts programme (Oxford City), BC Strategies and Ems2.

We wanted to inspire delegates to create new products or services to help their clients mitigate or adapt to climate change. Through this process we also encouraged them to make their own changes such as energy reduction and flood resilience plans.

Produced by



For

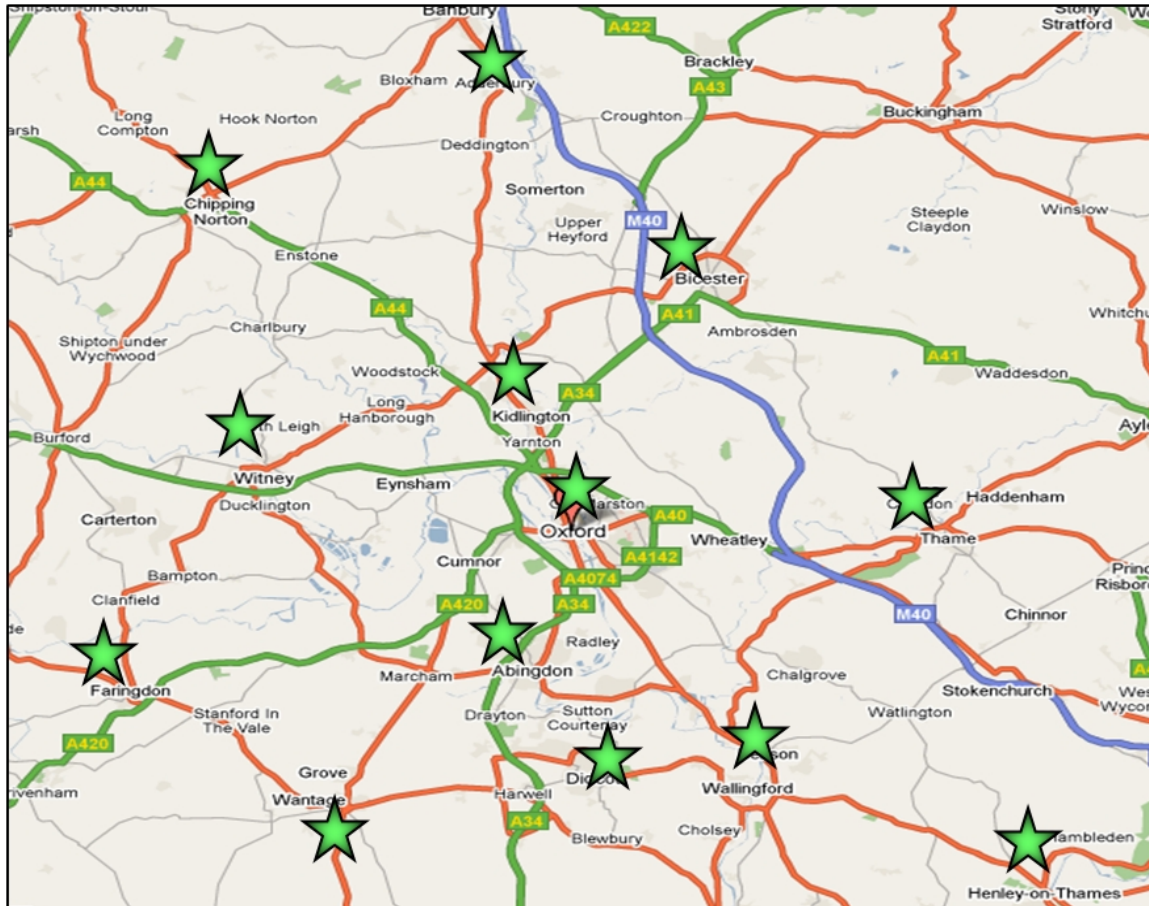


“...to think about how I trade, how I can make a difference”
Delegate, Didcot, 12 May 2009

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Budget and Coverage

A £2,000 roll-out fund was provided by the Oxfordshire Economic Partnership following a request from the Federation of Small Businesses Oxfordshire Chair, Barry Wheatley, who had attended the pilots. This was to cover everything—from the flyers to hall bookings, printing, refreshments and expenses such as phone calls and petrol. The money was around about enough for 6 or 7 events, however with help and discounts, the budget was stretched and a total of 13 venues (including the 2 pilots) were visited right across Oxfordshire.



Cross-organisational collaboration

The budget stretched so far because of the team involved. Sue Priest provided the main organisational resource free of charge as she was on the Oxfordshire committee of the FSB and the roadshow was of interest to Ems2 generally. Envirowise and Business Link provided people for the expert panel, plus help with printing flyers and feedback forms, and taking bookings over the internet and phone—all free of charge. MK Photography took photos free of charge. The local District Councils helped provide certain venues for free including catering, notably Cherwell DC, South Oxfordshire DC, West Oxfordshire DC and Oxford City Council.

Local businesses who sat on the expert panel, such as BC Strategies (business continuity experts) gave their time free of charge. All the local success story speakers provided their time free of charge as did the local, well-known “MCs” masters of ceremony who kept the room energized and introduced each speaker. The Oxfordshire Town Chambers Network provided valuable contacts across the county for local Chambers of Commerce, all of whom helped promote the event along side the FSB, Business Link, Envirowise and the Oxfordshire Economic Partnership.

An ongoing electronic newsletter was produced (also FOC) by Sue Priest which helped keep delegates spreading the word about future venues to their associates. Sue was interviewed three times by BBC Radio Oxford, and articles on websites and in newspapers also helped with marketing the event.

Using Local Success Stories

"I need to do a business continuity plan" ...
 "Considering climate change for business continuity"
*Delegates, Abingdon
 8th October 2009*

"Yes will look into improving / highlighting green credentials when tendering for business, esp. Local authority sector using what i have learned tonight as the starting point"
*Delegate, Wallingford
 27th October 2009*

The format of the roadshow included three local (wherever possible) success stories presented by SME business owners from the town being visited.

This increased the complexity of organizing the roadshow, however it provided another reason for the delegates to listen—some of the presenters could have been clients, suppliers or competitors.

The local case study stories charted the journey of the business owner, from identifying the opportunity for their business, through to developing new offerings to help with climate change.

Speakers were given briefing notes encouraging them to give a frank "warts and all" account.

Mitigation and Adaptation

Arguably, any business changes to respond to climate change can be seen as adaptation of a sort.

In the workshops, some of the local stories were from businesses who developed offerings which helped clients mitigate climate change, such as offering a low-energy version of their old product or service. This could be seen as economic adaptation—adapting and joining in with the low carbon economy. Others offered solutions to help clients to adapt to extreme weather conditions such as flooding—more usual adaptation measures.

Mitigation or Adaptation—Type of Local Success Story

Helping with Extreme Weather	Helping with Extreme Weather	Reducing Carbon	Reducing Carbon
<ul style="list-style-type: none"> • Architect for flood resilience • Flood early warning detection • Rainwater harvesting • Heat-protecting low carbon windows / frames 	<ul style="list-style-type: none"> • Network solutions for home-based weather resilient working • Medical photography for melanoma early detection • IT for resilience to extreme weather events 	<ul style="list-style-type: none"> • Eco builder • Low Carbon Coffins • Low Carbon Lido • Gas fitter-turned-renewables provider / trainer • Low carbon phone company 1 • Print to web • Eco Printer • Green Accountancy • Thermal imaging for energy efficiency • Low carbon architecture 	<ul style="list-style-type: none"> • Automotive Management • Renewable energy-driven office space • Origin of products tracking software • Low carbon IT solutions 1 • Low carbon IT solutions 2 • Low carbon phone company 2 • Low carbon retail solutions • Low carbon cricket

And so 25 local presenters added their experience to the roadshow workshops. In each case, the presenters were invited to join the expert panel for Q&A at the end of the evening, as well as stay afterwards for general networking with delegates.

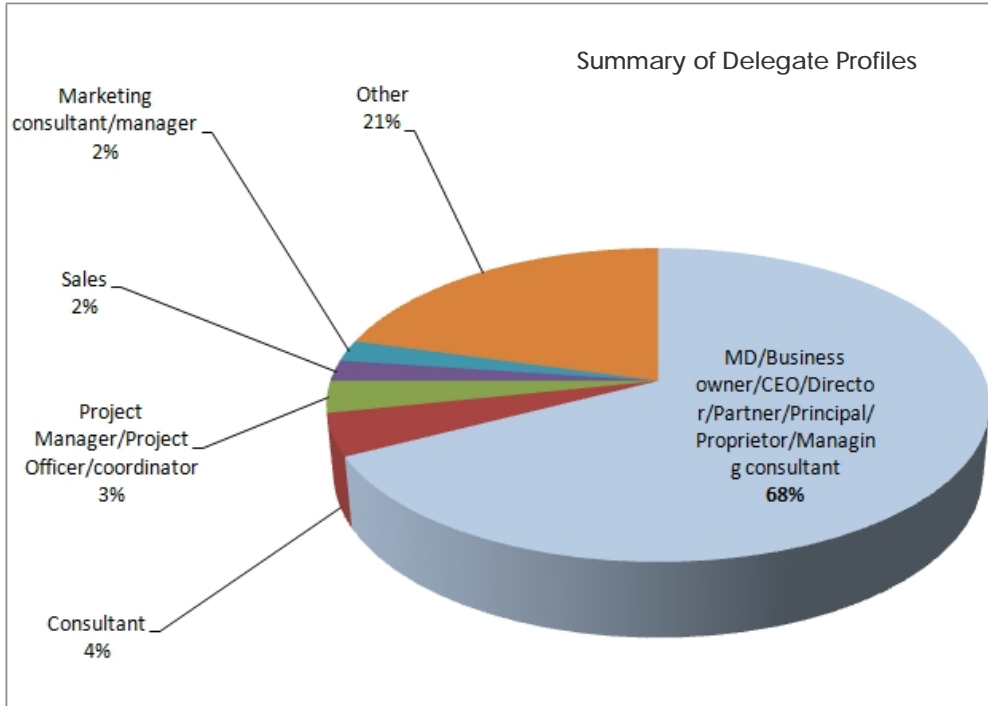
Results

So Who Turned Up?

The majority of delegates were owners of businesses or some variant: Sole trader, Managing Director, Managing Consultant, Proprietor, Owner, Partner.

This group of business owners constituted 68% of the delegates who handed back feedback forms and filled in their role (a total of 95 delegates did this).

"Some ideas thought of for grabbing the opportunity now to make a business advantage of climate change"
Delegate, Banbury, Sept 2008



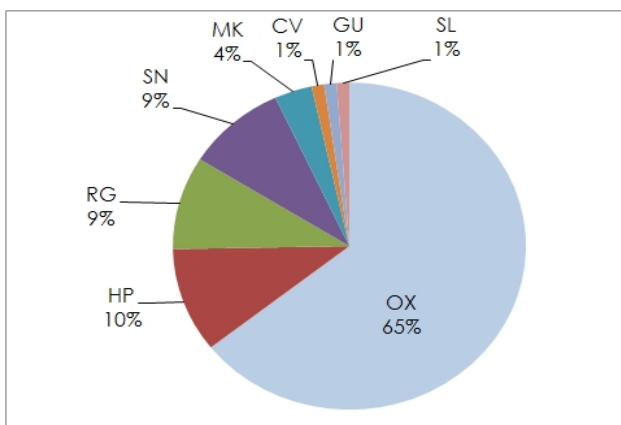
"Yes I can see why I need to put time and effort into considering this issue"
Delegate, Witney 26th May 2009

Of the others, the next largest group was consultant (4%), project manager/officer/coordinator (3%). 2% each for sales and marketing and 1% each of those remaining (see right).

Where were they from?

Delegates who provided their postcodes (87) were mainly from OX areas (Oxfordshire), however a good portion supplied postcodes from elsewhere. Some postcodes are still technically in Oxfordshire (such as certain RG and SN postcodes) - however others were from further afield:-

Delegate Locations by supplied postcode



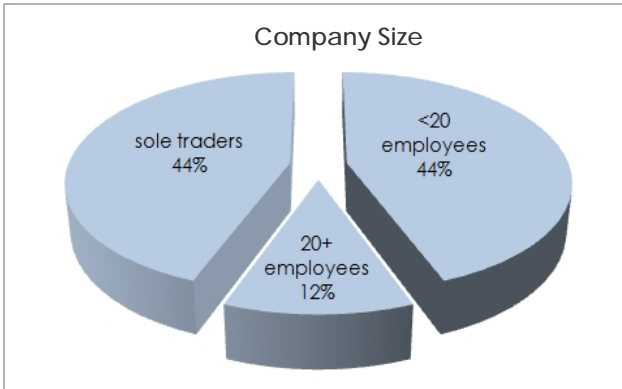
What other Roles did delegates hold?

- Accountant
- Artist
- Business Development Manager
- Childminder
- Deputy Mayor/chair 'Challenge of climate change'
- Farmer
- Group Director
- Health Visitor
- Medical photographer
- Membership advisor
- Officer
- OP Director
- Patent Attorney
- Purchasing Manager
- Recruiter
- Sustainable schools coordinator
- Taxi Driver
- Thinker
- Utilities and CSR manager

Delegate Profiles (continued)

What was their company size?

We wanted to attract SMEs—smaller companies and sole traders—and we did. 88% were either sole traders or had less than 20 employees—exactly the same numbers of each.



But wait a minute—is it useful to devote time to such small companies? The Federation of Small Businesses (<http://www.fsb.org.uk/stats>) says that 97% of firms employ less than 20 people and 64% of all commercial innovations come from small businesses.

“Yes, given me a few more ideas of how to ensure my business is green in all areas especially when we think of expansion and future growth” Delegate, Banbury Sept 2008

So it does look worthwhile when you consider that a portion of these small businesses will grow and develop into medium and larger companies, whose view on climate change could have a much higher impact.

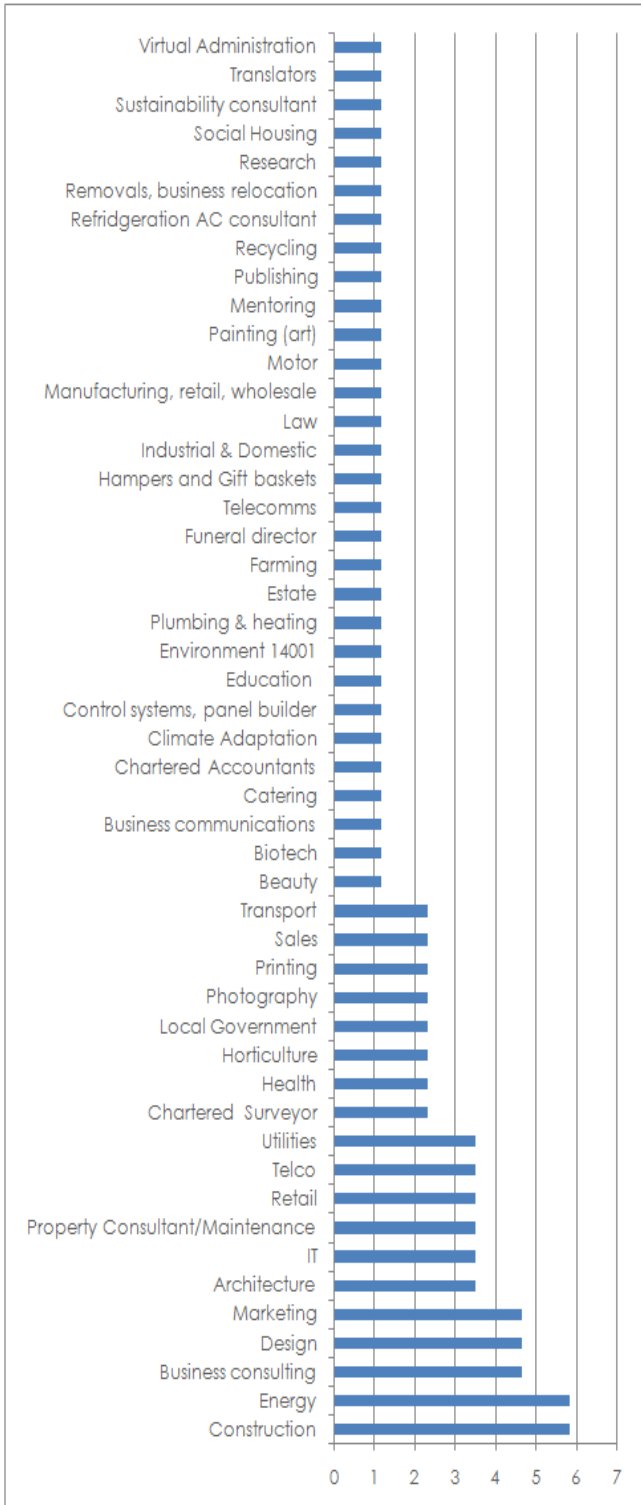
Interestingly, 12% of delegates responding to the feedback request were from companies with 20 or more employees.

What types of companies were represented?

86 delegates told us what industries they worked in. Delegates were attracted from a broad spectrum of industries, from construction to health to law (see right) - 49 different industries in total. Just over a third (34%) of delegates were the only representative in their field.

“It has encouraged me to look at the lighting and heating in the workplace with a view to making changes” Delegate, Wantage

Industry sectors of delegates (percentages)



Energy and construction represented just over 11% of delegates, whilst design, marketing and business consulting accounted for a total of just under 14%.

Utilities, telcos, retail, property, IT and architecture accounted for 18% of responding delegates.

Delegate Feedback

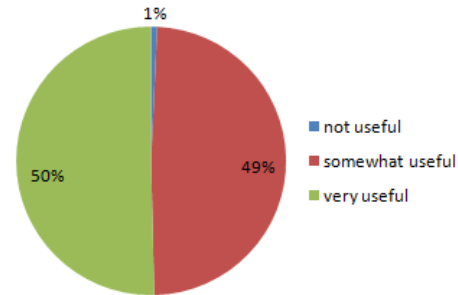
Structured feedback was gathered at the end of each event, with varying levels of take-up.

A total of 139 delegates handed in feedback forms over the course of the roadshow. The response from these delegates was overwhelmingly positive.

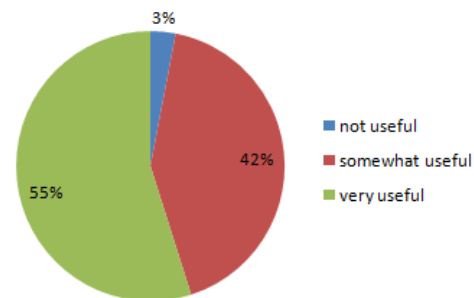
The pie charts on the right show aggregated feedback for each section of the workshop:

- **Climate change overview**—this consisted of an introduction to the science and legislation of climate change, and a framework around which business owners could identify their unique opportunity to make money; assessing their potential to help customers mitigate, or adapt to, climate change. The overview was written and presented by Sue Priest of Ems2. The overview was followed by a presentation from Amey on supply chain pressures for climate change action, and both were considered in the overview feedback.
- **Local Stories**—these were presented by business owners drawn wherever possible from the local town. Their perspectives on building new products or services to help with climate change gave a refreshing and engaging insight into what it is really like to transform a small business in this way. The presenters were not polished marketers, but their passion for their businesses kept the audience totally engaged.
- **Panel Q&A**—this was an open session where delegates asked any questions that came to mind. No question was dismissed, and the session was always energetic as well as informative. Key inputs from Envirowise and Business Link sustainable business advisors, Roger Wilson and Alan Frost, provided the core of these sessions, with additional input from the speakers, BC strategies and Ems2. Mark Goldthorpe, of the UK Climate Impacts Programme, joined us for the Oxford City workshop.
- **Personal Reflection**—there was limited time, however delegates did find opportunities to reflect during the evening.

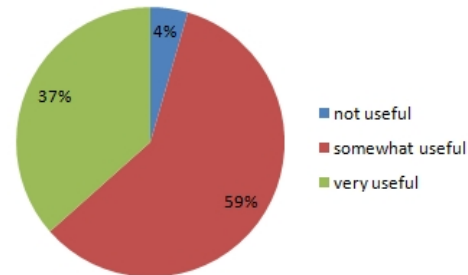
Climate Change Overview



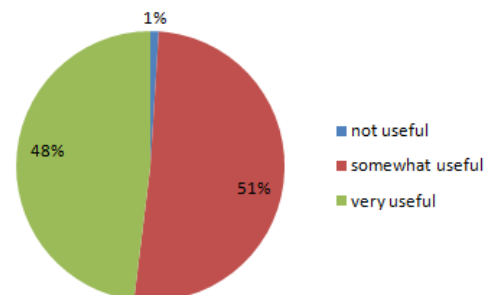
Local Stories



Panel Q&A



Personal reflection



"we are already prepared to change. The evening has pushed this forward for me"
Delegate, Faringdon
18th August 2009

Follow-on Activities

I will be more proactive in delivering environmentally aware advice to clients"
*Delegate, Kidlington
 8th April 2009*

Press

Press releases were issued as a matter of course throughout the roadshow, to alert the local business community to the next town being visited.

In addition, an article was written in August 2009 by Sue Priest for the Horizons and Futures magazine, issued by the Oxfordshire Economic Partnership. This summarised the progress so far.

Big Business Links

Three delegates said they were intending to meet with Amey following the workshops—initiating links between small and big business under the climate change agenda.

FSB Climate Change Innovation Award

The FSB Oxfordshire Committee agreed to support an award for the best small business idea in the county that addresses climate change. There was a cash prize of £1,500 (from the FSB) and a trophy "Small Footprint" sculpture (sponsored by Ems2).

Judging was done by Envirowise (Roger Wilson), Business Link's Sustainable Business Advisor (Alan Frost) and the UK Climate Impacts Programme (Mark Goldthorpe). Sue collated entries and provided judging criteria for the award. The innovation could help customers of the business concerned to either mitigate or adapt to climate change.

The prize was won by Allan Jenkins of ISIS Security (pictured below receiving his cheque from Sue Priest) for his "Canute" flood early warning system, which uses sensors to identify high flood risk events close to a business or home and send text messages to mobile phones to alert the owners. Allan's usual business was in burglar alarms, and so he was an electronics and sensors expert. The prize was announced in November 2009 at the Oxfordshire FSB's Annual General Meeting.

"Yes, develop/find green proposition"
*Delegate, Wallingford
 29 October 2009*

"Challenging our own supply chain"
*Delegate, Abingdon
 21 July 2009*



Above: Snippet from "Horizons and Futures" Magazine copyright© 2010 BBK Media Publishing

Runners up were David Bosley of BosComms for a Eco Office Hub, and Mike Samuels of Medical Photography which detects malignant melanoma early on (Mike cites research proving a link between climate change and increased instances of melanoma.)

Document Cross Reference

The following documents are available in the public domain:

Topic	Description	Available from
Local success stories	All Powerpoint slide decks from local presenters	Ems2 website (free) http://www.ems2.com/ClimateSecrets/lowcarboninnovations/tabid/2679/Default.aspx
Newsletters	PDF files summarising each segment of the roadshow	As appendix to this report and also on http://www.ems2.com/YourBusiness/smallsoletrader/OxfordshireRoadshow/tabid/2790/Default.aspx
Magazine articles	Horizons and Futures a) Roadshow update Aug 2009 and b) coverage of the FSB climate change innovation award winner	Added in appendix of this document http://www.bbkmedia.com/index.php?option=com_content&view=article&id=18&Itemid=8

Topic	Description
<i>Make Money from Climate Change Templates</i>	Various example files and reusable items for other roadshows Submitted to Climate South East as "Package 2" February 2010.
<i>Make Money from Climate Change Slide Deck</i>	Powerpoint slides with salient points of the roadshow for introducing the idea for potential re-use elsewhere in the region. Submitted to Climate South East as "Package 3" February 2010.

Recommendations

Delegate Suggestions

There were 17 suggestions falling into these types:



Suggestions in Full

Organisational

- More time
- Advertise more

Information - factual

- Local statistics:
 - Statistical overview of carbon use in local region
 - Some climate projections for the region
- Environmental impact of incinerators
- I work for the NHS - one of the country's biggest businesses - where was their representation? What are they doing to impact their carbon footprint?
- What is sustainability overview - id like to do one

Information - guidance

- Cost savings
- Where to go for help:
 - An idiots guide to all the various organisations that can provide help and guidance
 - Info sheet on where to go for more info; web-sites / agencies (aware of possibilities now)
 - Info as to where to go to find information and work out environmental impact

Practical help:

- Help with operational improvement:
 - Ideas to become more environmentally friendly within companies
 - More about how ordinary businesses can go green without huge investment
 - More info about measuring my business carbon footprint
 - Home business info
- How to influence the consumer to think of the environment

Ongoing Support

Government business support

Personal Recommendations

What worked well was how much was done with so little resource. The team approach and cross-organisational collaboration was the most important factor, along with a willing organiser.

Delegate Numbers

The numbers of delegates turning up to events varied from 10 to 40. I would like to see larger audiences. I produced a marketing plan but there was only a limited time to cover what was quite a complex set of events, involving many new speakers each month. I would recommend an early and regular mailing to all media outlets prior to the events as well as a flyer with all venues and dates at the start. For the Oxfordshire roadshow we did the flyer and the mailings, however our timing could have been better.

Time

I do not agree with the delegate comment saying we needed more time. The events started at 7pm and finished at 9pm. Delegates were welcome to arrive from 6:30pm for networking and often the post-event networking went on beyond 10pm. The networking aspects were as beneficial to delegates as the presentations and if we were to devote more time to the workshop, it would mean eating in to this time.

Feedback Forms

We always aimed to get 100% of delegates to complete their feedback forms, however the forms collected a lot of data, so some delegates only partially completed them. We were more successful in obtaining the feedback at events where a "bribe" of an Envirowise thermal mug was issued for every one returned. We also offered a free advertising slot on the Oxfordshire Town Chambers Network's website based on a sweepstake of the feedback forms handed in. Nevertheless, I would like future events to try to get a higher percentage of forms handed in.

Follow-up Surveys

I have not followed up with delegates since issuing the last newsletter in December 2009. I would like to do a structured follow up to see whether delegates intending to make changes actually saw them through one year on.

Acknowledgements

The Oxfordshire Economic Partnership
For the rollout funding

Amey

- Keith Sexton
- John Culley
- Patricia Wainwright

Masters of Ceremony

- Ben Jackson – Bicester
- Claire Kingsbury- Banbury
- Mike Foster – Kidlington
- Di Chesterman – Didcot
- Terry Boswell – Abingdon
- Mike Leggett – Witney
- Matthew Cundy – Thame
- Ken Norman – Chipping Norton
- Frank Pavy - Faringdon
- Cllr Craig Simmons - Oxford City
- Barbara Richardson - Henley
- David Bosley - Wallingford
- John Naish - Wantage

Oxfordshire Town Chambers Network

- Iain Nicholson

Photography

- Mike Kirby – MK Photography

Expert Panel and FSB Innovation Award Judges

- Alan Frost of Business Link
- Roger Wilson of Asten and Envirowise
- David Dant of BC Strategies
- Mark Goldthorpe of UK Climate Impacts Programme

Officers of the following councils

- Cherwell District Council
- West Oxfordshire District Council
- Oxfordshire County Council
- Oxford City Council
- South Oxfordshire District Council
- Vale of the White Horse District Council

Envirowise Administration

- Lisa Mattsson

Chair of the FSB South East Region

- Robin Lawrence

Venue owners

For all towns who gave us a discount, especially Thame (Spread Eagle), Henley (River and Rowing Museum) and Chipping Norton (Crown and Cushion)

The FSB Oxfordshire Branch Committee 2008-2009

- Barry Wheatley (secured the funding at OEP)
- Margaret Coles
- Llewellyn Banks Hughes
- Karen Durcan
- David Lushington
- Sarah Williams
- Elaine Whittaker
- Yves Cozon
- Stuart Roper

Local Success Story Speakers

- Alastair Binnie
- Allan Jenkins
- Alun Rowe
- Anne Frost
- Bill Miller
- Chris Sebire
- David Babister 01280 705807
- David Wilsdon
- Glyn Hall
- Helen Bartlett
- Ken Davis
- Ken Norman
- Martin Fenn
- Matt Napper
- Matthew Wise
- Mike Samuels
- Peter Neville
- Philip Donigan
- Roger Barker
- Roger Wilson
- Scott Cuthbert
- Stuart Smith
- The Lord Rotherwick
- Timon Colgrove

Local Chambers and Business Organisations in:

- | | |
|--------------|-------------------|
| • Bicester | • Thame |
| • Banbury | • Chipping Norton |
| • Kidlington | • Faringdon |
| • Didcot | • Oxford City |
| • Abingdon | • Henley |
| • Witney | • Wallingford |
| | • Wantage |