



Climate
South East

Successful SME Engagement with Climate Change

How to Replicate the
Oxfordshire Roadshow



Topics

- ▶ Why bother?
- ▶ Was it successful?
- ▶ What was the formula?
- ▶ Can it be replicated elsewhere?
- ▶ How can it be replicated elsewhere?

Why Bother?

- ▶ SMEs represent a high proportion of business activity and innovation in the UK¹
- ▶ SME business owners see climate change as a low priority²
- ▶ ...therefore successfully engaging SMEs has huge potential impact for tackling the causes and effects of climate change

The Oxfordshire Roadshow has revealed a successful formula for engaging SME owners

1=see <http://www.fsb.org.uk/stats>

2=from UKCIP and Business Link "Climate Change and Small Businesses June 2008"

Was it Successful?

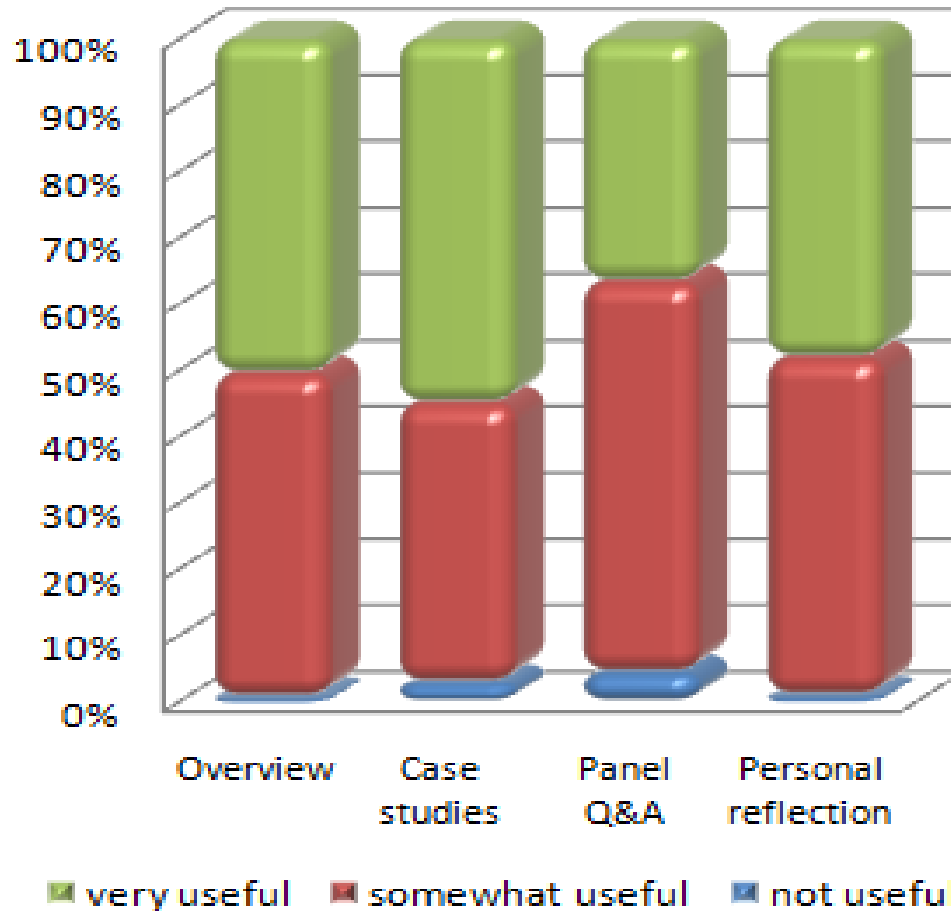
- ▶ The Roadshow visited 13 towns
- ▶ ...with a shoestring £2,000 budget

- ▶ **Climate change a low priority?**
- ▶ We engaged with 300 SMEs

Successful- in getting so many SME owners to turn up ...



What was the feedback?



Successful – that 98% of respondents found the workshops very, or somewhat, useful

What was the feedback?

"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

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

"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

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

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

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

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

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

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



Successful – that 89 SMEs cited new plans to act on climate change following the workshops

What was the formula?

ETHOS – TAILORED TO SMEs

To engage accepting the **unique nature** of SME owners

Time constrained, climate cynics in business, quick to move on opportunities



MAXIMISE SME MOTIVATION to TURN UP

Reject words like “risk”, “issues”, “moral obligation”, “vulnerability”

Focus totally on “opportunity”, “supply chain procurement advantage”, “business growth”



DELIVERY - TAILORED TO SMEs

Not dictatorial, but discursive, interactive, respecting all views, even cynical ones

Core team plus local focus including success stories from each town, supported by experts

The name was key:

The poster features a blue background with a white iceberg melting in the sea. The title 'Make Money ...from Climate Change' is prominently displayed in yellow and white text, circled in red. Below the title, there is a list of dates and venues, a programme description, and contact information for booking. The poster also includes logos for sponsors and supporters.

Make Money ...from Climate Change

► Use the effects of climate change to generate new commercial opportunities for your business.
► Hear from business owners who have successfully adapted to a new business forward.
► Question and answer session with a panel of industry experts.
► Hear why large company, Amey, are seeking lower carbon suppliers from the local area.

7pm-9pm	12 th May	Oldcot - Cornerstone Arts Centre
7pm-9pm	26 th May	Witney - Corn Exchange
7pm-9pm	2 nd June	Thame - Spiredeagle Hotel
7pm-9pm	24 th June	Chipping Norton - Crown and Cushion
7pm-9pm	21 st July	Abingdon - Council Chamber, Guildhall
7pm-9pm	18 th August	Faringdon - Faringdon Business Centre
7pm-9pm	15 th September	Oxford City - Oxford Town Hall
7pm-9pm	30 th September	Henley - Henley River & Rowing Museum
7pm-9pm	8 th October	Wantage - Lains Barn
7pm-9pm	27 th October	Wallingford - South Oxfordshire District Council Offices

PROGRAMME
Introductions
By the Federation of Small Businesses and Business Link
Scene Setting
Climate change overview: Sue Priest of Em2
Pressure for low carbon procurement: Patrick Wainwright, Keith Beaton or John Cuffey of Amey
Case Studies
A set of three case studies presented by local business owners showing how they changed their companies to offer new products or services to help with climate change
Question & Answer Panel
Our speakers will be joined on the expert panel by: Emefemika, Business Link, Click-on Logistics and BC Strategies of Operation Davitch

TO BOOK
To book your place for an event, please call Business Link on:
0845 600 9 006
quoting your preferred date, venue & 'Make Money from Climate Change'
or book by email at:
info@businessinbolutions.co.uk
MORE INFORMATION
Please email: sue.priest@em2.com

Sponsors
Logos for various sponsors including the Federation of Small Businesses, Business Link, and local businesses.

Supported by
Logos for various supporters including Em2, Intel, and BC Strategies.



Slightly controversial – yes, however ...

- The name attracts the target audience
- Press picked up on the theme and provide additional publicity

- helping increase the take-up

Can it be replicated elsewhere?

To judge this, we can look at two factors:

- ▶ Is the SME landscape of Oxfordshire typical?
 - If Oxfordshire is particularly unusual, then re-using the roadshow “as is” may not be successful elsewhere
- ▶ What support is available outside Oxfordshire?
 - If support relied upon in Oxfordshire is not available elsewhere, then more resources may be needed



Is Oxfordshire Typical?

A report prepared for the FSB by Oxford Brookes University¹ showed the profile of SMEs (2007):

- 25,000 small businesses in Oxfordshire's economy
- Approximately 50% of the county's employment
- 65% are family-owned, 46% limited companies, 29% sole traders, and 20% partnerships
- 35% are home-based

The report states that this profile is
“very similar to the national pattern of small businesses”

¹ http://www.brookes.ac.uk/business_employers/ktp/connect/edition1/fsbreport.pdf



What support is available?

The core team to deliver the roadshow:

- ▶ The Oxfordshire Economic Partnership
- ▶ The Federation of Small Businesses
- ▶ Business Link and Envirowise
- ▶ City, District and County Councils
- ▶ The County Chambers of Commerce
- ▶ A large corporate with a climate change agenda
- ▶ Local business networking groups and venues
- ▶ A willing organiser working free of charge

All of these avenues of support should be available in other counties
(though the organiser will probably need to be funded)

So YES – it should be able to be replicated in other counties.

How can it be replicated?

How to Use this Toolkit

Audience

This toolkit has been developed to enable business groups, local councils or organisers to replicate the successful Oxfordshire roadshow, 'Make Money from Climate Change'.

The series of events engaged 300 SME business owners from across Oxfordshire on the topic of climate change during 2009 and 2010. The aim was to inspire the owners to adapt their business economically by providing new products and services which will help their customer either mitigate or adapt to climate change.

The results and feedback from this key group of business owners was very positive, leading to the production of this kit in February 2010 for Climate South East.

Sue Frost, Emu2
Organiser of Oxfordshire Roadshow

Contents

The toolkit contains a series of documents, templates, checklists and samples.

You can use whichever you think will be useful to you.

The materials are organised into the following categories: organisation, planning and logistics. Organisation tasks should come first, then planning then logistics, though it is recommended that you read through all materials at the start to get a feel for what you might want to re-use and what is likely to be new for your county.

Documents

Organisation	Planning	Logistics
<ul style="list-style-type: none"> •Obtaining the budget •Defining the scope •Building the team •Identifying the speakers 	<ul style="list-style-type: none"> •Building the schedule •Creating the marketing and communications plan •Defining the feedback requirements •Building the workshop slide deck 	<ul style="list-style-type: none"> •Tips on running a SME/CC event •Reminders •Big-up notes and MC script •Managing feedback •Following up

Templates, checklists and examples

Organisation	Planning	Logistics
<ul style="list-style-type: none"> •Template - budgeting •Sample - speaker briefing notes 	<ul style="list-style-type: none"> •Sample - advertising flyer •Sample - marketing / events plan •Template - workshop slide deck •Sample - press release •Sample - feedback form 	<ul style="list-style-type: none"> •Checklist - for organiser •Template - delegate worksheets •Sample - MC script •Sample - room email reminder •Template - newsletter

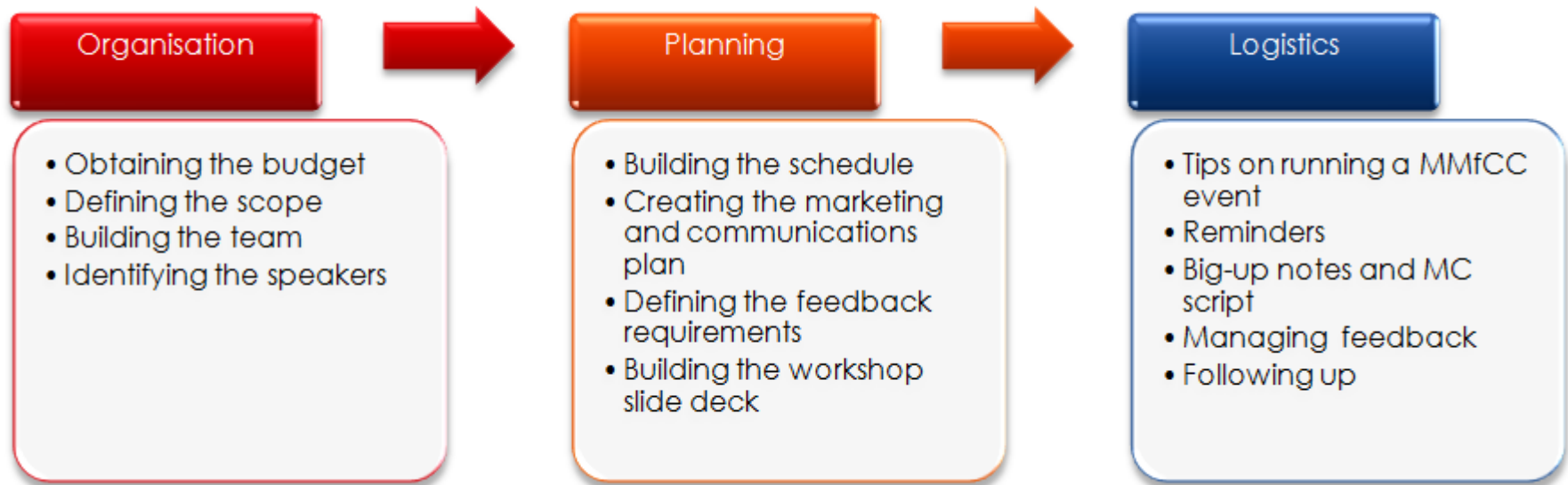
A **Roadshow toolkit** has been delivered to Climate South East.



- ▶ Produced by the Oxfordshire organiser
- ▶ Contains materials which can be copied or adapted for a different county

Roadshow Toolkit

Overview Documents with instructions and tips on what works best





Roadshow Toolkit

Samples, templates, checklists and tips from the Oxfordshire organiser

Organisation

- Template - budgeting
- Sample - speaker briefing notes

Planning

- Checklist - for organiser
- Sample - advertising flyer
- Sample - marketing and comms plan
- Template - workshop slide deck
- Sample - press release

Logistics

- Template - feedback form
- Template - delegate worksheet
- Sample - MC script
- Sample - team email reminder
- Template - newsletter



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Giving you the Edge on Climate Change

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