

Eco-I North West

 **European Union**
European Regional
Development Fund

NORTHERN POWERHOUSE
HM Government

By having
a virtual
programme we
are saving
98.02 kg CO₂e

Eco-I North West Low Carbon Events Programme

Strategise, Solve, Share

Led by the University of Cumbria and a team of delivery partners, the programme aims to support Cumbrian businesses in the transition to net zero carbon emissions through the process of Strategising, Solving, and Sharing.



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Central Lancashire
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University



Take control of your low carbon journey with our series of collaborative virtual and in-person events helping support you to achieve your low carbon objectives. Designed to share experiences, tackle challenges and provide solutions; our workshops will inspire and empower you to drive positive change within your business.

SMEs are the lifeblood of the UK economy. Your role as a leader within your micro business or small to medium-sized enterprise is crucial as we rapidly approach our low carbon future.

Designed to deliver a personalised route map for your business, the North West Events Programme; Strategise, Solve, Share is your first step to strategically plan and boost confidence in your greener future.

The low carbon events programme is designed as a connected series, enabling businesses to choose any individual session and gain vital learnings to assist their business, or attend a number of sessions, building insights and exchanging knowledge to boost confidence and underpin personalised business planning.

For SMEs starting their low carbon journey, our online workshops will support you to create your own low carbon strategy, providing practical steps to drive your business forward.

Complementing your product and service portfolio, these sessions will explore the reality of your journey to zero carbon. Built around relevant case studies and expert contributions from guest speakers and workshop facilitators, our 'Strategise' workshops will ensure your planning is underpinned by measurable objectives and tactical activities to boost your green credentials.

We will review your business challenges using a host of tools designed to evolve your business planning now and, in the future - all with the support and influence of facilitators, business experts and fellow SME leaders.

Strategise

Solve

For SMEs who are ready to make practical low carbon changes to build on their journey to date and their aspirations to continuously strive for a greener future.

These sessions are designed around a narrative of case studies and expert contributions from guest speakers as well as each session's facilitators. Each session is tailored to a particular sector to ensure that examples are relevant and provide a benchmark, as well as inspiration to develop meaningful low carbon themes.

These practical steps will be captured and personalised in individual business plans and next steps to ensure your low carbon future is specific and achievable.

All sessions are to take place on site at a relevant business who are already making their own low carbon changes in Cumbria.

Facilitated networking sessions, these workshops are perfect for SMEs who are already making low carbon changes to their operations and recognise the benefit of sharing and evolving as an informed collective.

These sessions aim to harness best practice sharing and the collective voice of local SMEs to build (on attendees') low carbon attitudes, strategies and action plans.

Immersive and collaborative, you will work alongside industry peers and expert facilitators to takeaway meaningful next steps for a more sustainable, low carbon future.

Share

WORKSHOP ONE

Strategies for a Low Carbon Future

Eco-I

North West

Exploring strategies for a low carbon future, this workshop will explore risks and opportunities via review and self-evaluation to build your business' adaptability and resilience. The aim of this workshop is to empower you and your business to succeed, whilst demystifying the low carbon agenda.

WHEN IS IT?

Pre-session launch:

Wednesday 17th November, 4 - 5pm

Main event:

Wednesday 24th November, 9am - 1pm

Post event session:

Wednesday 1st December, 4 - 5pm

WHERE IS IT?

All three events are online. Link to be provided on registration.

WHO IS IT FOR?

SMEs in Cumbria who have just started on their low carbon journey.

PREPARATION

The interactive pre-session launch is the perfect opportunity to explore the session's content and engage with others who are joining the workshop, including your facilitators.

EVALUATION

The post event session offers time to reflect on the workshop, sharing what has been useful and overcoming any challenges to enable you to implement change.

Delivered in collaboration with:



IMPACT

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WORKSHOP ONE

Strategies for a Low Carbon Future

Eco-I

North West

TOPICS COVERED

You will explore a low carbon future for SMEs in Cumbria and specifically define why this matters to you and your business. Together we will:

- Demystify technical language and jargon
- Discuss the implementation of practical and positive actions
- Explore how a low carbon future relates to you and your business
- Identify risks and opportunities
- Better understand short, medium and long-term actions
- Identify no and low-cost options
- Analyse business case studies and understand the approach they have taken
- Share ideas with other SMEs and better understand our role and the need for change
- Hear from SME subject matter experts on emission, carbon and the low carbon future

SESSION TAKEAWAYS

You'll create tangible assets through practical exercises which map out your current business operations, highlighting risks and opportunities in relation to a lower carbon future and resulting in a SMART action plan.

THIS SESSION IS

- Your opportunity to reflect on and evaluate current business operations and what immediate action you can take
- A chance to meet and engage with other SMEs in an interactive and engaging session
- Broken down into bite-sized learning blocks - fast-paced, interactive and energising
- Action-focused so you'll come away having 'done' the work whilst expanding your knowledge and network at the same time

THIS SESSION ISN'T

- A lecture on the science behind the need for a carbon economy
- Focused on global context of the climate change agenda - it's local and tailored to you
- About just observing, it's about input, engagement and action
- PowerPoint heavy! We'll use minimum slides and maximum human connection

WORKSHOP TWO

Low Carbon Vision and Values

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Identifying and embedding your low carbon vision and values will underpin how you frame your strategy and action plan. It will also engage your employees and customers as you build carbon reduction into the culture of your company. The aim of this workshop is to provide a clear definition of your company's culture and ambition via a set of guiding beliefs illustrating how you will deliver that vision.

WHEN IS IT?

Pre-session launch:

Wednesday 8th December, 4 - 5pm

Main event:

Wednesday 15th December, 9 - 1pm

Post event session:

Wednesday 5th January, 4 - 5pm

WHERE IS IT?

All three events are online. Link to be provided on registration.

WHO IS IT FOR?

SMEs in Cumbria who have just started on their low carbon journey.

PREPARATION

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EVALUATION

The post event session offers time to reflect on the workshop, sharing what has been useful and overcoming any challenges to enable you to implement change.

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Low Carbon Vision and Values

TOPICS COVERED

You will dive deeper into what drives you and your business with a key focus on how your business vision, values and ethos align to a low carbon economy.

- Connect with your own personal values and what matters to you
- Demystify the terms 'mission', 'ethos' and 'values' and what they mean for your business
- Use case studies to learn from and discuss how other businesses communicate their purpose
- Consider who your target audiences are, how you communicate your mission and values and why they matter
- Hear from a local business that has applied its ethos into their business operations and customer base, understanding why and how it's helping to reduce carbon and increase profitability

SESSION TAKEAWAYS

You'll work on your business' vision statement and values, as well as identifying and segmenting your key stakeholders (customers/employees) and creating a communications plan. Your communications plan is the vehicle with which to establish, embed and share your company's ethos and values.

THIS SESSION IS

- An opportunity to reflect on your own business and its purpose
- A chance to focus on your business' mission, values and ethos
- An opportunity to meet and engage with other SMEs in an interactive and engaging session
- Broken down into bite-sized learning blocks - fast-paced, interactive and energising
- Action-focused so you'll come away having 'done' the work whilst expanding your knowledge and network at the same time
- Collaborative - we will work as one group, in pairs, individually and in small groups in order to maximise networking opportunities, exchange of ideas and to socialise learning

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- A lecture on the science behind the need for a carbon economy
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WORKSHOP THREE

Creating Low Carbon Products and Services

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In this session, you will explore how to create a low carbon brand with appeal and a perceived high value for your products/services. The aim of this workshop is to help you gain a grounding in how to translate these into messages for your target audiences.

WHEN IS IT?

Pre-session launch:

Wednesday 12th January, 4 - 5pm

Main event:

Friday 21st January, 9 - 1pm

Post event session:

Wednesday 26th January, 4 - 5pm

WHERE IS IT?

All three events are online. Link to be provided on registration.

WHO IS IT FOR?

SMEs in Cumbria who have just started on their low carbon journey.

PREPARATION

The interactive pre-session launch is the perfect opportunity to explore the session's content and engage with others who are joining the workshop, including your facilitators.

EVALUATION

The post event session offers time to reflect on the workshop, sharing what has been useful and overcoming any challenges to enable you to implement change.

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WORKSHOP THREE

Creating Low Carbon Products and Services

Eco-I

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TOPICS COVERED

You will unearth opportunities across your business to do things differently. You will also have the opportunity to plan out the practical steps needed to create relevant new products or services.

- Understand the business benefits for change and the opportunities it provides for your business and our low carbon future
- Explore your current business model to help identify potential areas for innovation
- See what matters to your customers and how to communicate with them
- Better understand the innovation process and how to move ideas into action
- Look at the steps required to embed new ideas, products and services through real-life practical examples
- Create a plan of action to take your idea and implement processes and actions to make it a reality

SESSION TAKEAWAYS

You will map out your current business model, identifying innovation (in products or services), hot spots and create a plan that outlines what is needed to take your idea through to delivery.

THIS SESSION IS

- An opportunity to reflect on your own business and areas for innovation
- A way in which to identify opportunities for new low carbon solutions
- Your chance to meet and engage with other SMEs in an interactive and engaging session
- Broken down into bite-sized learning blocks - fast-paced, interactive and energising
- Action-focused so you'll come away having 'done' the work whilst expanding your knowledge and network at the same time
- Collaborative - we will work as one group, in pairs, individually and in small groups in order to maximise networking opportunities, exchange of ideas and to socialise learning

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WORKSHOP FOUR

Financing the Transition to Zero Carbon

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In this session you'll explore financing the transition to zero carbon investment and the support available. The aim of this workshop is to identify cost efficiencies on your zero emissions journey, plus the practical and achievable steps you can take to get there.

WHEN IS IT?

Pre-session launch:

Wednesday 9th February, 4 - 5pm

Main event:

Wednesday 23rd February, 9 - 1pm

Post event session:

Wednesday 2nd March, 4 - 5pm

WHERE IS IT?

All three events are online. Link to be provided on registration.

WHO IS IT FOR?

SMEs in Cumbria who have just started on their low carbon journey.

PREPARATION

The interactive pre-session launch is the perfect opportunity to explore the session's content and engage with others who are joining the workshop, including your facilitators.

EVALUATION

The post event session offers time to reflect on the workshop, sharing what has been useful and overcoming any challenges to enable you to implement change.

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WORKSHOP FOUR

Financing the Transition to Zero Carbon

Eco-I

North West

TOPICS COVERED

You will explore the reality of transitioning to zero carbon and the practical steps you can take to ensure your business isn't in the red by trying to go green.

- Explore the benefits of energy efficiency and how it can enhance your business
- Map out your business and where efficiencies can be made - highlight the implications on cost
- Better understand the current financing options including loans, asset-based financing and leasing
- Align appropriate options to your own business
- Hear from other Cumbrian SMEs about their transition to zero carbon

SESSION TAKEAWAYS

Explore your company to help work out where you can achieve the greatest savings and have a clear idea of what options are available and how to access support.

THIS SESSION IS

- An opportunity to reflect on your own business approach to going carbon zero
- Your chance to align appropriate zero carbon options to your company
- Your chance to meet and engage with other SMEs in an interactive and engaging session
- Broken down into bite-sized learning blocks - fast-paced, interactive and energising
- Action-focused so you'll come away having 'done' the work whilst expanding your knowledge and network at the same time
- Collaborative - we will work as one group, in pairs, individually and in small groups in order to maximise networking opportunities, exchange of ideas and to socialise learning

THIS SESSION ISN'T

- A lecture on the science behind the need for a carbon economy
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WORKSHOP FIVE

Low Carbon Solutions Workshop

Hospitality, Food and Drink

Eco-I

North West

In this session you'll be equipped with guidance and contacts to make your low carbon future planning specific and achievable. The aim of this workshop is to define key parameters in the hospitality, food and drink industry to map out the scale of opportunities for your low carbon evolution.

WHEN IS IT?

Tuesday 22nd March 2022 8am - 2pm

WHERE IS IT?

Venue TBC, but will be a relevant location for the hospitality and catering industry to maximise opportunities for best practice sharing in situ.

WHO IS IT FOR?

Cumbrian SMEs in the hospitality, food and drink sector who are ready to make practical low carbon changes across their business.

Delivered in collaboration with:



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WORKSHOP FIVE

Low Carbon Solutions Workshop

Hospitality, Food and Drink

Eco-I

North West

TOPICS COVERED

Together we will cover:

- Reducing carbon in the hospitality, food and drink sector: understanding sources, scale and impact
- Carbon foot printing: why is it important, what is it and how does it work?
- What do low carbon menus look like and what makes up the figure?
- Developing carbon action plans and how to measure, manage and tailor them for your business
- Carbon legislation and benchmarking
- Best practice examples from across the sector
- Influencing customer and staff behaviour to benefit your business and the environment
- Marketing and how to make the most of your low carbon approach
- Funding and finance for low carbon improvements
- Horizon gazing and what's coming further down the line?
- Sharing challenges, solutions and opportunities

SESSION TAKEAWAYS

You'll create tangible assets such as an outline of carbon management and a tailored action plan. You will also gain an understanding of carbon foot printing and calculating tools to underpin the planning process.

Direct contact with supply chain 'solution' companies, self-assessment and peer review of carbon priorities in your business and mission/value statements are also part of the agenda.

Access to immediate and longer-term funding opportunities will result from the workshop content, enabling you to better plan a sustainable future for your business.

THIS SESSION IS

- An A-Z coverage of the key elements of understanding, measuring and developing a practical and strategic carbon action plan for your business, with content tailored specifically to the hospitality, food and drink sector
- Ideal if you are just starting off on your low carbon journey, or need reassurance that you're going in the right direction with useful benchmarking against others

THIS SESSION ISN'T

- Suitable for businesses simply wanting to tick the box and deliver 'greenwash'
- About just observing, it's about input, engagement and action
- PowerPoint heavy! We'll use minimum slides and maximum human connection

WORKSHOP SIX

Low Carbon Solutions Workshop

Leisure and Events

Eco-I

North West

In this session you'll be equipped with guidance and contacts to make your low carbon future planning specific and achievable. The aim of this workshop is to define key parameters in the leisure and events industry to map out the scale of opportunities for your low carbon evolution.

WHEN IS IT?

Tuesday 19th April 2022 8am - 2pm

WHERE IS IT?

Venue TBC, but will be a relevant location for the leisure and events industry to maximise opportunities for best practice sharing in situ.

WHO IS IT FOR?

Cumbrian SMEs in the leisure and events industry who are ready to make practical low carbon changes across their business.

Delivered in collaboration with:



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WORKSHOP SIX

Low Carbon Solutions Workshop

Leisure and Events

Eco-I

North West

TOPICS COVERED

Together we will cover:

- Reducing carbon in the leisure and events sector: understanding sources, scale and impact
- Carbon foot printing: why is it important, what is it and how does it work?
- Developing carbon action plans and how to measure, manage and tailor them for your business
- Carbon legislation and benchmarking
- Best practice examples across the sector
- Influencing customer and staff behaviour to benefit your business and the environment
- Marketing and how to make the most of your low carbon approach
- Funding and finance for low carbon improvements
- Horizon gazing and what's coming further down the line?
- Sharing challenges, solutions and opportunities

SESSION TAKEAWAYS

You'll create tangible assets such as an outline of carbon management and a tailored action plan. You will also gain an understanding of carbon foot printing and calculating tools to underpin the planning process.

Direct contact with supply chain 'solution' companies, self-assessment and peer review of carbon priorities in your business and mission/value statements are also part of the agenda.

Access to immediate and longer-term funding opportunities will result from the workshop content, enabling you to better plan a sustainable future for your business.

THIS SESSION IS

- An A-Z coverage of the key elements of understanding, measuring and developing a practical and strategic carbon action plan for your event / leisure business
- Ideal if just starting off on the low carbon journey or needing reassurance that you're going in the right direction / benchmarking against others

THIS SESSION ISN'T

- Suitable for businesses simply wanting 'to tick the box' and deliver 'greenwash'
- About just observing, it's about input, engagement and action
- PowerPoint heavy! We'll use minimum slides and maximum human connection

WORKSHOP SEVEN

Low Carbon Solutions Workshop

Buildings, Construction and Retrofit

Delivered in collaboration with:



Eco-I

North West

In this session you'll devise solutions based on a raft of learnings from experts in the field of buildings, construction and retrofit.

Gaining an understanding of what's new from a legislative, funding and technology perspective, will enable you to leverage relevant opportunities for your business' low carbon progression.

WHEN IS IT?

Tuesday 10th May 2022, 8am - 2pm

WHERE IS IT?

Venue TBC, but will be a relevant location for the industry to maximise opportunities for best practice sharing in situ.

WHO IS IT FOR?

Cumbrian SMEs in the buildings, construction and retrofit industry who are ready to make practical low carbon changes across their business.

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WORKSHOP SEVEN

Low Carbon Solutions Workshop

Buildings, Construction and Retrofit

Eco-I

North West

TOPICS COVERED

Together we will cover:

- Reducing carbon in the building, construction and retrofit sector by understanding sources, scale and impact
- The latest considerations emerging in the sector by way of design, embodied carbon, full life cycle analysis and in-use carbon
- Fabric development and the concept of going back to the future
- Pre-fabrication
- Technology development and renewables (including battery storage and EV charging)
- Existing and emerging legislation relevant to carbon in-home building
- Best practice examples across the sector and insights into local supply chains in Cumbria
- Resilience to flooding and extreme weather
- Affordability and 'payback'
- Whole house retrofit and whether or not it is feasible
- Training needs and how these can be met
- Funding and finance for low carbon improvements
- Horizon gazing and what's coming down the line?
- Sharing challenges, solutions and opportunities

SESSION TAKEAWAYS

You will gain an understanding of the latest developments in legislation, design, technologies, fabric, costs and 'payback', carbon measurement and life cycle considerations in the building, construction and retrofit sector.

Direct contact with supply chain 'solution' companies and access to immediate and longer-term funding opportunities will also result from the workshop content.

THIS SESSION IS

- An opportunity for any builder, architect or developer to get up to date with practical information and contacts on low carbon building design, materials and technologies
- Ideal for your business if you are unsure of the legislation, the opportunities for low carbon build/retrofit or have technical, training or supply chain challenges that you need to address

THIS SESSION ISN'T

- Prescriptive, but it will certainly help you to make reasoned decisions on construction projects and retrofit
- About just observing, it's about input, engagement and action
- PowerPoint heavy! We'll use minimum slides and maximum human connection

WORKSHOP EIGHT

Networking Forum

Hospitality, Food & Drink

Delivered in collaboration with:



Eco-I

North West

In this facilitated networking session, you will discuss and share ideas about low carbon interventions, leveraging learnings from real industry experiences for mutual benefit.

This session will help you to define what your low carbon future looks like and why it is important to your business. Furthermore, workshop content will be practical and relevant to the hospitality, food and drink sector ensuring you plan changes that you can implement with confidence, knowing they are tailored to support your sustainable innovation goals.

WHEN IS IT?

Thursday 26th May, 9am - 12pm

WHERE IS IT?

All three events are online. Link to be provided on registration.

WHO IS IT FOR?

Cumbrian SMEs in the hospitality, food and drink sector who are already making low carbon changes to their operations and are looking for continuous improvement.

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Networking Forum

Hospitality, Food & Drink

Eco-I

North
West

TOPICS COVERED

You will explore a low carbon future for SMEs in Cumbria, and specifically define why this matters to you and your business. Together we will:

- Answer the 'what's next' question for each SME and create an action plan
- Find practical, fit for purpose next steps to equip you with real actions and an understanding of the tangible benefits
- Boost your confidence to ensure each SME can take steps to become more sustainable, without a long-term negative impact on financials
- Gain an understanding of the changes you can make to support your sustainable innovation goals
- Grow knowledge of where to go to for help and advice
- Consolidate advice and materials from previous sessions to aid progression and deepen understanding

THIS SESSION IS

- Practical, relevant and supportive
- A chance to understand what it is to be an SME in Cumbria
- Collaborative and engaging
- Confidence-building and empowering
- Creative, agile and insightful
- Full of knowledge, hints and tips to make sustainability work for your SME
- The place to bring your issues and problems - and find answers
- All about network and collaboration

THIS SESSION ISN'T

- A competitive space - we're all about the collaboration
- The place to increase your technical knowhow - previous sessions are designed to deliver those needs to you
- A place to be disengaged or bored - bring your A-game and you will get back what you put in
- A place that will give you all the answers - you will have to work on finding the right ones suited to your SME



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Networking Forum

Leisure and Events

Eco-I

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This session is designed to support SMEs to harness best practice sharing so they can collectively build tailored strategies and action plans, as a direct result of common experiences - connecting challenges to solutions with forward-thinking attitudes.

With a specific focus on the leisure and events industry, examples and themes will be relevant to you and your business to empower you to plan and succeed.

WHEN IS IT?

Thursday 23rd June, 9am - 12pm

WHERE IS IT?

All three events are online. Link to be provided on registration.

WHO IS IT FOR?

Cumbrian SMEs in the leisure and events sector who are already making low carbon changes to their operations and are looking for continuous improvement.

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Delivered in
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TOPICS COVERED

You will explore a low carbon future for SMEs in Cumbria, and specifically define why this matters to you and your business. Together we will:

- Answer the 'what's next' question for each SME and create an action plan
- Find practical, fit for purpose next steps to equip you with real actions and an understanding of the tangible benefits
- Boost your confidence to ensure each SME can take steps to become more sustainable without a long-term, negative impact on financials
- Gain an understanding of the changes you can make to support your sustainable innovation goals
- Grow knowledge of where to go to for help and advice
- Consolidate advice and materials from previous sessions to aid progression and deepen understanding

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Networking Forum

Buildings, Construction and Retrofit

Delivered in
collaboration with:



Eco-I

North
West

In this forum event, you will work through practical, fit for purpose steps to equip you with real action points and tangible benefits for your business.

With a specific focus on the buildings, construction and retrofit industry, examples and themes are both relevant and topical for the industry. In this way, you will work alongside industry peers and expert facilitators to takeaway meaningful next steps for a more sustainable, low carbon future.

WHEN IS IT?

Thursday 14th July, 9am - 12pm

WHERE IS IT?

All three events are online. Link to be provided on registration.

WHO IS IT FOR?

Cumbrian SMEs in the building, construction and retrofit sector who are already making low carbon changes to their operations and are looking for continuous improvement.

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Networking Forum

Buildings, Construction and Retrofit

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TOPICS COVERED

You will explore a low carbon future for SMEs in Cumbria, and specifically define why this matters to you and your business. Together we will:

- Answer the 'what's next' question for each SME and create an action plan
- Find practical, fit for purpose next steps to equip you with real actions and an understanding of the tangible benefits
- Boost your confidence to ensure each SME can take steps to become more sustainable without a long-term negative impact on financials
- Gain an understanding of the changes you can make to support your sustainable innovation goals
- Grow knowledge of where to go to for help and advice
- Consolidate advice and materials from previous sessions to aid progression and deepen understanding

THIS SESSION IS

- Practical, relevant and supportive
- A chance to understand what it is to be an SME in Cumbria
- Collaborative and engaging
- Confidence-building and empowering
- Creative, agile and insightful
- Full of knowledge, hints and tips to make sustainability work for your SME
- The place to bring your issues and problems - and find answers
- All about network and collaboration

THIS SESSION ISN'T

- A competitive space - we're all about the collaboration
- The place to increase your technical knowhow - previous sessions are designed to deliver those needs to you
- A place to be disengaged or bored - bring your A-game and you will get back what you put in
- A place that will give you all the answers - you will have to work on finding the right ones suited to your SME

WORKSHOP
ONE

WORKSHOP
TWO

WORKSHOP
THREE

WORKSHOP
FOUR

WORKSHOP
FIVE

WORKSHOP
SIX

WORKSHOP
SEVEN

WORKSHOP
EIGHT

WORKSHOP
NINE

WORKSHOP
TEN