JOURNEY TO NET ZERO

BUILD YOUR ROADMAP TO A SUSTAINABLE FUTURE

Business Growth Hub

JOURNEY TO NET ZERO

GET READY FOR THE NET ZERO TRANSITION BY MAKING YOUR BUSINESS CLEANER, GREENER AND MORE PROFITABLE.

Journey to Net Zero is a fully-funded online programme, exclusively for SMEs in Greater Manchester that are at an early stage on the path to net zero emissions.

Via group workshops, study material and one-to-one advice, environmental specialists will guide you through what net zero means for your business and how to prioritise action. With expert support, you'll build a strategic plan to cut your carbon footprint, reduce costs, minimise risk and capitalise on the many opportunities awaiting you in the net zero world.

"Climate change is a fundamental threat to Greater Manchester's current and future economy.
To get to carbon neutral by 2038, we all need to play our part to achieve an urgent and significant reduction in carbon emissions.
I urge all Greater Manchester SME businesses to access this fully funded programme of support to reduce their environmental impacts, while also building a more robust and profitable business."

Mark Atherton
Director of Environment,
Greater Manchester Combined Authority (GMCA)

"I was a complete beginner when I met the Hub, but now we're on track for net zero by 2022 and more successful than ever."

Richard Hagan
Crystal Doors, winner of the 2021 Queen's Award for Sustainable Development

THE NET ZERO TRANSITION IS HERE, AND EVERY BUSINESS NEEDS TO TAKE PART.

In 2019, the UK became the first major nation to commit to reducing greenhouse gas emissions to net zero.

The transition will fundamentally transform every part of the economy. Some of these changes will be visible, such as renewable energy and electric vehicles, but most will happen behind the scenes in the way organisations operate and manage their relationships. Businesses of all sizes will face new responsibilities and risks, but also new opportunities to grow and benefit from greener and more efficient ways of working.

Businesses like yours have a vital role to play. SMEs are responsible for nearly half the UK's business-related emissions, and large companies are increasingly focusing on their supply chain to reduce their environmental impact. The choice is either to start now and capitalise on the opportunities ahead, or fall behind and miss out on the benefits, such as stronger stakeholder relationships, brand reputation and higher profitability.

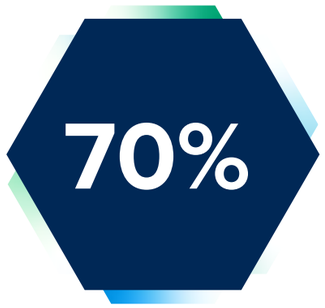
> ***"We can't go on saying there is hope and we'll leave it till next year. We have to change."***

David Attenborough
Broadcaster and naturalist
Speaking to BBC News in January 2020

> ***"SMEs need to make a commitment to tackle climate change and take action on that commitment as quickly as possible. It makes them attractive suppliers to the hundreds of multinationals that need SMEs' emission reductions as part of their bold climate action plans."***

Maria Mendiluce
CEO of the We Mean Business coalition

The UK needs to cut its emissions by around **two thirds** this decade



7 in 10 British businesses plan to introduce net zero emissions goals in the near future

Three quarters of the world's biggest companies expect to deselect suppliers based on environmental performance

BEGINNERS WELCOME

Journey to Net Zero is a programme specially designed to help senior decision makers develop a clear plan of action for net zero. The course is fully funded and no prior expertise is required.

Build a strategy from start to finish

Through online workshops, study material, one-to-one advice and shared learning, you will equip yourself with the knowledge and tools you need to:

- Understand your priorities
- Implement cost and carbon cutting actions
- Use data to make decisions
- Build the business case for investments
- Engage your staff and suppliers
- Build your reputation as a green business
- Commit to a long-term strategy

Learn from environmental specialists

GC Business Growth Hub's team of environmental business advisors collectively have over 150 years' experience in supporting SMEs to become cleaner, greener and more profitable businesses.

KEY DELIVERY TEAM

Rebecca Chedd
Environmental Business Advisor

Alasdair Dalzel-Job
Environmental Business Advisor

Clare Fallon
Environmental Business Advisor

Claire Scott
Environmental Business Advisor

Since 2012, we have helped SMEs in Greater Manchester to save:

2million
TONNES OF CARBON

£500m
IN ENERGY, MATERIAL AND WASTE COSTS

Climate change and you

Your priorities

Carbon footprinting

1 UNDERSTAND NET ZERO

Put net zero into context, identify your key impacts and priorities and use carbon footprinting to inform your decisions.

Resource efficiency

Travel and transport

Engaging your workforce

2 IMPROVE OPERATIONS

Learn how to audit your premises, implement improvements and develop a net zero culture in the workplace.

Risk in your supply chain

Your environmental policy

Building a green reputation

3 BUILD COMPETITIVE ADVANTAGE

Discover how to integrate sustainability into procurement, influence your suppliers and leverage your credentials to win new business.

Successful execution

4 IMPLEMENT YOUR STRATEGY

Set targets in line with climate science, establish a plan for continual improvement and understand how to monitor progress.

PROGRAMME BREAKDOWN

1

UNDERSTAND NET ZERO

Climate change and you

- Net zero and how it relates to climate change
- Global, national, regional targets and you
- Risks of doing nothing vs. benefits of action

Your priorities

- Your environmental impacts
- Collecting and understanding data
- Prioritising action for greater impact

Carbon footprinting

- How to calculate your footprint
- Using footprints to make decisions
- Methods and pitfalls of carbon offsetting

2

IMPROVE OPERATIONS

Resource efficiency

- How to reduce energy, materials and waste
- Implementing quick wins
- Building the business case for investment

Travel and transport

- Future-proofing your fleet and travel
- Incentives for upgrading vehicles
- Greater Manchester's Clean Air Plan

Engaging your workforce

- Embedding a net zero culture
- How to incentivise action
- Sharing ownership and progress

3

BUILDING COMPETITIVE ADVANTAGE

Risk in your supply chain

- How suppliers impact emissions and resilience
- Embedding net zero into your relationships
- Effective methods of engagement

Your environmental policy

- Why you need an effective policy
- What it should cover
- How to answer supplier questions

Building a green reputation

- Benefits of green credentials
- Avoiding 'green washing'
- Options for verifying your achievements

4

IMPLEMENT YOUR STRATEGY

Successful execution

- Setting and prioritising your targets
- Short-to-long-term action planning
- How to build an effective reporting regime

Optional one-to-one support from advisors following completion

START YOUR NET ZERO JOURNEY TODAY. GET IN TOUCH AT:

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European Union
European Regional Development Fund

In partnership with
NORTHERN POWERHOUSE

GMCA GREATER MANCHESTER COMBINED AUTHORITY

Greater Manchester Local Enterprise Partnership