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BALANCE- Green & Stable –

Bringing Sustainability and Environmental Action

Together for Better Future

Workshop Plan

Session outline

Module 2 – European SMEs and Environmental policies

Description

The second module introduces small and medium enterprises consultants to the European Green Deal. It includes the EU's environmental objectives such as the EU's goal to turn Europe into a climate-neutral continent by 2050. In addition public policies are examined in parallel with the role of SMEs within the EU economy and how EU policies impact their activities.



Unit 1: European Small to Medium Enterprises (SMEs) and Environmental Policies.

Consultants: Timeframe: 1.10 hours.

Topic	Dedicated time	Objectives/information covered	Delivery method
The European Green Deal and the role of SMEs	25 mins	<u>Introduction to the EU Green Deal and other EU Environmental Policies for the assessment and management of SMEs:</u> <ul style="list-style-type: none"> ▪ The EU Green Deal. ▪ The Environmental Impact Assessment + Activity. ▪ The Strategic Environmental Assessment Directive. 	SLIDES 5-20 + VIDEO +2 ACTIVITIES
	10 mins	<u>European Policies for SMEs Management:</u> <ul style="list-style-type: none"> ▪ The Small Business Act (SBA). ▪ The SME Performance Review + Activity. ▪ General Objectives of the Green Action Plan (GAP). 	SLIDES 21-26 +ACTIVITY
Introduction to key stakeholders	10 mins	<u>A list of relevant stakeholders for SMEs:</u> <ul style="list-style-type: none"> ▪ National. ▪ Regional. ▪ European. 	SLIDES 27-29
Other National/ Regional Policies for achieving sustainability	15 mins	<u>Other Principal Policies:</u> <ul style="list-style-type: none"> ▪ Activity. ▪ The Green Employment initiative. ▪ The Eco-Innovation Action Plan (EcoAP). ▪ The Taxonomy Regulation + activity. ▪ Environmental Action programs. 	SLIDES 30-36 + ACTIVITY
	10 mins	<u>Other Policies:</u> <ul style="list-style-type: none"> ▪ Horizontal Strategies: <ul style="list-style-type: none"> ▪ The Sustainable Development Strategy (SDS). ▪ The Biodiversity Strategy. 	SLIDES 37-38 + VIDEO



Unit 2: The importance of greening SMEs.

Consultants: Timeframe: 1 hour.

Topic	Dedicated Time	Objectives/information covered	Delivery method
Society, citizenship and responsibility: The environmental aspects of Corporate Social Responsibility	15 mins	<p><u>Introduction to the environmental aspects of green growth and Corporate Social Responsibility (CSR):</u></p> <ul style="list-style-type: none"> ▪ Informing about the EU programs that will help SMEs convert to greener processes. ▪ The areas that will be improved if greener strategies are implemented. 	SLIDES 39-46 +VIDEO + ACTIVITIES
Financial Outcomes for Greening SMEs	15 mins	<p><u>Outlining the benefits involved when implementing green strategies in an SME:</u></p> <ul style="list-style-type: none"> ▪ Cost Savings; ▪ Ensuring legislative compliance and anticipating future legislation; ▪ Reduced environmental risk; ▪ Meeting supply chain requirements; ▪ Improved relations with regulators; ▪ Improved public image and increased market opportunities; ▪ Employee enthusiasm. 	SLIDES 47-51
Green Jobs – Definition and Role	20 mins	<p><u>What is a green job?</u></p> <ul style="list-style-type: none"> ▪ Definition and qualifications of a green job. ▪ Where green jobs can be found and their significant role in our economy. 	SLIDES 52-54
	15 mins	<p><u>Booming sectors with green jobs:</u></p> <ul style="list-style-type: none"> ▪ Informing about the variety of sectors in which green jobs can be located and incorporated. 	SLIDES 54-58 + VIDEO + ACTIVITY