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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 decision-makers to the European Green Deal. It will include the EU's environmental objectives such as the EU's objective to turn Europe into a climate-neutral continent by 2050. The brief presentation of public policies will be put 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.

Decision Makers: Timeframe: 1.10 hours.

Topic	Dedicated time	Objectives/information covered	Delivery method
European Policies for Environmental Assessment	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 5-23 + VIDEO + ACTIVITIES
	15 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 24-36 + VIDEO + ACTIVITY
Other National/ Regional Policies for achieving sustainability	20 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 38- + VIDEO
	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 46-48 + VIDEO +ACTIVITY



Unit 2: The importance of greening SMEs.

Decision Makers: Timeframe: 1.10 hours.

Topic	Dedicated Time	Objectives/information covered	Delivery method
Society, citizenship and responsibility: The environmental aspects of Corporate Social Responsibility	10 mins	<u>Introduction to the environmental aspects of green growth:</u> <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. ▪ Activity. 	SLIDES 50-52 + ACTIVITY
	15 mins	<u>Introduction to Corporate Social Responsibility (CSR):</u> <ul style="list-style-type: none"> ▪ Definition of CSR. ▪ Explanation of the Triple-Bottom-Line (TBL) Approach and the activities included to ensure firm sustainability. ▪ Examples of CSR in companies. ▪ Activity. 	SLIDES 53-57 + VIDEO
Financial Outcomes for Greening SMEs	20 mins	<u>Outlining the benefits involved when implementing green strategies in an SME:</u> <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 58-65
Green Jobs – Definition and Role	15 mins	<u>What is a green job?</u> <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 66-70 + VIDEO
	10 mins	<u>Booming sectors with green jobs:</u> <ul style="list-style-type: none"> ▪ Informing about the variety of sectors in which green jobs can be located and incorporated. ▪ Activity. ▪ Examples of green jobs. 	SLIDES 70-73 + ACTIVITY