



**BALANCE - Green & Stable –**  
*Bringing Sustainability and Environmental Action*  
*Together for Better Future*

**Workshop Plan**  
**Session outline**

**SME's and Business Consultants**

**Module 4 - Mobilizing Sustainable Finance**

**Unit 1 - Green practices & financial stress**

| Dedicated time | Topic  | Objectives/information covered  | Delivery method                       |
|----------------|--|---|---------------------------------------|
| 10 min         | Introduction to the module<br>+<br>Green Deal Objectives | <ul style="list-style-type: none"> <li>✓ Introduction to the module and it's units</li> <li>✓ Brief reminder of Green Deal's objectives (recap from module 2)</li> <li>✓ How does the Green Deal affect the SMEs?</li> </ul>  | SLIDES +<br>Questions to the learners |
| 55 min         | Financial risks & Opportunities                          | <ul style="list-style-type: none"> <li>✓ Risks &amp; Opportunities as part of every transformation               <ul style="list-style-type: none"> <li>- Consulting transformation and resistance</li> </ul> </li> <li>✓ Financial risk               <ul style="list-style-type: none"> <li>- Definition</li> <li>- Types</li> <li>- Risks related to green transformation</li> <li>- Exercise</li> <li>- The biggest risk</li> <li>- Risk mitigation</li> <li>- Exercise</li> </ul> </li> <li>✓ Opportunities</li> </ul> | SLIDES<br>+<br>Exercises              |



|        |                     |   |                |
|--------|---------------------|---|----------------|
|        |                     | <ul style="list-style-type: none"> <li>- Discussion</li> <li>- Examples</li> </ul>  |                |
| 35 min | Financial Modelling | <ul style="list-style-type: none"> <li>✓ Financial model definition</li> <li>✓ Categories financial models</li> <li>✓ Green financial models</li> <li>- Business &amp; financial models               <ul style="list-style-type: none"> <li>○ Value proposition</li> <li>○ Green impact</li> <li>○ Enabling environment</li> </ul> </li> </ul> | SLIDES + VIDEO |
| -      | Exercise            | Create Own Green Business Model<br>(Mandatory for Unit 2)   | TEMPLATE       |

## Unit 2 - Green financial solutions

| Dedicated time | Topic   | Objectives/information covered  | Delivery method    |
|----------------|---|---|--------------------|
| 30 min         | Footprint Reduction, Cost-Effectiveness and Financial Returns | <ul style="list-style-type: none"> <li>✓ Introduction</li> <li>✓ Financial and non-financial indicators</li> <li>✓ Green investments</li> <li>✓ "Greenwashing"</li> <li>✓ FINANCIAL RISKS &amp; Return on Investment (ROI)</li> <li>✓ Optimization of resources and monitoring Funding opportunities</li> </ul> | SLIDES             |
| 30 min         | Exercise  | STEPS TO IMPLEMENT CIRCULAR ECONOMY IN an SME   | SLIDES + Templates |