



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

Workshop Plan
Session outline

SME's Decision-makers

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 + Green Deal Objectives	<ul style="list-style-type: none"> ✓ Introduction to the module and it's units ✓ Brief reminder of Green Deal's objectives ✓ How does the Green Deal affect the SMEs? 	<p>SLIDES</p> <p>Questions to the learners</p>
45 min	Financial risks & Opportunities	<ul style="list-style-type: none"> ✓ Risks & Opportunities as part of every transformation ✓ Financial risk <ul style="list-style-type: none"> - Definition (2m) - Types (5m) - Risks related to green transformation (5m) - Exercise (5m) - The biggest risk (3m) - Risk mitigation (8m) - Exercise (7m) ✓ Opportunities <ul style="list-style-type: none"> - Discussion (5m) - Examples (5m) 	<p>SLIDES</p> <p>+ Exercises</p>



35 min	Financial Modelling	<ul style="list-style-type: none"> ✓ Financial model definition (3m) ✓ Categories financial models (7m) ✓ Green financial models - Business & financial models (10m) <ul style="list-style-type: none"> ○ Value proposition (5m) ○ Green impact (5m) ○ Enabling environment (5m) 	SLIDES + VIDEO
-	Exercise	Create Own Green Business Model (Mandatory for Unit 2)	TEMPLATE

Unit 2 - Green financial tools

Dedicated time	Topic	Objectives/information covered	Delivery method
50 min	Footprint Reduction, Cost-Effectiveness and Financial Returns	<ul style="list-style-type: none"> ✓ Introduction (3m) ✓ Financial and non-financial indicators (7m) ✓ Green investments (5m) ✓ “Greenwashing” (10m) ✓ FINANCIAL RISKS & Return on Investment (ROI) (7min) ✓ Optimization of resources and monitoring (8min) ✓ Funding opportunities (10min) 	SLIDES
10 min	CEAP – Optional (only if Module 2 and 3 are missed)	<ul style="list-style-type: none"> ✓ EU Circular economy action plan (10min) 	SLIDES
30 min	Exercise	Action plan for implementation of CIRCULAR ECONOMY and INVESTMENT EVALUATION IN YOUR SME (exercise)	SLIDES Template