



BALANCE - Green & Stable –

*Bringing Sustainability and Environmental Action
Together for Better Future*

Workshop Plan: Consultants

Session outline

Module

Dedicat ed time	Topic	Objectives/information covered	Delivery method
30'	<p><u>Unit 1 – External communication</u> Promotion and visibility of a green initiative to customers and the general public</p>	<ul style="list-style-type: none"> • Knowledge of various communication channels: formal and informal • Deep understanding of various different communication tools and actions • Ability to choose among and utilise different strategies (marketing/advertising, events, networking sites, e-mail marketing, newsletters, press releases, etc.) • Appreciation of formal reports • Utilisation of social media for greater outreach • Ability to tackle challenges by delivering the 	<ol style="list-style-type: none"> 1. Theoretical analysis of the implications on the company's reputation (Reilly & Larya, 2018). Learners will be asked to answer the following questions: <ol style="list-style-type: none"> a. How would a SME benefit from communicating its green initiatives to the right audiences? b. Which communication strategy would best serve SMEs struggling with limited outreach? 2. Analysis of practical examples for disclosing sustainability-related information and actions to the public (Fabrik, 2020). Learners will be asked to answer the following questions: <ol style="list-style-type: none"> a. How would you advise a SME to change its website content based on its green agenda? b. How would you communicate the need for live events to the SMEs principal stakeholders? c. How would you suggest that emails and newsletters should be structured to best deliver a SME's vision? d. Would you propose social media use as an accelerating factor when trying to adopt and promote green practices?



		<p>right message to the right audiences</p>	<p>e. Would you consult your client-SME to release press statements or other content when their reputation is at stake?</p> <p>3. Activities:</p> <p>a) Learners will be asked to explain to an imaginary client the difference between formal and informal tone when delivering a green initiative message, as well as the different expectations of different audiences.</p> <p>b) On behalf of their imaginary client, learners will be asked to write a tweet, a press release, and a newsletter informing audiences of the client's new green initiatives.</p>
<p>30'</p>	<p><u>Unit 1 – External communication</u> Networking and further opportunities</p>	<ul style="list-style-type: none"> • Basic knowledge on how to keep key stakeholders informed • Ability to define the business's principles and values • Ability to earn the public's trust and create a consensus • Ability to attract new business partners 	<p>1. Theoretical analysis of networking advantages (Genç, 2017, Jouany & Martic, 2020).</p> <p>- Activities:</p> <p>a. Examination of case studies/success stories: https://www.bitc.ie https://sme2b.european-entrepreneurs.org https://www.youtube.com/watch?v=rQWpMD2fvo</p> <p>b. Learners will be urged to advise an imaginary client on:</p> <ul style="list-style-type: none"> - ways to involve others in their company's green initiatives - ways to increase commitment via shared understanding. <p>c. Learners will practice creating consensus by linking thoughts together and formulating a common idea with their audiences.</p>



30'	<p><u>Unit 2 – Internal communication</u> Promoting green practices inside a company online and offline</p>	<ul style="list-style-type: none"> • Knowledge of online and offline internal communication practices • Deep understanding of how said practices can promote green initiatives • Appreciation of offline channels (interpersonal communication, facilitation of exchanges and feedback, etc.) 	<ol style="list-style-type: none"> 1. Theoretical analysis of various forms of internal communication <ul style="list-style-type: none"> - Learners will be asked to answer the following questions: <ol style="list-style-type: none"> a. What is internal communication? b. Why should you advise your client to structure an internal communication plan? 2. Activities: <ol style="list-style-type: none"> a. Examination of internal communication examples for empirical gain maximisation (e.g. newsletters, alerts, social intranets, team collaboration tools, events, meetings, etc.). b. Brainstorming session about the value of printed material, the value of life events, and the value of learning opportunities within an organisation. c. Learners will be asked to make a list of all the things that they would include to promote a green agenda while advising their client on their new intranet.
30'	<p><u>Unit 2 – Internal communication</u> Sensitising employees: finding a common vision</p>	<ul style="list-style-type: none"> • Knowledge of how to create a cohesive and enticing message • Appreciation of productivity and performance enhancement strategies 	<ol style="list-style-type: none"> 1. Discussion on how communication affects meaning and expectations within an organisation /Theoretical analysis (Genç, 2017): <ul style="list-style-type: none"> - Learners will be asked to consider the following scenarios: <ol style="list-style-type: none"> a. Your client-SME occasionally informs its employees of sustainability initiatives and imposes their implementation without disclosing a long-term agenda: Does this help its employees become engaged and more productive? How would you advise this SME to change its strategy?



			<p>b. Your client-SME constantly keeps its employees up to date per its green initiatives and agenda and tirelessly works on proving the legitimacy of its actions: Does this SME help its employees share a common vision or not?</p> <p>2. Practical information about strategic actions (Jouany & Martic, 2020):</p> <p>a. Learners will be asked to consider the following practices: educating/training employees, keeping employees informed, implementing reward-and-recognition programs, soliciting a culture that values feedback, creating a sense of teamwork, etc.</p> <p>b. Learners will be asked to convince an imaginary client per the validity of said practices.</p>
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