



BALANCE - Green & Stable –

*Bringing Sustainability and Environmental Action
Together for Better Future*

Workshop Plan: Decision Makers

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 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 right message to the right audiences 	<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 is a company's reputation affected by how it communicates its green initiatives? b. What would you change in the way your company communicates its green agenda? 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. Based on your brand and your sustainability projects, how would you improve your website content? b. What kind of live events, seminars, or conferences would your organisation profit from? c. How would your marketing strategy be improved with emails and newsletters regarding your company's green initiatives? d. What kind of style and tone would best communicate your message in social media?



			<p>e. Would press releases improve your company's reputation and credibility?</p> <p>3. Activities:</p> <p>a) Learners will practice delivering the same green-initiative-related message, first in an informal tone and, then, in a formal tone.</p> <p>b) Learners will practice delivering the same message to different audiences.</p> <p>c) Learners will practice delivering the same green-initiative-related message first via an informal channel and, next, via a formal channel.</p> <p>d) Learners will practice different forms of writing to promote a green initiative (tweet, press release, newsletter, etc.).</p> <p>e) Learners will practice creating outlines for formal reports regarding green initiatives.</p>
30'	<p>Unit 1 – External communication 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). Learners will be asked to answer the following questions:</p> <p>a. What is your company doing to create a strong community around your brand?</p> <p>b. How would you best communicate your brand's strategy to create long-term relationships with wider audiences?</p> <p>2. Activities:</p> <p>a) Examination of case studies/success stories: https://www.bitc.ie https://www.bitc.ie https://sme2b.european-entrepreneurs.org https://www.youtube.com/watch?v=rQWpMD2fvo</p> <p>b) Learners will be urged to propose ways to involve others in their company's green</p>



			<p>initiatives and increase commitment via shared understanding.</p> <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 do you think you need an internal communication plan? - 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 creating a new intranet or while relaunching the company's existing one.
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. A company occasionally informs its employees of sustainability initiatives and imposes their implementation without disclosing a long-term agenda: Does this help employees become engaged and more productive? b. A company constantly keeps its employees up to date per its green



			<p>initiatives and agenda and tirelessly works on proving the legitimacy of its actions: Does this help employees share a common vision or not?</p> <p>2. Practical information about strategic actions (Jouany & Martic, 2020):</p> <ul style="list-style-type: none">- 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.
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