



# Sustainability kickstarter workshops

With you on your green journey



Enterprise  
Ireland

## Workshop Overview

The Sustainability Kickstarter half-day workshops aim to bring business leaders together to recognise the significance of sustainability and decarbonisation, while creating a robust plan for the future.

Participants will gain insights into the competitive opportunities that come with being a sustainable business, and will gain practical skills to integrate essential principles and measures. This will enable them to effectively respond to the growing demand from customers for sustainable products and services. Now is the time to work together to make a real difference for our planet.

### Dates:

- 25th January 2024
  - 8th & 22nd February 2024
  - 7th & 21st March 2024
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- All workshops are hosted virtually via Zoom
  - Clients only need to attend 1 workshop





## SUSTAINABILITY KICKSTARTER WORKSHOPS

### Aims & Objectives

Specifically, the workshop will help companies to:

- Recognise the drivers behind the growing importance of sustainability and decarbonisation for SMEs, including regulatory, market, and stakeholder pressures
- Identify how sustainability and decarbonisation aligns with a company's mission, vision, and core values
- Understand the potential benefits of integrating sustainability and ESG principles into their business strategy, including improved risk management and long-term profitability
- Learn the importance of assessing and measuring key sustainability and decarbonisation metrics
- Identify and prioritise key stakeholders who will support the company's sustainability and decarbonisation activities
- Understand Enterprise Ireland's range of financial and non-financial sustainability supports that are available for those willing to make the investment needed to achieve maximum decarbonisation

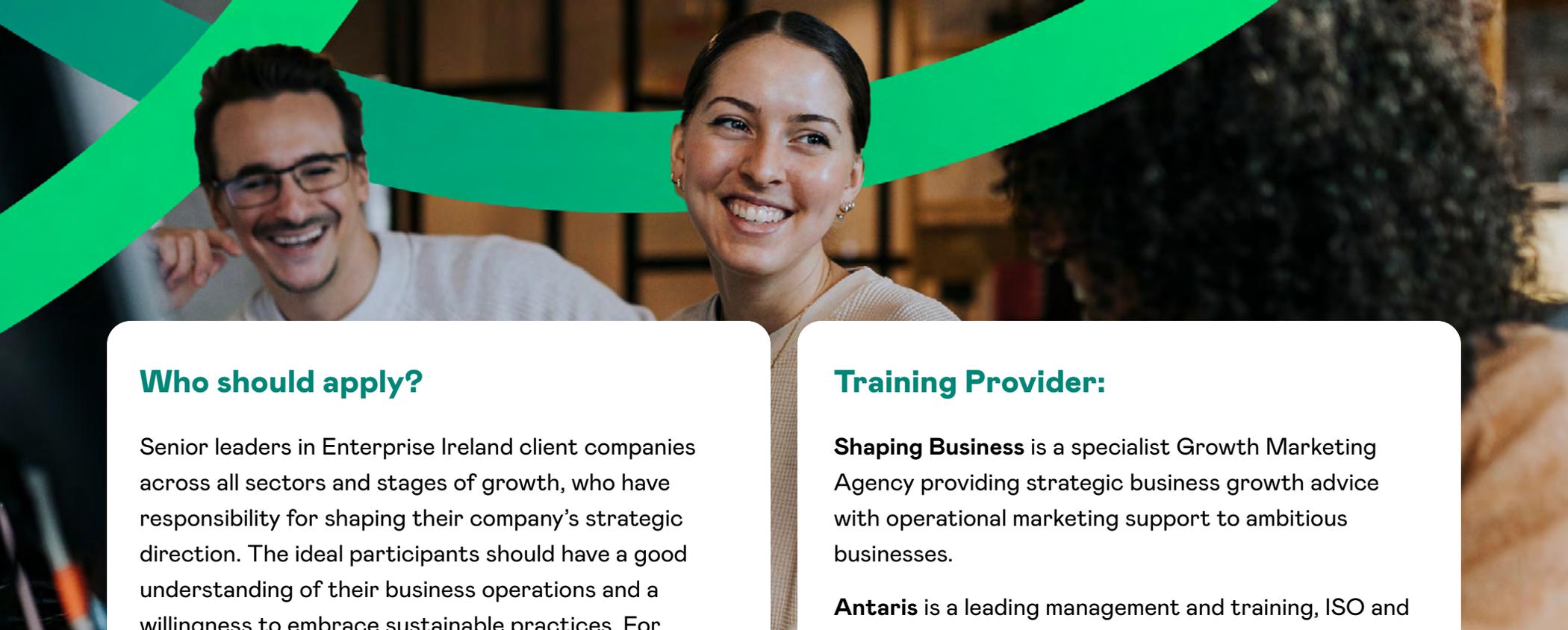
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## Workshop Outcomes:

By the end of the workshop, participants will be able to:

- Recognise the critical role that sustainability and decarbonisation play in the success and resilience of SMEs
- Articulate a clear link between sustainability and their company's business strategy, identifying specific opportunities for improvement
- Understand how to measure, monitor, and report on ESG performance
- Initiate meaningful stakeholder engagement to support sustainability initiatives
- Develop an action plan to integrate sustainability and ESG principles into their business operations and decision-making processes





## Who should apply?

Senior leaders in Enterprise Ireland client companies across all sectors and stages of growth, who have responsibility for shaping their company's strategic direction. The ideal participants should have a good understanding of their business operations and a willingness to embrace sustainable practices. For maximum engagement and impact, two to three senior leaders from a company are encouraged to participate.

## Training Provider:

**Shaping Business** is a specialist Growth Marketing Agency providing strategic business growth advice with operational marketing support to ambitious businesses.

**Antaris** is a leading management and training, ISO and sustainability consultancy in Ireland that collaborates on an individual level with clients, providing effective solutions and support that empower them to achieve their sustainability goals.

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### Contact:

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