



BioBase4SME TRAINING

Communicating Sustainability: Helping Bioeconomy SMEs Boost Their Credibility and Visibility

Date: Wednesday 14th March 2018

Location: White Rose Brussels Office, Nordic House, Rue du Luxembourg 3, 1000 Brussels

The bioeconomy is a concept many people are still confused by or unaware of. However, consumers are increasingly willing to spend money on products with strong environmental credentials. Bio-based alternatives with a strong sustainability narrative can help to meet growing demand for these solutions.

You are invited to join a training workshop tailored to bioeconomy SMEs on the benefits of sustainability communications and how to develop strategies to boost the marketability of your products.

TOPICS

- Credibility and Visibility: The cornerstones of sustainable communications
- Using more dynamic, business-oriented language
- Designing communications strategies and campaigns
- Using social media to reach a wider audience

TARGET AUDIENCE

Bioeconomy SMEs looking to market environmentally friendly products and solutions.

BioBase4SME Workshop organised by:



**SUSTAINABILITY
CONSULT**



BioBase4SME is operated and/or co-financed by:



Communicating Sustainability: Helping Bioeconomy SMEs Boost Their Credibility and Visibility

PROGRAMME AND TRAINER

10.00-10.15 Arrival and welcome coffee

10.15-10.30 Presentation of the BioBase4SME project

10.30-11.00 Anti-greenwashing: Credibility and Visibility as the basis of sustainable communications

11.00-11.30 Brainstorming communications challenges

11.30 Coffee break

11.45-12.45 Communications challenges clinic: Developing communications strategies in groups

12.45: Lunch break

13.45-14.45 The power of social media

14.30-15.00 Wrap-up, lessons learned networking coffee

14.45-15.30 Wrap-up, lessons learned, networking coffee



Senior Consultant Bárbara Mendes-Jorge has worked at Sustainability Consult, the leading bioeconomy communications and PR agency, since 2013. Previously a part of the corporate responsibility team at the European Investment Bank (EIB), Bárbara is aware of the challenges businesses face in monitoring and communicating sustainability. She previously worked at environmental news site Carbon Brief and E3G, an environmental think tank.

Join Sustainability Consult at Green Drinks Brussels

After the workshop, Sustainability Consult invites you to join them at Green Drinks Brussels, a monthly networking event.

Green Drinks is a non-profit international organisation promoting informal drinks for people who work on or are interested in the environment. The events attract a lively mix of people from NGOs, business, policymaking and academia – everyone is welcome to come along.

Green Drinks Brussels starts at 17.00 in the nearby Aloft Brussels Schuman Bar at Place Jean Rey, B-1040. <https://sustainabilityconsult.com/the-community/green-drinks-brussels>

Registration

Registration is free but mandatory. As there are a limited number of spaces, priority will be given to SMEs. You will receive a confirmation by e-mail if your registration is successful. Please register before 7 March 2018.

To register, please email Lucy Montgomery (l.montgomery@nnfcc.co.uk).