

Policy Webinar Series

SMEs and Climate Action

🌟 About:

This 10-part webinar series provides a platform for researchers and policy-makers to share experiences and explore new policy approaches to engage Small and Medium Enterprises (SMEs) in the path towards climate-neutral economies.

The series is jointly hosted by the [Austrian Institute for SME Research](#) and the [Zero Emission Enterprise \(ZEE\) Network](#).

The webinar series runs from November 2023 until February 2025.

👥 Who Should Attend:

Our webinars are designed for researchers and professionals in the fields of climate policy and SME policy.

📌 What to Expect:

- **Insights:** Our webinars will provide insights from latest research and practice on policy-making for engaging SMEs in climate action.
- **Interactive Discussions:** Each talk (20min) will be followed by a Q&A (10min) and moderated debates (30min).

📍 **Where?** The webinars are held online via Zoom.

🔗 **How to join?** Please [register here](#) for the upcoming webinar and sign up to our [newsletter](#) for updates to further webinars.

📅 Upcoming webinar:

The “Green to Grow” campaign: How to raise awareness for climate action among SMEs?

In 2022, the British Business Bank launched a new campaign to raise awareness and increase levels of engagement on climate action among SMEs. Ahead of the campaign’s launch, the British Business Bank talked to SME owners and sent out a survey to SMEs to find out how owners react to different sustainability messages and ways of framing the issue. In this webinar, we discuss with Hugh Taylor and Martina Tortis how communication campaigns can be designed to raise awareness and spark action among SMEs.

Speakers: Hugh Taylor & Martina Tortis, [British Business Bank](#) (UK)

Date: 29 January 2024, 1:00 – 2:00 pm CET (12:00 – 1:00 pm GMT)

Language: English

[Registration](#)

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