

Policy Webinar Series

SMEs and Climate Action

Output2nd Webinar: The “Green to Grow” campaign: How to raise awareness for climate action among SMEs?

🌟 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.

📺 2nd webinar 29 January 2024

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

Topic: 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. [See presentation slides](#)

Discussions / Links to relevant initiatives (Output Padlets):

How NOT to communicate climate action to SMEs?

- ▶ Tell them what to do, but don't help with resources
- ▶ As one more additional burden on top of everything else
- ▶ As another regulation or necessarily requirement to receive funding
- ▶ Avoid making them feel powerless
- ▶ be ideological all the time!
- ▶ What is the best channel(s) to engage SMEs on this topic. To what extent does information-based activity matter vs other levers e.g. tax incentives?
- ▶ Don't expect tax changes to have much impact
- ▶ Websites probably won't be looked at
- ▶ Try to cover all types of SMEs in generic messages that don't relate to specific needs/priorities of businesses (i.e. messages need to be tailored using triaging approaches)
 - nice one, if the problem perception is similar. But what if their concerns and affectiveness are very different?

Your suggestions for future webinars - What I would be interested in

- ▶ Examples of integrated SME accounting packages that include energy accounting as they do for stocks and work in progress etc.
- ▶ It would be interesting to have a look into the different sectors of SMEs. Steel processing companies will have other implications with climate matters than a barber shop, etc.
- ▶ Examples of how marketing tools based on big data, promoted by e.g. Experian's "Power Curve" might be used to identify different categories or segments of SMEs.
- ▶ It would be interesting to compare some of the technological innovations being developed in this space, such as using open data to automate the monitoring and reporting of carbon emissions, and (probably a separate session) 'softer' methodologies informed by the social sciences and creative arts to better engage with SMEs