

How to do it!

WORKING TOGETHER WITH SMALL ENTREPRENEURS TOWARDS CLIMATE FRIENDLY BUSINESS

Small businesses in particular require support and easily implemented solutions for developing climate-friendly business operations, as they have limited resources on top of running their core operations. The main thing is listening to the needs and wishes of entrepreneurs and tailoring the project's activities

accordingly. These activities may include training, development of the entrepreneur's product or service to be climate-friendlier together with experts, energy counselling, energy advice, joint activities with other entrepreneurs, organising events or communicating the climate actions of companies.

1 Map the needs and wishes of companies by interviewing company representatives together with a service designer, for example.

2 Familiarise yourself with your target group. Visiting a company in person gives a face to the project and serves as a first step towards interactive cooperation. Site visits provide the company with information on the project and the project with information on the company.



3 Invite companies together to share their experiences and ideas on taking environmental matters into consideration in business operations and learn from each other. Invite companies that have already taken climate actions. What have they done, why and how have they benefited? Entrepreneurs appreciate concrete examples straight out of other entrepreneurs' mouths.

4 Invite companies to brainstorm ideas for what the project can offer to companies. What type of climate-smart business support can the project offer to companies so that it would be as beneficial as possible? You can base your contemplation on a list of possible actions which the companies can either shoot down, give a thumbs up to or add to. Be open about the fact that it will probably not be possible to implement all the ideas.

5 Prioritise wishes that combine the wishes and goals of the target group and the project.



6 Take the actions you have promised and support companies in their operations.

7 Celebrate successes and communicate frequently! Even small steps forward should be acknowledged publicly because it motivates! This public acknowledgment also helps information spread on opportunities to take energy, climate and environmental matters into consideration in business operations.



Keys to success:

- Personal contact with the target group
- Providing continuous support – small companies have limited resources, particularly time
- Mapping the needs and wishes of the target group and tailoring operations accordingly.
- Providing a realistic picture of the opportunities: not all ideas can be implemented.
- Keeping the door always open: not everyone becomes motivated right away, but they may want to participate later on.
- Frequent communication: Spreading methods for increasing environmental friendliness in business operations and motivating companies to try with good visibility.

