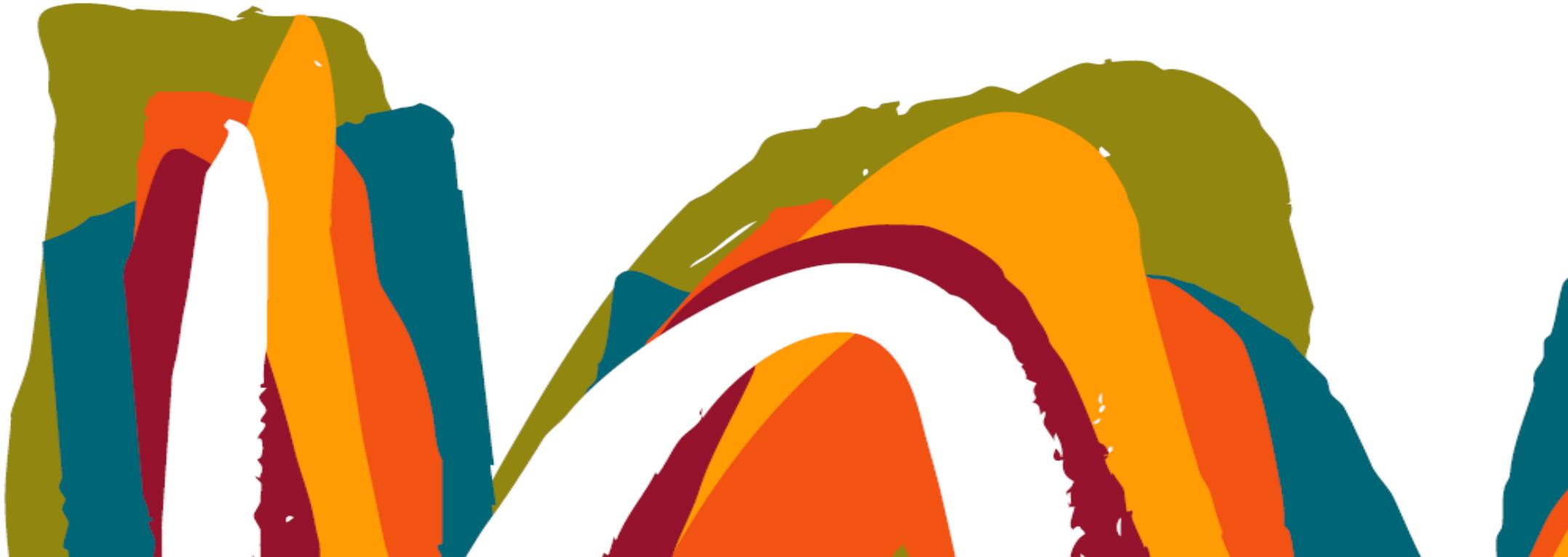


Better Futures+ London's Green Recovery





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Congratulations!

We are very pleased to announce that you have been selected to participate in the Better Futures+ Programme.





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Introduction

Better Futures+

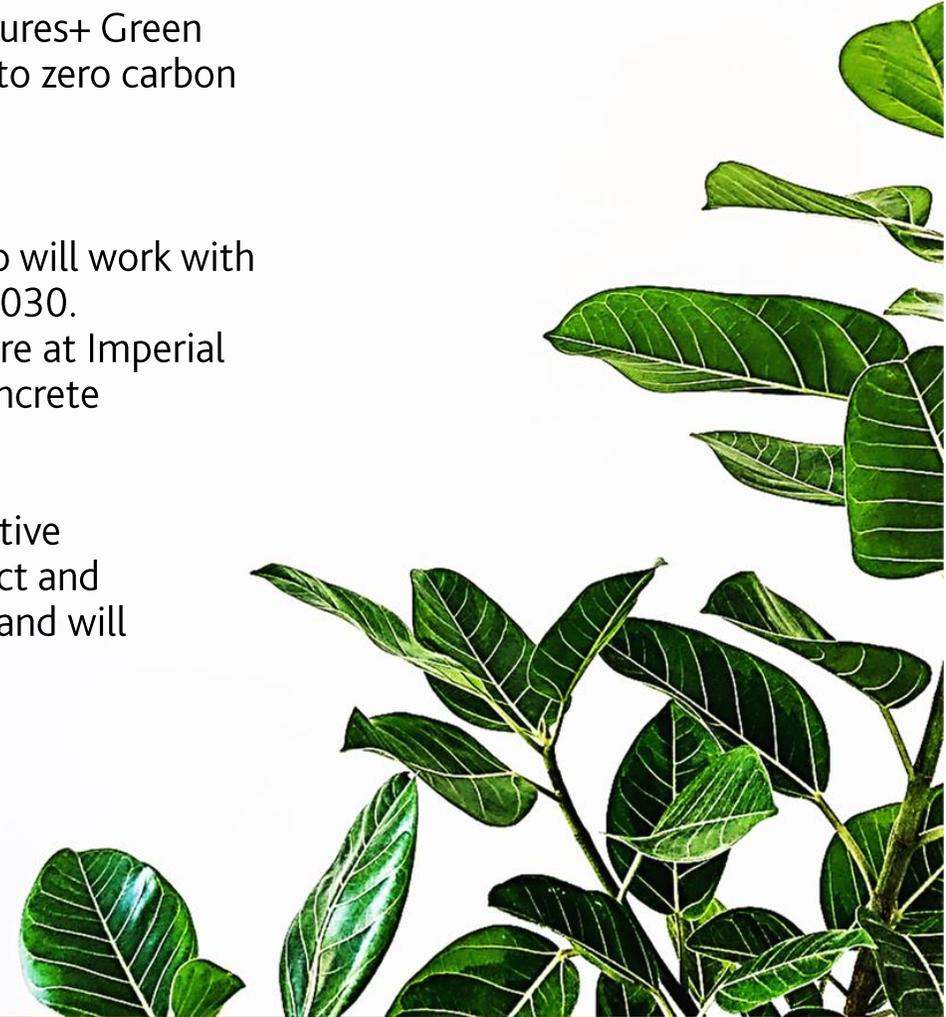
Building on the success of the established Better Futures Programme, the Better Futures+ Green Innovation Vouchers will support 12 businesses across London seeking to transition to zero carbon business models by 2030.

The green business transformation will be enabled by two complementary parts:

1. Sector specific advice from a carefully selected environmental consultant who will work with you to develop a comprehensive sustainability strategy to reach net zero by 2030.
2. A highly innovative Executive Leadership programme from the Leonardo Centre at Imperial College Business School designed to support, speed up, re-invent and plan concrete transformation action towards sustainability.

Three businesses have been selected from four key economic sectors - film, the creative industries, food production and hospitality. They will have the opportunity to connect and engage collaboratively with the Better Futures+ cohort throughout the programme and will be automatically enrolled in it.

The Green Innovation Vouchers are part of The Better Futures+ programme, backed by the GLA's Green New Deal.





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What to expect

You will join a cohort of 11 other businesses who are all striving to reduce their emissions to net zero by 2030. It is a diverse collective of likeminded business leaders who will come together during the Executive Leadership programme (valued at £1,500 incl. VAT) where you will learn, network, share ideas and discuss solutions. In conjunction with this, you will have the opportunity to take a deep dive into your business and gain expert advice from an environmental consultant up to the value of £3,500 incl. VAT paid for directly from the programme fund through the voucher scheme.

The combination of education, bespoke guidance, thought leadership and collaboration will give you a comprehensive understanding and the tools needed to develop your net zero strategy, driving innovation in your organisation. Through participating in the Better Futures+ programme, your business will become a carbon saving 'showcase' and help ignite the movement towards a green economy in your industry.



film



creative



hospitality



food

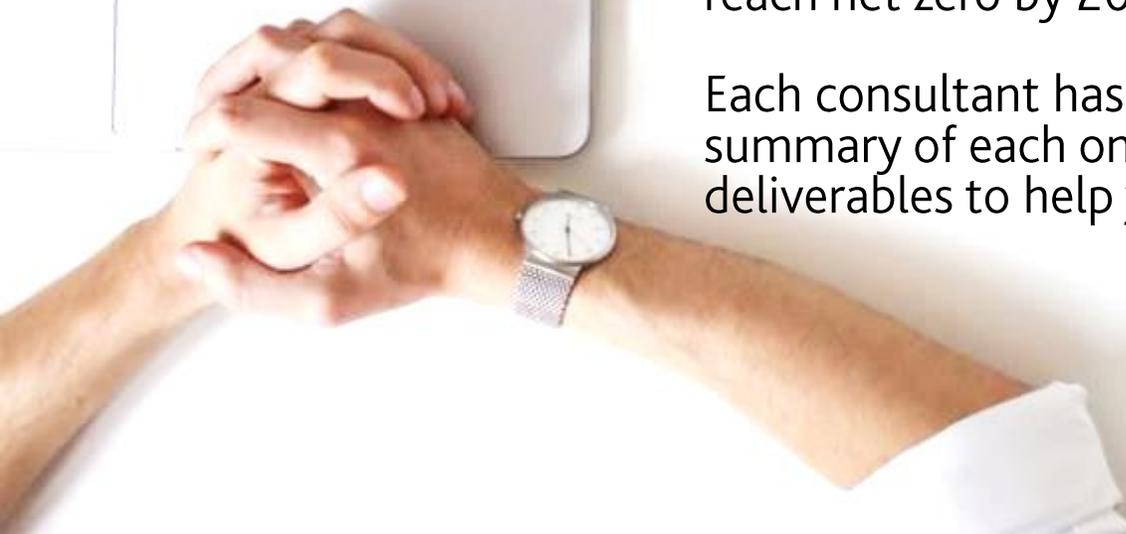
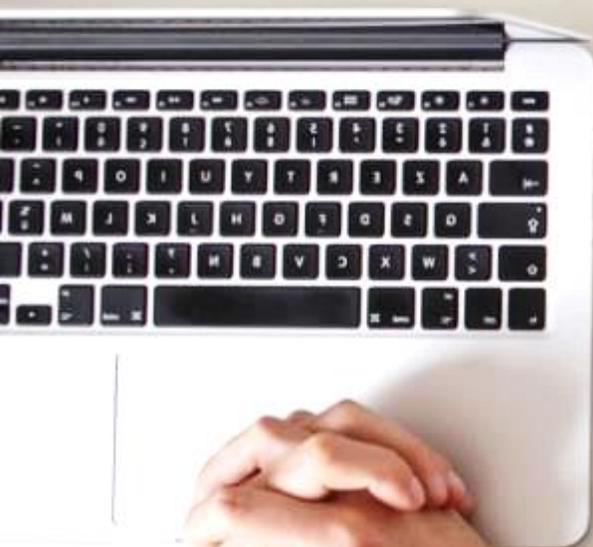


The consultants

Based on the business priorities stated in your application we have identified environmental consultants who both specialise in your industry and who can work closely with you throughout the programme.

Your consultant will help you assess your current environmental impacts by developing a baseline measurement, identify practical solutions and help you to develop a concrete sustainability strategy to reach net zero by 2030.

Each consultant has its own merits and so we have created a short summary of each one highlighting their specialities, benefits and deliverables to help you choose who you would like to work with.





www.giraffeinnovation.com



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Giraffe Innovation

“Giraffe is an award winning environmental management and technical consultancy. Described by The Guardian newspaper business pages as ‘one of the UK’s top green businesses’ due to its extensive experience in delivering a wide range of global sustainability and Circular Economy driven projects. We have a proven track record in undertaking carbon footprint and life cycle analysis (LCA) to support companies in the design and innovation decision making process and linked to the eco-design of products, packaging materials and resource efficiency across energy, water and waste.

The deliverables include:

1. In depth carbon foot printing and Life Cycle Analysis (LCA) of products and packaging
2. Guidance on eco-design of products, packaging and materials
3. Optimisation of operations to reduce energy consumption and operational efficiency
4. Advice on building innovation capability to drive new product and service development
5. Guidance on ISO Standards and legislative compliance

Clients



cupclub



Maximum expected # days: 5

Sectors



www.sustaineersconsultants.earth

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Sustaineers

“We are an alliance of sustainability consultants, committed to helping organisations create and accelerate meaningful impact towards a regenerative, clean and inclusive future. We are all certified in Business Sustainability Management by the University of Cambridge Institute for Sustainability Leadership (CISL). The group consists of 20 highly experienced consultants from a range of business backgrounds and with varied areas of specialism within the field of sustainability, including transport.”

The deliverables include:

1. Assistance with your carbon footprint measurement
2. Your consultant will be selected based on the ‘best-fit’ for your needs
3. Design a net zero strategy taking into consideration the social and ethical aspects
4. Recommend Gold Standard carbon offsetting projects for residual emissions
5. Teach the methodology and tools needed to measure your ongoing progress

Clients



DESIGNED BY WOULFE

Maximum expected # days: 5.5

Sectors



www.olwg.co.uk

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OLWG

“We are natural-born collaborators. We use a team working approach to provide quick, cost effective solutions delivered in a way that is easily understood by all decision makers. We have extensive experience in engineering, decarbonisation, group facilitation and decision analysis which we use to identify the key issues, frame the problem and find the best solutions. We help businesses compare solutions against economic, resource, energy and carbon budgets and create holistic plans for decarbonisation relevant to the business needs working from the bottom up.”

The deliverables include:

1. Assistance with your carbon footprint measurement
2. Work with your team to frame the problem
3. Provide relevant and reliable information that informs the strategic choice
4. Workshop with key stakeholders
5. Develop alternative solutions
6. Compare and contrast alternatives
7. Facilitate stakeholder buy-in to the solution
8. Develop a commitment to action for your organisation

Maximum expected # days: 8

Projects / Clients



Leonardo Corporate Sustainability Journey

A bespoke executive leadership programme from the Leonardo Centre at Imperial College Business School specifically designed to investigate transformational change and leadership to develop a holistic sustainability business strategy.

Schedule

BASELINE ASSESSMENT 15mins

WEBINAR 1 - Sustainable Enterprise – a business case

- Introduction to the key sustainability concepts
 - The business case for climate action
 - Ecosystem climate change action
- Friday 7th May 3:00-4:00pm**
- 1hr webinar
 - Followed by 1.5hr peer discussion
 - 1hr homework

WEBINAR 2 – Competitive and growth strategy for stakeholder value creation

- A stakeholder centred business strategy
 - Developing sustainable growth strategies
 - The road to net zero strategy in business
- Friday 14th May 3:00-4:00pm**
- 1hr webinar
 - Followed by 1.5hr peer discussion
 - 1hr homework

Leonardo Corporate Sustainability Journey

Schedule

WEBINAR 3 – Sustainability control systems

- Setting targets and sustainability control systems
- Sustainability reporting
- External ESG Assessment
- Assessing the optimal sustainability effort

Friday 21st May 3:00-4:00pm

- 1hr webinar
- Followed by 1.5hr peer learning group
- 1hr homework

WEBINAR 4 – Operations, energy and procurement

- Resource management
- Circular economy
- Life Cycle Assessment and decision making
- Systems Thinking

Friday 28th May 3:00-4:00pm

- 1hr webinar
- Followed by 1hr peer discussion
- 1hr homework

WEBINAR 5 – Incentive systems and HR

- The strategic role of talent management
- Assessing leadership purpose
- Introducing sustainable incentive systems

Friday 4th June 3:00-4:00pm

- 1hr webinar
- 1.5hrs homework

Leonardo Corporate Sustainability Journey

Schedule

WEBINAR 6 – Sustainable business model innovation

- Sustainable business model innovation canvas
- Transitioning to the new business model

Friday 11th June 3:00-4:00pm

- 1hr webinar
- Followed by 1.5hr peer discussion
- 1hr homework

WEBINAR 7 – Organisational cultural change

- Understanding and aligning corporate values
- Understanding the importance of mindset changes for transformation action
- Cultural change action for purpose

Friday 18th June 3:00-4:00pm

- 1hr webinar
- Followed by 1.5hr peer discussion
- 1hr homework

POST ASSESSMENT

What we need from you

1. Sign the Client Agreement
2. Provide a named member of your management team, and an equivalent senior proxy, who will attend all meetings and the Leonardo Centre executive leadership programme webinars and peer learning group sessions
3. Make a public commitment to plan to reach net zero by 2030 and we will add it to our Race to Zero campaign page
4. Provide your choice of consultant in order of preference
5. Fill in the Leonardo Centre online questionnaire using this link: <https://forms.gle/3bEwBqUaywchWAKEA>
6. Book your introductory meeting with us
7. Send us your brand's marketing assets:
 - company logo(s) (ideally with transparent background, feel free to send multiple versions if you have different shapes and colours)
 - strapline about your business
 - a few photos that you would be happy for us to include in promotional activities

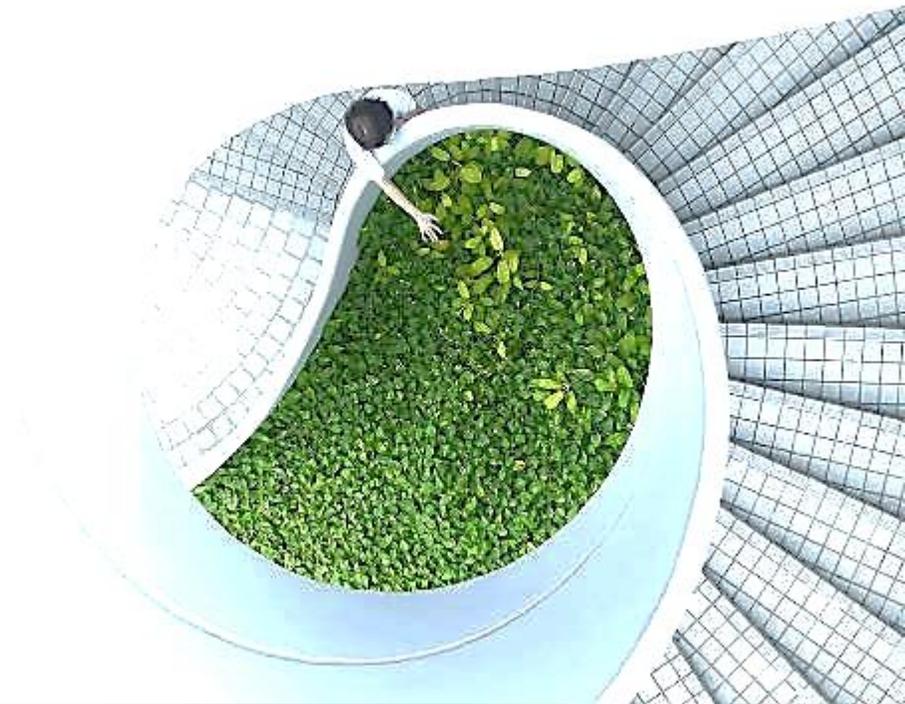
As a Better Futures+ case study, you may be featured on websites, in newsletters, asked to attend and speak at events and apply for awards.

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What we would like from you

We are asking all of the consultants and successful applicants of the Better Futures+ programme to film a short 20-30second video clip that we can add to the website and promote in social media.

This is not compulsory, but if you would like to partake please follow these three steps:

1. Setup your smart phone so it is still (ideally with a tripod)
2. Make sure you are central to the video shot and you have a nice backdrop – for example your beautiful retail space, interesting workshop/studio, a brick wall or a plain wall. Please don't standing in front of office furniture.
3. Tell us why you are excited to be participating in the Better Futures+ programme (pronounced Better Futures Plus)

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Next Steps

Introductory meeting with West London Business

We will connect you with your consultant. Every effort will be made to match you with your 1st choice, but where this is not possible (due to consultant capacity restraints) we will then match you with your second, then third choice.

Diarise the Executive Leadership programme dates and times.

We will be in contact with you to check in, see how you are progressing and obtain information to include in promotional activities.





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Thank you!

We are very much looking forward to working with you and welcoming you to the Better Futures+ Programme.



T: 020 8607 2500

E: info@westlondon.com

www.westlondon.com

The Better Futures+ team at West London Business:

Barney Close: barney.close@westlondon.com m: 07801 921 132

Jane Mossman: jane.mossman@westlondon.com m: 07942 543 408

Amelia Grant: amelia.grant@westlondon.com m: 07974 161 157

