

Professional Certification: Sustainable Management

Lead Organisation

Birmingham Enterprise Community

Customer



WM Sustainability Roadmap themes addressed:



Project Duration

January – April 2023

The Project

Birmingham Enterprise Community (BEC) delivered an 8 week online course on on behalf of Coventry College, assisted by a number of external partners, including SWM. The course was aimed at anyone wanting to become a sustainability practitioner, or current sustainability managers looking to advance their knowledge.



Aims

- Upskill individuals to help them become a champion in sustainability and net zero, through 8 modules.
- Provide 1-1 mentoring or business development meetings to course attendees to help them apply and promote sustainability in their organisations.

SWM's role

Project Team: Dr Beck Collins, Senior Sustainability Adviser and Amanda Campbell, SWM Associate.

SWM was one of the 'industry experts' delivering modules on this course, and providing 1-1 mentoring. SWM delivered two modules. The first was on Operations and Internal Focus, which looked at auditing current carbon emissions and sustainability action within businesses, and explaining steps that can be taken to reduce emissions and other harmful practices. This drew heavily on SWM's support to businesses under the West Midlands Net Zero Business Pledge. The second module covered Behaviour Change, Comms and Storytelling, looking at organizational culture change and employee engagement.

Outcome

SWM successfully delivered their two modules and 5 1-1 mentoring sessions. The course as a whole was very well received by the attendees.

In the Future

After working together successfully, BEC and SWM are planning to deliver further iterations of this course to budding sustainability professionals in the coming months.

Accolades

SWM have been pivotal in helping us deliver our biggest sustainability focused programme entitled "Sustainable Management", their knowledge, professionalism and experience shone through and put us at ease working with them. Both Beck and Amanda are really engaging and personable and made sustainability not only simple to the businesses but also accessible, helping the businesses to make real changes. Maddie Booth, Sustainability and Innovation Lead, BEC.

Contact Details

For further information on the project please contact the SWM team at enquiries@swm.org.uk.