

# SUPPORTING SUSTAINABILITY BADGE

## Introduction for National Partnerships

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# 01 WHY CREATE A 'BADGE'?

As a result of **directives** from the UN and EU, national **policy** agendas, increasing **reporting** requirements, plus the rise of **sustainable finance** and impact investment, the sustainable business ecosystem is growing fast. **BSOs play a key role** in supporting the creation and growth of green and social businesses and also, a leading role in helping all businesses commit to a triple bottom line mindset and putting people and planet on a level with profit.

- **DEVELOP EXISTING PROVISION** Helping BSOs that already run programmes for green or social entrepreneurs to develop their support offer
- **TRANSITION THE WIDER SECTOR** Encouraging all BSOs to include sustainability in their support programmes
- **PROFILE RAISING** A network approach to raise the profile of sustainability across the wider sector

# 01 WHO IS THE BADGE FOR?

The badge is for **all business support organisations** that deliver capacity building programmes to entrepreneurs and ventures including incubators, accelerators, universities, chambers of commerce...

- BSOs that support the creation or growth of **specifically green and social businesses** (with an eco or social innovation at their core)
- BSOs that support the creation or growth of **sustainable businesses** (with a triple bottom line business model)
- BSOs that support the creation or growth of socially and environmentally **responsible businesses** (with a traditional business model)

# 01 DIRECT BENEFITS OF THE BADGE

## BENEFITS FOR BSOs

- **Competitiveness** in a changing business support landscape, plus the ability to access cross-border projects and funding related to growing the sustainable business sector.
- Demonstration of **compliance** to current or near-future directives, agendas and policies.
- Improved ability to **attract sustainable finance** for supported ventures.

## BENEFITS FOR ENTREPRENEURS

- Improved **access to sustainable finance**.
- More easily able to gain their own **accreditation** e.g. B Corps
- **Reduced business risks** as a result of improved sustainability practices.\*

The badge is useful for **BSOs at any point on their journey towards supporting sustainability** from specifically green or social BSOs to BSOs just starting to add sustainability to their support programme.

\*e.g. negative social impacts due to zero-hours contracts of drivers

# WHAT IS IT?

## A NETWORK MODEL

Based on a **Community-of-Practice** approach, and building on **existing networks**, the badge will encourage collective development.

## SELF-IMPROVEMENT APPROACH

A badge rather than a formal standard, it will serve BSOs seeking to improve their offer and it will aim to **inspire rather than dictate** the wider green transition across the business support ecosystem.

## SIMPLE FRAMEWORK

A well-designed **online survey** that is time and resource light. The clear and simple criteria will review practice in order to see to what extent BSOs support the creation of sustainable ventures and identify gaps for development.

## A GATEWAY TO SUPPORT

The badge will serve as route into the various existing **resources** provided by SwitchMed and others. It will also serve as a gateway for **peer-to-peer support**

# HOW DOES IT WORK?

1. BSOs complete an **online self-assessment** to check to what extent their existing programme is designed to a) highlight sustainability b) lead to sustainable practices and c) create accountability for sustainability in supported entrepreneurs and ventures.
2. BSOs that meet a **minimum threshold** (verification method TBD) join the 'supporting sustainability' network and access the badge and branding.
3. The self-assessment tool highlights areas in which BSOs can develop their provision for both those that meet the threshold and those that don't.
4. The platform then provides a) **links to support** and resources to help BSOs develop their provision and b) a **community** of likeminded BSOs to provide peer-to-peer support via direct exchanges or via the showcasing of best practice and learnings.



# WHAT WILL IT LOOK LIKE?

We are currently developing the criteria framework...



ORGANISATION

***As a BSO, we demonstrate commitment to sustainability by...***

Having an element related to sustainability within our organisational strategy

Having at least one member of staff trained in sustainability approaches (eco-design, lifecycle thinking etc.)

***We use this commitment to sustainability to support sustainable entrepreneurs and ventures in the following ways....***

PROGRAMME PROVISION

BUSINESS MODEL	PRODUCT DESIGN / DEV	PRODUCTION / MARKET	COMPANY
	We <b>build capacity</b> in entrepreneurs / ventures in sustainable practices regarding <b>product, service and process design</b> (e.g. end-of-life management and recycling)		
We have a <b>quota</b> for sustainable business ideas/models in each cohort		We develop <b>accountability</b> in entrepreneurs / ventures to develop socially responsible AND environmentally <b>sustainable value chains</b>	We build capacity in specific socially responsible <b>employment practices</b> (inclusion, equality, fair pay etc.)
We build capacity in entrepreneurs / ventures for <b>developing sustainable business models</b>		We support entrepreneurs / ventures to develop <b>sustainable growth / internationalisation plans</b>	

# 03 WHAT WILL IT LOOK LIKE?

**THE CRITERIA WILL  
INFORM AN ONLINE  
SELF ASSESSMENT  
TOOL**

1 → Hello, what's the name of your organisation?

Type your answer here...

OK ✓

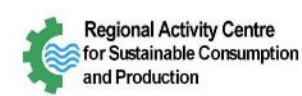
press Enter ↵





# 03

## PARTICIPANT FEEDBACK



# LIVE SURVEY

Please click on the  
shared link to fill in a 5  
minute survey

Then re-join the  
webinar

3 → Are you looking to develop your sustainability-focused support?

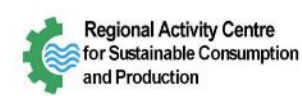
A Yes ✓

B No

C Don't know

# 04

## QUESTIONS & NEXT STEPS



## PLAN

Development & Testing

