

*Raising Awareness of a Green
Business:
Session 3*

How Do You Know It Is Working?

[Name of Facilitator Here]



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Overview

- ◆ Aims and Learning Outcomes
- ◆ Getting Started
- ◆ Developing a Strategy
- ◆ Developing Your Strategy
- ◆ Summary



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Overall Aim

◆ The overall aim of this workshop is to:

Develop an understanding of how to review what is working well and less well in raising awareness of a green business

◆ In so doing, the workshop will enable you to: (i) develop an outline strategy for reviewing marketing activities, (ii) review the positioning and differentiation of products/services of the business and (iii) develop indicators which can be used to



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Learning Outcomes

- ◆ By the end of the workshop, you will:
 - ◆ Be able to describe the importance of reviewing what is working well and less well in raising awareness of a green business
 - ◆ Be able to develop a strategy for reviewing the activities used in raising awareness of a green business
 - ◆ Be able to develop indicators which can be used in reviewing the activities used in raising awareness of a green business





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The Learning Process

- ◆ Some taught input
- ◆ Group work
- ◆ Individual reflection
- ◆ ... and learning and fun



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Getting Started ...

- ◆ A quick question:
- ◆ What indicators, or measures, could you use to review the impact of different activities a green business could use to raise awareness of its products/services?
- ◆ Share your thoughts with the rest of the group



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Developing a Strategy

- ◆ The starting point is to develop some sort of strategy so that you know what you are doing, why, who is involved and when things will be achieved
- ◆ This can be an informal strategy on a side of A4 or a more formal one that supports other activities in the business
- ◆ The level of formality will be influenced by how you intend to use the strategy



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Developing a Strategy

◆ A marketing strategy consists of a set of decisions related to the positioning, differentiation and value of the products and services to be offered to the identified groupings of customers (Kotler and Armstrong, 2015)

◆ Key elements of the strategy are:

- Positioning statement
- Positioning of products and services
- Product/service differentiation



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Developing a Strategy

◆ **Positioning Statement**

◆ A positioning statement is a short sentence or phrase that conveys the essence of the value delivered by the business

◆ This positioning statement is your value proposition

◆ *Question:*

◆ What is your value proposition?



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Developing a Strategy

◆ **Product Differentiation**

◆ This relates to identifying how a product stands out from others in the sector through either quality or price. It is used to encourage the intended customers to perceive it as different and desirable

◆ *Question:*

◆ What is different about your product or service?



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Developing a Strategy

◆ **Product Positioning**

◆ Product positioning is about how a business provides product or service brand identification as they go to market. It is the next step after the differentiation of the product or service from the competitors of the business

◆ *Question:*

◆ How will you create an identity around your product/service in the market?



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Your Strategy

- ◆ It is important that the strategy identifies what needs to be achieved, by whom and by when. The key to this section is being as specific as possible
- ◆ It is important to define specific objectives by making them SMART
- ◆ SMART objectives are **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime defined



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Your Strategy

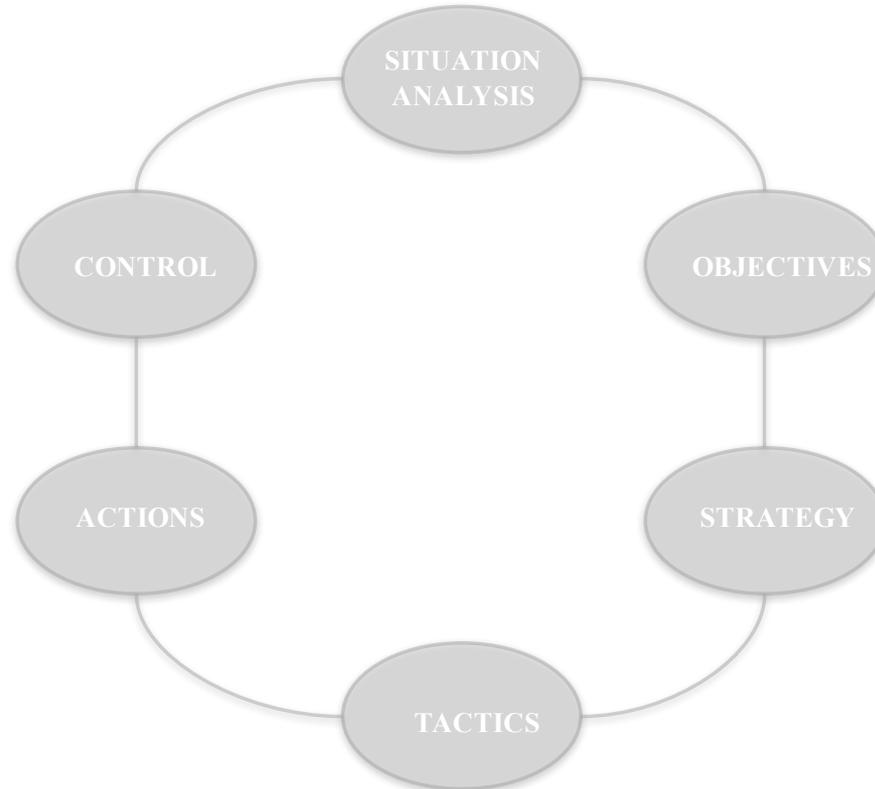
- ◆ To develop SMART objectives you need to:
 - Define what you want to achieve (e.g. we want to get more new customers)
 - Make it measurable (e.g. we want to get five new customer per month)
 - Ask if this is achievable or realistic given the current performance of the business (e.g. access to internal resource to assist in marketing to potential new customers)
 - Set a time frame (e.g. within six months)



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Developing Your Strategy



Source: Smith (2011)



Developing Your Strategy

Lean Analytics Stages

“Gates” needed to move forward





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Developing Your Strategy

- ◆ There are a number of steps that you need to work through in developing a strategy:
- ◆ First, you need to identify indicators, or measures of success, which map to your objectives. It is important the indicators can be populated, i.e. you can collect data for them
- ◆ Second, you need to decide when you are going to review progress against the indicators. It is advisable to set timeframes which enable review of progress at regular intervals





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Developing Your Strategy

- ◆ There are a number of steps that you need to work through in developing a strategy:
- ◆ Third, you need to decide who is going to review the effectiveness of marketing activities
- ◆ Finally, you need to decide which specific methods to use to review your marketing activities



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Developing Your Strategy

◆ **Activity:**

◆ In small groups, discuss:

- Where you would like your business to be in 6/12 months – try to set SMART objectives
- What activities you will undertake to raise awareness of the business
- What indicators you could use to review the impact of these activities

◆ Summarise the key actions on a flipchart



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Summary

- ◆ It is important to be able to review the effectiveness of the activities undertaken to raise awareness of the business
- ◆ To this end you need to develop a strategy for the business
- ◆ You need to ensure consistency between the why, what, how and when within the strategy



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Thanks!

For more information

Visit the website
Green-entrepreneurship.online



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