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connects

## Sustainability Accelerator

An essential sustainability course for entrepreneurs and SMEs, designed around the B Corp Framework

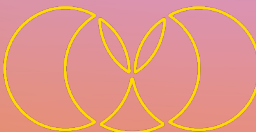
# Embedding sustainability into your business's DNA is now more important than ever

Purpose-driven businesses have stronger foundations to support growth and higher rates of employee engagement and satisfaction. They align with growing consumer needs for purpose and transparency and deliver positive social and environmental impact - all the while being profitable.

In short, being sustainable is not just the right thing to do, it's also good for business.

As a business owner, you want to do the right thing for people and planet, but figuring out where to begin can be overwhelming. Limited time and resources make it even more challenging. It's hard to know where to start if you don't even know what to track and measure.

Are you ready to transform your business?







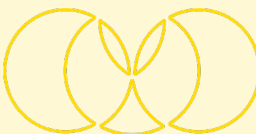
# Sustainability Accelerator Programme

An essential sustainability course for entrepreneurs and SMEs, designed around the **B Corp** framework



## The Sustainability Accelerator Programme will:

- ✓ Equip you with the skills and insights you need to develop a robust sustainability strategy for your business, lead positive change and transform it into a force for good.
- ✓ Cover all aspects of sustainability through the impact areas of Governance, Workers, Community, Environment and Customers.
- ✓ Give you an understanding of the B Corp Framework as we take your business through a first run of the B Impact Assessment.
- ✓ Illuminate where your business sits in terms of sustainability and understand where you should be committing your time and resources to improve and reach your sustainability goals.
- ✓ Support your preparation for B Corp certification if you choose to submit your assessment.
- ✓ Give you access to a library of progressive policies and guides to formalise your business practices.
- ✓ Be taught through 6 interactive and cost-effective workshops delivered weekly over zoom.



# Sustainability Accelerator Programme Overview



## Week 1 Topics

The academic meaning of sustainability  
Transforming the traditional economic model through B Corp  
Introduction to the B Corp Framework: the B Impact Assessment

## Week 2 Topics

What is "Mission Lock" and why is it non-negotiable for B Corps?  
Why transparency drives change  
Assess your workplace practices  
How you can transform your workplace culture, increase engagement and satisfaction while enhancing productivity and profit

## Week 3 Topics

The Importance of Diversity, Equity and Inclusion  
Practical ways to improve local economic development  
Giving back to your community  
Managing your supply chain

## Week 4 Topics

The climate crisis and your business  
Developing Environmental Management Practices  
Enhancing customer stewardship through transparency  
Ethical Marketing & how to avoid Greenwashing

## Week 5 Topics

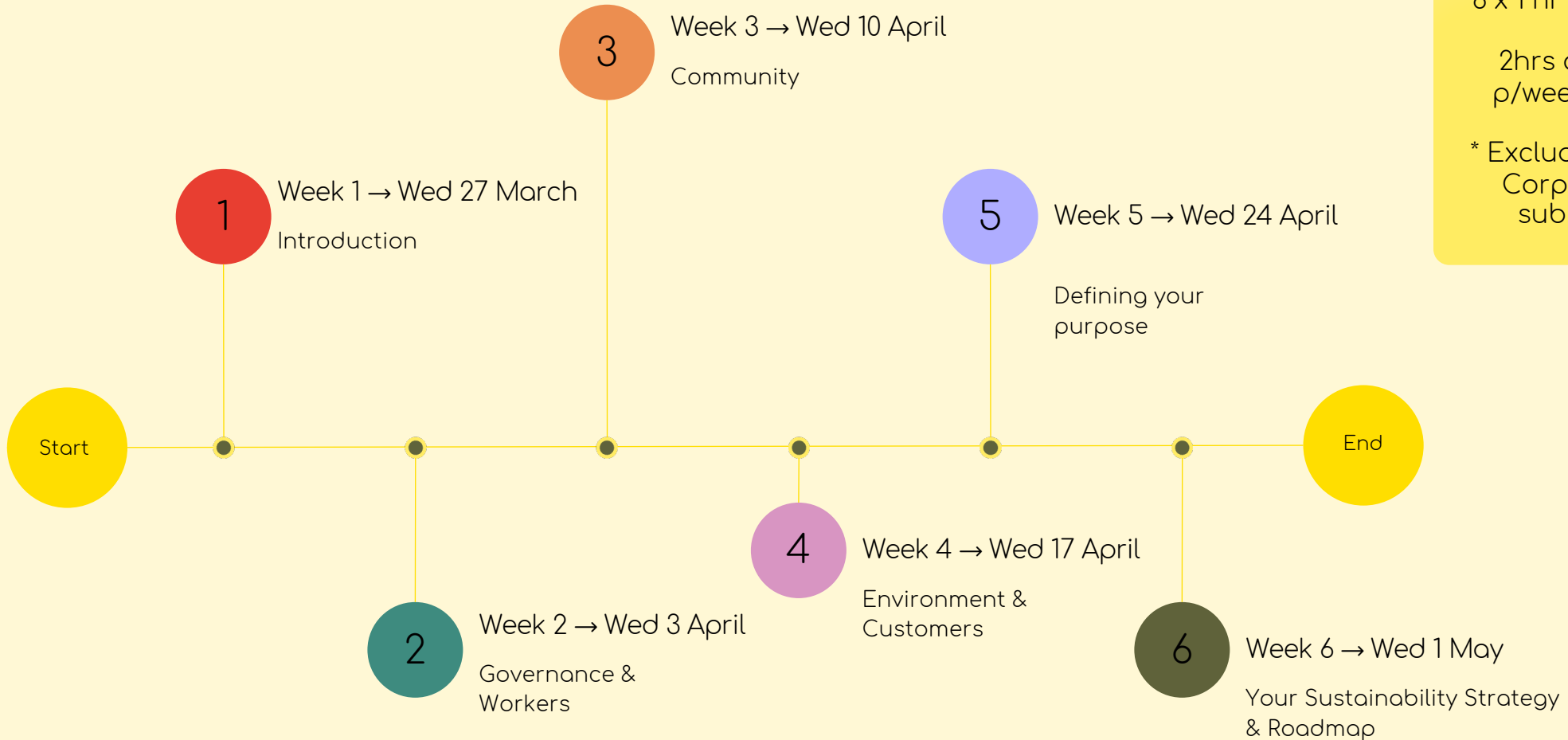
Developing a mission statement  
How to choose social and environmental goals for your business and embed them into everything you do  
Understanding B Corp's Impact Business Models  
The importance of tracking and measuring your positive outcomes

## Week 6 Topics

Your B Impact Assessment score  
Develop a gap analysis and improvement plan  
Prioritising your commitments  
The importance of tracking and measuring  
The B Corp essentials for certification: Mission Lock, Transparency, 80+, Evidence

# Programme Timeline

All sessions will be held on Wednesdays at 8:00am EST / 1:00pm GMT



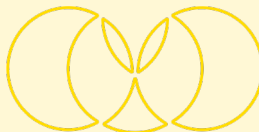
## Your Investment

\$1900\*/£1500\*/€1800\*

6 x 1 hr zoom sessions

2hrs of homework  
p/week for 6 weeks

\* Excluding VAT and B  
Corp assessment  
submission fee



# Why B Corp?

*"If you can't measure it, you can't improve it."*

B Corp believes businesses can be a force for good. People want to work for, buy from, and invest in businesses with purpose.

The B Corp framework; the B Impact Assessment, is one of the most robust frameworks available. It measures a business' performance in all aspects of sustainability. Businesses are globally benchmarked and the certification process is rigorous and thorough.

Certified B Corps are legally required to consider their impact on all stakeholders - not just shareholders, are committed to transparency and must meet minimum performance requirements every 3 years.



Chloé



THE BODY SHOP

Coutts

FREUDS



B Corp Certified Businesses



# Why us?

We are a female-led sustainability consultancy, created to inspire positive change.

We are a social enterprise, certified B Corp and B Leaders with a passion for helping businesses thrive. We have a broad mix of sustainability expertise, corporate business experience and academic training.

Our expertise includes:

- Leading businesses through B Corp Certification
- Conducting sustainability audits and developing improvement plans
- Strategic communications to leverage your brand's sustainability efforts and drive profitability
- Comprehensive sustainability training

Our clients range from innovative start-ups to global multinationals and our expertise extends across a wide range of industries, from beauty & fashion to the built environment.



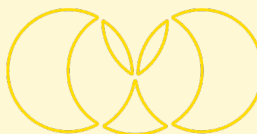
Aisling Connaughton  
Co-Founder &  
Sustainability Solutionist



Sumalee Erben  
Project Manager & Analyst



**United Nations**  
Global Compact



"The most important thing to come out of our work with Cyd Connects was the understanding of how valuable our business purpose is, and how Ruebik's impact model is driving our growth and success. We were excited to achieve B-Corp certification. It's been an eye-opening experience and has solidified our role as leaders in inclusive recruitment, as we progress Diversity & Inclusion in the workplace and improve the outcomes for people from diverse backgrounds and communities."

Christina Brooks, Founder & CEO, Ruebik –  
Experts in Inclusive Talent Search



We have supported over 40 businesses on their sustainability journey from B Corp to sustainability communications and are committed to helping businesses become a force for good



# Who is this course for?






# If you're thinking about certification

## Your business

- ✓ Must be for profit
- ✓ Must have been in operation for over a year
- ✓ Can be of any size and in any country
- ✓ Must make the legal requirement
- ✓ Must commit to transparency

## If you're a start up

- ✗ You won't be able to apply for full B Corp until you have operated for a full year
- ✓ But if you are able to make the legal requirement in your country, you may apply for a special preliminary certification called 'B Corp Pending' that lasts for a year - after which you must apply for full B Corp
- ☆ 'B Corp Pending' is useful for startups who want to signal to investors that they have assessed the sustainability and health of their business and are reliable investments



Ready to transform your  
business into a force for  
good?

Click the link to sign up

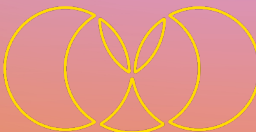


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# Terms & Conditions

- All prices exclude VAT, B Corp assessment submission fee and B Corp Certification fees
- To receive an equity discount, your company must meet the following criteria: 50% owned by one of the following groups: People of Colour and under-represented ethnicities, Women or female-identified, People with disabilities, LGBTQ+
- B Corp Group Accelerator invoices: the first invoice is raised on the date of course sign-up and then at intervals of 30 days for the remaining two invoices.
- Invoices must be paid within 30 days. Cyd Connects reserves the right to charge an 8% annualised interest rate on late payments, accrued on a daily basis.
- Cyd Connects does not guarantee B Corp Certification

As a Social Enterprise, Cyd Connects commits a 5% donation from all project fees to projects that support the United Nations Sustainable Development Goals (SDGs)





Let our journey begin...