

EMPOWERING MARKETING & PRODUCT TEAMS TO COMMUNICATE SUSTAINABILITY WITH CONFIDENCE

1 hr online or in person group training session targeted at marketing and/or new product development teams. Suitable for up to 20 participants.

Involvement in this session will:

- build a shared language around sustainability
- reduce the reputational risk of talking about sustainability without the necessary evidence to back up your claims in preparation for the '[Empowering Consumers for the Green Transition Directive 2024/825](#)', applicable from September 2026
- build a shared understanding of the evidence required to support high-quality sustainable innovation storytelling
- build a shared vision of the resources needed to support better sustainability storytelling across the business

COST

£500 online

£750 in person (+ travel and accommodation if required)

WHAT YOU WILL GET

An interactive 1-hour session delivered by a highly knowledgeable and experienced trainer, combining illustrative case studies, group activities and facilitated discussion.

Outline content:

- What is Greenwashing?
 - The basics and more nuanced practices
- Why is it a problem?
- Golden rules for avoiding greenwashing
- ACTIVITY: Drill into the data needed to support good sustainability comms
- ACTIVITY: Facilitated discussion to identify existing assets that support evidence based storytelling and future gaps to fill



ASSUMPTIONS

- EN:ABLE Sustainability will retain ownership of the presentation
- The slides will be available for sharing internally only
- All delivery dates and times will be agreed in advance, any changes to these agreed dates may incur additional costs if additional nights away are required or travel times increases significantly.

PAYMENT TERMS

We normally require 4-6 weeks' notice for new bookings, sometimes more at busy times.

On agreement of the quote, you will receive an invoice for payment. Training will be confirmed on receipt of full payment.

Full payment should be made within 14 days of receipt of the invoice.

Bank Details

Bank: MONZO Business

Bank account number: 87919535

Sort Code: 04-00-03





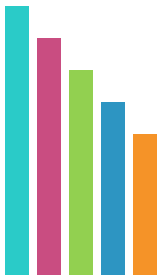
WHY ME?

I have 25 years of experience helping businesses and organisations reduce the environmental impact of the products they make and sell. I am an experienced trainer and facilitator and a Fellow of the Higher Education Academy with vast experience of designing, developing and delivering training in industry and academia.

Clients have included: Norcros, Abode, Triton Showers, Leonardo, Boots, GSK, SATS, Lloyds Bank, Pernod Ricard, DCA Design, Smallfry, Electrolux and Huntleigh Healthcare.

“Vicky is an authority in sustainable design thinking. Her theoretical expertise and practitioner experience combine strongly with her exceptional trainer and facilitator skills. Her preparation is thorough and detailed, always carefully targeted at the trainees’ particular needs. She then follows through with lively and empathetic delivery, ensuring that everyone is involved and benefitting. Always open to questions, challenges and suggestion to guarantee the best results – she’s a real star!” Dr Juliana Goga Cooke, CEO Academy of Design Thinking

“Vicky is a greatly experienced business coach with a wealth of knowledge about sustainability and circular economy. Her workshops are engaging and fun, and really helped us get to the bottom of the challenge. I can highly recommend!” Claire Brass, Co-Founder and Chief Product Officer at Moree



BILATERAL CANCELLATION POLICY

Cancellation by the Company

- a. All training fees are non-refundable once booking and payment have been made.
- b. If the Company needs to cancel the scheduled training, no refund will be issued regardless of the notice period.
- c. The Company may request to reschedule the training session at least 14 days before the agreed start date. This will be rebooked subject to the Trainer's availability.

Cancellation by the Trainer

- a. The Trainer reserves the right to cancel or reschedule the training due to unforeseen circumstances such as illness or emergency.
 - b. If the Trainer cancels, the Company will be offered either:
 - a full refund, or
 - the option to reschedule the training at no additional cost, provided the original scope and parameters remain unchanged.
 - c. The Trainer is not liable for any indirect costs incurred by the Company, including travel or logistical expenses.
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