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INNOVATIVE SKILLS FOR
BENEFIT COMPANIES

Marketing & Sustainability plan for the S4BC Project



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de la Ribera Alta



Capacity Ireland



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S4BC Innovative Skills For Benefit Companies
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Goals and scope of this plan

This plan is part of the S4BC project and outlines how awareness and use of the S4BC results can be strengthened in order to sustain its use in the future. In this introduction we outline what the S4BC is about and why it needs to be marketed and sustainable.

The project aimed to support the elaboration of the Benefit Corporation business model, indicating by this comprehensive definition a business model which combines the goal of profit with the purpose of creating a positive impact for society and the environment.

The main result of the project has been the creation and delivery of an online training course **Expert in Benefit Business Management** consistent with ECVET System organized in Training Units and divided into the following modules.

1. Business organization of BC
2. Technical aspects of BC
3. Legal aspects of BCs in the different countries
4. Strategic aspects of BCs
5. European and International dimension

In the following plan we will outline 2 strategies: (1) creating brand awareness and marketing strategy, and (2) Sustainability and mainstreaming strategy.

This plan is written with an understanding that marketing and sustainability will require a different approach by each partner and for each country and that some aspects may require international cooperation, while others do not. The suggestions should therefore be read as inspiration and ideas that could be taken over by partners. Of course, we did announce in the proposal that we would make a marketing plan, so it would be wise if each partners decides to engage with at least one or two aspects of this plan and try to implement it in the few months ahead, or beyond the project lifetime. Some of the mentioned actions have been discussed in the last project meeting in Dublin and agreed to cooperate as a partnership in follow- up actions.

Marketing Strategy

1. **Position the S4BC project as the premier European initiative for developing specialized skills for the thriving Benefit Corporation sector.** This focuses the marketing message on the unique value proposition of the project and its direct relevance to a growing industry.
2. **Emphasize the project's dual focus on environmental sustainability and social inclusion, aligning with broader societal goals.** This highlights the project's commitment to addressing pressing global issues, appealing to a broader audience who value these principles.
3. **Leverage the Erasmus+ brand, consortium of European partners, and networks, to build credibility and extend reach.** This leverages the existing reputation and networks of established institutions to lend credibility to the project and reach a wider audience across Europe.
4. Maintenance of Project website www.skills4bc.eu and promotion and exploitation of the main project result **Course Expert in Benefit Business Management**

ACCESS TO THE FREE ONLINE COURSE



Sustainability Strategy

WHO are THE TARGET GROUP? decision-makers, interested parties and stakeholders

It is important to think about our audience so that we can target our dissemination and sustainability activities appropriately. Identify those who will benefit from knowing about our project.

This will include end-users of our products, decision-makers as well as other interested parties, organizations and networks in the same field, and other stakeholders.

We need to target individuals and organizations at local, regional, national and European levels. Keep contact details in a database or spreadsheet to make it easier to get in touch with people.

WHEN? Setting up a timetable of activities for sustainability.

The sustainability activities of S4BC project have been supported from the very beginning of the Project thanks to the dissemination and net-local involvement activities through the presentation of the Project at seminars, conferences, meetings and social networks.

As concerns resources, the S4BC results and products are fully part of the daily work activities of all the partners involved. Human resources and economical resources will be ongoing invest by this project in order to prosecute with the research initiatives related to the S4BC issues.

As concern the availability of products, after the end of the project, it will be supported by the institutional web site of S4BC. www.skills4bc.eu

HOW? Techniques used to achieve Network expansion beyond the project period

- Each partner can strengthen in own countries using known networks, partners, interested parties.
- The project represents 5 countries, in order to spread this network out as widely as possible, partners can tap into known networks, and past of present partners that would have a real interest and need for the S4BC Project.
- Advisable to use partners with whom we as a network have worked well within the past/ or recommendations.
- Useful to look at research- which country in Europe has the highest rate of benefit companies' penetration?
- Do partners know of research in own countries for benefit companies' policies and best practices?
- Expansion plan should incorporate online strategy (social media, LinkedIn, website).

Planned Sustainability and marketing Activities:

Activity	Target Audience	Expected Impact	Channel/Medium	Timeline
Brand Awareness				
Dedicated S4BC Website and Social Media	All Stakeholders	Central hub for information, resources, community building, and engagement.	Website, LinkedIn, ResearchGate, Academia.edu	Ongoing
Press Releases and Media Outreach	General Public, Educational Institutions, Media	Raise awareness, attract media attention, position S4BC as a thought leader.	Press releases, articles, interviews, podcasts, relevant industry publications	Ongoing
Participation in Sustainability & Social Impact Events	Employers, Policy-makers, Investors	Showcase the S4BC value proposition, network with key stakeholders, foster partnerships.	Conferences, workshops, webinars	Ongoing
"Benefit Corporation Week"	All Stakeholders	Raise awareness about Benefit Corporations, share success stories, host webinars and discussions.	Social media, website, partner channels	Annual event
Promotion through Partners Networks	Researchers, Policymakers, Educational Institutions	Disseminate research findings, reach a wider audience, promote the S4BC approach to a broader European network.	EFVET, EVBB, EVTA, ETUCE CSEE	Ongoing
Mainstreaming				

Integration into Partner Institution Curricula	Educational Institutions, Students	Ensure sustainability and scalability of the S4BC training, attract future learners.	Partner websites, educational networks	Ongoing
Development of Engaging Case Studies & Testimonials	Employers, Policymakers, Potential Learners	Showcase the impact of S4BC training on individuals and organizations, build credibility.	Website, publications, social media	Ongoing
Policy Briefs and Advocacy Efforts	Policymakers	Influence policy decisions related to Benefit Corporations and sustainable business practices.	Reports, policy briefs, consultations	Ongoing
Collaboration with B Corp Networks	Employers, Investors	Amplify reach, foster partnerships, tap into existing communities passionate about sustainable business.	Joint events, webinars, content sharing	Ongoing
"S4BC Alumni Network"	S4BC post users training course	Foster a sense of community, facilitate knowledge sharing, create opportunities for collaboration and career growth.	Online platform, events, LinkedIn group	Post-training
Encourage Adoption of S4BC-Inspired VET School & Institutional Policies	VET Schools, Educational Institutions	Promote the integration of S4BC principles into educational settings and organizational culture.	Workshops, consultations, policy guidelines	Ongoing

Commercial marketing

'Marketing' in the commercial sense can be done by developing a commercial plan to sell the S4BC course **Expert in Benefit Business Management**. This strategy is suited for most of the participating organizations as training providers. If partners are willing or able to engage with commercial marketing because the current partners are getting their budgets through project funding (and sometimes training) but not through commercial marketing of a method. It is also questionable if they would like to single out the S4BC course **Expert in Benefit Business Management** as a preferred and marketed brand, while at the same time not talking copyright and ownership of it. So before considering the following strategies at all, we need to take a decision on the principle of the wish and feasibility of commercial marketing for all the Planned Activities above mentioned.

A more ambitious plan would be to professionalize the S4BC course (marketing website with shop, redesign and print materials, make online versions for students and for teachers, develop marketing materials like advertisements leaflets and ordering forms). To cover the costs, this could be a new EU project.

The most ambitious strategy would be to develop a **NEW S4BC NETWORK** scheme, in which the current partners would establish an international ASSOCIATION which offers willing holders a brand, materials, training and coaching for a fee. Members should pay a fee up-front or get a loan from the international foundation and pay the association a percentage of the profits. The profits should minimally cover the upkeep and review of the method and products and the support of the franchise holders.

Additional Ideas

- **S4BC Podcast or Webinar Series:** Featuring interviews with Benefit Corporation leaders, sustainability experts, educators, and S4BC trainees.
- **"S4BC Challenge" or Competition:** Encourage students or young professionals to develop innovative solutions for Benefit Corporations or address sustainability challenges.
- **Partnerships with Sustainable Brands:** Collaborate with well-known Benefit Corporations to offer internships, mentorship, or project opportunities to S4BC trainees.

These strategies collectively position the S4BC project as a leader in the field, emphasizing its unique value, relevance to current trends, and broad appeal to stakeholders interested in sustainable and socially responsible business practices.