

# PLATO: SUSTAIN

## Who can Join?

To join a PLATO: Sustain group, you will need to be an owner, chief executive or senior-level director of an established Small or Medium sized Enterprise (SME). Prospective participants for the **PLATO: Sustain Programme** will have the following characteristics.

### Your business will:

- ◆ Employ between 10-249 employees;
- ◆ Turnover in excess of £1m per annum;
- ◆ Have been operating for at least three years;
- ◆ Have the aspiration and potential to grow;
- ◆ Have the desire to introduce and implement sustainable design, innovation and business practices to their business.

### The PLATO: Sustain participant will be:

- ◆ Leading a business that includes one or more elements of design, construction, manufacturing, food industry, packaging or operating a service business;
- ◆ The owner, chief executive or senior-level director decision maker in the company, who takes make-or-break decisions every day and wants to increase overall business growth and adopt sustainable business, design and innovation practices;
- ◆ Committed to adopting sustainable

business strategies and be prepared to contribute towards a reduction in their region's ecological footprint;

- ◆ Willing to introduce commercially viable products and services that have been designed with an inherent aim of reducing environmental impact;
- ◆ An owner, chief executive or senior-level director who has met and overcome business challenges and is prepared to share their experiences with others;
- ◆ Committed to attend the PLATO: Sustain monthly group meetings at least once a month;
- ◆ Willing to encourage and empower their employees to make a difference at work and home;
- ◆ Willing to engage with their suppliers to develop 'greener' relationships maximising opportunities to improve environmental impact;
- ◆ Prepared to collect carbon metric data at the start and end of the programme to enable a quantitative assessment of sustainability improvements to be assessed;
- ◆ Willing to commit to the entire 2 year programme including attending a graduation and award event in October/November 2011.



INVESTOR IN PEOPLE



Plato GB Ltd has secured funding from the European Regional Development Agency (ERDF) and the South East England Development Agency (SEEDA) to deliver the PLATO: Sustain Project.



# PLATO: SUSTAIN

## **PLATO: Sustain Introductory Events**

Between April 2009 and June 2009 a series of 10 introductory events will be running across the South East region to provide potential SME participants with more information about PLATO: Sustain, to explain the commitment required and likely benefits of participating.

These events will provide prospective participants with an opportunity to register their interest in participating in the PLATO: Sustain programme and meet with the PLATO: Sustain Programme team to discuss business and personal suitability to participate in the programme

## **Group Events**

PLATO: Sustain local groups will meet 20 times over a 2 year period starting in July or September 2009. Groups do not usually meet in August or December each year.

## **Network Meetings**

All PLATO: Sustain groups will meet together 6 times during the 2 year programme. These meetings will provide an opportunity for participants to meet and network with like-minded businesses. There will additionally be opportunities to hear specialist speakers and work in smaller breakout groups or in particular 'Innovation Groups' where several participants may wish to share knowledge and experiences – perhaps within a sector-focused group.

The final Network event will be a graduation and award event to be attended by all PLATO: Sustain participants.

Anyone wishing to participate in a **PLATO: Sustain Group** should contact the Plato GB team on **08457 35 45 55**.