



Aston University

BIRMINGHAM UK

# Green Advantage

## Building your Sustainability Roadmap

Christian Byron  
Programme Manager  
Aston Centre for Enterprise and Entrepreneurship



# ACEE Overview

- **We create impact for SMEs and social economy organisations through a range of targeted specialist programmes, practical in delivery and underpinned by leading research**
- Built on Aston's inclusive entrepreneurial track record
- Creating an unrivalled global entrepreneurial ecosystem delivering economic benefits to individuals and society



# Recent Achievements



- Aston University is ranked 1st in the UK and among the best in the world by the Times Higher Education (THE) for how well it works in partnership with others to deliver real-world sustainability impact.
- Green Advantage has been shortlisted for Outstanding Contribution to Environmental Leadership 2025 by THE.
- Aston is ranked 8th in the UK for Executive Education based on our SME Executive Education offer, by the Financial Times.

# Businesses that have benefitted from our programmes – 4000+



# Green Advantage

Programme Overview

# Green Advantage – Course Overview

- **6** workshops delivered by Aston academics, expert facilitators, and business professionals in 12 weeks
- **4** hours of 1-2-1 support with an experienced business coach
- **4** Peer Group Calls
- Discussion and networking amongst fellow cohort members
- Develop a sustainability roadmap in space to learn and reflect
- Alumni network of businesses
- NEW: Benchmarking Tool



# Your Green Advantage

- Win contracts with strong sustainability credentials
- Inspire clients and teams
- Build valuable connections within Aston University
- Increased confidence to take meaningful sustainability action
- Tap into sustainability-conscious markets

**“The Green Advantage programme has given our business a genuine commercial edge in today’s world, helping us to secure tenders worth £4m.” – Central Mailing Services**

# Programme Schedule

## Green Advantage 2.2 Schedule (subject to change)

Date	Session	Format	Time
Monday 2 <sup>nd</sup> March 2026	Welcome & Understanding the Sustainability Transition	Workshop, in-person	1:00 - 5:00pm
Wednesday 11 <sup>th</sup> March 2026	Peer Group Mentoring	Online	9.00 - 10.00am
Wednesday 18 <sup>th</sup> March 2026	Your Business Model and Stakeholders	Workshop, online	1:00 - 3.00pm
Wednesday 25 <sup>th</sup> March 2026	Circular Economy Approach	Workshop, in-person	1.00 - 4.00pm
Wednesday 8 <sup>th</sup> April 2026	Energy Efficiency and Powering your Future	Workshop, in-person	1.00 - 4.00pm
Wednesday 15 <sup>th</sup> April 2026	Peer Group Mentoring	Online	9.00 - 10.00am
Wednesday 22 <sup>nd</sup> April 2026	Digital transformation and Green Tech	Workshop, online	1.00 - 3.00pm
Thursday 23 <sup>rd</sup> April 2026	Peer Group Mentoring	Online	9.00 - 10.00am
Wednesday 29 <sup>th</sup> April 2026	Your Sustainability Roadmap	Workshop, in-person	1.00 - 4.00pm

# Green Advantage Sustainability Champions



# Business Coaching Support

- You will be allocated a Business Coach

## Business Coaches:

1. Meet with each participant
2. Work one-to-one with each participant to support the development of their Road Map
3. Support and signpost as relevant



# Your Sustainability Road Map

- A strategic and tactical implementation tool to guide your sustainability plan
- Individual project running across the whole programme
- Work after each workshop build up elements of the road map
- Editable template provided

# Who is this Programme for?

**To participate in the Green Advantage Programme, you must be:**

- A decision-maker from any business sector who has some responsibilities linked to the sustainability agenda.



# Investment for a Greener Future

**Save 20% on Green Advantage when you register by Friday 16th January!**

- SMEs & Third Sector**

Pay just **£1,000** (save £250)

*For organisations with fewer than 250 employees.*

- Large Organisations**

Pay **£2,249** (save £750)

*For organisations with more than 249 employees.*

Group discounts available, contact us for further information.



# Testimony

“As a supplier in the green space we had two reasons to join Green Advantage. We have had two delegates on this course so far, our HR manager and a partner manager. The course is brilliantly run with up to date truly valuable content and case studies and I would recommend it to all. Going green isn’t just vital for the planet, it also makes financial sense as demonstrated by this programme.”



**Andrew Leech**  
Director, Fleet Evolution

# Gain a Green Advantage

- **Reinvntd CIC:** "Since completing the course, I am more conscious about my business and the impact of every decision we make, but also in my day-to-day life."
- **Love Joes:** "We became a living wage employer as a result of Green Advantage. We've started a lot more governance around our policies and our supply code of conduct is in the works as well. The speakers that you hear while you're there are so informative and they open so many light bulbs that you might not even think apply to you."
- **Metal Assemblies:** "I have come away from the programme feeling energised to continue bringing positive change to Metal Assemblies. As well as having a better understanding of sustainability principles, how they can be applied to the business and the importance of creating a team that is committed to embedding sustainability into the organisation."

# Green Advantage

- Aston specialists from business and engineering
- Expert facilitators and coaches
- Discussion amongst fellow cohort members
- Space to learn and reflect
- A clear roadmap for sustainable growth

**Secure your place  
on Green Advantage**

Email:  
**acee@aston.ac.uk**

LinkedIn:

Aston Centre for Enterprise &  
Entrepreneurship: GROW