

# Green Skills Marketing Strategy

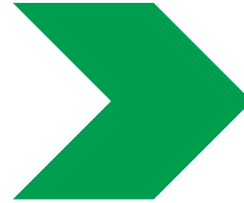
WYCC  
Green Skills

The Green  
Skills Service

The Green  
Consortium

Green  
Investment

The Green  
Skills Service



 | The Green  
Skills Service

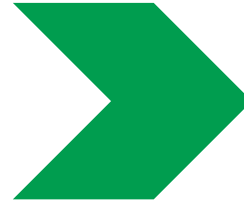
## **External brand**

Target audience: employers, businesses, intermediaries (customers)

## **What is it?**

Courses and funding support, events, #GreenWY campaign, blog, resources, contact, business/skills planning tools and support.

The Green  
Consortium



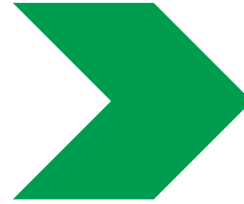
Collaboration  
work

Target audience: colleges, educators, partnership organisations

### **What is it?**

A working group to develop the green skills offer, grow college internal skills and awareness and work towards SDGs, in collaboration.

Green  
Investment



Funded  
projects

Target audience: funding bodies, stakeholders, media.

### **What is it?**

PR about the impact of funding, starting with SDF capital investment of retrofit and EV – case studies, opportunities to engage, news, events and galleries.

# Connecting



# How to stimulate demand?

Start the conversation.

Build the brand.

Show businesses what it means to them.

- Events to **engage** – webinars, networking, cafes, exhibitions, presentations
- #GreenWY advertising and social media campaign to **attract**
- Blog our journey and those around us to **raise awareness**
- Resources to **take action** – toolkits, tips, places for other green funding
- Service to **get skilled** – working together to offer businesses a ‘where do I start?’ service, through to booking training for staff.

# Green Skills Courses (discussion)


- Build an offer that is attractive and clear to employers
- Relate it to the green business agenda
- Highlight funding available
- Support employers from enquiry to completion
- Generate referrals - LEP, campaign calls to action, partnership promotions, events





# Your search results

Green Skills ▼ All Providers ▼ All Projects ▼

[View all courses](#) 

## Understand Climate Change, Sustainability and Environmental Protection

Courses for current apprentices, Courses for employers who support apprentices, Courses for those considering an apprenticeship, Green Skills Collaborative Apprenticeships




 Funding  Eligibility

[MORE INFO](#)

## Award in Environmental Responsibility in the Workplace Level 1

Courses for current apprentices, Courses for employers who support apprentices, Courses for those considering an apprenticeship, Green Skills Collaborative Apprenticeships



 Funding  Eligibility

[MORE INFO](#)





## Understand Climate Change, Sustainability and Environmental Protection

Share this course



[← Back to course list](#)

By the end of this course, the learner will understand the environment, the benefits and the challenges by being able to define the term 'environment', outline ways in which society depends on the environment and describe the key challenges facing the environment.

The learner will also understand global warming and climate change being able to define the term 'climate change', explain the causes of global warming, outline the impact of global warming on the environment & explain why the changing climate has had to be classed as an emergency. The learner will understand sustainability and sustainable development.

The learner will be able to define the terms 'sustainability' and 'sustainable development', describe the importance of sustainable development, explain the roles of governments, individuals, organisations and non-governmental organisations, describe the three pillars of sustainability, outline a vision for a more sustainable future, explain the barriers to a sustainable future.



## Collaborative Apprenticeships

### Categories:

- Courses for current apprentices
- Courses for employers who support apprentices
- Courses for those considering an apprenticeship
- Green Skills

**Date:** Any start date

**Duration:** Three weeks

### How will I learn:

Online

[MAKE AN ENQUIRY](#)



### Funding

Collaborative Apprenticeships courses are offered for free (fully funded) to eligible participants. The project is funded by the European Social Fund and (ESF) managed by the West Yorkshire Consortium of Colleges.



### Eligibility

You are eligible to apply for this course if you are over 16 and live or work in Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield or York districts. Further restrictions apply, please enquire to find out more.



## ShIPLEY College

Here at ShIPLEY College, we believe a talented workforce is the key to success. The college is situated in the UNSECO World Heritage Site of Saltaire, in the District of Bradford. The college offers education and training provision on campus, in community venues and on employer premises across the region. We value both the reputation we have built up for the quality of our training across our business specialisms, and our working relationships with organisations of all



# The Green Skills Service

## Technical Green Courses

## Skills to Support Businesses

- Collation of technical courses – 30 in total – some already integrated into projects.
- Collation of courses that support businesses change and adapt into greener practices.
- Course check list – Information and support for employers. Badge system.

# How Can We Support Your College?

## 5 Actions for Colleges

- 1) Familiarise yourself with the research in the members area.
- 2) Confirm the technical courses can be added to the Green Skills Service and collate any other courses (Deadline Friday 25 November).
- 3) Inform WYCC of the appropriate person/persons to work with regarding this area of work.
- 4) Confirm to WYCC the support your college needs based on discussion.
- 5) Send through all relevant information for the Green Skills Service website – *events, case studies, research, internal training or changes in the college.*