

HELP US TO GROW THE MOVEMENT FOR SUSTAINABLE CHANGE

Become a **Commercial Partner** to the EBN for only £3,000 pa and help us to grow the movement and showcase your credentials in environmental sustainability

THE EBN TODAY

Having launched in November 2019, before Covid, we survived lockdown and re-emerged in the summer of 2021 and the world had changed.

People kept asking ‘what is ESG?’ and that told us we needed to widen our horizons and include the leadership teams of every business.

We worked on our positioning and purpose and concluded that the climate crisis is the backcloth to our stage but the play itself is about the business opportunities created by the urgent need to change how we all behave.

Having passed the milestone of 1,800 members in November 2024 we are set to double, treble and quadruple that number.

The EBN is for everyone who wants to ‘learn, share and connect’ with like-minded people.

For more information

roger@theebn.co.uk | kathryn@theebn.co.uk

theebn.co.uk

OUR MARKET POSITION

Our members include people representing corporates, financial investment organisations, SMEs, local authorities and not-for-profits.

But our core market, and where we create most value, is in the mid-market enterprise sector. Those supply chain businesses that turnover anywhere between £10m and £250m and bear the burden of making environmental sustainability come to life across business as a whole.

However, we open our arms to any organisation that has a belief in, or commitment to, changing how they behave so that their future, and that of the planet, is assured.



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EBN Environmental
Business
Network

WHAT DRIVES US?

The EBN has 4 clear mandates and we measure our own behaviour according to them.

**We are
connectors**

We are translators
(of complex issues
into everyday
business language)

**We are
story tellers**

**We are resource
investigators**
(on behalf of our
members)

The EBN has no competitors. Really?

Yes, because our purpose is to help every business adapt to, and benefit from, a very different environmental and economic future. If we see someone doing what we do but even better, we will signpost them. The need to collaborate is too pressing to do otherwise.

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WHY JOIN US AS A COMMERCIAL PARTNER?

Everywhere we go people tell us the EBN is essential and that an organisation like this is needed to help businesses ‘learn, share and connect’.

That is nice to hear. But to enable as many entities to benefit from this as possible we need funding.

Funding to keep bringing the excellence of the Live Shows, to grow our media communications channels, to hire great people and to enable us to promote your business.

So, from a business perspective, what is in it for you?

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SUSTAINABLE SOLUTIONS

If your products and services add value to your customers operations *and* to their sustainability strategies, we will help you market them through our Sustainable Solutions programme.

We will work with you to establish the sustainability benefits of your products and services are to our members and, in return for an agreed commission, we will act as “value-added resellers”, identifying live sales opportunities where possible.



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MANAGED CONNECTIONS

You will be invited to an annual dinner (additional charge for catering and venue hire) with other commercial partners so you can connect and share stories and maybe do business together.

You will be invited to a round table lunch (additional charge for catering and venue hire) where you can contribute to a debate on critical sustainability subjects.

The EBN will make managed connections directly to other commercial partners, impact members and people in our wider network where a business symmetry is apparent.

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A POSITIVE REFLECTION ON YOUR BRAND

You will have the right to say you are pioneers and enablers of a growing, and hugely important business movement.

Whilst on your own transitional journey to greater sustainability you will demonstrate that you have the vision and commitment to support something that is both needed and highly valued by all who encounter it.

This is your primary contribution to changing widespread behavior beyond your own stakeholder group.



For more information

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BRAND VISIBILITY

Your brand identity and personality will be closely linked with and displayed through all EBN communications channels from the web site to social media, to newsletters, to YouTube and our events.

Our commercial partners can post promotional videos onto the EBN web site and You Tube channel.

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BRAND COMMUNICATION

You will be entitled to 2 sponsored articles a year in the newsletter – these will be articles written by your business (approved by the EBN) which can focus on promoting your products and services to the EBN members or simply tying what you do, and what you believe in, back to sustainability.

Executives from your business will be invited to contribute to EBN events where you have a relevant and interesting story to tell.



For more information

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HOW DO YOU BECOME AN OFFICIAL PARTNER?

That is the easy bit.

Simply contact Roger or Kathryn directly and they will do the rest...

roger@theebn.co.uk

kathryn@theebn.co.uk



If you want to discuss whether
this is right for your business
call Roger on **07703 344139**

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