

# BETTER BUSINESS NETWORK

# MEMBERSHIP INFO





# WHO WE ARE

The Better Business Network is a community for like-minded businesses that want to create positive action.

The Network is focused on helping connect ethical businesses together and increase their positive social and environmental impact.

Members have access to events, tools, resources and workshops to help them on their journey to having a greater positive impact.

We invest 20% of all membership fees to supporting impactful organisations such as Client Earth, B1G1 projects and 1% for the Planet.

As a supporting member of the Better Business Act we also actively lobby for improved government legislation to help businesses create positive systemic change.

We believe that collective action is the key to building a better future for people and the planet.



# COLLECTIVE ACTION POLICY

We believe that collective action is the key to building a better future for people and the planet.

Joining as a member allows you to support amazing projects as part of a more powerful collective through our impact giving, whilst also increasing your individual impact and income.

We also actively lobby for improved government legislation to help businesses create positive systemic change.

Examples of this include:

- Coalition supporter of the Better Business Act
- Donating to Client Earth to take the U.K Government to court for not having a robust net zero strategy
- Working with the Real Living Wage Foundation
- Organising the Better Business Summit
- Providing free Carbon Literacy Training

In 2023, we kicked off our **#yearofaction** at the Better Business Summit, helping our members in different ways every month to work together for collective action.





# MEMBERSHIP BENEFITS

All membership tiers get access to:

- Exclusive Members Area & Business Directory
- Free Carbon Literacy training (worth £180\* per team member)
- Monthly in-person and online workshops
- Networking events
- Weekly Members' Industry Insights newsletter
- 100's Online tools, resources and recorded workshops
- Monthly Free Coworking Day Pass at our Manchester Office
- 50% off betternotstop online courses
- Private online slack community
- Members Office hours



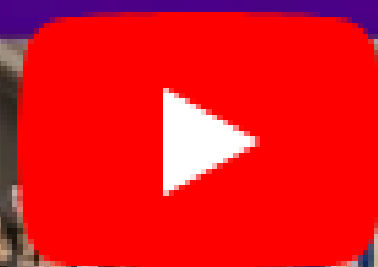





HERE'S WHY YOU SHOULD JOIN THE BETTER BUSINESS...

Share

# WHY SHOULD YOU JOIN THE BETTER BUSINESS NETWORK?



Watch on  YouTube



# MEMBER FEEDBACK

Check out [this playlist](#) on our YouTube channel which has a number of video testimonials from some of our Members, or checkout our [Member Testimonial](#) page on the website.

**I'VE MADE SO MANY  
FANTASTIC  
CONNECTIONS, I FEEL  
LIKE I'VE REALLY  
FOUND MY TRIBE**

**DANIELLE HEWARD, FOUNDER, OPTIMO**



**IT'S HONESTLY THE  
BEST BUSINESS  
NETWORK I'VE EVER  
BEEN PART OF**

**RAKHEE SHAH, PARTNERSHIPS MANAGER, B1G1**



**BETTER BUSINESS  
NETWORK HAS BEEN  
INSTRUMENTAL IN  
OUR GROWTH OVER  
THE LAST YEAR.**

**CHARLIE COHEN, CEO, &SISTERS**



**IT'S BEEN INCREDIBLE TO  
HAVE THIS NETWORK OF  
PEOPLE WHO TRULY  
BELIEVE IN ME**

**KRISH PATEL, FOUNDER, TALES TO INSPIRE**



**I'VE FOUND FRIENDS,  
CLIENTS, EXPERTS AND  
ABOVE ALL, PEOPLE WHO  
REALLY CARE FOR OUR  
PLANET.**

**IOANA HARDY, FOUNDER, IMPACTERS GROUP**





# MEMBERSHIP FEES

<b>TIER ONE</b> £30.00 / MONTH 1-5 Employees <a href="#">SELECT TIER</a>	<b>TIER TWO</b> £50.00 / MONTH 6-10 Employees <a href="#">SELECT TIER</a>	<b>TIER THREE</b> £80.00 / MONTH 11-25 Employees <a href="#">SELECT TIER</a>	<b>TIER FOUR</b> £130.00 / MONTH 26-50 Employees <a href="#">SELECT TIER</a>	<b>TIER FIVE</b> £200.00 / MONTH 51+ Employees <a href="#">SELECT TIER</a>
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The cost of membership varies depending upon the size of the business. Larger companies pay a higher fee as they are helping to support and subsidise access (and keep prices low) for smaller business owners.

Members can access additional discounts by paying annually rather than monthly, for 12 months access for the price of 10. Simply toggle to an annual membership when you are selecting your membership tier.

If preferable, you can pay via invoice for annual memberships. All you have to is enter code INVOICE when completing checkout and you will be emailed an invoice request.

Scholarships are available to business owners unable to pay the monthly payments on a case by case basis.





# MEMBERS AREA

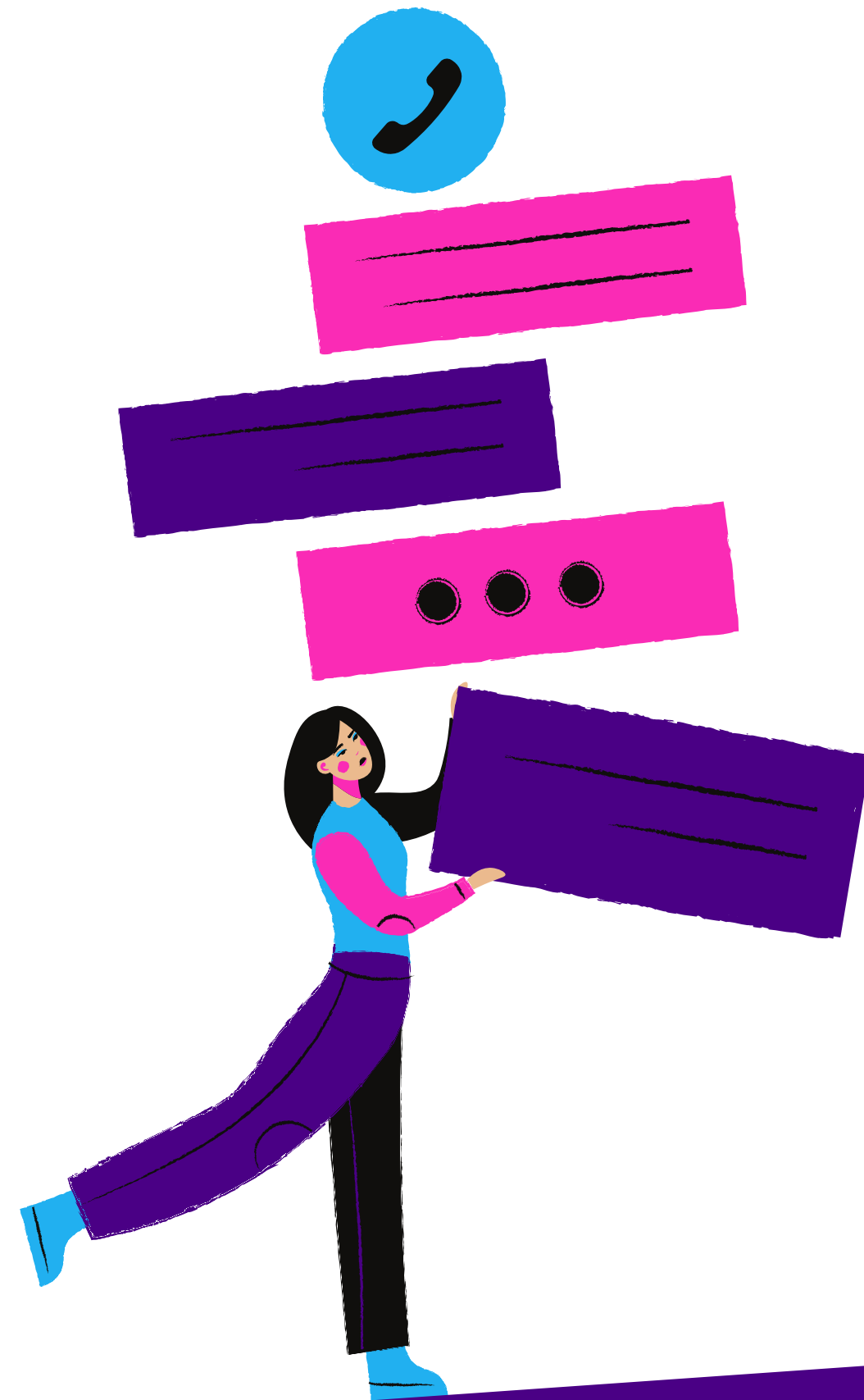
**All our Members are given access to a Members Area on the Better Business Network website.**

In this Members Area, we have hundreds of online tools, resources, guides and recorded workshops across a variety of topics.

These tools and resources are designed to help you better understand how to increase your social and environmental impact and signpost you to other valuable resources to help you along your journey.

The Members Area has been designed in a step-by-step process that helps you progress along your journey as a purpose-driven business.





# BUSINESS DIRECTORY

**We have an online Business Directory in our Members Area that showcases all of the organisations that have joined the Better Business Network.**

We understand that you want to work with businesses that share your values and beliefs.

The directory lets you easily access our Network of purpose-driven businesses so you can be signposted to the right person to do business with.

You can search by industry, description or even accreditation (B Corp, 1% for the Planet member etc).

All the information you provide us when you join will be used to build this Directory Profile, you will simply have to tick a Publish my Profile box to make it visible.

In case of a rebrand or updated product offerings, it is quick and easy to update your directory profile in your account settings.



# CARBON LITERACY TRAINING

**We offer our Members the opportunity to carry out our accredited Carbon Literacy Training for free (worth £180)!**

Regardless of tier, every Membership can have up to 5 employees complete the training for free\*. If you'd like more than 5 employees to take the training, we give you a 50% discount!

The course is an introduction to climate science and issues such as climate justice, environmental risk in business and scope 1, 2 and 3 emissions.

The aim is to teach the skills you need to feel empowered to reduce your company and employees' carbon footprint.

*\*You must pay annually or have been a member for at least 3 months before you can take the training.*



# BETTERNOTSTOP

**Tash Morgan-Etty** (She/Her) • 1st  
"Doing the write thing so you can do the right thing": Strategic Words f...  
1w • Edited • 🗨️

🤗 I'm thrilled to join the nearly 38,000 strong list of individuals who have been certified as carbon literate by [The Carbon Literacy Project](#)!

Facilitated by the phenomenal 🧑 [Hannah Cox FRSA FRGS](#) of [betternotstop](#), the course joined many of the dots for me between the commercial sustainability communications I create and the raw climate science I'm often exposed to through the charity work I do.

🌍 Naturally, there is always more to learn when it comes to sustainability, climate science, and biodiversity. However, this is a strong step in the right direction.

💡 Research by the SME Climate Hub shows a big gap between climate ambition and climate action. The main reason for this? A perceived lack of knowledge and tools.

✅ So, if you'd like clarity on how you and your organisation can reduce carbon emissions, and support wellbeing for humanity and our planet, I highly recommend this training program as an excellent starting point.

**Vicky Otley** (She/Her) • 1st  
Business Analyst, Co-Director and EDI enthusiast @Optimo. Optimising Oper...  
1w • Edited • 🗨️

Carbon Literacy Training by [The Better Business Network](#)

★★★★★ 5 Stars would recommend it!!!!

I attending this course to educate myself as a business owner but as someone who always wants to learn.

I learnt so much including the difference between Net Zero and Carbon Neutral, about how and why the planet is getting hotter year after year, and I realised I can't save the planet 🌍 all by myself, and neither can just you, but we can do what we can, when we can, with what we've got.

I also got to meet some great, new like-minded change-makers. winner-winner! 🎉

Big shout out 🙌 to 🧑 [Hannah Cox FRSA FRGS](#) for the fantastic and timely delivery of the training too.

If you're interested checkout <https://lnkd.in/e-A-QYrt>

#business #businessnetworking #network #planet #carbonliteracy

**Heidi Florence** (She/Her) • 1st  
Founder of Fair Enough - Sustainability Impact Consultant  
1w • 🗨️

I've just ended the week with two days of [The Carbon Literacy Project](#) training expertly facilitated and hosted by 🧑 [Hannah Cox FRSA FRGS](#) at [betternotstop](#) 🙌🙌🙌

Initially, I saw the training as an opportunity to enhance my knowledge on the topic of carbon, which it did. And, it delivered sooo much more than that! Here's a couple of takeaways that were most meaningful to me:

✅ I reconnected with the positive impact we can all have as individuals. Recently, this has felt like a drop in the ocean! But the training reminded me how important it is to normalise chatting about climate conscious behaviours and choices. It's likely we have a greater ability to influence friends, family and colleagues than we think.

✅ It was a great reminder to practice the skill of active listening! I've already benefited from a couple of conversations that entered greater depth because I listened with curiosity and a desire to understand as a result.

And of course it was fantastic to spend the last couple of days meeting new people who are also on this journey. I'm entering the weekend feeling fulfilled and inspired!

[#carbonfootprint](#) [#carbonliteracy](#) [#training](#)

🌍🌱🌿 Rebekah Mays and 16 others

1 comment • 1 repost

# MONTHLY EVENTS

**At the Better Business Network we host a full programme of monthly workshops and networking events, both in-person and online.**

The format of these events vary between

- interactive roundtable discussions
- expert-led, in-depth workshops
- quick and informative lunch and learn sessions
- networking sessions to make valuable connections

The aim of these events is to encourage our Members to implement positive social and environmental measures that amplify change and to connect with them with like-minded businesses on the same journey.

All of our virtual sessions are recorded, edited, subtitled and uploaded to our Members Area so you can easily access these at any time.





# MEMBERS EMAIL

**We send out a weekly newsletter every Monday - this is the most important thing landing in your inbox every week.**

This contains a **Weekly Digest - an Industry Insights** section for our Members that rounds up the week's most important business, politics and environmental news.

In this newsletter we share important Network News, upcoming BBN events & workshops and tell you about some of the incredible work, events and offers being put on by our Members.

We also send out a **monthly members update**, detailing some of our recent new members so that you can say hi, reach out and connect with some new people. This includes a short business description, along with links to websites and social media profiles.



# DISCOUNTS & OFFERS

The Better Business Network has a number of partners, with whom you can take advantage of a range of exclusive special offers and discounts on services. **Some examples include:**

[betternotstop](#) - a sustainable impact agency. They help purpose-driven businesses to implement strategies, policies and frameworks to improve their social and environmental impact. *As a BBN Member you are entitled to 50% off all betternotstop courses.*

[Lawbox Design](#) - a legal consultancy firm. Lawbox Design believe strongly in a better way of doing things, not just in the world of law but in the world, the environment, people and their clients. *As a BBN Member you are entitled to a free legal health check and report (worth £550!) as well as a 10% discount on all further services.*

[X+Why](#) - a flexible workspace provider. X+Why are B Corp certified and are on a mission to change the way the world works by supporting a community of impact-driven leaders and companies. *As a BBN Member you can access a range of exclusive discounted uses of this space, including networking opportunities at our monthly breakfast coworking days!*





# ONLINE COMMUNITY

**At the Better Business Network we have a private online Slack community, that allows our Members to connect and engage with each other easily.**

The Slack community is an amazing way to meet fellow Members of the Better Business Network and get the support you need on your journey.

We have dedicated channels making it easier to connect and access the support you need, as well as private channels based on industry and business type.

We're proud to say that the Network has helped nurture a lot of amazing connections and friendships between Members, many of whom have gone on to work together as a result.

Need help with Slack? Book in a call [here](#).



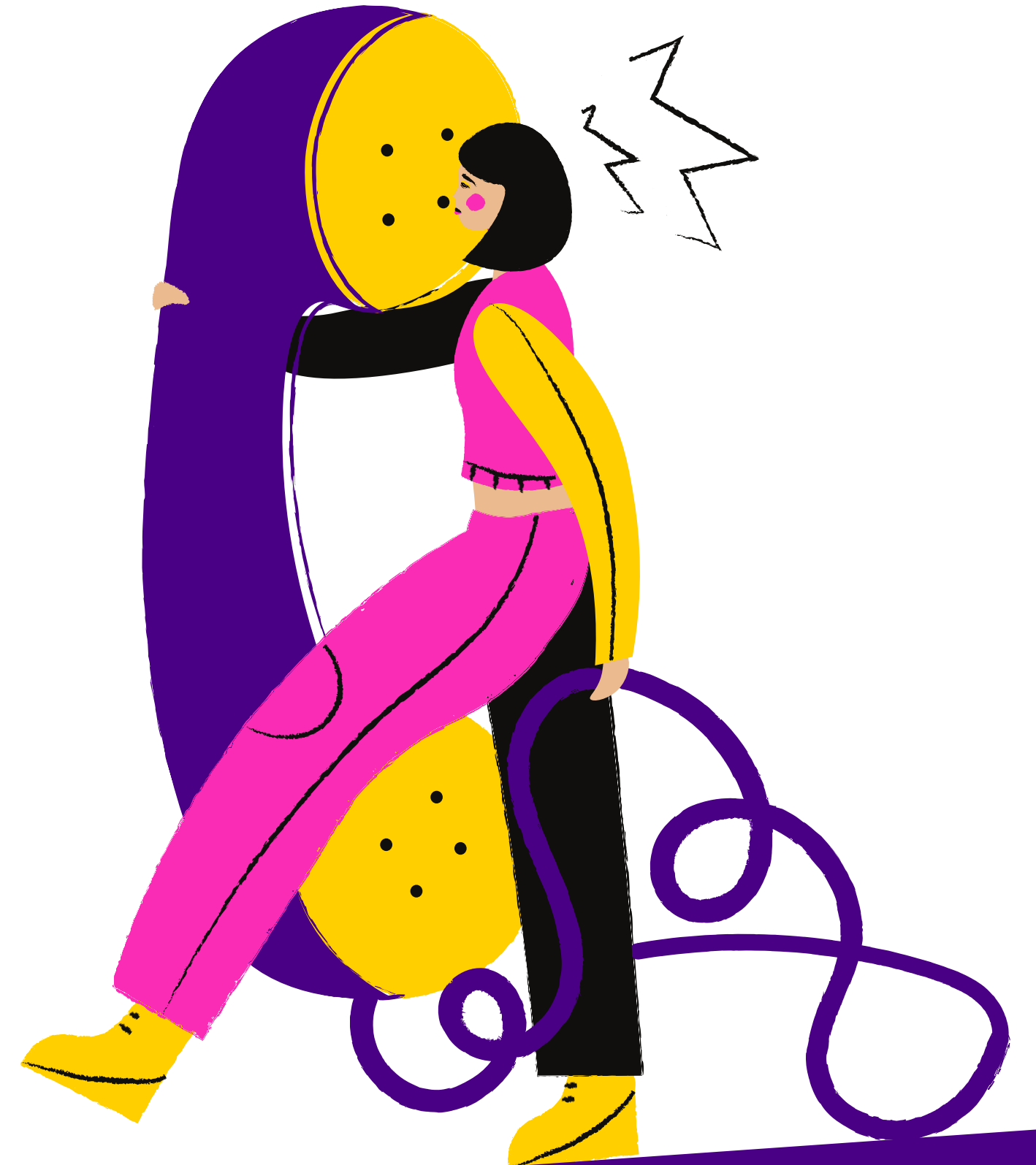
# MEMBERS' OFFICE HOURS

**As a Member of the Better Business Network you have access to the time of the BBN team.**

Our Community Manager James has a dedicated number of hours in his week that is made available specifically to help all our BBN Members.

You can utilise the office hours for any number of reasons; help signposting to specific resources, ideas for collaboration going forward or just a chat. We'd love to hear from you!

You can book in a meeting [here](#).





# PROMOTIONAL SUPPORT

If you have an event, workshop or campaign coming up, you can request specific network support by getting in contact with our Community Manager James via email or by grabbing a meeting [here](#).

We can support you through our newsletters, which include our Weekly Member Newsletter and two public newsletters to an engaged audience of thousands.

If you tag us in your relevant social media posts, we will support where possible.

You can add your own upcoming events to the Better Business Network Calendar by clicking [this link](#) and we have created a guide to explain the process [here](#).

Additionally, in our slack community you can share special offers, new products, upcoming workshops, courses etc. Just find the right channel and get posting!



# MONTHLY SPEED NETWORKING

On the first Monday of each month we host a Virtual Speed Networking session, specifically for purpose driven businesses.

Over the course of 60 minutes, our host places you in one to one breakout sessions to meet five new business contacts.

These sessions introduce you to valuable contacts who share your values, that you can potentially collaborate with or to generate referrals from their network.

We're proud to say many of our members have gone on to do business together as a result.

We often offer one of these sessions for free to non-Members as an introductory offer, but Members are welcome to join as many times as they wish.

Yesterday [Lauren](#) and I had the pleasure of joining our first [The Better Business Network](#) Virtual Speed Networking call! 🖥️

At first, the thought of speed-round breakout rooms was quite daunting, but over the space of an hour, we got to meet 5 new contacts each at like-minded businesses with change-making at the heart of what they do. 😊

Whether you're far along or just at the beginning of your sustainability journey, I'd highly recommend jumping on the December Speed Networking event and getting to know some new faces, I definitely left the call feeling inspired. 💡



**Francesca Cook** • 6:02 PM

Yeah I met some interesting people! A great network event with diverse and inspirational people 😊



# MONTHLY BREAKFAST NETWORKING

We host regional Breakfast Networking sessions on the second Thursday of each month for purpose driven businesses to connect.

These sessions take place in Manchester, London, Leeds, Sheffield and Brighton, but watch this space as we plan to expand into more regions during 2024.

This is a relaxed, fun and easy way for you to meet other purpose-led businesses, make meaningful connections and learn from one another.

These sessions will run for 90 minutes from 9-10:30am and there will be hot drinks, fresh fruit and pastries provided for attendees to enjoy while having a chat.

Afterwards we're inviting people to stay and co-work for the rest of the day! This means you can crack on and get some work done from an incredible space, whilst also giving further opportunities to connect with your fellow BBN Members!



# CATALYST CONVERSATIONS

Every two months we bring together a select group of Network Members for an in person Catalyst Conversation session at regional locations (similar to a roundtable).

Each event is centred around differing topics with the aim of creating insightful and thought provoking dialogue, offering a peer learning opportunity to those in the room.

It allows our invited members to draw upon their expertise and years of experience to offer their unique perspectives on the topic, that we then share with the rest of the Better Business Network.

**By sharing this knowledge we can guide our Members to use these insights to prepare for their future as a purpose driven business.**

To check out our upcoming Catalyst Conversations, have a look at our event calendar [here](#).





# INTRODUCTION TO B CORP

Every two months we hold dedicated workshops to help Network Members begin their B Corp journeys.

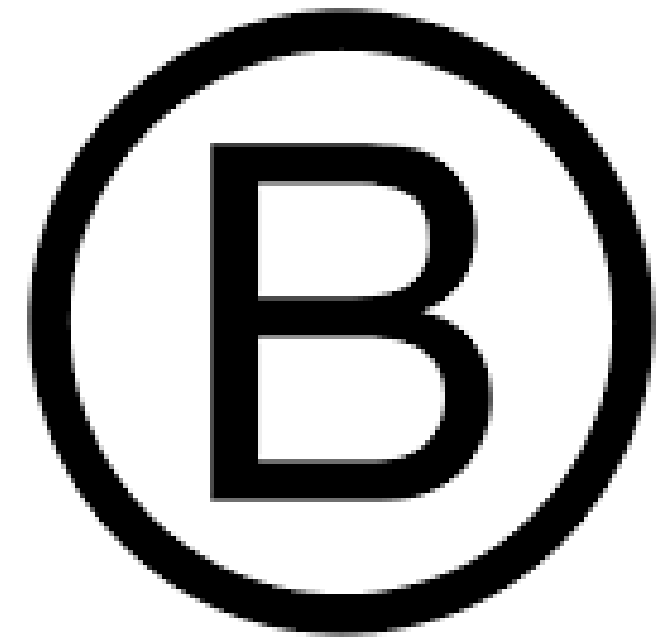
The workshop runs for an hour and a half, and you will learn:

- What challenges businesses are currently facing
- How the way we do business is changing
- What B Corp Certification entails
- The different areas of the B Impact Assessment
- The rise of Mindful Consumers and what that means for your business
- What areas of impact you should focus on as a business owner, regardless of your industry
- What tools and resources you can use to help you succeed

The workshops also offer you a chance to meet and network with other business owners who share your values.

And of course there is a Q&A to help you with any concerns you may have!

**Certified**



®

**Corporation**

# SUSTAINABILITY AS A SALES TOOL



Ever wondered how you can use your green credentials to generate business?

The United Nations Sustainable Development Goals help businesses to align their strategy to help solve the global challenges that we all face. There are 17 SDGs and 169 targets in total.

This workshop runs every two months and explains the United Nation Sustainable Development Goals and how you can use them in your business.

92% of consumers around the world want to be more sustainable, with 70% willing to pay more for products and services if they protect the environment.

Check out our event calendar [here](#).

# MONTHLY S.M.A.R.T. MENTORING

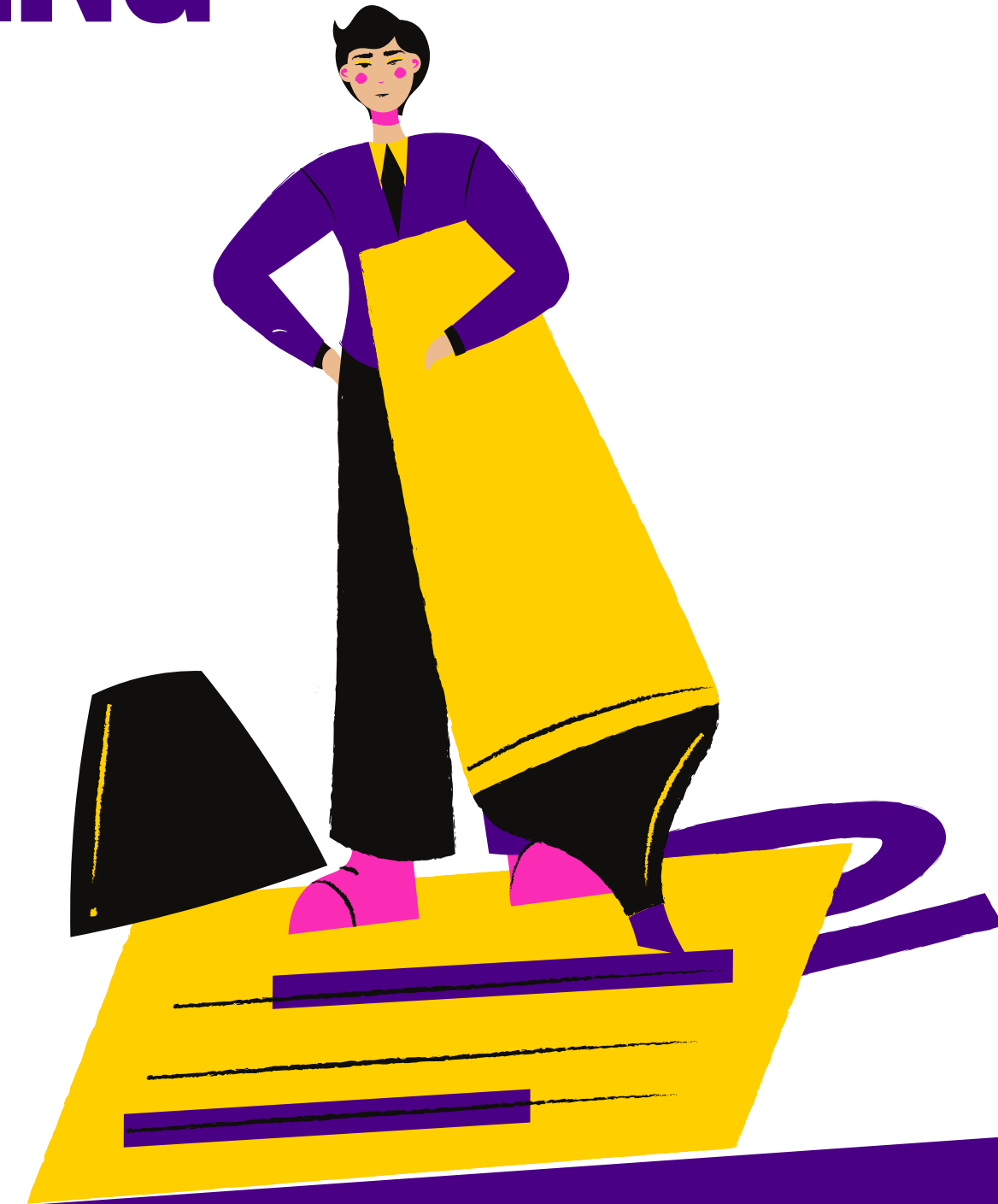
On the last Friday of each month we host a S.M.A.R.T Mentoring Session with Jannine Barron, exclusively for Better Business Network Members.

Anyone can apply to be in the Hotseat - where you will present for fifteen minutes on a given topic or an issue that your business is facing, before receiving 30 minutes of live mentoring for the Member in the Hotseat.

These sessions are designed to support Members in a number of ways

- If they have a new idea they want feedback on
- If they have a specific challenge they need help with
- If they need more broad strategy or marketing support
- If they are procrastinating, feeling overwhelmed or experiencing a loss of confidence
- If they need direction when going through a transition period

Jannine Barron is a Regenerative Business Mentor. She helps purpose-led business owners experience and apply regenerative thinking to their businesses so they can build a legacy of impact as well as success.





# ADDITIONAL TEAM MEMBERS



We are well aware of the time pressures and constraints of running an organisation - people (especially business owners) are busy!

We allow members of your team or organisation to fully join the Network and have access to all the resources we provide as part of the same membership.

Members can add their team quickly and easily from their account settings, by simply entering the email address to invite their desired colleague to join

We still ask that the lead member for every application is the Business Owner or a member of the Leadership team as we want to be able to reach the ears of the people who are able to make the decisions and change their businesses for better.

# IMPACT GIVING POLICY

Joining as a member allows you to support amazing projects as part of a more powerful collective through our impact giving, whilst also increasing your individual impact and income.

We are committed to donating at least 20% of our membership fees on impact giving.

In 2021, 23% of Membership fees were donated as part of impact giving policies. We are committed to keeping our spending totally transparent, sharing details in an impact report each year. You can access the 2021 Impact Report [here](#).

We have partnered with several different organisations to increase our positive impact as a business and as a community.

- We donate to Buy One Give One with every new membership
- Provide monthly donations to Client Earth
- Milestone donations to 1% For the Planet.



**ClientEarth** 



# BETTER BUSINESS SUMMIT

In 2023 Patagonia, 1% For the Planet, Faith In Nature, B Lab UK and hundreds of other purpose driven Businesses met at Manchester Metropolitan University for the inaugural Better Business Summit over three days in January.

This flagship conference is one of the largest UK events bringing purpose-driven businesses together to discuss how to create a better future for people and the planet.

In 2024 we doubled the capacity, with more big names including Tony's Chocolonely, Too Good To Go and Co-op Live.

Our event has even been dubbed “the best sustainability event in the country”

We come back in January 2025, will we see you there?





# FREQUENTLY ASKED QUESTIONS

Check out our [1 page overview of FAQs](#).

You can also access the full range of FAQs on this [webpage](#).

If your question still hasn't been answered, get in touch with James our Community Manager. You can arrange a quick 15 minute call [here](#).



**ClientEarth** 

# NEXT STEPS

Please take your time reviewing this document and how the services we offer fit with your business.

If you are not a Member of the network and you think that you align with our beliefs and values, please get in contact.

You can join the Network [here](#), or if you'd rather find out more information or have a meeting, sign up for our monthly [BBN Discovery Events](#) where we explore how you can get the best out of the network.

If you have any ideas and would like to get in touch regarding membership, collaboration etc, please book a call with [James](#), our Community Manager, for a quick 15 minute solution.

