

BETTER BUSINESS SUMMIT

THURS 10TH NOV

MANCHESTER



WHO WE ARE

The Better Business Summit is the inaugural event for the Better Business Network, a community for like-minded Business Leaders that want to create positive action.

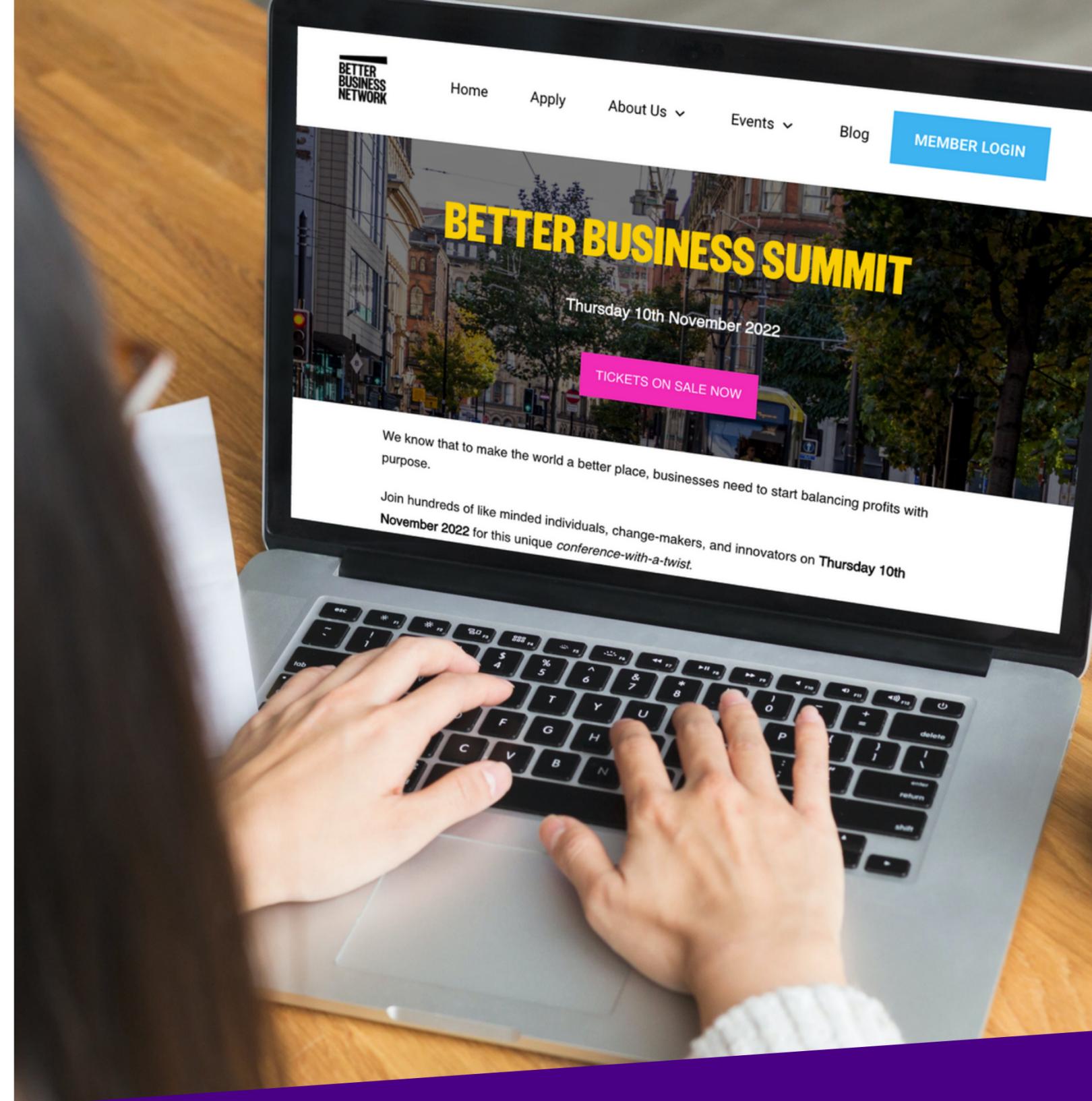
We know that to make the world a better place, businesses need to start balancing profits with purpose.

Join hundreds of like minded individuals, change-makers, and innovators on Thursday 10th November 2022 for this unique conference-with-a-twist.

Hosted in partnership with Manchester Metropolitan University and Ethos magazine, the one day event features keynote speakers, insightful workshops and tangible ways to become a leader of change.

From leadership and finance to activism, impact and empowerment, a diverse range of subjects fit into our three main themes: seed, feed and grow.

All in a fantastic setting at the heart of Manchester's knowledge corridor – at Manchester Metropolitan University's Business School.



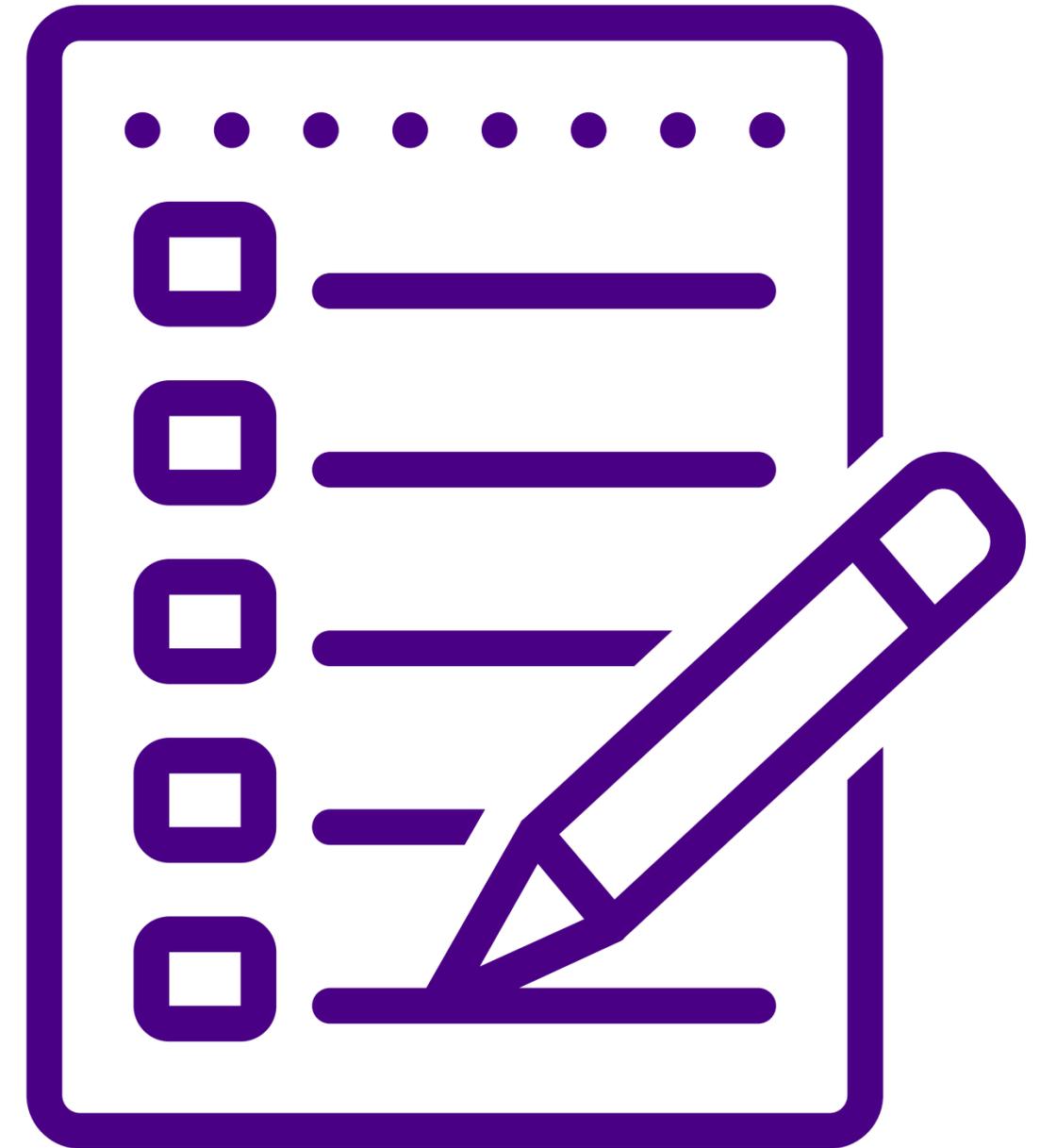
THE AGENDA

We have created an event to inspire, connect and provide practical solutions to make the world a better place.

We are proud to provide two complementary events either side of the Better Business Summit.

Wednesday 9th Nov Carbon Literacy for professionals course is aimed specifically at those in the professional services industries, and will take you from the basics of climate science, and what is happening with the climate emergency; through to how this will impact everyone, enabling you to pledge relevant carbon reducing actions in your life, work & industry.

Friday 11th Nov Freshwalks creates closer business connections and promotes workplace wellbeing to boost resilience, inspire creative thinking and bring balance and perspective to busy working lives.



OUR AUDIENCE

Attendees of the Summit will be a combination of existing Better Business Network members and non members. This demographic is mostly Business Leaders with a staff of 1- 50 based in the North West and rest of the U.K

Better Business Network: Our Member's network with other purpose driven businesses and have access to free tools, resources and workshops to help them not just grow but also increase their impact. Membership allows businesses to use collective action to support amazing projects like Client Earth, Climate Crisis projects and 1% for the Planet non profits while also helping them increase their individual impact and income.

Further Business Community: Our focus is to engage with the wider business community, specifically in the North West. We are reaching out to our existing networks within the B Corp Community, 1% For the Planet, Royal Society for the Arts, B1G1, Ethical Influencers and Ethos Magazine.

Current Ticket allocation is as follows:

	Carbon Literacy Wednesday 9th	Better Business Summit Thursday 10th	Freshwalks Hike Friday 11th
Business Leaders	35	300	45
Students / Free	10	50	10

WEDNESDAY 9TH

VENUE: HOME, Manchester City Centre 10:00 - 18:00

Join us for a full one-day accredited Carbon Literacy training course who want to take action on climate change through their job role.

This course is aimed specifically at those in the professional services, and will take you from the basics of climate science, and what is happening with the climate emergency; through to how this will impact everyone, and finally enabling you to pledge relevant carbon reducing actions in your life, work & industry.

By taking part in this course, you will join employees from staff across other businesses including the NHS, Patagonia, BBC and ITV in training their staff to become 'Carbon Literate', helping to embed a widespread low-carbon culture.

This session includes all refreshments and a sustainably sourced plant based lunch.



HOME

BETTERNOTSTOP



THURSDAY 10TH

VENUE: Manchester Met University 09:30 - 17:00 (17:00 - 19:00 Social)

What does a better business world look like?
What if we focused on the things we can change?
What if we seize the moment and take action?

The Better Business Summit will seed new ideas, feed your imagination and help you grow –your business, your impact and the better business movement. We'll be talking about a range of innovative new ideas and approaches and discussing how we can create systemic change through collective action, education and support.

The theme for our inaugural summit is 'innovation' – this is about everyday innovation and how the collective impact of a thousand micro-innovations creates systematic change.

From leadership and finance to activism, impact and empowerment, a diverse range of subjects fit into our three main themes: seed, feed and grow.

Taking place in Manchester Met Business School Atrium with a 250 capacity Lecture Theatre and smaller 50 capacity session stage



FRIDAY 11TH

We hope you'll be able to switch off for the day to reconnect with nature, benefit from the fresh air and reflect upon an inspiring two days at The Better Business Summit.

We'll move at a relaxed pace so you can enjoy the fabulous scenery and each other's company, and to help foster a spirit of collaboration for the future.

Route description

Edale - Ringing Roger - Kinder Low - Jacob's Ladder - Edale

Distance - 15.5km Max elevation - 633m Total ascent - 804m

A superb circular route which begins in the rural village of Edale in the Hope Valley. Our hike up onto the iconic Kinder Scout blends beautiful valley views and wild moorland terrain.

The day begins with quite a stiff ascent upto Ringing Roger which we'll take at a relaxed pace. Once on the level, we'll head west along the southern edges of Kinder Scout towards Grindsbrook Clough where we'll stop for a picnic lunch. Thereafter, we continue onto Kinder Low, the highest point of the day before beginning our descent back into Edale via Jacob's Ladder.



CREATING IMPACT

Over the following pages you will see the policies we have put in place to make the Better Business Summit as sustainable and impactful as possible.



SUSTAINABILITY POLICIES

- Financial transparency in our operations. We will share a breakdown of customer ticket prices and how we choose to spend this money
- Our business bank is with Starling one of the highest rates ethical banks for business
- Affordability. Discounted tickets are available for existing The Better Business Network members, at a price that valued our speakers.
- The event is free to a limited number of students from the Manchester Met University
- We have a speaker lineup curated by Ethos Magazine to ensure we get a diverse and independent voice at our event
- Every member of staff working on or at the event is paid the Living Wage, and the event co-organiser betternotstop is a certified Living Wage Employer
- Free companion tickets are available on request for carers to ensure you can attend the Better Business Summit and get the most out of it as possible
- The Better Business Summit will be available recorded online with subtitles, BSL Interpretation and transcripts. This will be available for free to those on a low income (under UK Living Wage or unemployed)



SOCIAL POLICIES

- Our speaker line up is gender representative - we aim to have a balanced representation from people who identify across the gender spectrum
- We have made significant efforts to reach out to under-represented audiences. This includes promoting the event amongst groups and organisations who work with underrepresented communities in the Manchester area
- The location of the conference has been carefully chosen to be fully accessible to those with physical accessibility needs
- All talks and panel sessions hosted in the main auditorium will have a sign language interpreter.
- All talks and panel sessions hosted in the main auditorium will be recorded and available to watch after the event. Subtitles will be on all recordings.
- If panellists and speakers are using slides, they will be checked by the organisers for visual clarity to ensure they are as accessible as possible.
- No strobe lighting will be used during the event
- The location of the conference has been carefully chosen because of the step-free access to the stage and the building having ramps and handrails available
- If you have mobility concerns, queue jumping is available when you arrive. Simply speak to a member of staff and they will happily escort you into the venue
- To make The Summit accessible, all the talks, workshops and panel discussions are taking place on one floor
- To reduce any potential anxiety and stress, queue jumping is available for anyone who request this when you arrive. Simply speak to a member of staff and they will happily escort you into the venue
- There will be a dedicated quiet room clearly marked at the venue. Please feel free to make use of this as you see fit
- We have used Sans Serif fonts i.e. Arial in our comms as this is easier to read and access



ENVIRONMENTAL POLICIES

- To reduce food waste from our attendees, lunch and refreshments are included on Wednesday and Thursday event days
- We are including Carbon Literacy Training as part of our wider hope to train as many people to feel empowered to tackle the climate crisis
- We've partnered with the Freshwalks to include a Peak District hike on the Friday to support attendees wellbeing
- Our website is built on Krystal Servers. Krystal is a Green Web Hosting Provider using 100% renewable electricity to power its services whilst working alongside carbon charities to maximise their impact.
- No single use plastic - including cups and cutlery - will be used throughout the event. Instead, we will be using glassware and asking you to keep hold of your cups if you would like refills
- Water stations are available at the venue so please bring a reusable water bottle
- Recycling points will be available across the conference for any plastics or paper
- We are serving an excellent range of vegan and vegetarian options - by removing meat from the menu the Better Business Summit is reducing its carbon footprint.



NEXT STEPS

We would love to see you at this years event.

Alternatively, if you have any further questions, please don't hesitate to contact us for more information.

hannah@betternotstop.com | 07469 201 239 | [Book a Meeting](#)

AS SEEN IN



BETTERNOTSTOP WORKS WITH

