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Report ASAP Erasmus+ project



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Report-ASAP Project

Module Blogs

Our Sustainable Future Relies on SMEs

SMEs are key players in achieving sustainability. In the EU-27, 99% of companies are SMEs and they employ two thirds of European workers (European Commission, Oct. 2010). An individual SME may have small social, environmental and financial impact; collectively SMEs have a great impact. More than 70% of all pollution can be attributed to SMEs (European Union, 2010). SMEs can benefit from sustainability by strengthening relationships with stakeholders; enhancing reputation and public image; decreasing costs; complying with laws and regulations; and reducing the burden of environmental fines and taxation.

However, SMEs lack the knowledge regarding sustainability problems (i.e. what sustainability is, which process to follow, what the potential benefits are, etc.). Existing frameworks, standards and protocols to help companies adopt and implement sustainability practices are complex, especially for SMEs, since they are designed as “one size fits all” with large enterprises in mind. SMEs’ staff do not have the experience or tools to address sustainable issues and need to be educated and trained about sustainability principles if they are to take a proactive approach toward sustainability.

The Report ASAP project is looking to help small businesses in particular deal with sustainability issues and save money. To achieve this on the course that we have developed we consulted with almost 220 small businesses across Europe to ask them about the topics that were of interest to them. This resulted in us knowing that we were delivering what the industry wanted. From that, we are distributing a curriculum which is divided up into individual modules offering topics such as legal and resource matters, staffing and many practical tips. The learning sessions will be divided up into approximately 40-minute sessions and will be delivered through a new online tool. The tool will be available in 6 languages (Bulgarian, Greek, Croatian, Italian, Spanish and English). The following blogs give a taster and will hopefully inspire you to explore the tool.

Blog 1: <https://report-asaproject.eu/news/introduction-sustainability-accounting>

Blog 2: <https://report-asaproject.eu/news/responsible-business-and-non-financial-reporting-what-imposed-european-union-rules>

Blog 3: <https://report-asaproject.eu/news/economic-dimension-sustainability-accounting>

Blog 4: <https://report-asaproject.eu/news/social-benefits-sustainability-accounting-how-they-are-identified-measured-and-reported>

Blog 5: <https://report-asaproject.eu/news/smes-pro-environmental-examples-and-benefits>

Blog 6: <https://report-asaproject.eu/news/corporate-social-responsibility-smes-how-prepare-report-and-how-communicate-sustainability>

New Social Media Content Created

We are very excited to announce that we have created more infographics and videos for the project. They are a snapshot into the content of the modules, hopefully accurately representing their message. The graphics have been specially designed for easy use on social media platforms. The new branding is bright, colourful and consistent, as well as being brief enough to hold your attention when scrolling through your feed. The idea is to generate social media presence, which in turn will increase traffic to the online tool, as well as generally raising awareness of business sustainability. They are scheduled to be published on all our social channels, along with links to the website, hashtags, and a short overview of what the project is about. The videos consist of [An Introduction to the Course](#) and [Frequently Asked Questions](#). They were created for the website as well as for uploading to our social channels. They are a helpful visual tool summarising some of the information displayed around the website.

Gallery

A selection of some of the infographics and videos that have been created



Introduction to the Course

<https://www.youtube.com/watch?v=9Nd4JDoeLhQ>



Multiplier Events

We have many **Multiplier Events** coming up in the near future. A Multiplier Event is an opportunity to present and disseminate Report ASAP's outputs and activities, and one will be organized in each partner country. They are aimed at SMEs and will be mainly focused on business engagement and facilitating **SMEs into sustainable accounting practices**. Additionally, the events will show in more detail the development of the course itself, as well as the Dynamic Demonstrator and Open Badges. Below are the dates and locations of all of the Multiplier Events coming up. More detail will be released closer to the actual dates, so keep a close eye on all websites.

- **Partner:** Fundación General UGR-Empresa
- **Title of Multiplier Event:** Comunica lo que hace tu empresa para ser sostenible y socialmente responsable (Communicate what your company does to be sustainable and socially responsible)
- **When:** During May (date to be confirmed)
- **Where:** University of Granada (location to be confirmed)
- **Contact:** Email mcosuna@fundacionugrempresa.es

- **Partner:** Ruse Chamber of Commerce and Industry
- **Title of Multiplier Event:** Sustainability Accounting - an innovative approach to sustainable business
- **When:** Planned for 15 April 2019 (possibility of changing)
- **Where:** Hotel Cosmopolitan, Grand Hall
- **Contact:** Registration form - <https://form.iotformeui.com/90843412815355>

- **Partner:** Eurocrea Merchant
- **Title of Multiplier Event:** Report di sostenibilità: quali vantaggi per le PMI? (Sustainability reporting: what are the benefits for the SMEs)
- **When:** June 2019 (date to be confirmed)
- **Where:** Milan (location to be confirmed)
- **Contact:** Email francesco.agresta@eurocreamerchant.it. An Eventbrite form will set up too.

- **Partner:** Visoka poslovna skola PAR. Multiplier Event was held on Saturday 30 March. More information and pictures from the event will be uploaded soon.

- **Partner:** Asserted Knowledge
- **Title of Multiplier Event:** Report-ASAP: Sustainable accounting practices - Virtual Academy Launch
- **When:** 30 May 2019
- **Where:** KEK KEM Averof 29 and Kapnokoptiriou, Athens, MAP
- **Contact:** Registration: http://events.erasmusplus.website/?page_id=1447

- **Partner:** Staffordshire University
- **Title of Multiplier Event:** Sustainability for SMEs
- **When:** 11 June 2019
- **Where:** Moathouse Hotel, Etruria Hall, Festival Way, Stoke-on-Trent ST1 5BQ, UK
- **Contact:** Registration is available at <https://sustainability-smes.eventbrite.co.uk> or email k.m.bradley@staffs.ac.uk

Open Badges

When undertaking each unit, the you will read it and then be given a quiz to test your understanding of the content. If you pass the quiz, you will receive an **Open Badge**. There are 6 badges, one for each module, and a final Master badge for those who complete all 6 units. The online training tool will also have a forum where other experts/SMEs can discuss sustainability/any issues they are facing.

Below are some of the badges you will receive on completion of the quizzes:



Module 2 badge



Module 4 badge



Module 6 badge

The Dynamic Demonstrator

The **Dynamic Demonstrator** is an online tool that helps you understand scenarios and best practices within sustainable business. The tool will show animations of situations related to the modules that you are undertaking, and give feedback or advice as to your choices within the tool. The Dynamic Demonstrator will consist of 30 scenarios, broken up into 3 categories:

- Environmental Benefits
- Social Benefits
- Communication Practices

You will be shown an animation and given a scenario and will have to decide if it's either sustainable, will provide a social benefit or is a good communication practice.

For example, a social benefit scenario would be 'No job training programs are provided for employees' – you will see the scenario and an animation describing the situation and should decide that this is not a social benefit for the company. You will then be given a **best practice** example and move on to the next question. If you pass, you will receive a certificate.