



Sustainable  
Industry |



Produced by:



Business with Purpose



# Brand overview

## We know industry.

The Sustainable Industry team has been at the sector's heart for over 30 years, giving us unrivalled reach and expertise. As rapid advances in the uptake of sustainable transformation across the industrial landscape, we're on the frontline of that change, working with the most innovative makers of goods and providers of services.

We're here to make sense of the change and to maximise business opportunities for our community. We do this daily, meeting and talking with manufacturing companies across the UK, feeding back their challenges and successes across our platforms, and providing the insights and connections to help them make the right decisions and thrive.

## Strategic Partnerships.

Key partnerships and appointments on industry boards of leading institutions, government bodies and associations means we help shape the future of the sector.

Strategic partnerships include:





## Progress to date



Sustainable  
Industry | LIVE

November 9th  
Bridgewater Hall , Manchester

2020 Sure b2b was born!

2021 - Sustainable Industry '21

- Virtual event
- >80 registered attendees
- >80% delegate satisfaction
- Dassault Systems & LTTS Technology sponsored

2022 -Sustainable Industry '22

- Physical event (Science & Industry Museum)
- >180 registered attendees
- HVMC & AMRC sponsored
- >90% delegate satisfaction score

2023 -Sustainable Industry LIVE

- Sustainable Industry site launched
- Physical event (Bridgewater Hall)
- >200 = target attendees





# Venue

## Sustainable credentials:

- Silver Award for the Environmental Business Pledge
- On-going project to replace all light fittings in the building with low energy, LED lights
- Over 800 fairy lights in the main Auditorium replaced with energy saving bulbs, saving a massive 35,818Kw per year
- Junk-mail system set up to remove us from unwanted mailings in order to reduce paper waste
- Coffee is sourced from Rain Forest Alliance
- Air-handling is carefully monitored by our Facilities Team to ensure we are not using energy unnecessarily
- Glass, plastic bottles, paper, cardboard, light bulbs, batteries are all recycled





# Audience



The event had a superb line up of speakers/participants with a fantastic format allowing us to get interesting takes on how we address the key challenges of the day. A great community of people who are working on practical ways to drive to change at scale within manufacturing, and beyond. I'll be back!

*Sam Turner, Chief Technology Officer - HVMC (Sponsor)*



Seeing hands-on people discussing case study examples of innovation is always helpful to develop an understanding of what works. The workshop was very interesting, something I will be following up with as I see real value in the learnings. I would like the Sustainable Industry event to be a regular feature for me and my team to show progress and share new ideas.

*Hassan Khalid, Machine Learning and Data Science Director - AstraZeneca (Delegate)*



It was great working with Sure b2b, you helped us to inspire our thinking about what will work. The delegates we met on the day were great, this reflected in the excellent quality of conversations we had since the event as a result. You met and exceeded our expectations, top marks!

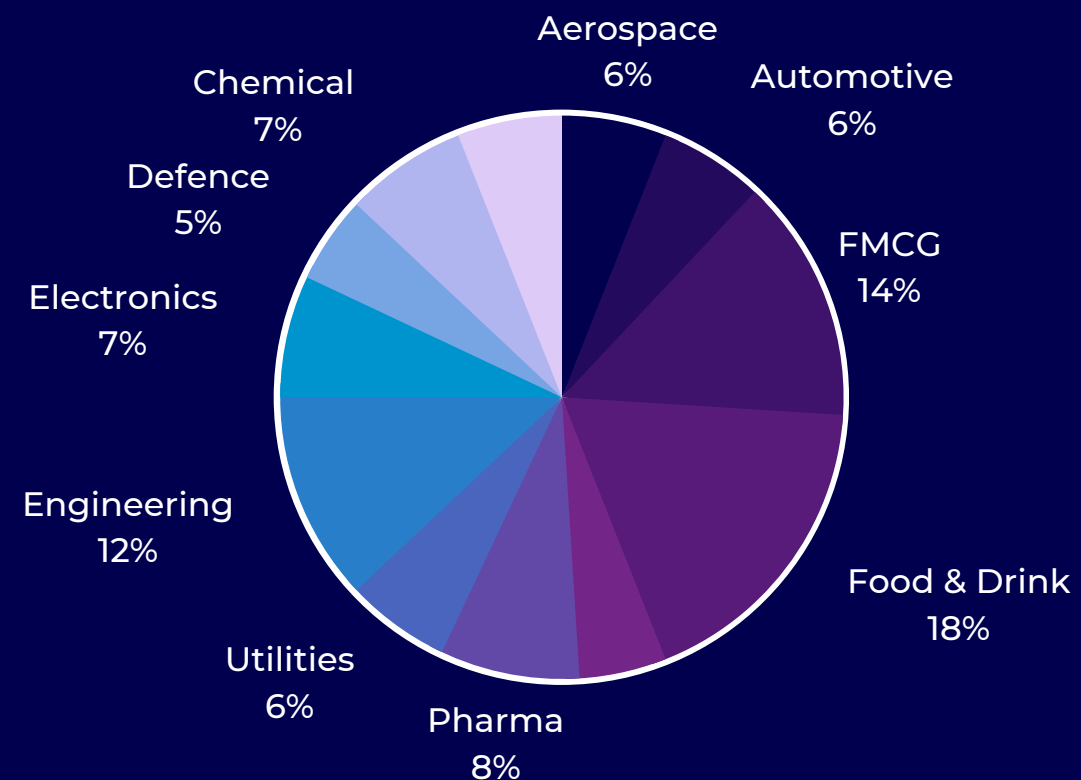
*Andy Yearsley, Head of Manufacturing - Argon & Co (Sponsor)*



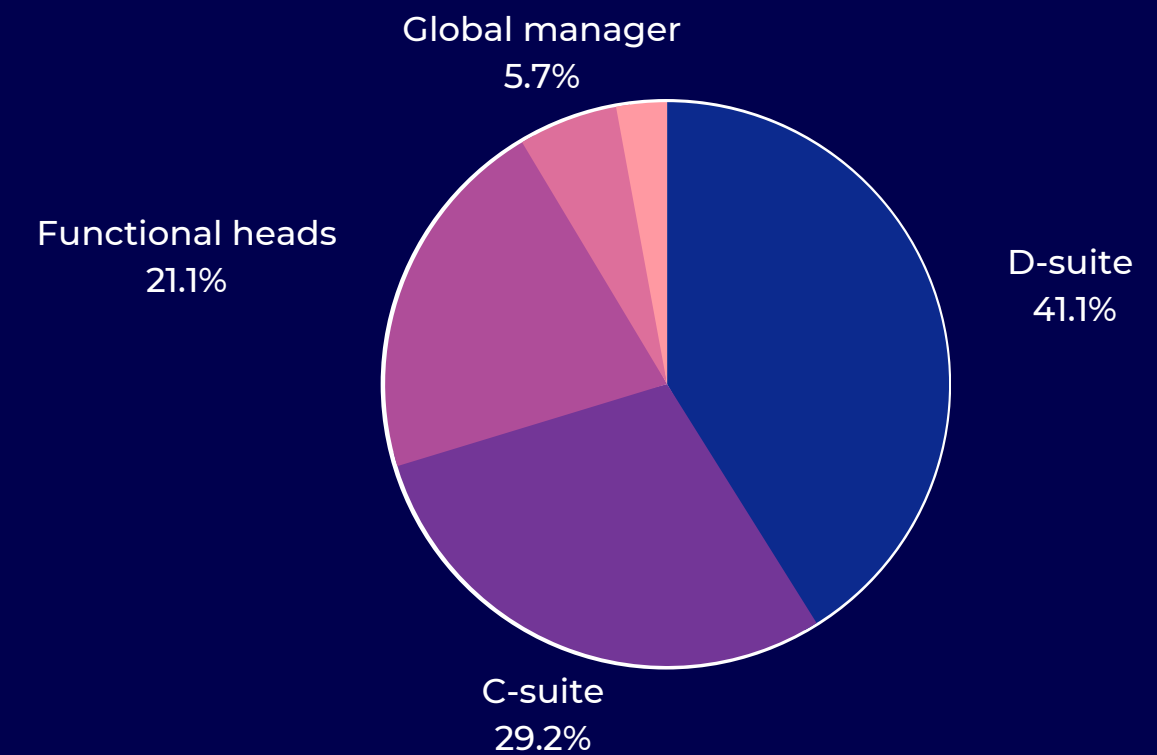
Sustainable Industry is a superb event – planned and delivered really well. Excellent speakers, excellent (and relevant) topics. One of the best events I have attended, even the venue was great!

*Ian Ellis, Vice President Engineering - Darchem*

Sectors



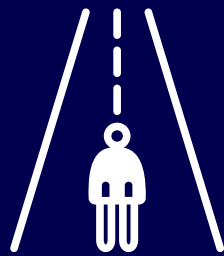
Function



# Messaging

## Maturity Levels

The UK industrial community can broadly be defined across three sustainability levels:



### Early

- Understanding of value and how this will change over time
- Awareness of policies and regulation
- Goal setting and planning



### Transitional

- Understanding of concepts and principles
- Strategic planning and technology implementation
- Stakeholder engagement and communication



### Mature

- Scaling and systems thinking
- Innovation & emerging technologies
- Risk management & resilience

## Themes

Together with our advisory board, composed of globally celebrated influencers in the field, we've defined a thematic approach. This allows all stakeholders an opportunity to display their technology and services in the broad context of sustainability:



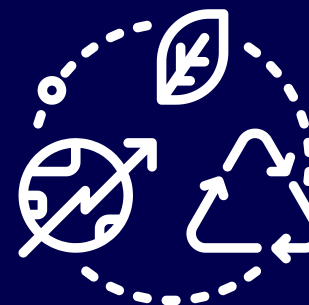
### Leadership & Culture

- Setting clear sustainability vision
- Guiding strategic decisions
- Promoting a culture of innovation
- Alignment of business & sustainability goals
- Facilitating measurable progress



### Supply Chain & Operations

- Enhancing efficiency and reducing waste
- Implementing sustainable sourcing practices
- Managing environmental and social risks
- Ensuring product traceability
- Complying with sustainability regulations



### Circular Economy & Design

- Minimises resource consumption
- Promotes reuse, recycle, upcycle
- Reduces reliance on scarce resources
- Transforms waste into resource
- Encourages creative design and models

# Options

Our mission is to provide personalized sales and marketing services. If our ready-made options don't meet your requirements, we're ready to help devise a plan fitting your budget and ambitions.

	Gold	Silver	Bronze
Sales leads	>150 (All registrations)	>40 (Roundtables)	Fill ya boots!
Engagement format	Presentation & RT	RT	Stand
Podcast	✓	✗	✗
Networking presence	Stand	Stand	Stand
Pre-event video interview	✓	✓	✓
Tiered branding	✓	✓	✓
Investment	£20k	£10k	£3k





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