



## **BETADEN NORTH CLEANTECH BOOTCAMP & WORKSHOPS**

### **INFORMATION**

Entrepreneurs and companies in Wyre Forest District are being offered intensive, hands-on business support, part of which is worth £25,000, from Wyre Forest District Council, Worcestershire County Council and the technology organisation, Betaden, to help turn their innovative ideas for new low or zero-carbon technology into profitable new products and services. The project is called Betaden North Cleantech Bootcamp & Workshops, and is funded by the UK Government. It aims to make Wyre Forest district & north Worcestershire a UK leader in clean technology, providing ways to combine creating good quality jobs and a strong local economy with tackling climate change.

Four, free workshops at Wyre Forest House are being offered once a week starting on the 24<sup>th</sup> February. Start-ups, existing companies of any size, and individual entrepreneurs are invited to attend free-of-charge. The workshops will cover topics such as how to reduce greenhouse gas emissions, how to unlock financial investment using sustainability, understanding how sustainability affects the supply chain, and using digitalisation to embed sustainability into business practices.

The speakers at these workshops are industry leaders in this field and include business experts from Nat West bank, Severn Trent, Vodafone, Worcester Boch, Carbon Limiting Technologies and Warwick University.

The second part of the project will invite applications from entrepreneurs, start-ups and existing businesses (of any size) to take part in an intensive 60-day business development bootcamp offering a support package worth over £25,000. Eight will be selected to work with industry experts and mentors who'll guide participants through the process of turning their idea to a commercial offering. At the end, participants will present their innovation to a panel of potential investors, partners, and customers.

To find out more and to book a place on the Betaden North workshops, visit <https://www.betaden-north.co.uk/>. Or email [info@betaden-north.co.uk](mailto:info@betaden-north.co.uk) or phone 01905 932532.

#### **Marketing for a better world**

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