

Media release

29 September 2022



## **London Businesses Urged to Sign Up For Free Net Zero and Energy Crisis Business Support**

**Despite last week's announcement of government support, many businesses still face a challenging winter and uncertain future thanks to the cost of energy crisis. In response, London's small and medium-sized businesses are being urged to sign up to a free net zero programme. [Better Futures+](#) can assist struggling businesses with bespoke business consultancy and workshops worth up to £2000, around critical topics such as reducing energy use and bills, resilience, supply chain management, and carbon management.**

Backed by the Mayor of London's Green New Deal Fund, [Better Futures+](#) is delivered across the capital by [West London Business](#), the organisation that champions and supports businesses in the UK's most connected region. By signing up to Better Futures +, London businesses can get started on the journey to net zero and benefit from help that will make their operations cleaner, greener and more attractive to employees, customers, partners and investors.

**Andrew Dakers, Chief Executive of West London Business**, explains: “Signing up to Better Futures+ makes it easier for London SMEs to get to net zero, save money, innovate and grow sustainably. The scheme is relevant for all types of businesses, and so we have firms right across London benefitting from this programme that wish to develop and be recognised for their green credentials - TV, catering, education, hospitality, packaging, to name a few.

“I would particularly urge SMEs struggling with the energy crisis to get in touch too, as we have energy crisis workshops planned in the coming months that could make a huge difference to the bottom line of small businesses in the difficult year ahead.”

The SMEs registering for Better Futures+ support will receive free access to:

- 1:1 support
- Climate Essentials carbon management platform to help make a tailored reduction plan and start cutting their energy bills
- Guidance on pledging on the SME Climate Hub to be part of the growing community of SMEs committing to net zero
- Eight-part webinar series, plus specialist workshops
- Digital badge recognising their participation to use on communications

To sign up to Better Futures+ or to find out more, visit [www.westlondon.com/initiatives-networks/betterfutures](http://www.westlondon.com/initiatives-networks/betterfutures).

**ENDS**

**For further information or to arrange interviews with West London Business, please email [WLB@gecpr.co.uk](mailto:WLB@gecpr.co.uk)**

**Notes to editors:**

Photo 1: The Better Futures + Programme is helping business like Wrapology, a global packaging business based in London, get to net zero, save money, innovate and grow sustainably.

For a high-resolution version of the release image, please click [here](#).

### **About West London Business:**

West London Business (WLB) ensures West London is a successful, inclusive, environment for responsible business. West London is the UK's global gateway; a £73billion+ GVA economy underpinned by 120,000+ businesses. We are a business-led leadership forum, with members including Heathrow and Asahi, as well as key regional firms such as Fuller, Smith & Turner and Brompton Bicycle. WLB has 15,000+ supporters and convenes 30+ events per annum, including the West London Business Awards.

Our members work together through WLB to raise West London's global economic competitiveness and catalyse action for people and planet. Through our work we inform and influence the work of local, regional, and national government policymakers and promote inward investment.

To find out more, visit [www.westlondon.com](http://www.westlondon.com).

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