

decoding: *Luxury*

The 8 P's of Sustainability and how to apply them

B2B Course Prospectus 2022

Sustainability is becoming a hot topic in business and for consumers alike – and rightly so!

With all of the scientific evidence stacking up to show not only the impact that our usage and consumption habits have had on the world so far, but also the future consequences in a very few years if we don't change our behaviour soon, few can deny that we all have a part to play in slowing and even reversing the impact of climate change on the planet and the people.

However there is a lack of real understanding of what Sustainability actually IS and how it can make a difference to our future, and that's why we have dedicated our entire Summer 2022 Programme to the topic. Our range of course modules and workshops will give you a far better understanding of what you can do as a business owner, providing inspiration, information, and practical tips on how you could apply them to futureproof your business.

For our main course we take a look at the eight different ways in which businesses can become more Sustainable. Each of the eight modules examines one of the ways in more detail, showing you how you could make the most of new options and opportunities to integrate sustainability into your business. With the consumer demanding more from their brands, Sustainability can become a source of profitable sales and long-lasting competitive advantage for you.

Sustainability is about making choices. This course isn't about making anyone feel bad about buying and selling products, but to help you make better choices when doing so.

Why this course is for you

The principle of common but differentiated responsibilities is the bedrock of our enterprise for a sustainable world

Prime Minister Narendra Modi

- If you want to retain your existing customers and find new ones, this course is for you.
- If you want to be seen as a progressive and responsible business, this course is for you.
- If you want to find a way to lock in customer loyalty, and avoid costly price wars and brand switching, this course is for you.
- If you feel that you should be taking more interest in what sustainability is and how you could apply it to your business, this course is for you.

Consumers are now looking for brands that help them make the right choices – and to be successful in the future, businesses need to make sure that they provide that help with the right products and services.

Every brand and every consumer has a part that they can play in addressing climate change, but one of the biggest barriers for consumers is knowing where to start. It can seem overwhelming. There are so many ways to make a difference that it can be confusing, and when things get too confusing people tend to not make any changes at all!

You could take a leading role in helping them. And with research showing that consumer loyalty increases for brands that help them achieve their eco-goals, it's got to be worth finding out more!

Who is this for:

- Brand and business owners wanting to build-in greater Sustainability
- Employees wanting to become more knowledgeable about the topic

Online
or
Offline

What this course covers

The course has been designed to give a strong foundation of essential information and options that you will need to understand when looking at your options to build sustainability into your business.

What you'll learn:

- ✓ Introduction to the 3 Pillars and 8 P's of Sustainability
- ✓ How Brand Purpose impacts Sustainability and company culture
- ✓ How innovation is responding to Sustainability needs
- ✓ Why where products come from matters
- ✓ How social Sustainability impacts lives
- ✓ The challenge of high volumes versus Sustainability
- ✓ How packaging can be designed sustainably
- ✓ New consumer choices driven by Sustainability concerns
- ✓ Why profits are essential for Sustainability to succeed
- ✓ Communicating your Sustainability initiatives to the consumer

Duration:

- The whole course of 8 modules lasts 4 weeks
- You will complete 2 topics per week
- The *online option* requires 6 hours' study per week (2 hours for online webinar, 2 hours for reading and research, 2 hours to complete your workbook)
- The *offline option* also requires 6 hours' study per week (4 hours for seminars and workbook completion, 2 hours for reading and research)
- **THIS IS ALSO AVAILABLE AS AN INTENSIVE 2 DAY OFFLINE COURSE IN MUMBAI**

Your overall learning objective for this course will be:

To have a far greater awareness and understanding of the different options available to make your business more sustainable in future.

At the end of this course you will have:

1. Understood the different ways that Sustainability can be built into a business.
2. Developed a prioritised plan of options that you wish to integrate into your business.
3. Learned about innovative materials that you could adopt.
4. Considered the wider opportunities for you to improve your day to day sustainability and avoidance of waste.
5. Created customer-facing communications to highlight what you are doing and why.
6. Understood how your Brand Purpose can be realigned with the Sustainability goals that you have set.

This Summer course includes:

- 8 x 1 hour online webinars
- Tutor guided learning
- 8 step by step modules
- Topic specific workbook for each module
- 8 audio books
- Access to online materials 24/7
- Library of webinar recordings (online option only)
- Course completion certificate
- Weekly suggested reading and further research from tutors
- **Total duration 24 hours + assignment**

Because everybody's different....

We all have a preferred 'learning style' whether that's reading, talking, reflecting or actively 'doing'. This can really influence how well you learn and how long you will retain the information.

With that in mind we have designed each of our courses to help you learn most effectively.

You can choose an online or offline course to suit your location and other commitments.

With interactive webinars and seminars you have direct access to expert tutors, our intention is to give you the personal 'Luxury Experience' whilst studying with us.

We have developed six special features that will enhance your learning experience:

1. Specific topic-based modules providing just the right amount of key information you'll need.
2. Applied learning using easy to understand workbooks, and weekly tasks and recommended reading to build your knowledge. That means we'll help you develop your Sustainability Plan whilst you learn with us.
3. Free 12 months' access to your courses and any upgrades or updates to information as issued.
4. Free access to our WhatsApp group connecting you with responsible business people just like you.
5. Weekly group online webinars or offline seminars led by qualified and experienced tutors to go through specific topics and encourage discussion and help with questions.
6. The opportunity to get feedback and mentoring support on workbook activities from our expert tutors.

Our Teaching is about making it CLEAR

We provide **Clarity** in the explanation of the topics and theories covered. We avoid using jargon, and explain clearly the different terms and ideas that you will learn about.

Our **E-learning platform** is easy to access through either mobile or desktop devices, so you can study wherever and whenever you like. We handpick tutors who are **Experts** in Luxury teaching to run the webinars and seminars, and support your learning **Experience**.

We help you to **Apply** your learning with topic specific workbooks and tasks to enhance your learning, and inspire your thinking and ideas development.

Our **Real-world experience** helps you learn using actual scenarios that have been faced so you can have greater confidence in the solutions offered and comments made.

“ When you build your business on strong Sustainability foundations you create something that can last for generations.

We will show you the different choices you can make that will not only futureproof your business but futureproof the planet.

—————
Helen Cooper

Founder of the Helen Cooper School of Luxury
and Author of 'Decoding Luxury'

All participants on this course will also receive one **free** ticket to our popular 3 hour workshop 'Greenwashing and how to spot it in Luxury brands'

If you have 5 or more people that you'd like to receive this training, we can also offer private group courses for your business.

Please call us to ask about either of these offers. Please quote this course code when contacting us: **8PSY**

Our Values & Manifesto

Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Access to PDF Reader software on your PC
- Access to a printer for downloading and completing workbooks
- Access to Zoom software for online seminars and coaching (for the online option only)
- A WhatsApp account to allow you to join the Members only group



HELEN COOPER

School of Luxury

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Whilst every effort has been made to provide sufficient information for course students to acquire the specific skills required, the Helen Cooper School of Luxury cannot guarantee success. As with many things in life, success comes with hard work, determination, and a great concept – none of which are under our direct control.

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