

Opportunity Management Sustainability Project Pages (*2) Layout & Language Testing

March 10th & 11th 2021

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What we tested

Specialist sustainability support

[https://taob1x.axshare.com/#id=ktsx3n
&p=specialist_sustainability_support&
dp=0&fn=0&](https://taob1x.axshare.com/#id=ktsx3n&p=specialist_sustainability_support&dp=0&fn=0&)

Accessing tailored support from our specialist teams

[https://taob1x.axshare.com/#id=rqzfsa
&p=accessing_tailored_support&dp=0
&fn=0&](https://taob1x.axshare.com/#id=rqzfsa&p=accessing_tailored_support&dp=0&fn=0&)

The screenshot displays two pages from the Scottish Enterprise website. The top page is titled "Specialist sustainability support for your business" and features a navigation menu with links for "Support for businesses", "Specialist support for a project or opportunity", and "Specialist sustainability support". The main content includes a section for "Tailored support for your project or opportunity" which explains that sustainability is good business sense and offers a package of support including expertise, advice, and resources. Below this is a section "Helping you understand the sustainability landscape" with bullet points about net zero, circular economy, and regulatory requirements. The bottom page is titled "Accessing tailored support from our specialist teams" and includes a section "Am I eligible for support?" with criteria such as having identified an opportunity, project location in Scotland, and specific outcomes like job creation and carbon reduction. A final section "Valuing fair working practices" states the organization's commitment to supporting businesses that contribute to a greener economy.

Specialist sustainability support for your business

Home » Support for businesses » Specialist support for a project or opportunity » Specialist sustainability support

Tailored support for your project or opportunity

Sustainability isn't just about protecting the environment. Implementing sustainable practices and reducing your carbon usage makes good business sense too – it can save you money, attract potential new investors, and open up opportunities with customers and suppliers who are keen to work with environmentally-conscious businesses.

If you've found an opportunity to make your business greener, we can work directly with you to develop a package of support. You'll have access to the expertise of our specialist teams, who can offer impartial advice, knowledge, access to tools and resources, and access to networks, connections and third party support.

Helping you understand the sustainability landscape

As part of our specialist support, we can help you understand:

- The net zero concept and how businesses can contribute
- The benefits of circular economy business models which aim to reduce waste and make use of existing resources
- Complex environmental legislative and regulatory requirements that may apply to your business
- What funding support could be available to your business in Scotland and the rest of the UK

Support to analyse your impact and implement changes

The specific types of support you'll have access to depend on your business needs and what you're trying to achieve. However, you may have access to a mix of the following:

- Help reviewing your environmental performance, as well as the positive and negative impacts you

Accessing tailored support from our specialist teams

Home » Support for businesses » Specialist support for a project or opportunity » Accessing tailored support

Am I eligible for support?

To be eligible for support, you need to have already identified an opportunity, and know how it's going to benefit your business or the economy. You should be able to explain why you're doing it and what outcomes you expect. It shouldn't be something day-to-day or business-as-usual.

We don't have any strict eligibility around project size, business size, sector or turnover. However, to be eligible, you must be able to show that:

- Your project will deliver one or more of our expected outcomes
- Your business is aligned with our values

And you must, of course, be located in Scotland.

Outcomes your project will need to deliver

To be eligible, your project should be able to deliver at least one, but ideally two or more of the following outcomes:

- New jobs created (in Scotland)
- Protect existing jobs (in Scotland)
- Improved wage, skill levels or workplace practices
- Reduced carbon emissions, improved environmental performance or contribution to Scotland's low carbon economy
- Expanding into new sectors or trade with the rest of the UK for the first time
- Growth in international sales
- Increased turnover from new products, services or business models
- Adopting a co-operative or employee-owned business model
- Improved productivity or reduced costs

Valuing fair working practices

We want to support businesses who are going to contribute to a greener, fairer economy for all. That's why we'll prioritise support for businesses who can show they've already implemented fair working practices, or are committed to working with us to implement these in the near future.

Who we tested with

We tested with :

- **4 potential customers**
 - **Using F2F-Video calls (Microsoft Teams)**
- **10 UserZoom online unmoderated tests**

What we were trying to find out

- Is there anything that's **unclear or missing**?
Anything users would have liked to know more about?
- Is the **language** clear/do we use any unfamiliar terms?
- Does the splitting over the two pages helpful?
- **Eligibility criteria** clear?

Results Summary

- The language sounds like “Management Speak”
- “Not everyone who is reading this has been to business school”
- Bullet points could be more concise
- People are **VERY TIME POOR**
- Help & Support are used interchangeably
- The second page is much clearer
- Is the **language** clear/do we use any unfamiliar terms?
- “Green sustainability is always at the back of your mind BUT you are running a business first and foremost”
- The language does not really tell businesses “What’s in it for them” There were no strong feelings about the two page layout
- The **Eligibility & Required Outcomes** were fairly clear?

Recommendations

- **Simplify the language even more**
- **Revisit the tone of voice**
- **Reduce the size of each bullet point**
- **Remove repeating phrases such as “Help to” as these become annoying after a while**

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