

# Join La RED & Fundación Centro Guatemalteco de Producción más Limpia's Final Webinar Series on "Environmental Performance as a Competitive Advantage for Small Businesses"

NEWS RELEASE BY WORLD ENVIRONMENT CENTER

Northampton, MA | June 22, 2021 05:16 PM Eastern Daylight Time

## CURSO

"El Desempeño ambiental como ventaja competitiva para los pequeños negocios"

### Fecha

23, 24 y 25 junio  
2 hs / sesión  
11 am CA - 1pm CA

Organiza:



**LA RED**  
DE INNOVACIÓN E IMPACTO



**CGP+L**  
CENTRO GUATEMALTECO  
DE PRODUCCIÓN MÁS LIMPIA

Via Zoom - Sin Costo

June 22, 2021 /3BL Media/ - La RED and the Fundación Centro Guatemalteco de Producción más Limpia (CGP+L) present the final webinar series "Environmental

Performance as a Competitive Advantage for Small Businesses" on June 23, 24 & 25 at 11 AM CA / 12 pm Colombia-Panama-Mx / 1PM Chile ET.

These web series are part of the many courses offered by La RED and open to the public. The course will provide training, guidance, and open a dialogue on how MSMEs in Central America and the region, can be more competitive, while implementing sustainable processes.

### **Find More Information or to Register:**

The complete Course comprises 3 sessions oriented to the Environmental Performance methodology for strengthening the competitiveness of MSMEs considering the environment; information management, the use of indicators; and the triple impact business model.

The series will cover:

Session 1: Environmental Performance Methodology, strengthening the competitiveness of MSMEs

Session 2: Information management and the use of environmental performance indicators

Session 3: Triple impact business model.

### **About LA RED**

The U.S. Department of State has funded the World Environment Center (WEC) and its partners, Le Groupe-conseil baastel ltée (Baastel), and RioSlum Studio, to select organizations that are accelerating business development and promoting sustainable economic growth in Latin America. The Program, La Red de Innovación e Impacto (La Red), was established in 2014 and is a collection of 37 innovative solutions from 11 countries in the region.

### **About World Environment Center (WEC)**

WEC is an independent, global non-profit, non-advocacy organization that advances sustainable development through the business practices and operations of its member companies and in partnership with governments, multilateral organizations, non-governmental organizations, universities and other stakeholders. WEC's mission is to promote business and societal value by advancing solutions to sustainable development-related problems.

### **About Baastel**

Baastel is recognized for its quality services in Monitoring and Evaluation (M&E), Results-based Management (RBM), strategic planning, project and program management, and building individual and institutional capacity in these areas. Baastel's outstanding reputation in the field is built on a record of international and national successes, and expertise that is backed by attention to detail, quality, transparency and neutrality.

### **ABOUT Fundación Centro Guatemalteco de Producción más Limpia (CGP+L)**

Fundación Centro Guatemalteco de Producción más Limpia (CGP+L) is a foundation with 20 years of work in Guatemala that seeks to contribute to the improvement of the environmental performance and competitiveness of companies, public and academic organizations in the country, with the priority being the prevention of pollution and increasing the efficiency of resources and cleaner production.

The CGP + L constantly designs, adapts and implements technical and strategic tools and methodologies that facilitate the transfer of knowledge and cleaner technologies, as well as the generation of useful and statistical information.

**View additional multimedia and more ESG storytelling from World Environment Center on [3blmedia.com](https://3blmedia.com)**

## **Tags**

**EDUCATION**

**ENVIRONMENT**

**INNOVATION & TECHNOLOGY**

**RESPONSIBLE BUSINESS & EMPLOYEE ENGAGEMENT**