

BRAINS NOT WALLETS ACCELERATOR PROGRAMME

TURN SUSTAINABILITY INTO PROFIT WITHOUT COSTLY INVESTMENTS

The **Brains Not Wallets Accelerator (BNWA)** is an exclusive programme designed for manufacturing leaders who want to unlock **profit-driven sustainability** without relying on expensive technology or big capital investments.

This is not just another sustainability initiative. It's a hands-on, high-impact programme based on proven methods from the **Cambridge Manufacturing Sustainability Strategy (CMSS)** helping businesses make smarter, data-driven decisions that drive efficiency, cost savings, and competitive advantage



Prof. Steve Evans

Director of the Institute for Manufacturing,
University of Cambridge
& EvanAll Founder

*"Built on Cambridge research
& proven industry success"*

BRAINS NOT WALLETS ACCELERATOR PROGRAMME

UNLOCKING THE OPPORTUNITIES OF A SUSTAINABLE FUTURE

Manufacturers face increasing pressure to improve sustainability—from **customers, regulators, and supply chains**. But sustainability doesn't have to mean extra cost.

The Brains Not Wallets Accelerator helps you:

- ✓ Cut costs & improve margins through efficiency gains
- ✓ Identify sustainability opportunities that increase profitability
- ✓ Gain a competitive edge by staying ahead of industry shifts
- ✓ Learn from experts & peers in an exclusive, high-value cohort

Brains not Wallets Accelerator

6 Master Workshops → Actionable sessions covering key CMSS building blocks

Live Case Studies → Real-world examples of manufacturers making sustainability profitable

Guided Opportunity Analysis → Identifying high-impact efficiency improvements

A Proven Strategy Framework → Apply the CMSS approach to your own business

Exclusive Cohort Community → Connect with like-minded industry leaders

Example: "Tea manufacturer reduced Energy use by **30%** for **ZERO COST**"



BRAINS NOT WALLETS ACCELERATOR PROGRAMME

DELIVERED OVER APPROX. 6 MONTHS



6 results-driven sessions to help you create & deliver a Sustainability Strategy that works for your company

Session #1: Unlocking Hidden Profits

How to start. Energy & Materials basics. Quick wins.

Session #2: Find your team

Build your team and bring them onboard. Start innovating.

Session #3: Set your goals

Set realistic targets. Consult Science & stakeholders.

Session #4: Embed into Governance

Incorporate into corporate governance. Focus on Materiality

Session #5: Prepare for the future

Future scenario analysis. Check in on culture.

Session #6: Building Your 12-Month Action Plan

Materiality based and target driven planning

BNWA gives you the mastery to embed sustainability into your business while growing profit



***Example:** "UK Cement Manufacturer reduced CO2 by **20%** for **ZERO COST**"*

Built on 30+ years of sustainability strategy expertise

Proven Approach



Not just "green," but financially driven sustainability

Focused on Profitability

A unique blend of coaching, strategy, and execution

Peer Learning & Expert Support



Companies following this model achieve more than 10%

YoY efficiency gains **Tangible Results**

BRAINS NOT WALLETS ACCELERATOR PROGRAMME

HOW TO JOIN

INAUGURAL COHORT STARTS THIS
JUNE

Secure your place now at a special
early adopter price!

Contact us:

 contact@evanall.com |

 www.evanall.com

*The best way to get started? Quit
talking and start doing."*

Walt Disney



***Example: "Luxury brand developed new
Sustainable Business Model"***



WHAT MAKES EVANALL DIFFERENT

WE HAVE DONE THIS BEFORE. WE KNOW WHAT WORKS AND WHAT DOESN'T.



At **EvanAll**, our “Brains Not Wallets” philosophy stems from decades of experience, proving the power of workforce engagement to drive continual improvement with a sustainability focus, at low cost with increased margin.



Prof. Steve Evans University of Cambridge,
Institute for Manufacturing

One of the world's leading Industrial Sustainability academics, Steve has defined new ways of working and applied them to the world's most innovative companies.



Pete Watson Ex-British Sugar
Operations Director

A 30-year veteran in developing factories and Supply Chains. Worked across the world in many industries focusing on developing Sustainable solutions that don't cost the earth .

Patrick Bevan Ex-Deloitte
Transformation Lead

30 years plus driving change through organisations. Most recently Business Transformation and Change Director for Deloitte. Focuses on creating lasting change, not a flash in the pan.



Martin Brewis Ex-Silver Spoon
Managing Director

A 30-year veteran in FMCG leadership. Delivered real change in Businesses by cutting cost and growing business with Customers.

