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**STARTS**

**Huddersfield freelancer in the running for national sustainability award**

Huddersfield Marketing Content Writer, Jacquie Budd, has recently been named a finalist in the IPSE Sustainable Freelancer Awards.

Jacquie specialises in writing Google-friendly content for outdoor, purpose-driven, and eco brands. She began her business while working part-time for a conservation charity in Sheffield.

“My parents had their own business, but I started out my career working for large multi-national companies. That said, I always felt drawn towards working for myself. I spent ten years working at the University of Huddersfield, helping other people start a business. Then, in January 2022, decided to take the plunge and become fully self-employed.”

To provide a better service for her clients, she immediately signed up for a 12-week Search Engine Optimisation course. She also applied for membership of the Organisation for Responsible Businesses. Mixing with like-minded business owners helped shape the direction of her own business.

“I'd initially resisted the urge to specialise. But then realised my clients already fell into the outdoor and charitable sectors. When I was invited to pitch for work as a content writer on a Net Zero project, choosing to niche simply fell into place.”

Jacquie interviewed several business owners while working on The Business Village's Net Zero Accelerator. Learning about their carbon reduction strategies, she created case studies and blog posts. These were then used to inspire other businesses and support further funding bids.

“I developed my own environmental policy after speaking with so many business owners about net zero. Then, I learned that carbon emissions from the internet were equivalent to the aviation industry. I spend a lot of my time working on a computer, so it felt important to share some of the simple changes I was making. As individuals, we may not feel there’s much we can do. But my belief is that lots of small changes can add up to a big impact.”

As an award finalist, Jacquie recently gave a pitch to the IPSE judging panel. The winner will be announced in November at an event in London. Find out more at [www.jacquiebudd.com](http://www.jacquiebudd.com)

ENDS

### **Notes for Editors**

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#### About IPSE

The IPSE Sustainable Freelancer Award celebrates a freelance business or individual consciously working greener and cleaner and who knows how important small changes in daily practices can be to achieving net-zero.

<https://freelancerawards.co.uk/>

IPSE, the Association of Independent Professionals and the Self-Employed

The Organisation for Responsible Businesses

The Organisation for Responsible Businesses believe in small businesses playing a vital role in their local communities, contributing to social, environmental, and economic sustainability, and setting an example of ethical and responsible business behaviour in the UK and across the world.

As members, businesses pledge to “operate my business in an honest and ethical manner; to consider people and the environment when making business decisions; and endeavour to make a positive contribution to the local community and society at large.”

<https://www.orbuk.org.uk/>

### The Net Zero Accelerator at The Business Village

The Net Zero Accelerator provided free and intensive support from The Business Village in Barnsley. The programme included one-to-one coaching, in-person workshops, and peer-to-peer networks. It recently won an FSB (Federation of Small Businesses) Local Government Award.

Funding for the Net Zero Accelerator came from the UK Government through the UK Community Renewal Fund, South Yorkshire Mayoral Combined Authority and Barnsley Metropolitan Council.

<https://www.barnsleybic.co.uk/net-zero-accelerator/>