Green Entrepreneurship
Catalyzing green micro-, small- and medium-sized enterprises for sustainable development
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Virtual events

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Recorded

Virtual

Nature for Life and Food

Nature for life and food at a glance. Explore the cycles and the planet. Discover the impact of nature.

Nature for life and food at a glance. Explore the cycles and the planet. Discover the impact of nature.
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<th>NATURE FOR LIFE</th>
<th>SUSTAINABILITY DAY</th>
<th>BUSINESS AND FINANCE DAY</th>
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Learners Directory

A growing community of members from over 160 countries, learning for nature one of the most diverse learning platforms for biodiversity conservation practitioners and policymakers. We are proud to connect biodiversity practitioners, change-makers, and on-the-ground sustainable leaders, and help them build a network for scaling up their efforts for nature-based sustainable development.

Start building your network today! Use the directory filters to search for members by language, country, organizations, and more. You can also click on any member to profile to learn more about them and contact them through our private messaging system.
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Green Entrepreneurship – course syllabus
Green Entrepreneurship - premise

- Nature underpins sustainable development
- Many national economies depend on the informal sector (80% in India)
- Entrepreneurship is accessible to many
- Green businesses catalyze systemic change
Green Entrepreneurship – course syllabus

- Lesson 1: Introduction to Green Entrepreneurship
- Lesson 2: Making a Positive Impact with your Green Business Idea
- Lesson 3: Identifying your Customers and Stakeholders
- Lesson 4: Putting your Green Business Model into Context
- Lesson 5: Financing your Green Business Idea
- Lesson 6: Managing, Scaling up and Communicating your Green Business Idea
## Course Syllabus

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<th>Week 1</th>
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### Week 1

Week 1 provides an introduction to green entrepreneurship and sets the background for developing your green business idea.

- **REQUIRED:** Lecture and Quiz
- **REQUIRED:** Lectures
- **RECOMMENDED:** Workshops
- **RECOMMENDED:** Case studies
- **RECOMMENDED:** Group exercises
- **OPTIONAL:** Discussion forum
Green Entrepreneurship – course syllabus

Week 1

Week 1 provides an introduction to green entrepreneurship and sets the background for developing your green business idea.

RECOMMENDED: Lessons 1 and 2

Lesson 1: Introduction to Green Entrepreneurship

Objectives:
- Define green entrepreneurship
- Describe the differences between green economy, circular economy, and the “business as usual” economy
- Define social entrepreneurship and understand how it differs from other forms of entrepreneurship
- Describe the current trends that affect green entrepreneurship
- Introduce the concept of “new design”
- Identify the characteristics of a successful entrepreneur
Week 1

Teach 1 provides an introduction to green entrepreneurship and sets the background for sketching up your green business idea.

- REQUIRED: Lesson and Quiz
- REQUIRED: Lectures

- Osama Aljujairi, BioEntrepreneur Fund: What it means to be a green entrepreneur
- Arum Manuwa Ijieto, Borealis Group Foundation: Introduction to bio-design
- Monique Myles, Lehigh University: What it takes to build a sustainable green venture: A case study
- Sara Faruqi, Rockefeller Foundation: Systems thinking
- Sara Arambuco, Engineering for Global Development: The role of technology for advancing sustainable development, and what this means for green entrepreneurs

- BC1(2000): Workshops
- BC1(2100): Case studies
**Course Syllabus**

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<td><strong>RECOMMENDED:</strong> Group Assignments</td>
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Green Entrepreneurship – course syllabus

**REQUIRED Lectures**

- Topic 1: Overview of green entrepreneurship and sustainability.

**RECOMMENDED Workshops**

- Workshop 1: Case study analysis.

**RECOMMENDED Case Studies**

- Tansui Leaf Pipes: Creating youth employment in Asia through reducing plastic water pipes.
- Amaecer ab-Productions: Ameca 1x1: Improving traditional and processed foods for health and marketability (Peru).
- Solaris Solar: Increasing clean and affordable energy access to rural areas in Kenya.
- Salta: Innovations in renewable energy and sustainable agriculture.
- Bioenergy: Biomass and biogas for sustainable energy.
- Food & Feeds for Africa: Transforming sub-Saharan Africa into a green and foodsecure nation.
- Rex Anspel: Reducing emissions and energy costs by improving weather conditions with satellite data from Indonesia.
- Budgeto Renewable: Bio-Py Ltd. Entering sustainable farming for biodiesel oil production (Australia).

**RECOMMENDED Group Workshops**

- Group Project 1: Sustainable business model development.

**OPTIONAL** Discussion Forum
Green Entrepreneurship – course syllabus

- REQUIRED: Session and Goals
- REQUIRED: Lectures
- RECOMMENDED: Worksheets
- RECOMMENDED: Case studies
- RECOMMENDED: Group workshops

- Sustainable resources management
- Recycling and waste management
- Conservation
- Sustainable energy
- Bio-agriculture and food systems
- Eco-friendly products

- OPTIONAL: Discussion forum
Green Entrepreneurship – course syllabus

- REQUIRED: Lessons and Books
- REQUIRED: Lectures
- RECOMMENDED: Workshops
- RECOMMENDED: Case studies
- RECOMMENDED: Annual conferences

- [OPTIMUS: Discussion Forum]

1. This week we talked about the critical forces and underlying drivers that make green entrepreneurship important today more than ever. What is the role of green entrepreneurship in your context?

2. Lesson #1: talked about the connection between sustainable development goals and green entrepreneurship. Which SDGs would your green business like to achieve? Fill out and attach the “SDGs and Green Entrepreneurship” worksheet to your answer.

3. You have learned about the idea of eco-designing your product or service. How do you plan to apply the eight eco-design principles to your green business? Fill out and attach the “Eco-design” worksheet to your answer.
Green Entrepreneurship – course syllabus

Lesson 1
Introduction to Green Entrepreneurship and Sketching Out Your Green Business Idea
Green Entrepreneurship – course syllabus

The shift to a post-carbon economy needs a watershed on several levels, from innovation in lifestyle to innovation in investment and governance. New corporate trends seeking to address this challenge advocate a shift from terms on the left to terms on the right.
Green Entrepreneurship – course syllabus

ECO-DESIGNING A PRODUCT: LIFE CYCLE

When entrepreneurs take into account the environmental impacts of any product or service from the very early stages of its design, throughout its life cycle, they are ecodesigning. A green entrepreneur adopts a comprehensive view of the product life cycle with the 4 elements.

In Week 4, we will delve deeper into Lifecycle analysis.

1. Materials and packaging
2. Distribution
3. Use of products
4. Final disposal of products
Green Entrepreneurship – course syllabus

Trends in Support of Green Entrepreneurship

The fourth industrial revolution has opened up new business models that entail:

- Changing ways companies meet demand.
- Changing ways products are produced.
- Changing how inputs into industrial processes.
- Changing from a deep emphasis on reducing wastage to cyclical processes.

Click on each button to learn more.
Green Entrepreneurship – lenses

The following slides provide an opportunity to learn about the perspectives of different groups on green entrepreneurship, their challenges, motivations and solutions. Click on the lenses below to learn more.
Green Entrepreneurship – faith lenses
Green Entrepreneurship – faith lenses

"When nature is viewed solely as a source of profit and gain, this has serious consequences for society."

Laudato Si, 231

There is indisputable scientific evidence that human activities are causing this crisis. The Catholic teaching recognises that our economic model, based on infinite growth and market logic is largely responsible for the current climate crisis. Within this vision, social and environmental consequences are too often secondary to short-term profit. Many consequences of business actions are considered 'externality' and not fully accounted for.

Catholic teaching calls on Catholic entrepreneurs to rethink their relationship with society, and to act differently. Business, entrepreneurship and markets all have a part to play in this – particularly in terms of understanding the relationship between means and ends.
Green Entrepreneurship – faith lenses
Fundamental unity

The Hindu view is one of fundamental unity. In the broadest sense of a view of nature, it is the relationship between human life and non-human life. The whole universe and everything in it is not just a creation of God, but it is an extension of this Divinity. In Hinduism, the world around us is certainly different in appearance, but not in essence, as all is considered Divine, both metaphorically and literally.
Green Entrepreneurship – faith lenses
Green Entrepreneurship – faith lenses

The Chinese tradition of Buddhism says:

“I hope that when I become a Buddha in the future, I can use immeasurable wisdom, methods, and knowledge to ensure that all living beings in this world will not suffer from hunger, poverty, disease, and distress.”

Buddhism calls for immediate action to revise the present economic model that pursues development at the cost of nature. Many forests and grasslands have been destroyed for food production, and lakes are reclaimed for land usage. Economic development should not rely on the depletion of resources and destruction of the environment.

It is crucial to maintain a balance between socio-economic development and the need for environmental resources by continuously improving resource efficiency, accelerating the transformation of businesses into a green and circular economy, and fundamentally cultivating a universal sense of sobriety and resource conservation.

Click the image read a story from the Chinese tradition of Buddhism.
Green entrepreneurship represents an excellent opportunity for young people and the broader community to explore innovative ideas and solutions that can contribute to a better quality of life for youth.

Youth-led entrepreneurship can be a significant driving force of the green economy.

This section talks about the importance of young people's engagement in green entrepreneurship and the barriers they face in the context of green businesses.
Green Entrepreneurship – youth lens

Barriers for Young Entrepreneurs

There is no doubt that youth play a critical role in advancing sustainable development. However, they often face multiple forms of marginalization that lead to an imbalance of power. This results in their needs and aspirations not being adequately addressed, and their potential contributions to development lost. If you are a young aspiring entrepreneur, you should understand the barriers that you may face as you enter the job market and start your green business.

Click the images below to learn more.

- Underrepresentation
- Age discrimination
- Lack of access to education and services
- Lower income
Green Entrepreneurship – youth lens

There is an expanding movement for the global economy to transition towards business models that are both sustainable and inclusive to marginalized groups. As businesses grow, it is so crucial to support economic growth within the constraints of the planet’s limited resources while putting women at the heart of development.

In the context of the course, the term “women” is used to refer to people who identify their gender as women regardless of their sex at birth.
Green Entrepreneurship - partners
www.LearningForNature.org