

I03 – Training package for social and green NGO leadership

Module 2: Introducing green and social entrepreneurship

Part 2: What is Green Entrepreneurship ?

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Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's



Agenda

Part 1: What is Social enterprise?

1.1 What is a Social entrepreneurship ?

1.2 Definitions: Using Business to bring about Social Change

Part 2: What is Green entrepreneurship?

2.1 Green entrepreneurs



Learning Outcomes of Module 2

Module/Unit	Learning Outcomes – The learner will:	Indicative Content
Introducing green and social entrepreneurship	<ul style="list-style-type: none">• Understand social enterprise• Understand green entrepreneurship	<ul style="list-style-type: none">• Social entrepreneurship• Definitions: Using Business to bring about Social Change• Green entrepreneurs



Part 2: Green entrepreneurship

Green entrepreneurship is the activity of consciously addressing an environmental and/or social problem/need through the realization of entrepreneurial ideas with a high level of risk, which has a net positive effect on the natural environment and at the same time is financially sustainable. Green entrepreneur is someone who starts and runs an entrepreneurial venture that is designed to be green in its products and processes from the very moment it is set up

Source: http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf



2.1 Green entrepreneurs

- The green entrepreneurs have environmental and social goals into their core business, these goals are the reason their business exists, not just a side effect
 - Education of the consumer towards the specifics of the green products/services
 - Environmental values are part of the company values
 - Green entrepreneurship can be (sometimes) associated with higher costs
 - Financial profit is a goal insofar as it helps sustain the business so that it can go on fulfilling its environmental goals and bringing benefits to the environment

Source: http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf



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Task

Task

Have a look at the following video.
After watching write down what is green Business Ideas For
Startup Entrepreneur and why.

Share your ideas with the group.



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Task

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Video: 14 Green Business Ideas For Startup Entrepreneurs

https://www.youtube.com/watch?v=ez09N1nH_0Y

Nuovo Entrepreneur- YouTube



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H5P TASK

Try to answer the questions on the different cards.

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The Green entrepreneurs have environmental and social goals. Yes or No ?

Your answer

Check



Environmental values aren't part of the Green entrepreneurship. Yes or No ?

Your answer

Check

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Task

Could you please answer individually in written form.

- Is there a local green entrepreneur that you know of and like? If yes, what do you like about him/her?
- What about a national or international one?
- How do you apply the “think green” principle in your daily life?

Task

Thank you very much for your attention!



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Sources

- ❖ Green entrepreneurship and social entrepreneurship, Available under: http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf
- ❖ Jill Kichul and Thomas S. Lions, Understanding Social Entrepreneurship, second edition
- ❖ 22 Awesome Social Enterprise Business Ideas, Available under <https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas>.
- ❖ Social entrepreneurship, Available under <http://www.sbs.ox.ac.uk/faculty-research/skoll/what-social-entrepreneurship>
- ❖ Social Enterprise Business Ideas, Available under <https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas>