

INTRO

Environmentally-friendly Businesses

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Lesson Objectives

- What are Environmentally-friendly Businesses?
- “Sustainable Developmental Goals (SDGs)” and “2030 Vision”
- Examples of Green Businesses
- Self-guidance as a Green business owner
- Introduction to Green Enterprises and Businesses
- The importance of Green skills
- How to make a Business greener

What are Environmentally-friendly Businesses ?

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What are Environmentally-friendly Businesses? (1/2)

- The majority of green entrepreneurship efforts focus on addressing how to improve social and environmental problems, which have the potential to improve other facets of society.
- A green entrepreneur is someone who can launch a business venture that delivers environmentally friendly concepts, solutions, and processes from the very beginning of the project. The social/green entrepreneur can affect social and environmental change by coming up with and putting into practice new business concepts.
- Though they have significant benefits for society and the environment, realistic and long-lasting social and green ideas can also help a business remain solvent and continue to provide its solution.

What are Environmentally-friendly Businesses? (2/2)

- Recent green entrepreneurs have an advantage in that they can implement innovative business models that can encourage social and environmental improvements and also adhere to green procedures internally from the beginning of their ventures.
- Since they have been using a different method of conducting business for years, older companies occasionally find it challenging to quickly adapt their business models.

SDGs and 2030 Vision

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SDGs and 2030 Vision

- The quantity of international, particularly European, support that young social/green entrepreneurs may get now is another benefit. We can see the European Union's desire to promptly address sustainability and environmentally friendly procedures, which provides social and green entrepreneurs with a wealth of funding options.
- Popular long-term objectives include the European Union's 2030 Vision and the United Nations' 17 Social Development Goals (SDG).

Sustainable Developmental Goals (SDGs)

- The Sustainable Developmental Goals (SDGs), created by the United Nations in 2015, are often referred to as global goals and serve as a unifying call to action to prevent and support numerous issues affecting societies and the environment.
- The 17 SDGs address issues that are extremely important to society, communities, and the environment. Many of the 17 SDGs have a strong connection to preserving the environment, including:



Europe's 2030 Vision

- The 2030 Vision, a major objective of the European Commission, seeks to reduce harmful greenhouse gases by 55% by 2030 in order to achieve "climate neutrality" by 2050.
- Among the 2030 Vision goals are some of the following:
 - 1) Plans that are both ambitious and economical to achieve carbon neutrality by 2050
 - 2) Enhance the economy of Europe by fostering Green Jobs
 - 3) Encourage cooperation and partnerships between partner companies and countries.
- The European Commission has enacted laws and regulations that are designed to advance the 2030 Vision, including:
 - 1) Increasing the ambition of the EU Emissions Trading System
 - 2) Strengthening the Market Stability Reserve linked to the review of the EU Emissions Trading System
 - 3) Revision of the EU Emission Trading System Directive concerning aviation
 - 4) Revision of the EU Emission Trading System Directive concerning aviation (ICAO notification)
 - 5) Updating Member State emissions reduction targets (Effort Sharing Regulation) in line with the 2030 climate target plan
 - 6) Land Use, Forestry and Agriculture
 - 7) Revision of the CO2 emission performance standards for new passenger cars and vans
 - 8) Social Climate Fund

Examples of Green Businesses



Self Guidance as a Green Business Owner

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Self Guidance as a Green Business Owner

- Social/green entrepreneurs are able to observe growing budget and financing opportunities being allocated to specific programs and activities that promote social and environmental change thanks to the significant assistance provided by European powers. This finding is very encouraging for both established companies trying to transform fast and new social/green ventures.
- A young businessperson should be able to comprehensively respond to the following inquiries at the beginning of their career:
 - 1) Are there any environmental or social challenges that my business plan addresses or prevents? How, if so?
 - 2) How many solutions exist for the social or environmental problem? TIP: By combining the young entrepreneur's imagination and inventive thinking, a highly effective solution to these problems can be developed.
 - 3) What cutting-edge technologies can I apply to my company to quickly fix or prevent social or environmental issues?
 - 4) Will my social or environmental solution have an influence over the long term? Is my proposed solution viable? TIP: Developing a solution that will only be effective temporarily is insufficient since it lacks sustainability (both for the problem the entrepreneur is trying to solve and for the long-term financial health of the company).

An Introduction to Green Enterprises

- A social or green enterprise is, technically speaking, a business that seeks to make money while maintaining social or environmental advantages for people and the environment. A social or environmental enterprise should have improving people's lives and/or the environment as its central mission, regardless of whether it is a for-profit or nonprofit organization.
- A social/green enterprise's best chance of enhancing people's lives and/or the environment (while profiting financially) is to build a sustainable revenue stream from a variety of activities, such as:

Producing
products

Selling products

Offering
services

The Importance of Green Skills

- Every person venturing into the world of entrepreneurship needs entrepreneurial and professional skills, such as general knowledge, technical skills, attitudes, and moral values. These abilities—also referred to as "Green Skills"—are closely related to being a social or environmentally-conscious entrepreneur. The capacity to see the significance behind each of a company's numerous pillars, such as sustainability, social responsibility, economic considerations, and environmental development, comes from having green abilities.

- According to Dr. Magarita Pavlova (2014), she has categorized the standard green

Cognitive abilities include awareness of and a desire to learn about the environment, sustainability, creativity, analytical thinking, the ability to spot opportunities, the ability to analyze novel situations in order to address novel social/green concerns, etc.

Interpersonal skills include things like effective communication, negotiation, management, and business abilities as well as a well-rounded personality and technical expertise that may be used to social or environmental concerns, etc.

Intrapersonal abilities, including adaptability, the capacity to teach staff and transmit skills, etc.

How to Make Your Business Greener

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How to Make Your Business Greener

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- Taking active steps to make one's small business 'greener' is a common thought amongst business owners, but often an overwhelming one due to various factors:
 - 1) Perception of high-costs
 - 2) Not knowing where to begin
 - 3) Trouble sustaining the activities
- As a business owner, sustainability within green businesses is also a crucial consideration. Sustainability within green businesses is described as two interconnected activities:
 - 1) Maintaining a course of action for financial gain
 - 2) Utilizing resources without long-term harm to the planet's natural resources
- A Green Business owner will be able to offer the most sustainable approach for both the growth of the business's brand and its revenue by combining the two definitions.

How to Make Your Business Greener

2/3

- At the start of one's business, financial resources will often not be widely available – resulting in the need of low-cost green initiatives that will not hurt the business financially and also be easy to sustain naturally.
- Below are some low-cost initiatives a business owner can take from the start of his/her business:

Using reusable items
(such as water bottles and
straws)

Going paperless

If physical products: think
of innovative packaging
that does not use too
much paper, plastic, etc.

Using energy-efficient
appliances (LED bulbs and
electronics)

Researching governmental
initiatives in place for
businesses

How to Make Your Business Greener

3/3

Involving and educating your team members to understand the importance of going green

Creating beneficial schemes with your team (bike to work)

Buying preowned furniture within the office

Placing recycling bins around the workspace