

Innovation
& Creativity

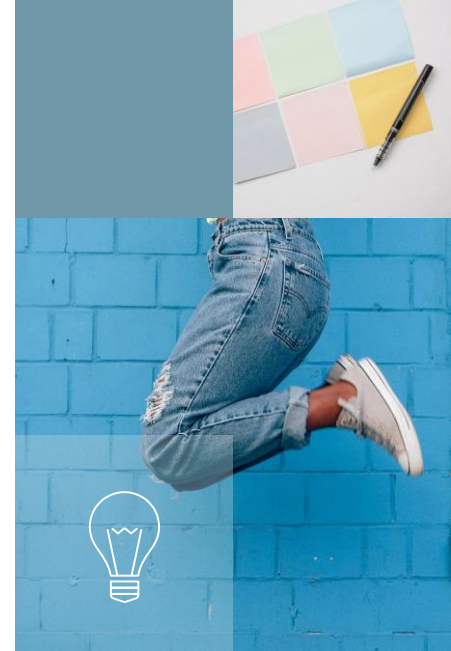


Workshop: “Green entrepreneurship and innovative ideas”



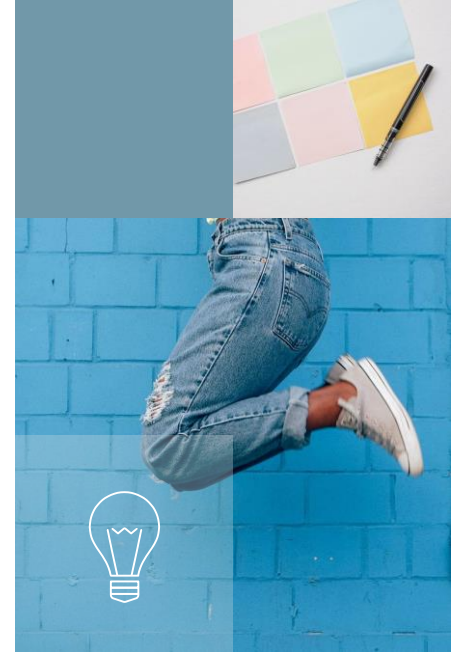
Contents of the workshop

- Brief presentation of the workshop's objectives
- Definition of green entrepreneurship
- Main fields of application
- Advantages for businesses
- Current situation
- Good practices of green entrepreneurship
- Initiatives for the promotion of green entrepreneurship
- Open discussion / Q&A
- Feedback / Closure



Objectives of the workshop

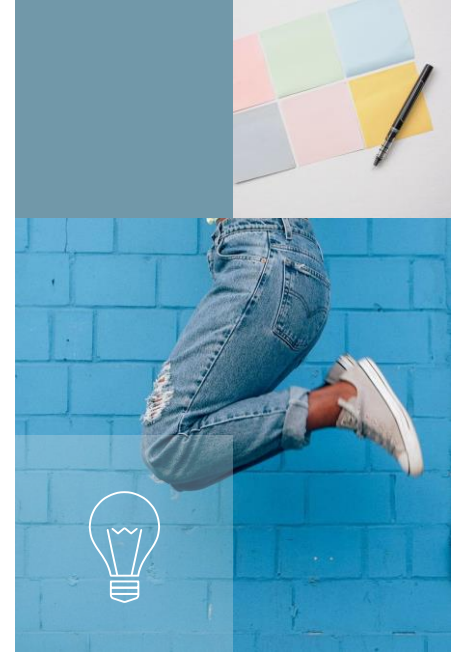
- ✓ Provide a more tangible understanding of green entrepreneurship and relevant innovative ideas
- ✓ Facilitate the exchange of ideas, experiences and good practices
- ✓ Create a platform for citizens to be in a more close interaction with companies, NGOs, policy makers, etc. and to make their voice heard.



Definition of green entrepreneurship (1/2)

- Green entrepreneurship can be defined in several ways, due to the variety of aspects and fields of application.
- A concentrated definition:

*Green entrepreneurship is the type of economic activity / entrepreneurship for which **the protection of the environment and nature in general is a main element of the business strategy.** In green entrepreneurship, the business is positive towards the protection of the environment and incorporates this attitude in all operational aspects: production, products / services offered, etc.*



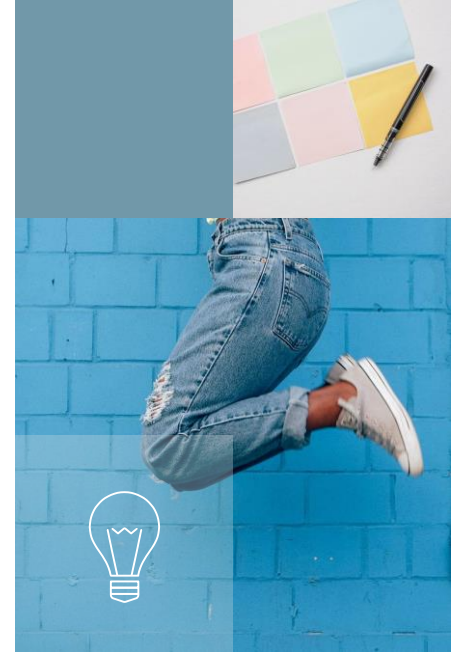
Definition of green entrepreneurship

(2/2)

The main purpose of green entrepreneurship is to promote activities and actions towards the protection of the environment and ensure the engagement of the society in these activities.

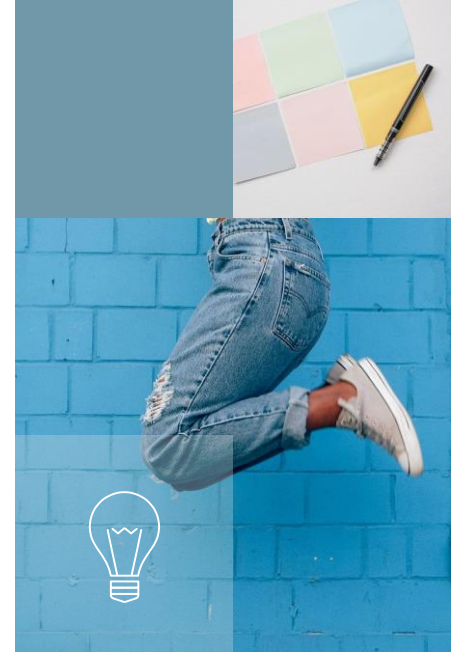
Specific goals of green entrepreneurship are:

- Development and promotion of green products and services
- The improvement of the social and environmental profile of the enterprises
- Promoting opportunities for job creation and local development



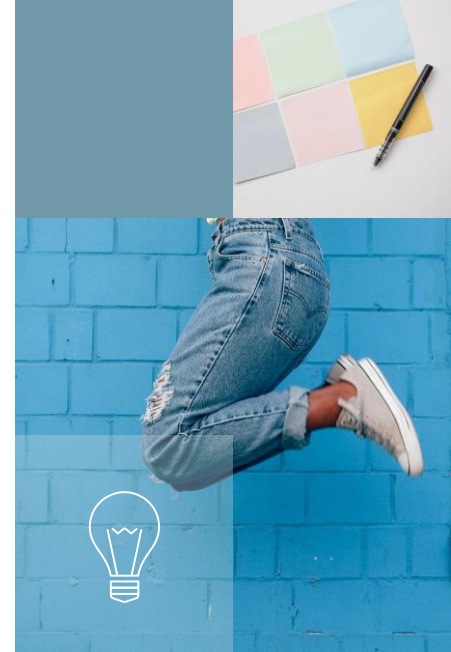
Main fields of application

- ✓ Organic production
- ✓ Waste management / recycling
- ✓ Green manufacturing
- ✓ Green technologies for urban development
- ✓ Exploitation of renewable energy sources
- ✓ Green tourism



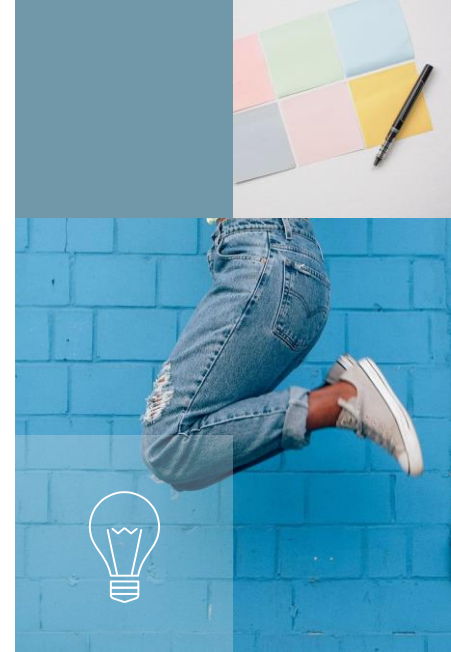
Advantages for businesses

- ❖ Reduction of the businesses' operational costs
- ❖ Development of trading opportunities for the promotion of the businesses' products / services in the emerging “green market”
- ❖ Exploitation of economic incentives derived from funding opportunities within EU and/or national programs for the promotion and development of green entrepreneurship
- ❖ Better chances of obtaining a loan on more favorable terms
- ❖ Creation of favorable conditions in order to attract “green” investments
- ❖ Improvement of the businesses' social profile and recognition



Current situation

- An increasing number of businesses incorporate in their strategies the protection of the environment and the development of green products and/or services.
- Environment is no longer considered as an endless source, but the environmental cost is incorporated in the businesses' production cost.
- Environmental aspect is now considered both as an opportunity for reducing the production costs as well as an added value for the final product / service.



Good practices (1/4)



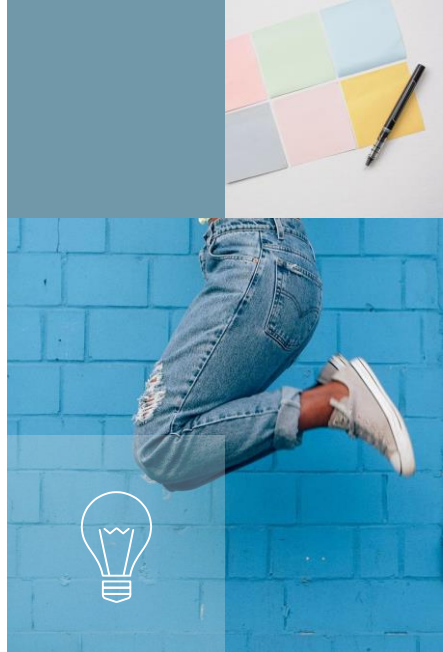
TOYOTA

Toyota has drafted and now is at the third year of the implementation of an environmental plan and strategy which includes measures for the production, the energy efficiency and the waste management. Part of this strategy is the production of eco-friendly cars and models.



Timberland

Timberland develops boots and shoes from recycled materials, while the soles are made of used and recycled car tires. Moreover, for every pair of “Yele Haiti” sold, 2 dollars are donated to the “Wyclef Jean” foundation which is engaged in the reforestation of Haiti’s forests.



Good practices (2/4)



Hewlett Packard owns and operates the “e-waste” units which transform old and used IT products into raw materials. Moreover, HP works on turning all its products into recyclable products.



EARTH FRIENDLY PRODUCTS operates for 47 years and has developed more than 156 different eco-friendly products. The company is well-known for the development of the No1 green laundry detergent “ECOS”.

Good practices (3/4)



It is a Greek cooperative company selling milk and dairy products. It has established a network of automatic selling machines, the so-called “milk ATMs”, using recyclable plastic and glass bottles for providing the milk and other dairy products.



BSB

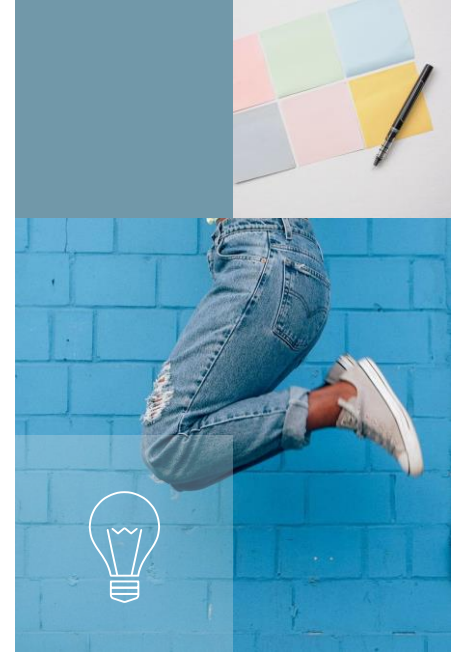
BSB is a Greek clothing company and the first one in Greece that has developed organic clothes made out of 100% organic cotton.



Good practices (4/4)

ASTROFOS

A Greek company engaged in green manufacturing. The company main service is the installment of a “digital skin” in various buildings, which enables the user to record the outside and inside temperature, lightening volume and the energy consumption of the building. All records are saved and transferred to a main file for future use and comparison.

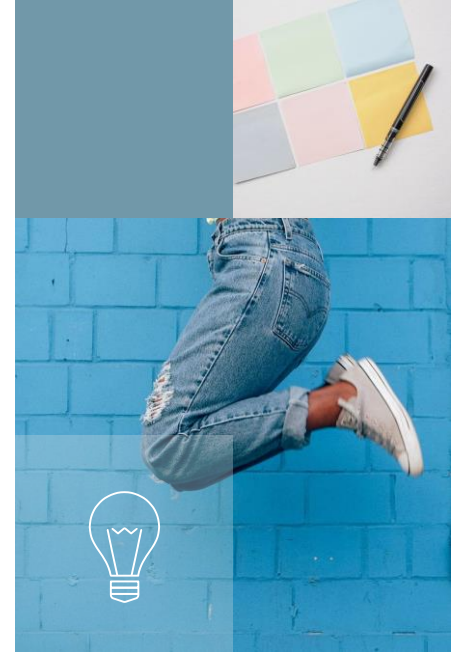


Initiatives for the promotion of green entrepreneurship

grow
GREEN

This is a
Green's World

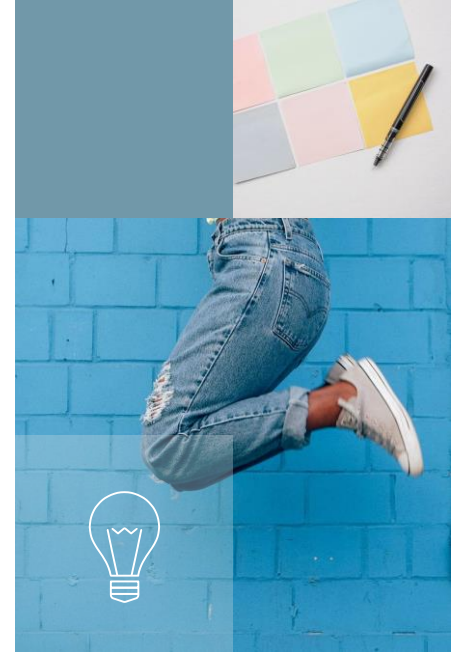
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GROW GREEN

GROW GREEN project focuses on:

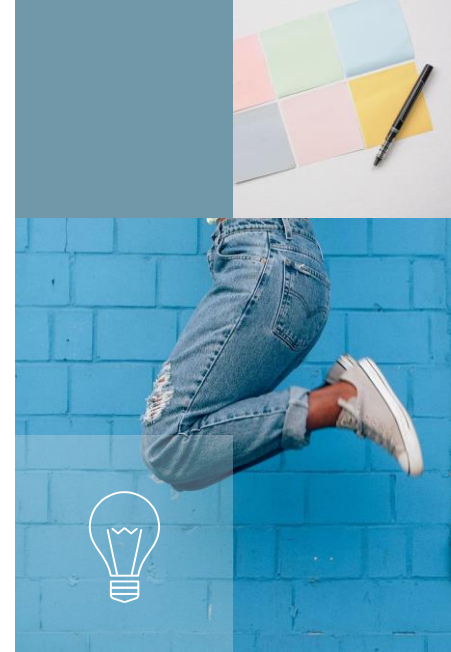
1. Decreasing youth unemployment by involving more young people in the agriculture sector.
2. Reducing the number of NEETs (referring to a person who is not in employment, education or training) by mostly focusing and approaching countries which have both high rates of NEETs, but also growth potential of the green agro-food sector.
3. Boost of green entrepreneurship in the food sector.



GROW GREEN

Core activities of the project:

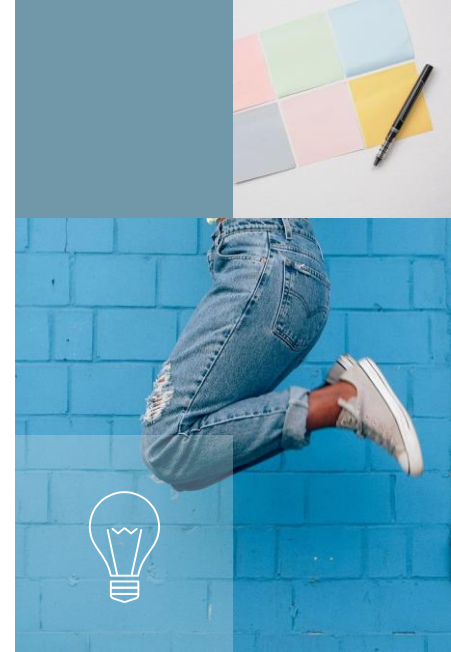
- ✓ Development of the “Agro E-guidance” electronic platform for agricultural education and information exchange
- ✓ Development of educational videos



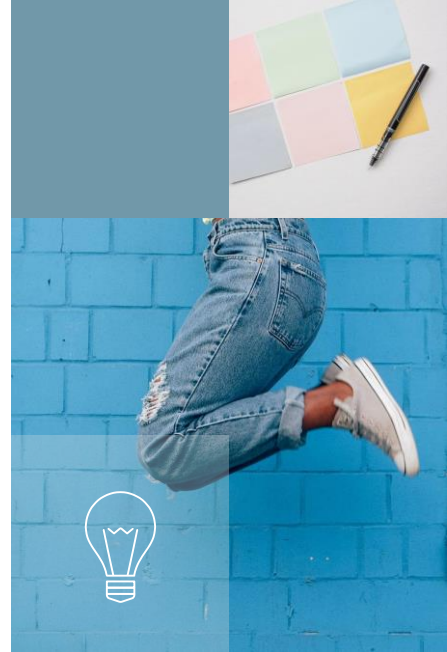
This is a Green's World

“This is a Green's World” project focuses on:

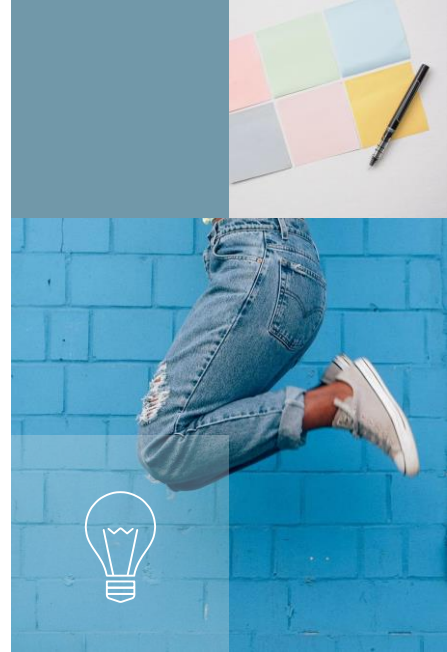
1. Providing incentives to young people to be engaged with green entrepreneurship as an alternative towards unemployment.
2. Providing to young people with all the necessary information and knowledge on green entrepreneurship and, specifically, on organic and eco-friendly agricultural production.



Open discussion / Q&A



Feedback / Closure



Thank you for your **attention!**

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