Green Entrepreneurship: Tools and Experiences in China (GBO) and Indonesia (SYGB)

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Green Business

Adopts principles, policies and practices that improve the quality of the life of their customers, their employees, the communities in which they operate and the environment they depend upon.

Many begin with a desire to resolve the impacts of climate change and other environmental problems.

For a green entrepreneur- the desire to resolve the environmental/CC issue in an inclusive way -can be as strong as the motive for profit [parallel goals]
Green Business Options (GBO) intends to provide potential business starters with opportunities to learn environmental issues as the basis for developing their business ideas.

-university and technical college students and graduates as the target groups to use their skills in starting green businesses.
GBO- supporting operationalize China’s employment policy [with special focus on youth]

- In 2013 **7 Million** university graduates entered into the labour market [many end up joining the “graduate but unemployed” world]
- Ministry of Human Resources and Social Security of China (MOHRSS) in its proactive employment policy developed policy measures to encourage youth entrepreneurship:
  
  preferential tax policy,
  micro-loans and interest subsidies
  tax breaks (administrative fees)
  training subsidies, and household (hukou) settlement

GBO – bridges the gap in entrepreneurship training in universities and colleges in China providing better understanding of environmental issues and portable skills- increasing their employability
GBO Knowledge Products

- Training Manual
- Trainer’s Manual
- Resource Books
  - Circular Economy
  - Eco-Tourism
  - Eco-forestry and Forest Products
  - Energy Efficiency
  - Distributed Renewable Energy
  - Recycling and Waste Management
# Suggested Training Timetable

**GUIDE FOR TRAINERS**

It is very difficult to give an exact timetable for this programme as it may be necessary to focus more thoroughly on some aspects with one group of participants when compared to another. It is suggested that the following broad timetable should be adopted.

<table>
<thead>
<tr>
<th>Time</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
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<tbody>
<tr>
<td>08.30 - 10.00</td>
<td>Introductions by participants and trainer</td>
<td>'Green versions of conventional businesses through to end of Chapter 2</td>
<td>Chapter 4 – Self evaluation case study and review to end of chapter</td>
<td>Chapter 6 to identifying key information providers &amp; role play exercise (19)</td>
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<td></td>
<td>Introduction to the programme</td>
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<td>10.30 - 12.00</td>
<td><strong>Exercise 1</strong>&lt;br&gt;Environmental Challenges – Climate Change</td>
<td>What is a green business?</td>
<td>Chapter 5 up to Life cycle analysis exercise</td>
<td>To end of Chapter 6</td>
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<td><strong>Lunch Break</strong></td>
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<tr>
<td>14.00 - 15.30</td>
<td>Environmental Challenges – Desertification to Environmental Policy in China</td>
<td>Develop your green business ideas and exercises 4 and 5</td>
<td>Chapter 5 from Life cycle analysis exercise to Commodities Fairs and Business Exhibitions</td>
<td>Chapter 7 in full, Evaluation and Close</td>
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<td>16.00 - 17.30</td>
<td><strong>Finding Green Business Opportunities – The Resource Books</strong></td>
<td>Chapter 4 through to self-evaluation exercise</td>
<td>Chapter 5 – exercise 14 to end</td>
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<td><strong>Evening</strong></td>
<td>Review of day 1 and completion of self-evaluation if necessary</td>
<td>Review of day 3</td>
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*Academy on the Green Economy*
Check out the video:

https://www.youtube.com/watch?v=Or3ntH2mBLI

Since then the ILO further rolled out GBO to three more provinces in China and has recently completed a tracer on the GBO trainers and trainees to prepare more success stories!!!
Start Your Green Business (SYGB)

Provides methods and a pathway to:
- assess green business market opportunities,
- develop environmentally friendly business idea,
- successfully start their business (considering financing and relevant legal requirements)
- promote their business

Provides entrepreneurial options for
- laid-off workers & unemployed
- migrant workers
- young educated women & men inc University Grads
*Requirement: Could Read/Write
SYGB—supporting meet Indonesia’s demand for jobs in the face of environmental challenges

Indonesia has more than 237 million people in February 2012, faces 6.32% unemployment rate and 11.6% poverty rate (BPS, 2012).

Until 2010, Ministry of Energy and Mineral reports that more than 50% of the energy used in Indonesia are sourced from oil mining and coal, which are non-renewable. This energy is used for industry, transport and household with 44%, 36% and 11% of energy consumption respectively (Ministry of Energy and Mineral, 2011).

At the G-20 meeting at Pittsburgh, the President of Indonesia commits to reduce CO2 by 26% with own initiative and up to 41% with international supports by 2020.
SYGB Knowledge Products

“Start-up” Tool Kit - In English/Bahasa
1 developed & tested Universal Training Module
5 developed & tested sector-based training modules
1 developed and tested trainers module
50+ International Business Cases

2 Additional SYGB Training Kits
“Start-up” (Completed)
- “Take-off” (drafted and to be completed by June 2014)
- “Expand” (to be completed by December 2014)

Creative Industries
Food/Agriculture
Renewable Energy
Tourism
Waste Management
Indonesian local context:
- information on legal framework and processes for business start-up, registration and employment;
- overview of market/business climate
- Supports green economic and financial policies of Indonesia.
40 SYGB Trainers & 180 + Green Entrepreneurs
Enabling Environment-
Tripartite Dialogue on Green Entrepreneurship

Support of Indonesia’s Trade Unions and Employers Organization
Confederation of All Indonesian Trade Unions (KSPSI), Confederation of Indonesian Trade Unions (KSPI), Confederation of Indonesian Prosperity Trade Unions (KSBSI) Employer’s organization (Apindo)

- content of SYGB [consultation process/module preparation and review]
- formation of Trainers [participation in TOTs]/conduct of TOEs
- member of the Indonesia Green Entrepreneurship Forum

Other Key partners:
- Ministry of Manpower and Transmigration (MoMT)
- Central Bank of Indonesia (BoI)
- Ministry of Youth and Sports (MoYS)
- National Planning Agency (BAPPENAS)

Other collaborating Entities:
- Ministry of Environment (MoE)
- Ministry of Home Affairs (MHA)
- Ministry of National Education (MNE)
- Ministry of Research and Technology (MoRT)
- National Climate Change Council (DNPI)
- National universities
Lessons Learnt (GBO and SYGB)

- **Coordinated action and common roadmap is critical**
  Working with mandated agencies and High Level Champions- MOHRSS for China, BAPPENAS/MOMT for Indonesia

- **Access to Finance need to be more integrated into Green Entrepreneurship programmes**
  - Strong involvement of the banking (government- Band of Indonesia (BOI) and private) sector/
    - Including microfinance institutions and service providers
  - Integration of Financial Education in the various modules
  - Collaboration with ILO Enterprise /Social Finance Programme

- **Sustained/Continued and Wider Coverage needed for greater impact**
  - Follow-up and roll out in more provinces for both China and Indonesia
  - Continuation of conduct of Entrepreneurship Forum such as the IGEP in Indonesia
  - Integration of the IGEP into the Indonesia national mid-term development plan (RPJPMN).
Check out the latest ILO feature on Green Entrepreneurship:

Thank you!

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Join the Green Jobs Network!
http://apgreenjobs.ilo.org