Green Entrepreneurship: China – Green Business Option (GBO) Experience

Elective: Green Entrepreneurship Academy on the Green Economy
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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 - beginnings....

2010 Ministry of Human Resources and Social Security (MOHRSS) launched Green Business Options (GBO) pilot trainings in Jiangsu and Chongqing Provinces

The Chinese government has designated 21 local low carbon cities and 85 entrepreneurial cities

- Green entrepreneurship being among the key greening measure in these cities
- Development of large number of green industries such as renewable energy and Eco-agriculture

Creating Green Jobs and decent work
Creating employment by starting green businesses
Green Incentives and Restrictions

Preferential tax policy
Micro-loans and Interest subsidies
Tax breaks (administrative fees)
Training subsidies and household (hukou) settlement

Restrictions imposed on traditional enterprises featuring high energy consumptions
High pollution and emissions

At least RMB 210 billion from the RMB 4 trillion stimulus package (2008-2011) was allocated for sustainable environment projects to increase by 121% (3.1 T in 5 years)
GBO- supporting operationalize China’s employment policy [with special focus on youth]

MORHSS in its proactive employment policy developed policy measures to encourage entrepreneurship [especially among the youth]

...many of the YOUTH end up joining the “graduate but unemployed” world

7 Million entered the Labour Market in 2013

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
GBO4PE...for Potential Entrepreneurs..

2011
GBO brought to Yunnan, Shaanxi and Ningxia Provinces.

2013
GBO brought to Shanghai, Fujian and Heilongijiang Provinces.

Targeting youth and other interested groups and stakeholders
GBO Training Methodology

The GBO pilots stem from the already successful national Start and Improve Your Business (SIYB) programme.

- Training of Trainers (TOT)s for SIYB trainers
- A set of booklets [developed from “Generate Your Business Idea”]:

Supporting 2 global products:

GLO152 (Green Jobs: knowledge, policy instruments and capacity building for greening economies, enterprises and employment)

GLO153 (Sustainable enterprises: a global product for crisis recovery, income and employment creation).
GBO Resource Books

Circular Economy
Eco-Tourism
Eco-forestry and Forest Products
Energy Efficiency
Distributed Renewable Energy
Recycling and Waste Management

Providing trainees with methods and pathway to develop their environmentally friendly business idea
1. What are the relations between environmental challenges and green business?
2. What are green business?
3. How can we analyze green business opportunities and forge green business ideas?

At the end of the GBO programme:
- be able to decide if having the correct skills, knowledge and experience to start own green business (ability and readiness)
- know more of the environmental challenges faced (in China) and the rest of the world
- understand the importance of business in addressing these environmental challenges
- identify business opportunities in the environmental sector
## GBO Training Timetable

<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 Introduction to the programme</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>Break</td>
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<td>10.30 - 12.00</td>
<td>Exercise 1</td>
<td>Environmental Challenges – Climate Change</td>
<td>What is a green business?</td>
<td>Chapter 5 up to Life cycle analysis exercise</td>
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<td>Lunch Break</td>
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<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>Break</td>
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<td>16.00 - 17.30</td>
<td>Finding Green Business Opportunities – The Resource Books</td>
<td>Chapter 4 through to self-evaluation exercise</td>
<td>Chapter 5 – exercise 14 to end</td>
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<tr>
<td>Evening</td>
<td>Review of day 1</td>
<td>Review of day 1 and completion of self evaluation if necessary</td>
<td>Review of day 3</td>
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<td>Types of training support delivered by Trainers</td>
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<td>Training</td>
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<td>Provision of Info</td>
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<td>Coaching &amp; Mentoring</td>
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<td>Linking up Trainees to Sources of Finance/Capital</td>
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<tr>
<td>Linking up Trainees and other Enterprises/Resources</td>
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GBO Entrepreneurship In Practice

- Energy Efficiency in lighting
- Changing wastes to treasures
- Recycling textbooks [saving trees]
- Extending life and use of wind instruments [reducing environmental harm from manufacturing]
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]
Check out the GBO video:

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

Thank you!

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