

Green Business Options (GBO)

A training tool for exploring business opportunities and contributing to the reduction of GHG emissions in China

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Question

- How Labour Ministry can contribute directly in creating jobs?

Dilemma of Labour Ministry 1

Labour Ministry cannot create jobs

Where jobs are created – responsible ministries:

- Primary Industry – Agriculture
- Secondary Industry – Industry, Construction
- Tertiary Industry – Commerce, Education, Health, Finance...

But still Employment is the responsibility of Labour Ministry – asymmetry of mandate & areas of policy influence

Dilemma of Labour Ministry 2

Labour Ministry can control only supply side

Policy impact areas:

- Labour supply side: HRD & Skills – YES
- Labour demand side: NO

- Vocational training is a main tool impacting on supply side.
- Stimulation of labour demand side cannot be controlled.

New question

- How Labour Ministry can take climate change and environmental issues as an opportunity to create more jobs?

HRD/Skills through training is a key area, where Labour Ministry has direct control.

GBO: Background

Demands: 1.5 million fresh graduates are without jobs in the end of 2008

Opportunity: Demonstrating the creation of green jobs in the MDG-F Programme on Climate Change (2008-2010)

Technical base: SIYB in China (China's largest entrepreneurship training programme, including GYB, SYB, IYB, EYB)

Objectives

- GBO intends to help university graduates in understanding climate change and environmental problems as business opportunities and let them develop innovative business ideas and contribute to the solution of these problems through an enterprising way.

Training materials

- A 2-day training to supplement Generate Your Business Ideas (GYB)
- Alignment with the SIYB products line
- Practical learning method based on case studies (14 cases from China, 6 from India)
- Focus on micro & small businesses development
- Consultant: World Resources Institutes

20 cases in 4 Areas

- Renewable energy (wind power, solar power, biomass energy)
- Effective use of resources: 3R (Reduce, Reuse, Recycle)
- Protection of natural environment (inc. eco-tourism, organic agriculture)
- Pollution control (ex. waste management, but mostly occupied by the public sector)



Paper mill



Organic fertilizer



Energy-saving technology



Forestry technology



Organic kitchenware



Biomass power generation



Palm dishes



Eco-tourism



Solar power lights



Organic farming

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2. Analyzing the market potential of green businesses
3. Useful tips for developing green business ideas
4. Exercises

1. Introduction

- Climate change and environmental problems
- Business opportunities: Enterprising way of solving environmental problems
- Green businesses and Decent Work
- Government policies and regulations supporting green businesses

2. Analyzing the market potential of green businesses

- Background of starting the green business
- Core business propositions
 - Products/services
 - Customers
- Market position/prospects
- Business model
- Contribution to environmental protection
- Factors attributable to the business success
- Problems faced
- Job creation effects
- Business development plan

3. Useful tips for developing green business ideas

- Sustainable development and green entrepreneurs
- Nurturing green entrepreneurs' way of thinking
- Characteristics of green entrepreneurs
- Mobilize existing resources and facilitate green business
- Coping with the risks in green businesses

4. Exercises

- Visit green businesses around you (or invite a local green business owner as a guest speaker)
- SWOT analysis of green business ideas

Training implementation

- Partner: MOHRSS
- SIYB trainers' network in China
- One year pilot from April 2009
 - Pre-testing
 - 20 selected schools for piloting
 - TOT
 - Training materials revision
 - Monitoring & Evaluation

Challenges

- Question of readiness for immediate graduates to start their businesses
 - Level of technology required in green businesses
 - Financial resources
- Labour absorption in green businesses – wait for sectoral analysis
- Filling the gap between “entrepreneurship” and “environmental issues” – develop the concept of social enterprises

Potential expansion of GBO

- Applying GBO through Know About Business (KAB) Programme
 - Entrepreneurship education programme, 200+ universities
- Other potential target groups
 - Returned migrant workers
 - Former military officials
- Adaptation to the training needs of existing entrepreneurs

Thank you

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