



International
Labour
Organization



ENABLING SUSTAINABLE ENTREPRENEURSHIP

Training of Trainers on the “Green Business Booklet”

Colombo, 27-29 November

Introduction

Going green not only addresses the challenges brought about by climate change and environmental pollution, but also means staying competitive. Opting for a green business rewards the entrepreneur in many ways. It brings access to new markets with the rise in demand for green products, reduced costs thanks to efficient production processes, and improved staff productivity as green workplaces are usually also healthy and safe.

By going green, entrepreneurs can also make a considerable contribution to environmental protection: as green businesses save scarce resources, minimize pollution and waste, and limit greenhouse emissions, they are vital for a development model in which the planet is a priority. In addition, through green businesses, entrepreneurs can help to generate positive socio-economic change, as green businesses safeguard the health of consumers and communities, generate jobs, and provide much-needed resources such as renewable energy to fuel other businesses, thereby stimulating the growth of the economy. Going green is thus a win-win solution!

In order to enable green business, the ILO has developed a tool on green entrepreneurship to complement the Start and Improve Your Business (SIYB) Programme. The tool, the [Green Business Booklet \(GBB\)](#), aims to help aspiring entrepreneurs to set up green businesses and existing enterprises to go green. It was designed to be used in conjunction with the SIYB packages and provides guidance on how to come up with a green business idea, how to design a green business plan, and how to green the processes of a business.

The Training of Trainers course on the Green Business Booklet will help participants to understand key concepts related to green business and provide practical guidance on how to promote and support entrepreneurs in going green, including through green SIYB trainings. The TOT is primarily intended for SIYB Master Trainers and trainers as well as representatives of ILO partner organizations and ILO staff working in fields related to green business. The course will be facilitated by experts from the ILO and ITC-Turin on enterprise development and environmental sustainability.

Objectives & content

The objective of the course is to provide participants with the capacity to run high-quality trainings on green business using the ILO's Green Business Booklet.

It will introduce participants to key concepts related to green business, provide them with guidance on how to integrate green elements into the design and delivery of SIYB and other business trainings, and enable them to share experiences on supporting green businesses.

In order to provide practical insight into the reality of green business, a sharefair will also be included in the training programme.

Who should attend

The course is primarily intended for SIYB Master Trainers and Trainers, but will also benefit representatives of ILO partner organizations working in the field of enterprise development and/or environment, as well as the staff of ILO TC-projects and Country Offices.

Dates and Venue

The 3-day regional training will take place in Colombo, Sri Lanka from 27-29 November.

How to register?

Participation in this Regional Training is by invitation. Invited participants are kindly requested to fill in the application form available under the link: <http://intranetp.itcilo.org/SHF/A3510705/en>.

Fellowships offered to invited participants include:

- Full participation in the three days training, including lunches and coffee breaks;
- Accommodation provided for up to 5 nights in Colombo;
- Air ticket between the participant's closest international airport and Colombo;
- A total of 300 USD pocket money for dinners, airport transfers and visa costs;
- Medical insurance.

Information and contacts

For further information on the course and participation opportunities, please contact:

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