

Indonesian Green Entrepreneurship Program (IGEP)

FACT SHEET PART II – START YOUR GREEN BUSINESS (SYGB) METHODOLOGY

Start Your Green Business (SYGB)

“Start Your Green Business Program (SYGB)” is a comprehensive training kit assisting potential entrepreneurs in starting their own green business. It was developed under the Indonesia Green Entrepreneurship Program (IGEP) funded by the ILO/Korea Partnership Program in 2013. The SYGB training kit is based on the highly acclaimed “Start and Improve Your Business (SIYB)” methodology and integrated with the “Green Business Option (GBO)” training materials. The SYGB training kit consists of training modules for 5 green sectors: creative industries, food and agriculture, renewable energy, tourism, and waste management with a view to expansion to other sectors as well as a standard trainers’ module. SYGB is based on advanced adult training methodologies and represents the first element in a new green entrepreneur training scheme named “Start and Improve Your Green Business (SIYGB)”. This will include the preparation of an “Improve Your Green Business (IYGB)” and “Expand Your Green Business (EYGB)” module within the proposed continuation of the IGEP Program (pilot 2013-2014 and nationally 2014-2016).

What is new about SYGB?

As mentioned above, the SYGB is based on the well tested SYB methodology and integrates the GBO as well. Compared to the SYB it represents an evolution since it strongly integrates green business management, decent work and labour rights from the very beginning. At the same time it leads the trainees from the first green business idea all the way until their business start up in a very practical approach with over 50 exercises and many best practices and case studies helping the trainees to grasp and apply the content easily.

SYGB Objective

The objective of the SYGB training kit is to enable potential entrepreneurs to develop concrete and feasible green business ideas and to equip them with the apt tools and competencies to start their own small green business. By the end of the training course, these aspiring entrepreneurs will have completed a basic green business plan, which will serve as a blue print for the entrepreneurs in starting up the green business.

SYGB Target Group

SYGB is customized for potential entrepreneurs who want to start a micro or small-scale green business. In order to fully benefit from the SYGB training, the potential entrepreneurs should be able to read and write. Furthermore, they should have developed a basic idea of the area in which they would like to start their green business prior to the SYGB training in order to receive a well targeted and sector oriented training with maximal effect. The SYGB training is equally suitable for men and women in rural and urban areas, both young and old.

SYGB Components

The SYGB training modules are composed of two parts: the first part helps the potential entrepreneurs to refine their green business ideas, including assessing their entrepreneurial skills that are essential for the green business.

The second part of the manual guides the aspiring entrepreneurs in how to start their selected green business idea and take steps to implement their green business by addressing legal issues including labour rights, and aspects of marketing, human resources, finance, investment and action plans.

The content of the SYGB modules presents itself as follows:

1. What is a Green Business?
2. Are You Ready to Start Your Green Business?
3. Generate and Analyze Your Green Business Idea
4. Green Marketing Plan
5. Complying with the Rules and Regulations to Start Your Green Business
6. Human Resource Management
7. Defining the Cost and Price of Products and Services
8. Financial Planning
9. Start-Up Capital and Sources of Finance
10. Starting the Green Business

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SYGB - Dynamic and integrated green entrepreneurship training

After having gone through the training, the future entrepreneurs will have their own green business plan that is workable and ready to be implemented. The SYGB modules are accompanied by a complete green business plan template, a set of more than 50 Indonesian and international case studies and a collection of useful external resources.

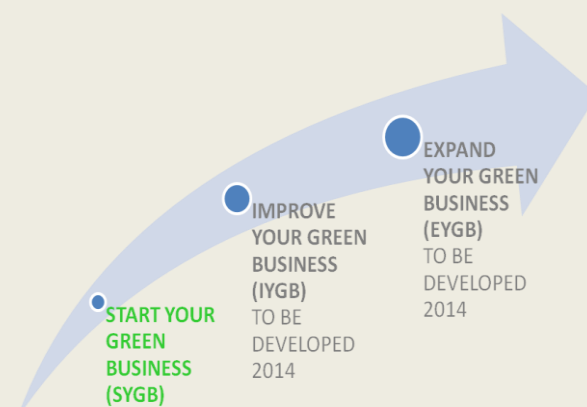
How the SYGB trainings are delivered

SYGB standard training courses are delivered in the form of a five-day classroom based training plus at least one group counselling session after the training. The counselling session is preferably delivered within four weeks after the training. Upon completion of the counselling session, the SYGB trainer will link their clients to other relevant green business development services and, where applicable, to IYB (later IYGB) business management trainings to consolidate the business operations after the start-up.

Outlook and pilot implementation

The SYGB training program was newly developed under the Indonesia Green Entrepreneurship Program in 2013 and will be pilot-implemented in Indonesia within the framework of trainings of entrepreneurs at the end of May 2013 organized together with the Central Bank of Indonesia and other national partners. The training will see the participation of aspiring young entrepreneurs being selected by the Bank of Indonesia, the Ministry of Manpower and Transmigration and the ILO. Further trainings will then be conducted within the proposed 1 year pilot IGEP (2013-2014) through the national partners with the technical assistance of ILO.

The Start and Improve Your Green Business (SYGB) Scheme



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