




Green Business Options (GBO)

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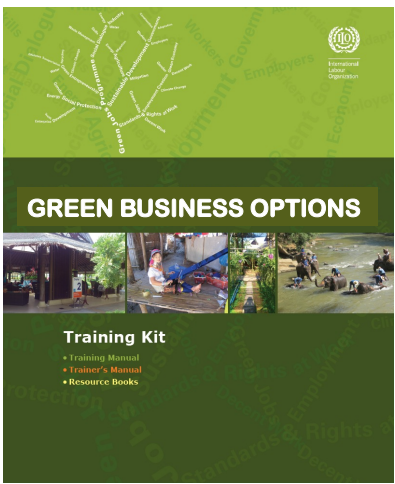
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Outline



- **WHAT:** GBO as a tool to create green jobs
- **HOW:** GBO initiative and experience in ILO Beijing
- **WHY:** Effectiveness and perspective
- Business cases by video
- Q&A



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Features of the GBO



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- GBO is an **employment creation** focused training module oriented by **environmental- and entrepreneurship-perspective** that provides **methods and skills** to trainers and learners to develop feasible **green business ideas**.
- GBO enables **potential entrepreneurs** to seize the business opportunities arise from addressing
 - **environmental challenges** (*such as climate change and resource scarcity*);
 - **employment challenge** (*youth unemployment*);
 - **inclusive development** (*vulnerable groups and access to social services*).
- GBO is currently operated in China and Mongolia as part of the ILO Green Jobs Programme for Asia and the Pacific, and is being expanded as an instrument to create **green jobs** in micro and small enterprises.

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Features of the GBO, some more...



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- Focusing on how to transform environmental awareness and motivations into environmentally friendly, economically viable, and socially just business ideas and plans.
- Focusing primarily on micro- and small-scale start ups.
- Be generic (manuals) and specific (resource books).
- Flexible to be adapted into different local contexts.

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GBO in Green Jobs Portfolio



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	Advocacy & Knowledge development	Green products & service development	Greening production & service processes	Improving green but not decent jobs
2009-2011	Study on GJ projection of employment by sectors	GBO development	SCORE, Cleaner Production Module	Study on e-waste management
	National GJ Workshops (2009, 2010)		Study on green skills for energy efficiency in building	
	GJ Event in Shanghai Expo			
	GJ Monitoring			
2012-2013		GBO expansion	Pilot on skills for green jobs	E-waste management (OSH & formalization)
		GBO4EE		Study on DW in forestry sector

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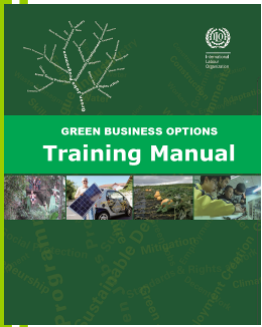




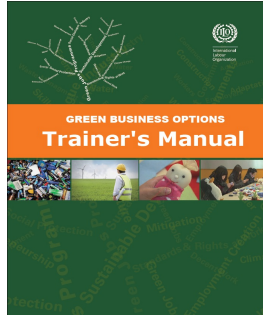
GBO Training Kit



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**GREEN BUSINESS OPTIONS
Training Manual**



**GREEN BUSINESS OPTIONS
Trainer's Manual**

- Built on the 'Generate Your Business Ideas' module in the SIYB training programme
- Systematically integrating 'green/ environmental dimension'
- How to analyze green business opportunities and develop creative green business ideas to start micro- and small-scale businesses?
- Followed by SIYB training programme (SYB) or other entrepreneurship training in a similar nature

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Brief look at Training Manual



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Contents:

- 1.Environmental challenges
- 2.Green business opportunities
- 3.What is a green business?
- 4.Are you ready to start a business?
- 5.Generate your business idea
- 6.Analyse your business ideas
- 7.Your own business idea

Exercises included:

- Brainstorming
- Case studies
- Lifecycle analysis
- Role play
- Field survey
- Mind maps
- SWOT analysis
- Environmental impact analysis
- Action plan

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Example: Integrated cases of three persons



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**Mr. Ding Lixin, 34,
10 years experience as
engineer in a company**



**Ms. Ma Jia, 28, a
house wife with a son,
expecting to work
again**



**Mr. Wang Dapeng, 48,
experienced farmer**



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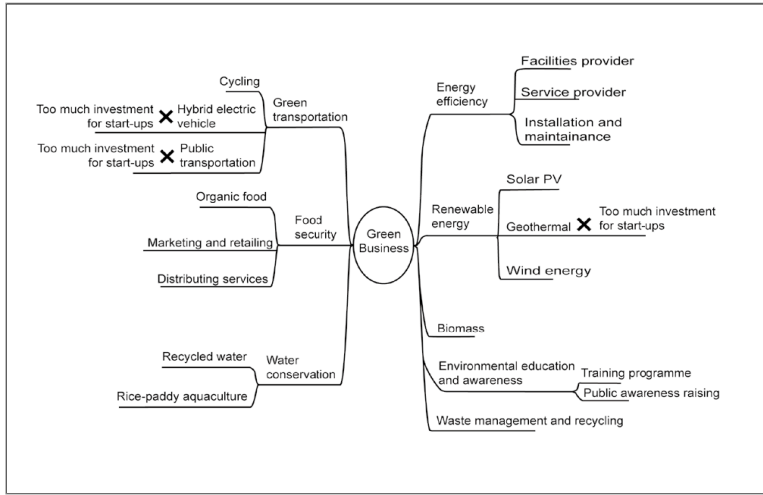
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Example: Mind maps



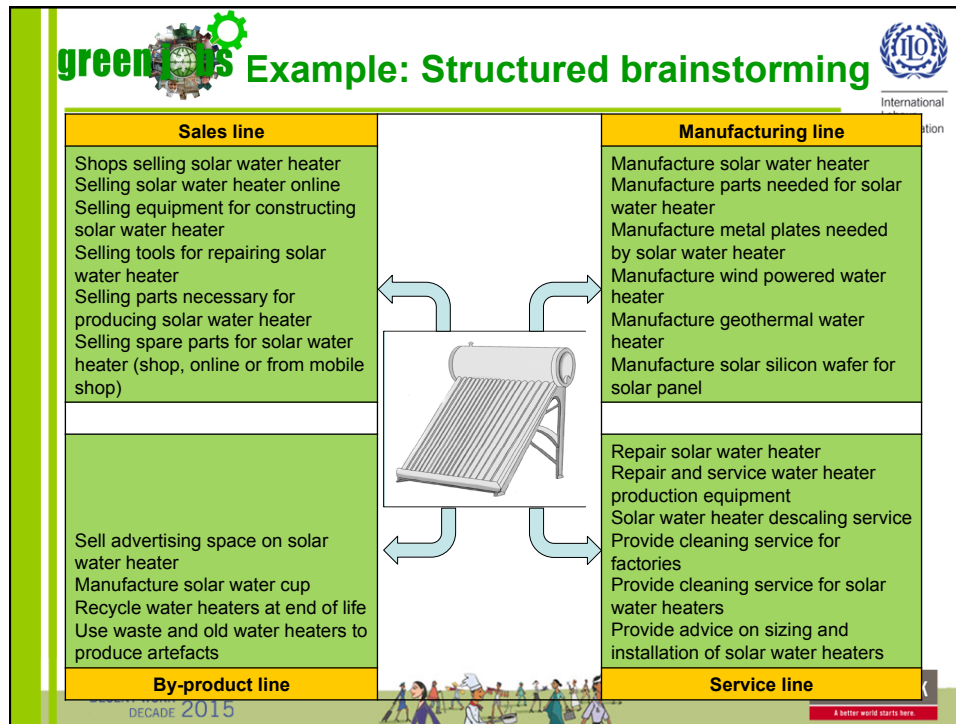
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green jobs Sectoral orientation – Resource Books

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6 Resource Books provide sector-specific business know-how in China, including:

1. Energy efficiency
2. Circular economy
3. Recycling and waste management
4. Eco-tourism
5. Eco-forestry and forest products
6. Distributed renewable energy

Resource Book Energy Efficiency

Resource Book Distributed Renewable Energy

Resource Book Circular Economy

Resource Book Eco-Agriculture And Forest Products

Resource Book ECO-TOURISM

Resource Book Recycling and Waste Management

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Achievements so far



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From 2010 to 2011:

- Complete set of training materials
- A national GBO trainers' network (170 trainers)
- Core team of GBO Trainers at the national level (12 GBO Trainers, potentially Master Trainers in the future)
- Integrating as part of the national entrepreneurship programme by MOHRSS
- 2,000 potential entrepreneurs trained in 5 provinces
- 4 cases (Video)

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Lessons learnt in China



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- **High quality GBO training sessions help potential entrepreneurs:**
 - Business opportunity for youths and others
 - Sectoral angle to GBO, based on the local development needs
 - Local governments' demand for GBO for environmental upgrading
 - Training needs of existing entrepreneurs different from business starters
- **Follow-up services and linkages with other supporting mechanisms**
 - Help trainees who have formed specific and feasible green business ideas continue materializing their business ideas into more solid business plans
 - Leverage resources (loans, grants, and investments) for start-ups.
- **Monitoring and evaluation**
 - During and after the GBO training course, the trainers collect data at every point of service, analyze and communicate the data findings to the training institution or supporting organization/ department.
 - All the monitoring and evaluation data is captured in a GBO training report after each workshop.

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Way forward



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- **Country-wide operation in China**
 - Institutionalizing the GBO programme by the policy documents
 - Linkages to other environmental and employment programmes
- **Replication in other countries**
 - Mongolia;
 - Sharing technical information with other countries
 - Development of International Master Trainers
- **Development of GBO for Existing Entrepreneurs (GBO4EE)**
 - As a business expansion strategy
 - Greening the production and service processes

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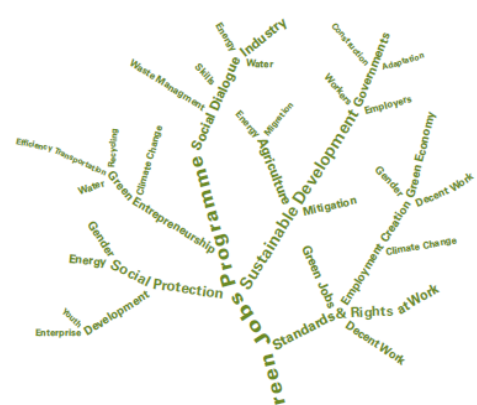


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Thank you!

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