



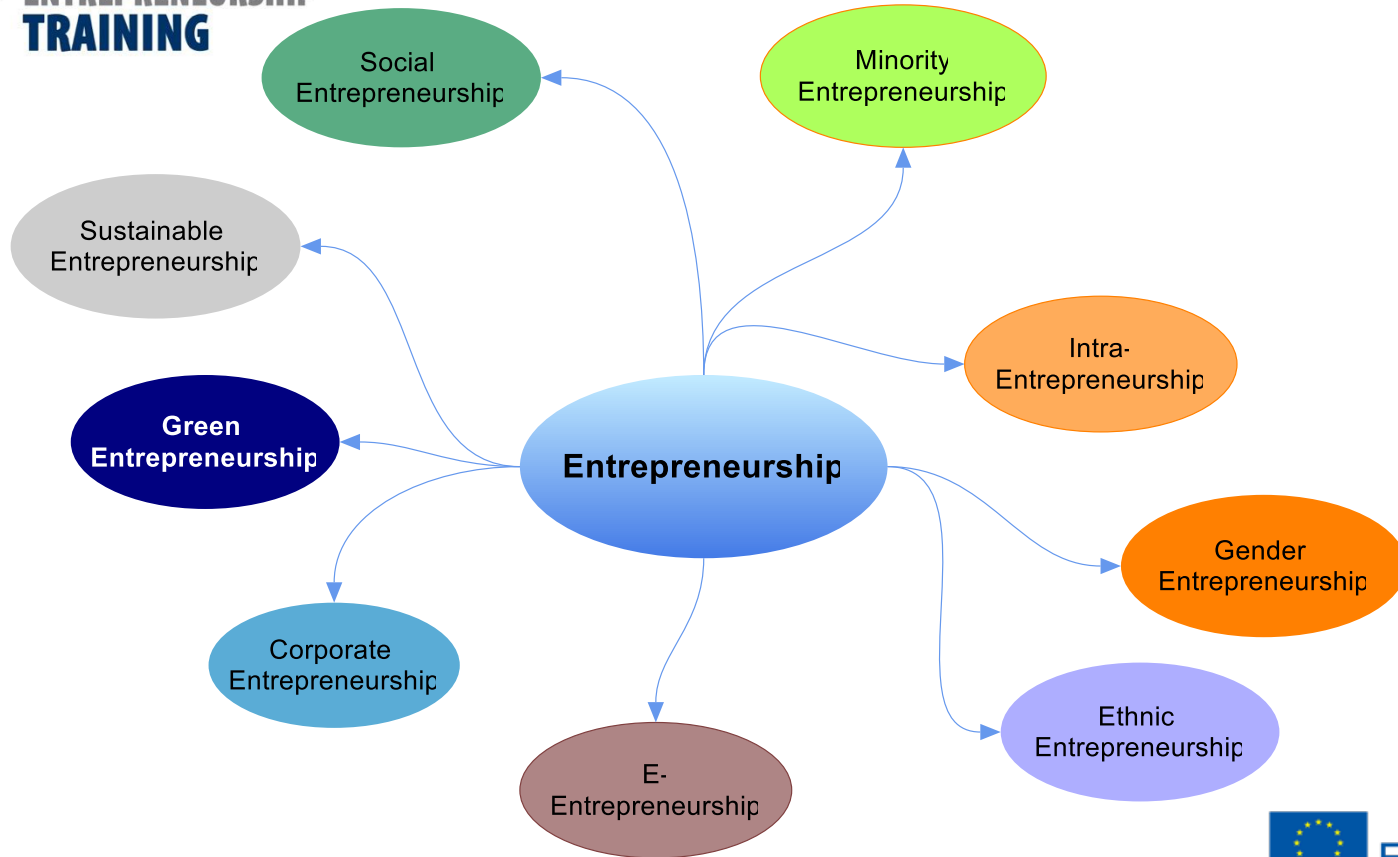
**GREEN
ENTREPRENEURSHIP
TRAINING**

Module 5 – Green Entrepreneurship and its specifics

Differentiation Entrepreneurship – Green Entrepreneurship



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- ◆ Corporate Entrepreneurship:
behavior on different organisational levels
- ◆ Intrapreneurship:
to think and behave like a entrepreneur in
established companies
- ◆ E-Entrepreneurship:
Building up and financing a young company in
the Net Economy



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Entrepreneurship disciplines

◆ Minority Entrepreneurship:

Focus on how ethnical minorities create new businesses

◆ Ethnic Entrepreneurship:

Focus on important ethnical groups who build up a new business



Both have in common:

Both have in common:

Founder personality:

- Performance Motivation
- Internal control conviction (self-efficacy, or feasibility)
- Aspiration of independence
- problem orientation
- Risk and uncertainty tolerance
- Resilience
- Emotional stability
- Willingness to assertiveness
- Social adaptability

Discussion on
Strategy and organisational forms

The difference:

Specific focus on Green
Economy and
sustainable

Green products
Green services
Green processes
Green solutions

Both have in common:

General environmental factors:

- Market size and growth
- Uncertainty through technological change
- capital requirements
- Competition density
- Institutional framework
- Enforceability of industrial property rights
- Management
- Socio-cultural factors
- Communication

Generation and distribution of ecology-oriented innovations at the center of expansive entrepreneurial activities in sales markets

What is „Green“

Green entrepreneurs:

Key drivers for a transition to a green economy

- ◆ Green = eco minded – considering environmental impact and impact on society
- ◆ Green = eco-friendly – protection the environment
- ◆ Green = renewable
- ◆ Green = low energy consumption
- ◆ Green = considers limited availability of resources



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Module 5 – Green Entrepreneurship and its specifics

Characteristics and traits of a green entrepreneur

**Did you experience work
with people who wanted to
start a green business?**

**What was different to
working with entrepreneurs
from other sectors?**



Task

Look at the words and phrases in the word cloud.

1. Please, try to write some sentences about 5 of the words and phrases. What does they mean to you?
2. Are there any words you don't know?

Green!?

Let's have a look at some short video!

Polimi OpenKnowledge 2016

Lorenzo Tosini (2016): Green Entrepreneur

<https://www.youtube.com/watch?v=dQ4E5iC4ckI>

Standard-YouTube-Lizenz

TEDxYouth 2013

Sarah Brown (2013): Green Entrepreneurs-Money Makers and World
Changers: Sarah Brown at TEDxYouth@IFTA

<https://www.youtube.com/watch?v=0E-uzpIBYI>



Erasmus+

Compare these definitions of Green Entrepreneurship

“Green entrepreneurship is the activity of consciously addressing an environmental/social problem/need through the realization of entrepreneurial ideas with a high level of risk, which has a net positive effect on the natural environment and at the same time is financially sustainable.”

<http://group-global.org/sites/default/files/publications/Definition-green-entrepreneurship.pdf>

“A green entrepreneur can be either making her business green or simply entering a green business. In other words, green entrepreneurship could be defined in terms of the technology used for production in any sector of the economy, or in terms of the sectors firms are active in, in which case our attention is restricted to parts of the economy producing specific types of output. The former is sometimes referred to as a process approach in defining green business, while the latter as an output approach.”

OECD 2011: Entrepreneurship at a Glance 2011,
p. 24-25



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Task

What is the difference between
Entrepreneurship
and
Green Entrepreneurship?

Write down within 180 seconds!



A green entrepreneur is

strongly motivated

There are challenges and risks and a lot of work to do, but the green entrepreneur is sure that his idea will work.
Some entrepreneurs are topic driven, some are market driven, some are financial driven etc.

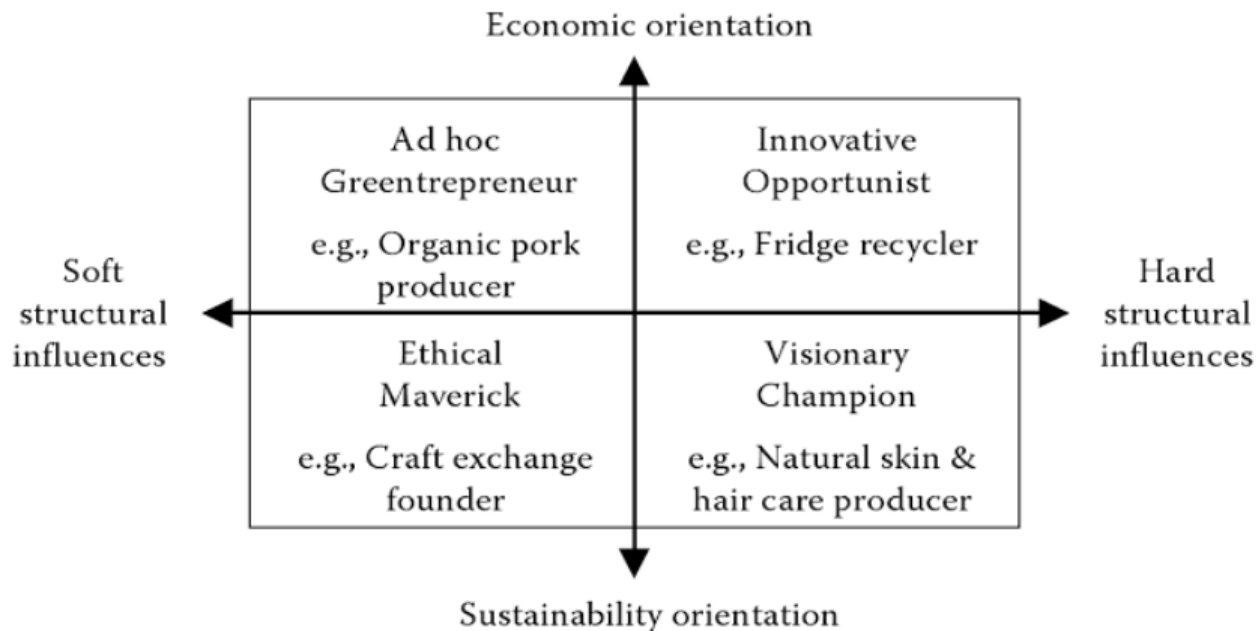
innovative

There is the will to create something new, which is different from existing solutions. The Entrepreneur is a change agent.
- Eco innovation -

focussing on green sectors

The focus is on greening of existing businesses, on creating new green values and on developing green products.

*The types of green entrepreneurs –
research of Taylor and Walley*





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What does a Green Entrepreneur do?

- ◆ There is a need to work on environmental assessment of products, services and systems.
- ◆ There is need for quantitative information which has to be used in environmental communication or for environmental certifications implantation.



What does a Green Entrepreneur do?

The green entrepreneur has to ...

- ◆ ... identify opportunities for improvement but also for savings.
- ◆ ... find new markets and access them. This means also to position the own green business in the market or in niches.
- ◆ ... work on the analysis of life cycles and on sustainability



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Triple bottom line approach – The 3 Ps

people



planet

profit

See Slaper, T. F. / Hall, T. J.:
The triple bottom Line: What
is it and how does it work? On
the Internet:

[https://search.proquest.com/
openview/
068e4b4e0245b339afe0358602
df3830/1?pq-
origsite=gscholar&cbl=36909](https://search.proquest.com/openview/068e4b4e0245b339afe0358602df3830/1?pq-origsite=gscholar&cbl=36909)



What does a Green Entrepreneur do?

There is a need ...

1. ... be creative and work on new solutions.
2. ... to work on environmental assessment of products, services and systems.
3. ... for quantitative information which has to be used in environmental communication or for environmental certifications



What does a Green Entrepreneur do?

There is a need ...

1. ... be creative and work on new solutions.
2. ... to work on environmental assessment of products, services and systems.
3. ... for quantitative information which has to be used in environmental communication or for environmental certifications

*Sector Specific Knowledge:
What does a Green Entrepreneur do?*

Read the text about traits of a successful
Entrepreneur from the
Green Entrepreneur Handbook...
Create a mindmap about traits of successful
Green Entrepreneurs

See Koester, E.: **Green Entrepreneur Handbook: The Guide to Building and Growing a Green and and Clean Business.** Boca Raton/London NewYork 2011, pp. 16-18.



From the Green Entrepreneur Handbook

See Koester, E.: **Green Entrepreneur Handbook: The Guide to Building and Growing a Green and Clean Business.** Boca Raton/London New York 2011, pp. 16-18.

Putting the *Entrepreneur* in Greentrepreneur

While greentrepreneurs do have their share of differences from other business sector entrepreneurs, there may be more commonalities among all entrepreneurs in that they all share the same common goal: to build a profitable business. That means the entrepreneur must take on numerous roles outside their comfort zone. And nearly every entrepreneur will share a similar rollercoaster ride along the startup journey. Intuit asked more than a thousand small business owners what they felt was the most important characteristic to be a successful entrepreneur. The respondents identified the following traits as the top three most important:

- Hard work (37%)
- Visionary (19%)
- Good people skills (18%)

Traits of Successful Entrepreneurs

So what do most entrepreneurs share in common? Researchers such as George Solomon found that successful entrepreneurs tend to be focused on action over introspection, are inventive and innovative, and operate best when they are in charge. Norris Kreuger found that entrepreneurs were actually highly influenced by their environment, suggesting that entrepreneurial characteristics can be learned and heightened through education and experience. Alan Jacobowitz interviewed a large number of entrepreneurs in his research



*From the Green
Entrepreneur Handbook*

and concluded that nearly all entrepreneurs share certain personality traits including restlessness, sense of independence, a certain level of isolation, innovation and action orientation, and a higher level of self-confidence than their peers.

Below is a list of other skills that have been identified in successful founders and leaders of startup businesses:

See Koester, E.: **Green Entrepreneur Handbook: The Guide to Building and Growing a Green and and Clean Business.** Boca Raton/London NewYork 2011, pp. 16-18.

*From the Green
Entrepreneur Handbook*

- Genuine curiosity about all aspects of the business and all people involved
- Risk-taker who knows that a startup won't succeed by choosing to always play it safe
- Stubborn when the business needs stability and support
- Resilient when negative news hits or criticism arises
- Responsible for the actions of the company and isn't afraid to admit fault when needed
- Has an objective view of the company and isn't afraid to actively examine the business from an outsider's perspective

See Koester, E.: **Green Entrepreneur Handbook: The Guide to Building and Growing a Green and and Clean Business.** Boca Raton/London NewYork 2011, pp. 16-18.



From the Green Entrepreneur Handbook

A very common question by first-time entrepreneurs is whether an entrepreneurial personality can be taught or an entrepreneur is just born with the right combination of inherent traits. The experts have mixed opinion and say that certain personality traits tend to be found in entrepreneurs, but that many other traits are learned or taught. What this information ultimately means is up to you to figure out—but it certainly seems to suggest that there are certain skills found in most entrepreneurs and, whether one is born with them or learn them, a prospective entrepreneur is bound to be more successful with these skills. So if you are looking to leave school directly into a green startup or following a successful career working for a large corporation, the government, or in academia, focus on building the set of skills likely to be required for a new business founder.

See Koester, E.: **Green Entrepreneur Handbook: The Guide to Building and Growing a Green and and Clean Business.** Boca Raton/London NewYork 2011, pp. 16-18.



*Challenges according
to a Green Entrepreneur (CEO)*

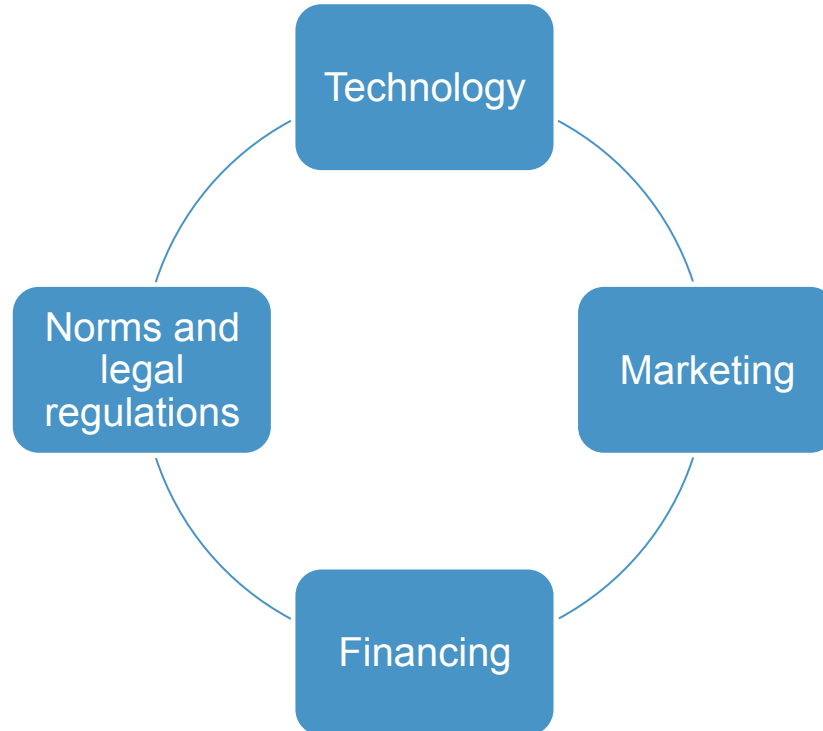
- Retaining key employees (74%)
- Developing new products/services (47%)
- Creating business alliances (27%)
- Expansion to markets outside the United States (21%)
- Finding new financing (15%)

See Koester, E.: **Green Entrepreneur Handbook: The Guide to Building and Growing a Green and and Clean Business.** Boca Raton/London NewYork 2011, p 18.



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Important Knowledge for Green Entrepreneurs



Green!?

Let's have a look at a short video
about current topics and ideas in the green
entrepreneurship field!

Nuovo Entrepreneur (2016):

14 Green Business Ideas For Startup Entrepreneurs

https://www.youtube.com/watch?v=ez09N1nH_OY



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Task / Exercise

What were enabling factors that helped the founders to start their businesses?

Have a look at one of the best practices!
Write on the most important aspects on your flip chart paper!