



**GREEN  
ENTREPRENEURSHIP  
TRAINING**

2016-1-DE02-KA202-003277

# *Raising Awareness of a Green Business: Session 1*

*Raising Awareness – What Is It?*

Name of Facilitator here

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



**Erasmus+**



**GREEN**  
**ENTREPRENEURSHIP**  
**TRAINING**



## *Overview*

- ◆ Aims and Learning Outcomes
- ◆ Getting Started
- ◆ What Is It?
- ◆ Understanding the Business Environment and Customers
- ◆ What is Your Value Proposition?
- ◆ Understanding the Needs of Your Customers
- ◆ Summary



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Overall Aim*

◆ The overall aim of this workshop is to:

*Introduce what is meant by raising awareness of a green business*

◆ In so doing, the workshop will enable you to: (i) reflect on how raising awareness of the business contributes to the delivery of the value proposition of the business and (ii) understand the needs and wants of your customers





**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Learning Outcomes*

- ◆ By the end of the workshop, you will:
  - ◆ Understand what is meant by raising awareness in the context of starting and developing a green business
  - ◆ Understand the impact of the business environment when developing a value proposition for a green business
  - ◆ Be able to analyse markets and customer needs



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *The Learning Process*

- ◆ Some taught input
- ◆ Group work
- ◆ Individual reflection
- ◆ ... and learning and fun



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Getting Started ...*

- ◆ A quick question:
- ◆ **What does raising awareness mean to you in starting and managing a green business?**
- ◆ Share your thoughts with the rest of the group



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**

“

## *What Is It?*

*The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler and Armstrong, 2015, p. 29)*

*The management process responsible for identifying, anticipating and satisfying customer requirements profitably (Chartered Institute of Marketing)*



**GREEN  
ENTREPRENEURSHIP  
TRAINING**

“

## *What Is It?*

*Marketing is all about getting more customers to buy more, more often and ideally at higher prices. However, hiding behind your broken CRM systems (does yours work, really?) sending your broken emails to improve your broken customer transactions is not the way (Craven, 2015)*



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *What Is It?*

- ◆ The activities undertaken to raise awareness of a business are commonly labelled as marketing
- ◆ Difference between marketing and selling
- ◆ Marketing as an interface vs. marketing as a function
- ◆ The importance of understanding the customer



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *What Is It?*

### ◆ **Activity**

◆ Based on secondary sources of material (e.g. marketing material, websites, content on social media), compare and contrast the marketing activities of a small green business with a large green business

◆ Identify three similarities and differences between the two



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Some Questions ...*

- ◆ Key questions:
- ◆ Why should people bother to buy from you when they can buy from the competition
- ◆ What makes your business different from the rest?
- ◆ What do customers think of you and your business?
- ◆ Are you giving your customers what they want today?  
And what about tomorrow?



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Business Environment*

- ◆ In starting or developing a green business, you will have a network of stakeholder relationships to manage
- ◆ This web of relationships is your business environment or ‘task’ environment (Rosenbusch et al., 2013)



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Business Environment*

- ◆ Understanding of your task environment is important because:
  - ◆ There are greater levels of uncertainty and change in the business environment which generates both opportunities and challenges for new and existing green businesses
  - ◆ The trends we see will be shaping the needs and demands of customers
  - ◆ It is important to avoid any surprises, as they can be expensive



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Business Environment*

**Push – examples of change which threaten the business**



**Pull – examples of change which offer opportunities**

Your customers start thinking your product and service offerings are old-fashioned

You find new ways to do things better

Your 'star' products and services reach the end of their life cycle

New markets want your products

Competitors do what you do better or more cheaply

You find ways to do new things

Your customers' requirements change

New techniques change what you can do

New products and services make yours unnecessary

Government policy offers incentives and subsidies

Regulation increases your costs



**Erasmus+**



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Business Environment*

- ◆ There are various tools that can be used in order to gain an understanding of the business environment
- ◆ The most commonly used tool is the PEST(LE) framework
- ◆ PESTLE – Political, Economic, Social, Technological, Legal, Environment



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Business Environment*

### ◆ **Activity:**

◆ In groups of 3 to 4, complete a PESTLE analysis of the business environment for green businesses in the [country of the workshop]

◆ Based on your analysis, identify the implications for starting and developing a green business

◆ Summarise the key issues in an informal presentation



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Customer*

- ◆ Different types of customer – current, prospective, lost
- ◆ Difference between needs and wants
- ◆ *Need* can be defined as a state of felt deprivation (Maslow, 1943)
- ◆ *Wants* are a form that a human needs takes, as shaped by local cultures and individual personalities



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Customer*

- ◆ Customers usually choose from a tremendous variety of products and services to satisfy a given need or want
- ◆ It is these needs and wants that are fulfilled through a marketing offer
- ◆ It is important to target products and services to groups of customers with the same needs or wants
- ◆ If a business states that it is targeting everyone then they are targeting no one



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Customer*

- ◆ The process of identifying and dividing the market into segments of customers is called *market segmentation*
  
- ◆ The market can be defined or segmented on the basis of a number of criteria including:
  - ◆ Geography
  - ◆ Demographics
  - ◆ Institutions
  - ◆ Behaviours
  - ◆ Lifestyles



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Customer*

- ◆ There are a number of available studies that have segmented the market for green businesses
  
- ◆ These include:
  - ◆ Green and Ethical Segmentation – Call Credit
  - ◆ Green Marketing Action Framework – Yankelovich
  - ◆ Three Shades of Green – Green America, Association for Enterprise Opportunity and EcoVentures International



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Understanding the Customer*

### ◆ **Activity:**

◆ Reflect on the potential or current customers of your business:

◆ Identify groupings or segments of customers and their needs

◆ Assess the extent to which your (informal and formal) marketing activity will meet/meets the needs of these different groupings



# GREEN ENTREPRENEURSHIP TRAINING

# Developing Your Value Proposition



## The Business Model Canvas

Designed for:

Designed by:

On:   
Iteration:

<p><b>Key Partners</b></p>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources do we acquire from partners? Which Key Activities do partners perform?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>	<p><b>Key Activities</b></p>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Business Plans?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>	<p><b>Value Propositions</b></p>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>	<p><b>Customer Relationships</b></p>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>	<p><b>Customer Segments</b></p>  <p>For whom are we creating value? Who are our most important customers?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>
<p><b>Cost Structure</b></p>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>	<p><b>Key Resources</b></p>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>		<p><b>Channels</b></p>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>	
		<p><b>Revenue Streams</b></p>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Business Model Canvas © 2009-2014 Alexander Osterwalder, Yves Pigneur, Bernard Spohrer, and Gregory L. S. Beato</p>		





**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Developing Your Value Proposition*

- ◆ A positioning statement is a short sentence or phrase that conveys the essence of the value delivered by the business
- ◆ Within the context of the development of the business model, this positioning statement is increasingly being referred to as the value proposition (Osterwalder and Pigneur, 2010)



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



# *Developing Your Value Proposition*

**OLIO** ABOUT FOOD WASTE GET INVOLVED CHARITABLE FUNDRAISING SHOP BLOG FAQs

## JOIN THE FOOD SHARING REVOLUTION

OLIO is a free app connecting people with their neighbours and with local shops so surplus food and other items can be shared, not thrown away.

If you love food, hate waste, care about the environment or want to connect with your community, OLIO is for you.

Available on the iPhone **App Store** ANDROID APP ON **Google play**

The screenshot shows the OLIO mobile app interface with a list of food items for sale, such as 'Bread rolls', 'Crispy french fries', and 'Beautiful food from Kerb Cam...'. A hand is holding the smartphone displaying the app.





**GREEN**  
ENTREPRENEURSHIP  
**TRAINING**

# *Developing Your Value Proposition*



"Tinder for beards" - CNBC

[Log in](#) [Sign up](#) [Blog](#) [Media kit](#)



Connecting those with beards to those  
who want to stroke beards.

Create your free account today

**Do you have a beard?**

yes

no





**GREEN**  
ENTREPRENEURSHIP  
**TRAINING**



## *Developing Your Value Proposition*

### ◆ **Activity:**

- ◆ How would you describe the value proposition of your green business to others?
  
- ◆ What value do you deliver to your customers?



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Summary*

- ◆ Marketing is commonly used a label to describe the activities involved in raising awareness of a business
- ◆ Importance of understanding trends in the business environment
- ◆ The centrality of the customer
- ◆ The importance of developing a clear value proposition for your business which enables the value of the business to be linked to the needs of customers



Erasmus+



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



## *Homework*

- ◆ Use one of the segmentation frameworks to understand the needs and experiences of your potential/current customers segments
- ◆ Develop a summary which can be shared with others at the next workshop



**GREEN  
ENTREPRENEURSHIP  
TRAINING**



*Thanks!*

## **For more information**

Visit the website  
[Green-entrepreneurship.online](http://Green-entrepreneurship.online)



Erasmus+