

Raising Awareness of a Green Business: Session 2 How Do You Do It?

[Name of Facilitator Here]



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Overview

- ◆ Aims and Learning Outcomes
- ◆ Getting Started
- ◆ Analysing the Market
- ◆ Planning What To Do
- ◆ Raising Awareness of a Green Business
- ◆ Summary



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Overall Aim

◆ The overall aim of this workshop is to:

Review the processes and practices involved in raising awareness of a green business

◆ In so doing, the workshop will enable you to: (i) identify the methods which can be used to research the needs of your customers, (ii) review the different tools for raising awareness of the business and (iii) develop a plan for moving from research to action





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Learning Outcomes

- ◆ By the end of the workshop, you will:
 - ◆ Be able to describe how to research a market to identify the needs of customers of a green business
 - ◆ Be able to align customer needs to business targets for a green business
 - ◆ Be able to identify appropriate tools for raising awareness of a green business
 - ◆ Be able to develop a plan for moving from research to action



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The Learning Process

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



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Getting Started ...

- ◆ A quick question:
- ◆ Identify three different ways of raising awareness of a green business and one advantage and one disadvantage for each technique
- ◆ Share your thoughts with the rest of the group



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Setting the Scene

- ◆ In starting and developing a green business, you will notice that demand is always changing and therefore it is essential to know how things are evolving
- ◆ It is important to gather as much information as possible to ensure that both your products and your services are fit for purpose
- ◆ This information can be gathered by researching the market which involves collecting, recording and making sense of all the available information which will help a business to understand its market



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Setting the Scene

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



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Analysing the Market

- ◆ Industry analysis, desk research and customer research help you identify where to focus your efforts and how to develop a competitive advantage
- ◆ By undertaking market research, and analysing both the market opportunities and your customers needs, you should be able to define and shape your business targets and develop an appropriate marketing plan
- ◆ Difference between data and insight



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Analysing the Market



Source: <http://www.youtube.com/watch?v=jJk5fgy4WEg>



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Analysing the Market

◆ *Market data* refers to a piece of information about some aspect of the market – e.g. how many people recycle household refuse, how many houses have solar panels, how many businesses have an environmental management standard

◆ *Insight* relates to the interpretation, or a ‘reading’ of a given situation, behaviour or belief that explains the dynamics of that situation in a different way



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Analysing the Market

- ◆ The purpose of any market research project is to enhance understanding of the customer

- ◆ Different ways in which this can be achieved:
 - Do it yourself
 - Commission someone else to do it
 - Get the customers do it

- ◆ Clarity over aims and objectives is crucial – what is the question to be addressed?



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Analysing the Market

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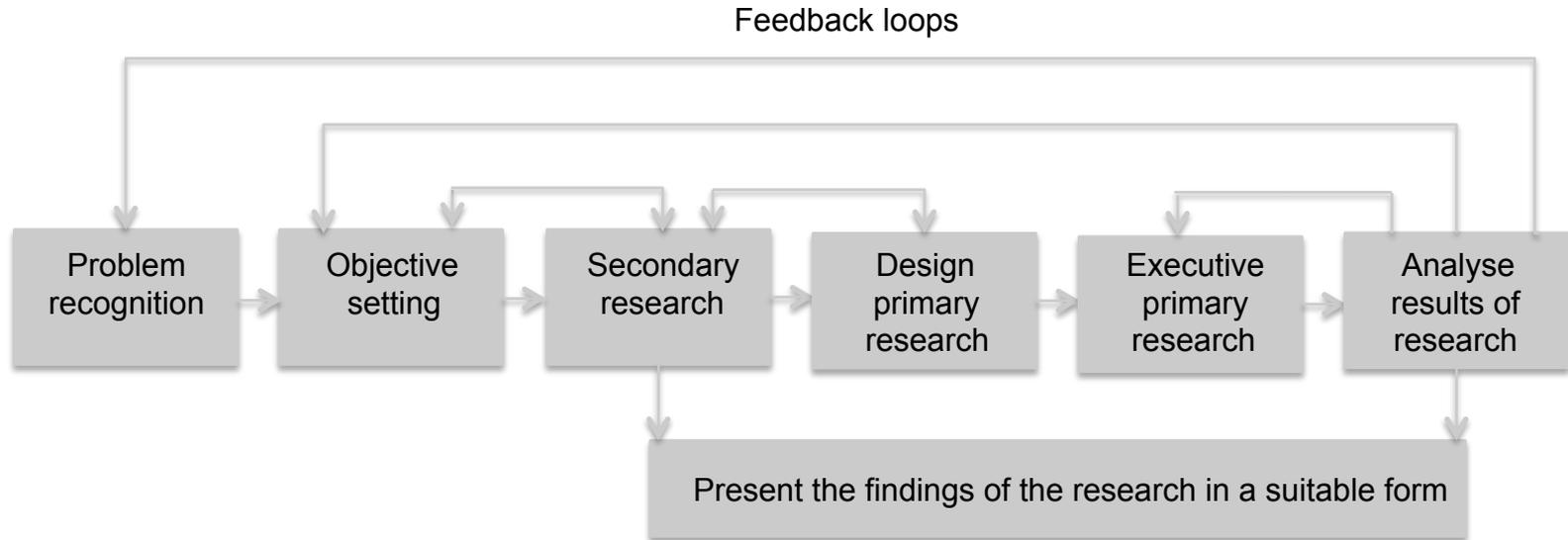
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Analysing the Market



Source: Blythe (2008)



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Analysing the Market

- ◆ There are a number of different methods that can be used in researching the market
- ◆ These are usually grouped into primary and secondary research methods
- ◆ There are a number of advantages and disadvantages associated with the use of primary and secondary research methods



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Analysing the Market

- ◆ *Primary* research involves collecting information from individuals and businesses through the use of methods such as surveys, interviews, focus groups and diaries
- ◆ *Secondary* research (or desk research) involves making sense of data collected by other people, whether is publicly available data from governments or market reports from private sector organisations



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Analysing the Market

◆ In terms of undertaking secondary research as a golf club manager, key sources of market data and information will include:

- Government departments and agencies
- Regulatory bodies
- Professional bodies
- Market and information consultancies
- Banks
- Think Tanks
- Higher education institutions



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Analysing the Market

◆ Key influences on the choice of the specific primary research method will be:

- Aims and objectives
- The questions to be asked
- The groups to be engaged
- The use of the data



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Analysing the Market

◆ **Activity:**

◆ In pairs, reflect on the research you have undertaken to date in the development of your idea(s) for a green business

◆ Compare and contrast your experiences to address the following questions:

- Why was it undertaken?
- How was it undertaken?
- What did they learn from it?



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Planning What To Do

- ◆ The outcomes from researching the market and understanding the needs of your customers can be used to shape planning how to raise awareness of your business and its products and services
- ◆ There are a number of frameworks within the academic and business literature which can be used to plan what needs to be done, by whom and by when



Planning What To Do

- ◆ Stokes (2000) and the concept of Entrepreneurial Marketing
 - Innovation – i.e. what is different about the product or service in comparison to others in the market?
 - Identification – i.e. who is the customer(s) of the business?
 - Interactive marketing – i.e. how to engage with customers in marketing the business (e.g. word of mouth marketing)
 - Informal – i.e. how understanding of the customer is gathered through more informal rather than formal





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Planning What To Do

◆ **Activity:**

◆ Using the 4Is proposed by Stokes, assess the following questions:

◆ What will be different about the product and/or services offered by your business in comparison to other green businesses in the market?

◆ How will your business engage with potential and current customers in marketing of the business?

◆ How will understanding of the customers gathered through informal methods?



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Raising Awareness of a Green Business

- ◆ There are a number of methods that you can use to raise awareness of your business and its product services
- ◆ It is important that these methods assist you in communicating your value proposition effectively and map onto the methods used by your customers
- ◆ These methods can be grouped into a number of categories



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Raising Awareness of a Green Business

- ◆ Spending time face-to-face with customers through attending networking events, seminars and conferences.
- ◆ Sending out printed materials like newsletters, brochures and catalogues
- ◆ Writing online articles, blogs and think pieces
- ◆ Using social media platforms
- ◆ Developing your own website to profile your products and services
- ◆ Creating adverts for printed material, radio or TV



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Raising Awareness of a Green Business: A Case Study



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Raising Awareness of a Green Business

◆ **Activity:**

- ◆ In pairs, identify the advantages and disadvantages of the different methods which can be used to raise awareness of a green business
- ◆ Identify which methods the customers of your business prefer to use
- ◆ Develop a plan for raising awareness of your green business



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Summary

- ◆ There is a difference between needs and wants
- ◆ There are different methods which can be used to research the needs and wants of your target customers
- ◆ There are different methods which can be used to raise awareness of a green business
- ◆ It is important to understand which methods that your customers use to acquire information



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Thanks!

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