

# Green clusive



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## ECO- ENTREPRENEURSHIP

With **Carolina Monroy**  
Expert in entrepreneurship  
& innovation



Prepared by:



----- ARRIVING WAITING : 5 -10 min -----

**[ 5-10 min ] Waiting for everyone: Say hello and indicate the window time for others to join**

- OPTIONAL (3:37 min):

[https://www.youtube.com/watch?v=jAa58N4Jlos&ab\\_channel=DJICaptures](https://www.youtube.com/watch?v=jAa58N4Jlos&ab_channel=DJICaptures)

**[ 2 min ] Introduction:**

Welcome to our presentation on eco-entrepreneurship, steering the world towards a fair future!

My name is Carolina Monroy and I'll be your host for the next hour, a bit of myself. I've been working with entrepreneurs since 2015, and experimenting with innovation in more than 60 cities in Colombia. Recently researching sustainability in the University of Stellenbosch, technology for sustainable development in the University of Hiroshima Japan and the University of Graz in Austria.

Today, we'll be discussing the concept of eco entrepreneurship, the importance of sustainability in business, and a couple of the most common examples in businesses. We'll also talk about the challenges and opportunities that come with starting an eco-friendly business and provide some tips on how to get started with a the F.A.I.R a navigator for eco-friendly business

So, let's dive in!

**[ 1 min ] What is eco entrepreneurship?:**

Eco entrepreneurship is the practice of starting and running a business with the goal of creating positive environmental and social impact. It involves identifying and solving environmental and social problems through innovation and entrepreneurship.

Eco entrepreneurs often start businesses that produce eco-friendly products, use sustainable production methods, and minimise their environmental footprint. These businesses can range from small, local operations to large multinational corporations.

**[6 min ] The importance of sustainability in business:**

Sustainability is becoming increasingly important in the business world as consumers, investors, and governments increasingly demand that businesses operate in an environmentally and socially responsible way.

There are several reasons why sustainability is important in business:

1. Environmental: Businesses that are not environmentally sustainable may contribute to climate change, pollution, and other environmental problems.
2. Social: Unsustainable business practices can have negative impacts on communities, such as displacement, loss of natural resources, and social inequality.
3. Economic: Sustainability can help businesses save money by reducing waste and increasing efficiency.

So let's check this short video about the importance of sustainable practices, and our history with un-sustainable practices.

[Episode 5 : Sustainable and Unsustainable Practices from around the Globe | SDG 2030 | SDG Plus](#)

As we watched in the video, sustainable practices are closely linked to their impact on the environment, society, and economy. This is known as the triple bottom line approach. This approach emphasises that businesses should consider the impact of their actions on people, planet and profits as interconnected and equally important for success. It encourages companies to prioritise sustainability and think about the long-term consequences of their decisions on all three aspects, not just financial gain. By doing so, businesses can make a positive impact on the environment and society while still achieving financial success.

**[ 5 min ] So unsustainable practices can be found all around the world. Let's talk about three global examples that has been connected to ECO-friendly of businesses:**

## **PATAGONIA**

A company that stands out not only for its stylish and high-quality clothing, but also for its commitment to preserving our planet. Patagonia is a clothing company that has made a name for itself by using sustainable materials, investing in renewable energy, and donating 1% of its sales to environmental causes. The company not only strives for profitability, but also for building a loyal customer base of individuals who value sustainability and circularity.

Patagonia is a leader in the industry when it comes to environmental responsibility. They source 100% of their energy from renewable sources in the US and 76% globally. They also use recycled fibres that reduce emissions by as much as 80% compared to virgin fibres. Their denim is dyed using Advanced Denim technology, which uses 50% less electricity, emitting 25% less CO2 into the environment. Shop-Ethical, an independent rating agency, gave Patagonia an overall "A" rating for its commitment to sustainability. However, they also acknowledged that the company has room for improvement in terms of supply chain and overall impact of business operations, where they praised Patagonia for their pledge to be more transparent. Only reached a (56%)

While no company is perfect, from what we can tell whenever Patagonia's supply chain has been pointed at for poor practices their response was to make the required change.

### **Let's talk another well-known company: TESLA:**

Tesla is a company that specialises in electric vehicles, renewable energy storage, and solar panel manufacturing. The company has disrupted the traditional automotive and energy industries by offering products that are more environmentally friendly than their fossil fuel-based counterparts. Tesla has also made headlines for its innovative business model, which includes direct sales to consumers and a network of charging stations.

Electric cars cause more emissions than traditional cars with combustion engines, but on average, they are more environmentally friendly after about 20,000 miles on the road. Electric vehicles emit much less per mile driven, making them a sustainable option for transportation.

However, in recent years, there have been serious allegations against Tesla regarding the production of their batteries. These batteries have been linked to environmental pollution, human rights violations, child labour, and extremely high water consumption.

Due to these accusations and a **lack of communication and transparency** from Tesla, the company was removed from an important Australian sustainability fund and has received very poor marks in several ratings in relation to disclosures and sustainability.

While electric vehicles are a step a bit closer in the right direction for sustainability, it is important for companies to consider the entire lifecycle of their products, from raw materials to disposal, and strive for transparency in their practices.

A few reflexions on the examples we discussed:

**NO COMPANY IS PERFECT AND THE MARKET ISN'T ANY DIFFERENT. THEIR GAPS FOR INSTANCE CREATE THE CONDITION TO DRIVE INNOVATION AND THE ROOM FOR NEW PLAYERS IN THE MARKET**

**THE MARKET IS SENSITIVE, CONTINUOUSLY CHANGING. The trend in the market for sustainable options is increasing. Consumers are becoming more aware of the environmental impact of their purchasing decisions and are demanding more environmentally-friendly products and services.**

Let's check a look at:

### **[ 2 min ] Challenges and opportunities of starting an eco-friendly business**

Starting an eco-friendly business can be both challenging and rewarding. Some challenges include:

1. **Competition:** There may be many other businesses in the same space, so it can be difficult to stand out.
2. **Financing:** Eco-friendly businesses may have a harder time getting financing, as investors may be hesitant to invest in a new and untested market.
3. **Regulation:** There may be a lack of clear regulation and standards for eco-friendly businesses, which can make it difficult to know how to operate in compliance with the law.

**However, there are also many opportunities for eco-friendly businesses, including:**

1. **Growing demand:** As more and more consumers become interested in sustainability, the demand for eco-friendly products and services is increasing.

2. Government support: Many governments are supporting the growth of eco-friendly businesses through incentives, grants, and other forms of support.
3. Positive impact: The most rewarding aspect of starting an eco-friendly business is the opportunity to make a positive impact on the environment and communities.

### **[ 3 min ] SECTORS:**

There are endless possibilities for eco entrepreneurship, but here are a few examples to get your creative juices flowing:

1. Sustainable fashion: The fashion industry is a major contributor to pollution and waste, but there are plenty of ways to create fashionable, high-quality clothing that is also sustainable. For example, you could use recycled materials, invest in sustainable production methods, or partner with organisations that work to protect the environment.
2. Renewable energy: The demand for clean, renewable energy sources is only going to continue to grow, so why not get in on the action? You could start a business that installs solar panels, wind turbines, or other renewable energy systems. You could also focus on developing new technologies or improving existing ones.
3. Organic farming: As people become more aware of the environmental and health impacts of industrial agriculture, there's a growing demand for organic, locally grown food. If you have a passion for farming and the environment, starting an organic farm or a CSA (community-supported agriculture) program could be a great way to make a difference.
4. Eco-tourism: Eco-tourism is all about responsible travel that helps to preserve and protect the environment, as well as the local culture and economy. This could include everything from eco-lodges and adventure tours to nature-based activities like bird watching and hiking.
5. Green building: The construction industry is a major contributor to pollution and resource depletion, but it doesn't have to be. Green building practices focus on using sustainable materials, maximising energy efficiency, and minimising waste. If you're in the construction industry, consider specialising in green building or starting a business that helps other builders adopt more sustainable practices.

**Now that we've talked about some ideas, let's dive a little deeper into what makes a business truly eco-friendly. Here are a few key considerations:**

1. Protecting the planet: A business that cares about the environment should do everything it can to minimise its impact, like using clean energy, cutting down on waste and pollution, and using materials that are good for the earth.
2. Being a good neighbour (people): Eco-friendly businesses also care about the people they serve and the communities they're part of. This means working with local groups, treating workers fair, and using business as a way to make the world a better place.
3. Making a profit: It's important to remember that eco-friendly businesses are still businesses. This means they need to make money to survive. By offering products and services people want and by being efficient, a business can be successful and do good at the same time.

**[ 3 min ] TIPS - Best practices for ECO-entrepreneurship:**

1. Conducting a thorough environmental AND social assessment of your business operations and identifying areas where you can reduce your environmental footprint.
2. Incorporating sustainable practices into your business model, such as using renewable energy sources and reducing waste and intentional circularity from early states on the value chain.
3. Staying informed about environmental regulations and industry trends to ensure that your business stays compliant and competitive.
4. Building a network of like-minded individuals and organisations to share knowledge and resources.
5. Communicating your commitment to sustainability to customers, suppliers, and other stakeholders to build trust and loyalty.
6. Continuously monitoring and evaluating your business operations to identify opportunities for improvement and making changes accordingly.
7. Collaborating with other firms to create eco-friendly products or services, or to promote sustainable practices within your industry.
8. Continuously educate yourself and your team about the latest developments in sustainable technology, products, and services.
9. Building a strong ethical and value-driven culture within your organisation that prioritises environmental and social responsibility.
10. Supporting and participating in sustainable initiatives and policies at a local, national and international level.
11. Making sure that your sustainability efforts consider the triple bottom line of people, planet, and profit.

## **F.A.I.R -> NAVIGATING ECO-ENTREPRENEURSHIP**

### **[ 3 min ] F: Formulate a Frame**

To start your eco-entrepreneurial venture, first decide what you want to achieve. It could be a new product or service, a specific market, or making a positive impact on the environment or society. Luckily for us, this has been already well identified through the SDGs. They cover a wide range of social, economic, and environmental issues, such as ending poverty, protecting the planet, and ensuring peace and prosperity for all. Businesses have a critical role to play in achieving these goals, and they can do so by creating positive social and environmental impacts while also creating value for their own operations.

The SDG Industry Matrix is a tool that helps businesses understand how they can contribute to the SDGs. It was created by KPMG, a consulting firm, and it's based on the commitment of companies to the UN Global Compact's ten principles. It's a participatory industry methodology that allows companies to evaluate the current and potential effects of their business operations on the SDGs and pinpoint areas where they can increase positive impacts and decrease or prevent negative impacts.

The matrix is available for various industries such as financial services, food and beverage, climate, healthcare, industrial manufacturing, transportation, and energy, natural resources, and chemicals. The matrix is divided into 17 SDGs and it organises them in a way that allows companies to identify where their business operations align with the SDGs and where they have the greatest potential to create positive impact.

For example, for a food and beverage company, the matrix would help them identify opportunities to create shared value by tackling issues such as sustainable agriculture, responsible consumption and production, and ending hunger and malnutrition

By utilising the matrix, businesses can discover ways to create shared value by tackling social and environmental challenges and contribute to the attainment of the SDGs. This can also help companies to identify business opportunities, improve their operations and enhance their reputation.



## [ 5 min ] A: Amplify your Analysis

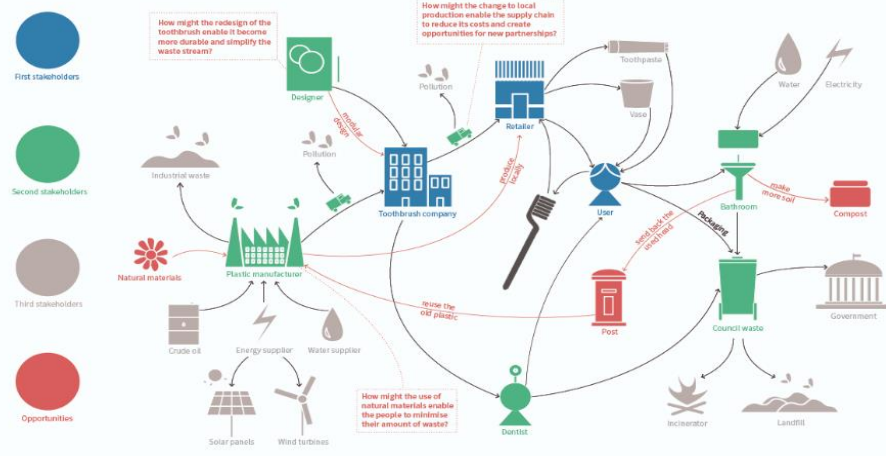
Ecosystem mapping is an important tool for identifying and connecting the innovation and entrepreneurial assets in a community, and for identifying and addressing any obstacles or limitations to the growth and development of the ecosystem. As an ecosystem builder, it's crucial to regularly refer back to your mapping and use it as a reference when proposing ideas.

To get started with ecosystem mapping, you should first define the ecosystem you are working on and identify the key actors with the necessary capabilities to help it thrive. Then, look for any blockages or limitations that may be holding the ecosystem back in areas such as information, regulation, finance, and more. Finally, consider what activities you can undertake to overcome these limitations and help the ecosystem grow and succeed. By following this process, you can play a crucial role in supporting and strengthening your community's innovation ecosystem.

TOOTHBRUSH example: Let's check this system mapping, the blue colour represents the direct stakeholders. These stakeholders share a flow of information (resources flows and support systems) with other levels of less direct stakeholders (green) represented by the arrow. To be able to share that information, the second level of stakeholders is connected to a bigger network, such as energy providers, governments, and logistic chains. The red arrows show the resources flow and support systems opportunities.

### Toothbrush

by Ambra Dentella, Joseph Rouse and Kenneth Arnold



## [ 3 min ] I: Instigate with Ideas

There are many different types of eco entrepreneurship ideas, ranging from products and services that use eco-friendly materials or production methods, to businesses that

focus on conservation and restoration efforts, to companies that provide sustainable solutions for various industries. Some examples of eco entrepreneurship ideas include:

- Developing and selling environmentally-friendly products, such as biodegradable packaging or eco-friendly cleaning products
- Providing consulting or advisory services to help businesses reduce their carbon footprint and adopt sustainable practices
- Starting a business that focuses on the conservation or restoration of natural resources, such as forests, rivers, or wetlands
- Developing and selling renewable energy technology, such as solar panels or wind turbines
- Starting a business that helps individuals and organisations recycle and compost waste
- Creating a business that offers sustainable transportation options, such as electric or hybrid vehicles

The key to successful eco entrepreneurship is finding a unique and innovative solution to an environmental problem that also has the potential to be financially viable. By combining a passion for environmental sustainability with a strong business sense, eco entrepreneurs can make a positive impact on the world while also building successful and rewarding careers.

### **Strategies for ideas**

**Biomimicry:** Get inspired by nature: Ask “how might nature solve this problem?” for your design challenge. Learn how biological systems can help inspire new solutions for your product or service that are inherently more circular and holistic.

<b>Biomimicry Institute</b> 1.700 strategies of living things that can serve as inspiration for human innovation.	<a href="https://asknature.org/biological-strategies/">https://asknature.org/biological-strategies/</a>
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**Insides Out:** Take apart an everyday product to build empathy and understanding around the implications of disassembly and recovery of materials and parts.

### **EXAMPLE FOR INSIDE OUT:**

FAIRPHONE: <https://www.fairphone.com/en/story/> Fairphone has turned a traditionally linear product, a mobile phone, on its head with the world's first repairable, modular smartphone that is made up of responsibly sourced materials.

Video: [The journey to Fairphone 4 | Challenging the impossible](#)

**Digital Systems:** As more and more software developers use an agile process, digital systems are designed inherently to evolve, scale, be feedback-rich, and iterate characteristics that are circular by nature. As such, they can serve as another inspiration for designing circularly.

**10 types of Innovation:** creating new products is only one way to innovate, and on its own, it provides the lowest return on investment and the least competitive advantage. The Ten Types of Innovation® framework provides a way to identify new opportunities beyond products and develop viable innovations.

The Ten Types of Innovation framework is a tool that helps businesses identify different ways to innovate. It's made up of three main categories:

1. Configuration - changes to the way a company's products, services, and processes are organised and delivered.
2. Offering - changes to the company's products or services.
3. Experience - changes to the way customers interact with the company and its products or services.

Each of these categories is broken down into ten subcategories, such as Product Performance, Service and Customer Engagement, to give more specific examples. This framework helps businesses find new opportunities to innovate and develop strategies to make the most of those opportunities. It can also be used to assess the impact of different types of innovation and decide which investments to prioritise.

In simple words, it's a tool that helps companies to identify new and effective ways to improve their products, services or the way they do business, and to make the most out of these innovations.

## [ 2 - 3 min ] R: Release and Recovery

Release and Recovery is all about testing and validating our solution in the real world. This step is important because it helps us see how our idea works in practice and gather feedback from the people who will use it.

We want to prototype the following things:

1. The solution itself, like a new type of packaging.
2. The value proposition, which means the benefits our solution provides to different stakeholders.

3. The business model, how we plan to make money and pay for our solution.
4. The implementation plan, the steps and resources needed to bring our solution to market.
5. The monitoring and evaluation plan, how we measure the impact of our solution and improve it over time.

By prototyping these different aspects of our business idea, we can gather valuable feedback and make adjustments to make sure our solution is practical, works well and is economically viable. This step is important for creating a sustainable business model that makes a positive impact on society and the environment

It's important to get people's opinions before you release a product or service. This way, you can make changes and improve it. This is good for everyone who uses the product, and for your business. To make sure a product is good for the environment and can be used for a long time, it's important to plan it out and make sure everything works well together. This can be done by teaching your team about being environmentally friendly, working with other companies and understanding what your customers want. Remember, making a good product is a process and it's important to keep getting feedback to make it even better.

----- EXPLANATION: 10 min -----

### **BRAINSTORMING - INTERACTIVE ACTIVITY EXPERIMENT WITH F.A.I.R:**

**Formulate a Frame** - An example of this step could be identifying the need for a more sustainable packaging solution for ready meals, specifically for the replacement of single-use plastic packaging.

**Amplify your Analysis** - For this step, a system mapping of the stakeholders involved in the current packaging system, such as ready meal manufacturers, retailers, and consumers, would be conducted. The analysis would also include an understanding of the current packaging materials used, production process, and end-of-life disposal of packaging.

**System Mapping and Opportunities: Single-Use Plastic Packaging for ready meals: Flow and opportunities**

### **A QUICK REVIEW OF THE MAPPING:**

**First-levels stakeholders:**

**Ready meal manufacturers:** These are the companies that produce the ready meals and are responsible for the packaging and labelling of the products.

**Retailers:** These are the companies that sell the ready meals to consumers, such as supermarkets, grocery stores, and online retailers.

**Consumers:** These are the individuals who purchase and consume the ready meals.

## **Second-levels stakeholders**

**Suppliers of packaging materials:** These are the companies that provide the materials used for packaging, such as plastic, paper, or glass.

**Logistics and transportation companies:** These are the companies responsible for the transportation and distribution of the ready meals and packaging materials.

**Governments and regulatory agencies:** These are the organisations responsible for creating and enforcing laws and regulations related to packaging and waste management.

## **OPPORTUNITIES**

- Services that supply a easy and fast way to prepare meals - All-In for cooking
- New packing material that biodegrade faster but allow the packings industry to satisfy the diverse demand of their products (size, functionality, resistance)
- *Meals-to-go* local initiatives to support the preparation of home-cooked *meals* by subscription to the consumers that do not have the time to cook, the packing and distribution could use no single-use packing since it will return to the next service.

## INSIGHTS:

- Ready meals are packaged in plastic containers at the manufacturer, then transported in plastic pallets, and finally distributed to retailers in plastic wrapping.
- Cost of sustainable packaging solutions is higher than the cost of traditional packaging, so the ready meals manufacturers are not willing to pay more for sustainable packaging.
- Retailers are using plastic packaging for ready meals as it's cheap and it helps to keep the food fresh for a longer period.
- 80% of the packaging used for ready meals ends up in landfills and only 20% is recycled.

## Instigate with Ideas

Brainstorm with me, based on our system:

----- EVALUATION - BREAKOUT ROOMS -----  
(Link to Mentimeter) (Working Progress)

----- ACTIVITY: 15 - 20 min -----

**WHAT ARE SOME CREATIVE IDEAS FOR DESIGNING SINGLE-USE PLASTIC PACKAGING FOR READY MEALS THAT NOT ONLY PROTECT THE FOOD BUT ALSO REDUCE ENVIRONMENTAL IMPACT?**

----- END OF ACTIVITY -----

## SHARE IDEAS?

**[ 3 min ]** An innovative solution could be the development of alternative packaging materials, such as biodegradable or compostable options, such as plant-based plastics, cellulose-based materials, and bioplastics. These materials can be easily broken down in the environment, reducing pollution and protecting marine life. Additionally, the implementation of a closed-loop packaging system, where used packaging is collected, sorted, and then recycled or upcycled into new products could be promoted.

## EXAMPLE FOR BIOMIMICRY FOR PACKING:

ECOVATIVE: Packaging from 'mushroom plastic' <https://www.ecovative.com/> Networks of mycelia these quick-growing filaments are what makes mycelium an efficient packaging solution. It takes around seven days to grow our mycelium packaging and, then, approximately 40 days for them to biodegrade.

Video: [Ecovative: Growing Sustainable Products From Mushroom Mycelium To Save The Planet](#)

**[ 1 min ] Release and Recovery** - The alternative packaging materials and closed-loop packaging system would be prototyped in a small area, for example in a specific ready meal company, and feedback would be gathered from the stakeholders to make any necessary adjustments before expanding it. Additionally, the alternative materials would be tested and validated in a pilot project in order to ensure their technical and economic feasibility before being scaled up.

### **[ 2 min ] SUSTAINABLE BUSINESS MODEL CANVAS**

After navigated through the four elements of F.A.I.R (Formulate a Frame, Amplify your Analysis, Instigate with Ideas, and Release and Recovery) you will be ready to dive deeper in the construction of your sustainable business model by keeping the focus on sustainability and gathering earlier response from the prototyping stage.

The Sustainable Business Canvas: The canvas includes key elements such as environmental impact, social impact, and financial performance, allowing you to create a business that is not only economically viable but also socially responsible and environmentally sustainable.

### **[ 1 min ] Conclusion:**

In conclusion, eco entrepreneurship is a powerful way to use business as a force for good, addressing environmental challenges and meeting the demand for sustainable products and services. Whether you're interested in fashion, energy, agriculture, tourism, or something else entirely, there are countless opportunities to make a difference and build a successful business.

**Tomorrow's business can no longer operate under the same principles as yesterday's. It not only needs to create economic value, it needs to do so by working with society and within social/planetary boundaries.**

----- END -----