

ENABLING SUSTAINABLE ENTREPRENEURSHIP: THE GREEN BUSINESS BOOKLET

Why should businesses go green?

Going green not only addresses the challenges brought about by climate change and environmental pollution, but also means staying competitive.

Opting for a green business rewards the entrepreneur in many ways. It brings access to new markets with the rise in demand for green products, reduced costs thanks to efficient production processes, and improved staff productivity as green workplaces are usually also healthy and safe.

By going green, entrepreneurs can also make a considerable contribution to environmental protection: as green businesses save scarce resources, minimize pollution and waste, and limit greenhouse emissions, they are vital for a development model in which the planet is a priority.

In addition, through green businesses, entrepreneurs can help to generate positive socio-economic change, as green businesses safeguard the health of consumers and communities, generate jobs, and provide much-needed resources such as renewable energy to fuel other businesses, thereby stimulating the growth of the economy.

Going green is thus a win-win solution!

What is the Green Business Booklet?

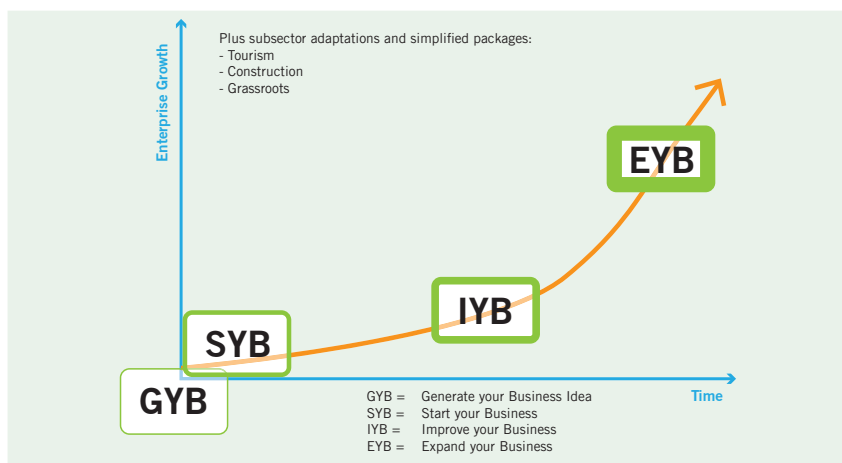
The Green Business Booklet (GBB) has been developed by the International Labour Organization (ILO) to be used in conjunction with the ILO's flagship Start and Improve Your Business (SIYB) programme. SIYB is one of the largest global business management training programmes that helps small-scale entrepreneurs to start and grow their business, as a strategy to create employment for women and men.

The GBB brings a green angle to the SIYB programme, enabling entrepreneurs to make a positive contribution to the environment by setting up and running profitable and sustainable businesses. It helps potential entrepreneurs to come up with a viable green business idea and to develop a business plan from a green perspective, and guides existing entrepreneurs on ways to green their business.



How is the booklet linked to the Start and Improve Your Business programme and what does it contain?

The SIYB programme consists of a set of four inter-related packages aimed at different levels of business maturity: the **Generate Your Business Idea (GYB)** package enables potential entrepreneurs to develop a concrete business idea; the **Start Your Business (SYB)** package takes starting entrepreneurs through the process of developing a business plan; the **Improve Your Business (IYB)** package helps existing entrepreneurs to improve various aspects of their business, such as marketing, accounting or planning; and the **Expand Your Business (EYB)** package enables growth-oriented entrepreneurs to develop a business growth strategy.



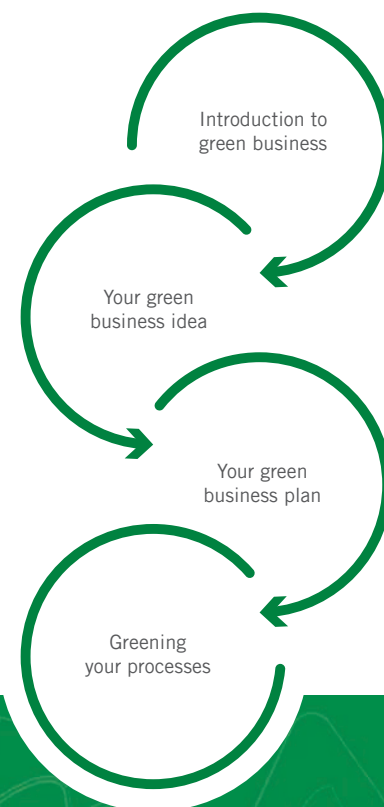
To make it easy to use, the GBB mirrors the structure of the SIYB programme. The booklet is structured as follows:

Readers will learn about **what is meant by green business** and what its benefits are in Chapter 1.

Potential entrepreneurs in search of business ideas will be guided through ways of **generating green business ideas** in Chapter 2. This chapter complements the GYB manual.

Potential entrepreneurs preparing to start a green business will be assisted in the critical steps needed for **developing a business plan** in Chapter 3. This chapter should be used in conjunction with the SYB manual.

Existing entrepreneurs are introduced to practical steps for **greening their business processes** in Chapter 4. This chapter builds on business improvement strategies covered in the IYB package.



Self-learning and training opportunities

For electronic copies of the GBB for self-learning log on to www.ilo.org/siyb or www.ilo.org/greenjobs

The SIYB manuals which it complements are also available on www.ilo.org/siyb

To receive information on upcoming training opportunities on the GBB, please contact the ILO office in your country or email siyb@ilo.org or greenjobs@ilo.org