

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre for Cleaner Production



Changement Climatique et Développement Durable: Environmental awareness and training in Tunisia

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Name:	Changement Climatique et Développement Durable (2C2D)
City, country:	Tunis, Tunisia
Name of entrepreneur/ founder:	Mr. Yadh Labbène, météorologue Expert CC, President/Meteorology expert in CC, CEO; Mr. Mahmoud Issa, Energy Expert; Mrs. Latifa Hania, Geographe; Mr. Mohamed Ktata, Former Director at the National Institute of Meteorology; Mrs. Ahlem Essayeb, Ministry of Industry and Technology
Description	The NGO, 2C2D aim is to sensitize and train on climate changes topics. It contributes to the national concern about the CC and implements projects in this field.
Investment	<i>Startup capital:</i> DT 5,000 per year. <i>Rate of return on investment:</i> not concerned. <i>Sources of funding:</i> International Donors (GIZ, UNDP, GEF/ Small Grant Program, Private Companies.
Stakeholders	<i>Beneficiaries:</i> general public, students. <i>Strategic partners:</i> <i>European partnership:</i> GIZ (German technical cooperation agency). <i>International partnership (other than European):</i> Association des jeunes francophones – Canada.
Employment generation	Not available.
Timeline	Date of Start up: 2002 2005: Organization of the first National Workshop on CC in Tunisia. 2008: Launching of foreign partnership with Canada. 2010: Launch of the first important micro-financing project GEF/UNDP (USD 25,000).
Feasibility study	When the founders started thinking about the creation of an active NGO In the field of CC, they found out that there were not others in the country and no sensitization and communication actions/programmes about the CC were addressing people. By creating a specialised NGO The founders wanted to fill this gap.
Geo-social-economic setting	All Tunisian territory (mainly Tunis, Nabeul, Bizerte, Sfax).
Key features	2C2D hope is that the Tunisian society becomes more aware and participative in CC concerns. The association has the ability to debate about sensitive issues that the national institutions cannot cope. (e.g.: 2C2D can freely state that the donors' activities in the CC field are not coordinated).
Overall rational and motivation	Not available.

Strenghts	The strenghts of 2C2D rely on the high qualification of the founders and members who are all experts in the field of CC. Moreover, 2C2D is constituted by a small group of active and motivated people sharing experiences and competencies and works in solidarity.
Challenges and constraints	2C2D faces many obstacles. First, the time given to the volunteers is never enough to fulfil all the goals. Amateurism is still a huge problem. The NGO looks up to professionalism by hiring highly qualified and full time staff, which is not the case currently. Also, 2C2D has many challenges to overcome in the near future, precisely, development of educational materials (for sensitization and training) related to the CC. 2C2D is also planning to develop a constructive position of the Tunisian civil society in the field of the CC.
Direct activities and Impacts	<i>Social:</i> Sensitization of young students to the CC (approx 300 students); Civil society: Mobilization of other NGOs concerning the CC, communication of international events at the national and regional level (Kyoto protocol and Copenhagen summit). <i>Environmental:</i> Improvement of the lighting system and creation of a green space in a high school.
Use of innovative Technologies	As part of the sensitization activities, 2C2D organises competitions for young people (drawing, QCM...) with awards given to the best works. Also, the NGO organizes exchange workshops and debates on the CC's latest news (e.g.: talk shows ...)
Evidence of a holistic approach/world view	CC's work theme is global, so it is obvious that the association is going to act on a global basis: we believe in the slogan 'think globally, act locally'.
Scale of benefits	2C2D is an NGO with non profit goal. The recognition of the NGO as one of the rare NGO working in the field of CC in Tunisia and the impact on its activities on the process of decision making is considered by the founder as an important benefit for the country.
Policies, incentives and regulations needed	The new Law on associations that was adopted after 14th January, brought a lot of flexibility to our actions, which is an additional advantage for a young association like 2C2D. 2C2D has competencies to mobilize funds but suffers from a lack in the human resources, especially in availability to raise funds.
Lessons and recomendations	Keeping an amateurism dimension does not allow an NGO to evolve; the associative environment in Tunisia has to become more professional since it is facing major problems: it has to be built on the past experiences, but the last 20 years of work were not all valued, Tunisian associations have malfunctioned and adopted some bad habits. One of the major problems is how the associative network is going to become a reliable and credible actor. There is a lack of experience as the Tunisian society is getting involved in democracy.

References

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