

CP/RAC Focal Point Meeting 2013

Mediterranean Training Program Guide on Green Entrepreneurship & Eco-Design

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What's **GREEN** ENTREPRENEURSHIP?

The process of starting new, alternative businesses aiming at creating social, environmental and economic values



What's a **GREEN** ENTREPRENEUR?

- ✓ Integrates environmental, economic & social axis into core businesses
- ✓ Provides innovative solutions to the way goods and services are produced & consumed, offered....
- ✓ Passionate people capable of identify challenges and/or opportunities to startup businesses
- ✓ Proposes a business model whose scaling-up contributes to the greening of the economy



CP/RAC's Action Plan on **GREEN**

ENTREPRENEURSHIP

- ✓ **State of the Art** on GE and collection of **successful business cases** in the Mediterranean Countries (Italy, Tunisia, Turkey, Montenegro, Bosnia&Herzegovina, Morocco, Croatia etc...)
- ✓ **Awareness Raising:** on SCP and GE to governments, businesses, universities, civil society's, and financial institutions (workshops, capacity building activities, seminars...)
- ✓ **Scaling up green entrepreneurship** as key driver towards a **Green Economy:**
 - **Mediterranean Training Program (MTP)**
 - **Guide** on Green Entrepreneurship & Eco-Design
 - **Switchmed** EU Projects

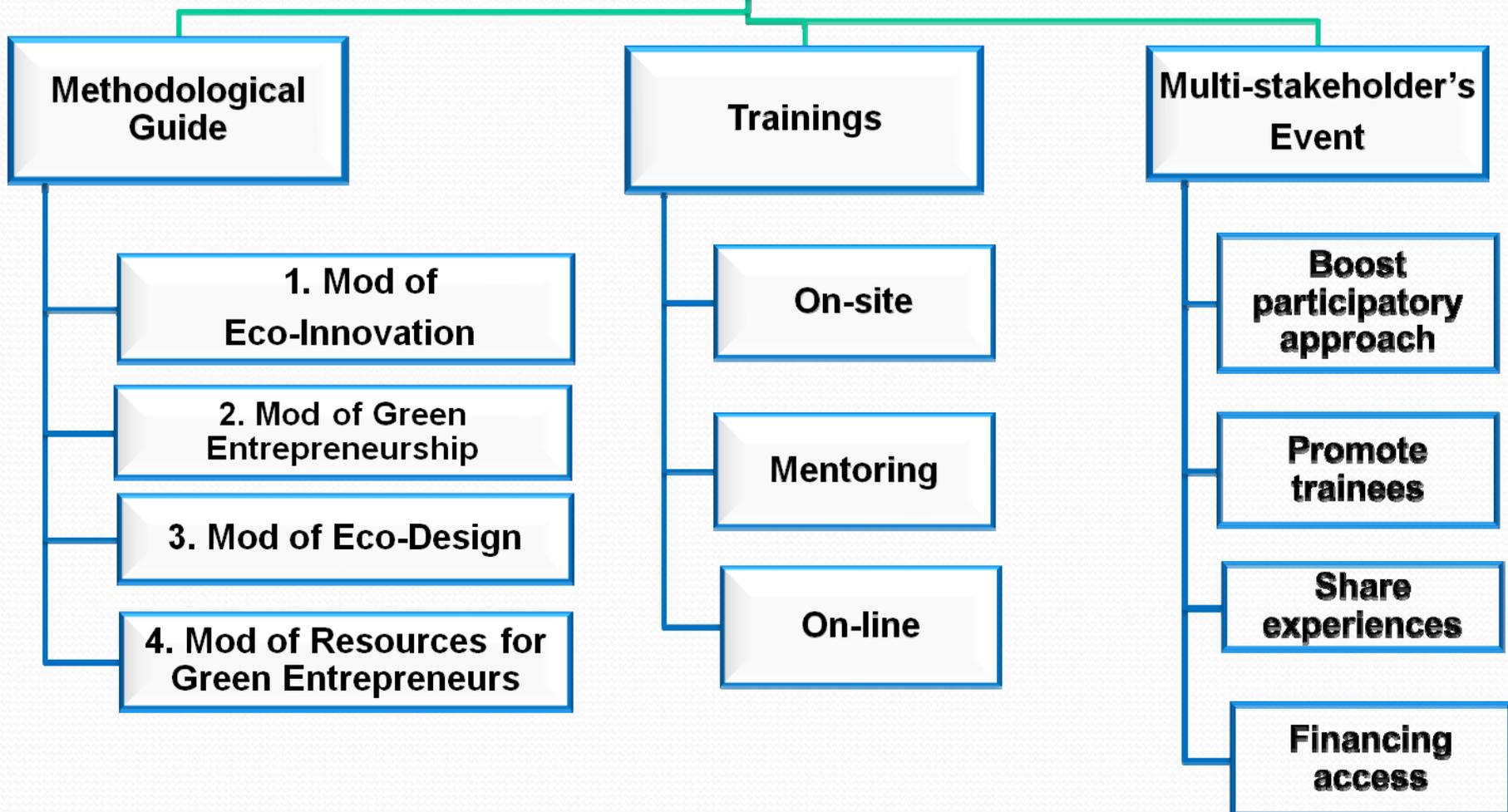


Green Entrepreneurship	
Successful business cases of Green Entrepreneurs in the Mediterranean	
Vila Jelka Door: Eco-tourism in Montenegro 34	
Name:	Vila Jelka Door
City, country:	Kolashin, Montenegro
Name of entrepreneur/ founder:	Đerko Bulević
Description:	Eco-tourism through the full board accommodation, with other services and staying on Tera.
Investment:	Investment costs are 80% financed by the company, 20% are borrowed; the car.
Stakeholders:	Family (since it is a family business); tourists (domestic and foreign) and nature lovers.
Employment generation:	Ever since 1960, until 1990, were constantly employed 3 workers (family members); however, given that the business is seasonal, they employ a number of seasonal workers, depending on needs.
Timeline:	In the mid eighties, there is the idea of creating an eco-camp. The realization of this idea began in 1990. When the current owner dropped his job in a state company he decided to engage in private business.
Feasibility study:	Family Bulević dealt with the small production of food in the past, and after identifying the possibility of the creation of an eco-camp, along with an existing food production, it was decided to embark on the implementation of the entire agri-ecological activities.
Geo-social-economic setting:	Not available.
Key features:	• Eco-camp from all natural materials, modern equipment.

MTP: Structure



A program to *Empower Green Entrepreneurs* across the MED towards the creation & establishment of successful *Green Businesses*



MTP: Hands-on approach

Draft Version



Greening the Entrepreneurial Spirit of Mediterraneans
Training Program on Green Entrepreneurship and Eco-Design

Guide

Draft Version

Dynamic Green Business Plan
Training Program on Green Entrepreneurship and Eco-Design

Template

IDEAS



PROJECTS

<http://www.cprac.org/en/media/studies/methodological-manuals>

MTP: Goals

- ✓ To study and comprehend the environmental, economic and social context
- ✓ To think strategically
- ✓ To apply the Principles of Good Business
- ✓ To manage, control and continuously improve
- ✓ To foment the stakeholders' engagement in the project
- ✓ To draw inspiration and learn best and worst practices
- ✓ To help develop collaborative networks among eco-entrepreneurs
- ✓ To communicate and maximize the outreach of eco-entrepreneurs and their diverse projects



MTP: Beneficiaries



✓ Green entrepreneurs

- Young People
- Women
- Entrepreneurs
- Civil Society

✓ Trainers

- Entrepreneurship centers
- Business incubators
- Universities

✓ Public Sector

- Ministries
- Local administration
- Local communities

✓ Financing sector

- Ethical banks
- Micro credits
- Crowdfunding
- Investors
- Business Angels

Testing countries: Lebanon, Spain, Tunisia...



American University of Beirut, Jun 2012



Hammamet, Nov 2012



Barcelona Activa, Oct 2012



Incubaeco Madrid, Apr 2013



Regional Activity Centre
for Cleaner Production

Thank you for your attention!

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