

# THE FUTURE OF SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP

*Forum for Action on Sustainability,  
Intrapreneurship and Innovation*



UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION



EUROPEAN COMMISSION  
European Research Area



Funded under Socio-economic Sciences & Humanities



# WELCOME!

**THE FUTURE  
OF SUSTAINABLE  
LIFESTYLES AND  
ENTREPRENEURSHIP**

*Forum for Action on Sustainability,  
Intrapreneurship and Innovation*



## **WORKSHOP 2:** **My Sustainable Business Models** **Enhancing, Incubating and Fostering** **SUSTAINABLE ENTREPRENEURSHIP** *Rhein-Erft-Saal*





# My sustainable business models

## *Rhein-Erft-Saal*

### Hosts

**CSCP, ENVIU**

### Moderators

**Oriol Pascual, ENVIU**

**Piotr Magnuszewski, Centre for Systems Solutions**

### Speakers

**Klaus Fichter, Borderstep Institute**

**Helen Marquard, SEED Initiative**

**Rainer Höll, Ashoka Germany**

**Paola Cirillo, AIDOS**

**Catie Thorburn, Generation Europe Foundation**

**Arjen van Klink, Rabobank**





# Join us on **twitter** !!!

If you have already had a profile on Twitter, all you need is:


- **@SustainFuture11** – to follow the conference.

Use this hashtag:

- **#SeWS** to follow this workshop!

If you don't have an account on Twitter, use login data of the workshop participant:

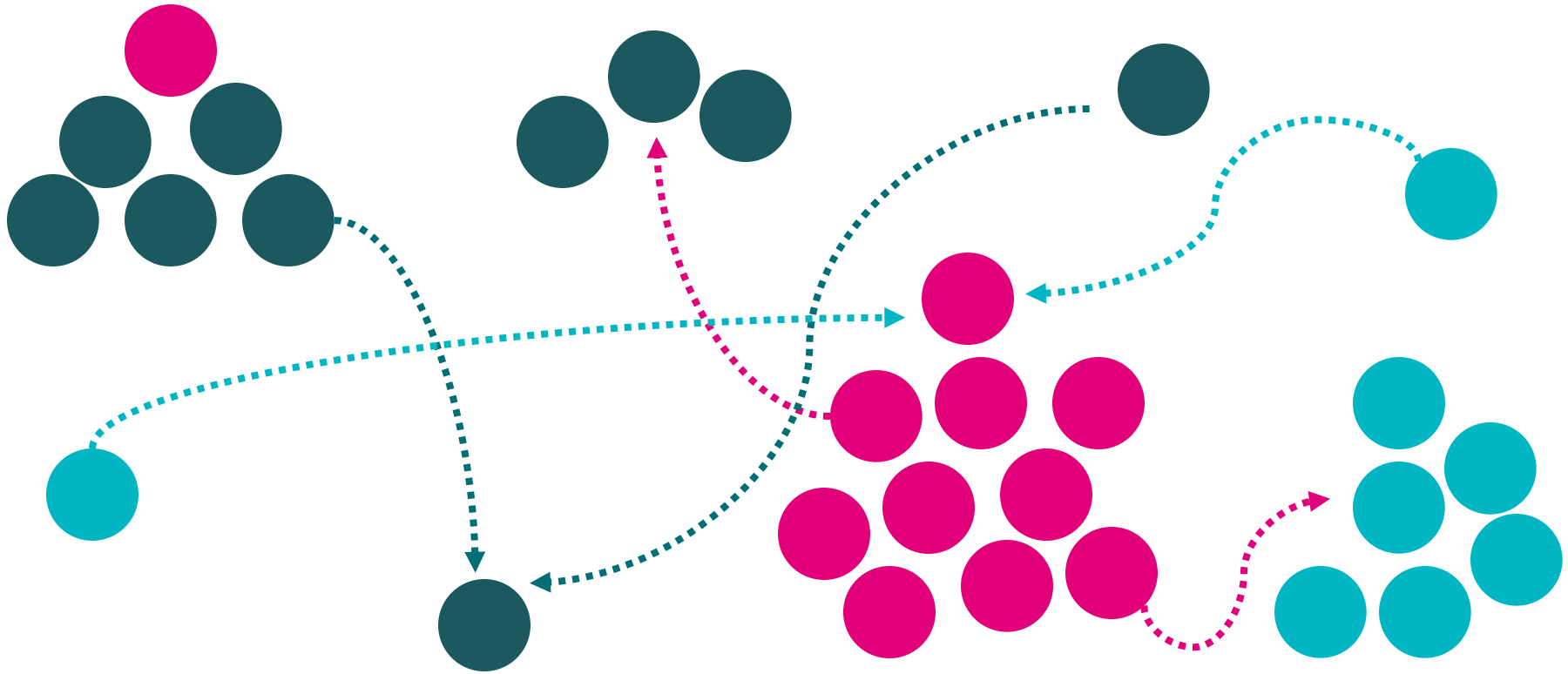
- **User:** **WSparticip**
- **Password:** **cologne**



**For detailed information, see the manual, which you will find on your chair!**

# Map

## of challenges, opportunities and needs for sustainable entrepreneurship





**How  
to enhance**

**the capacity**

**of**

**Sustainable  
Entrepreneurs?**

# Challenges



# Needs



# Opportunities



# **Map**

**of challenges, needs and opportunities  
for fostering  
sustainable entrepreneurship**



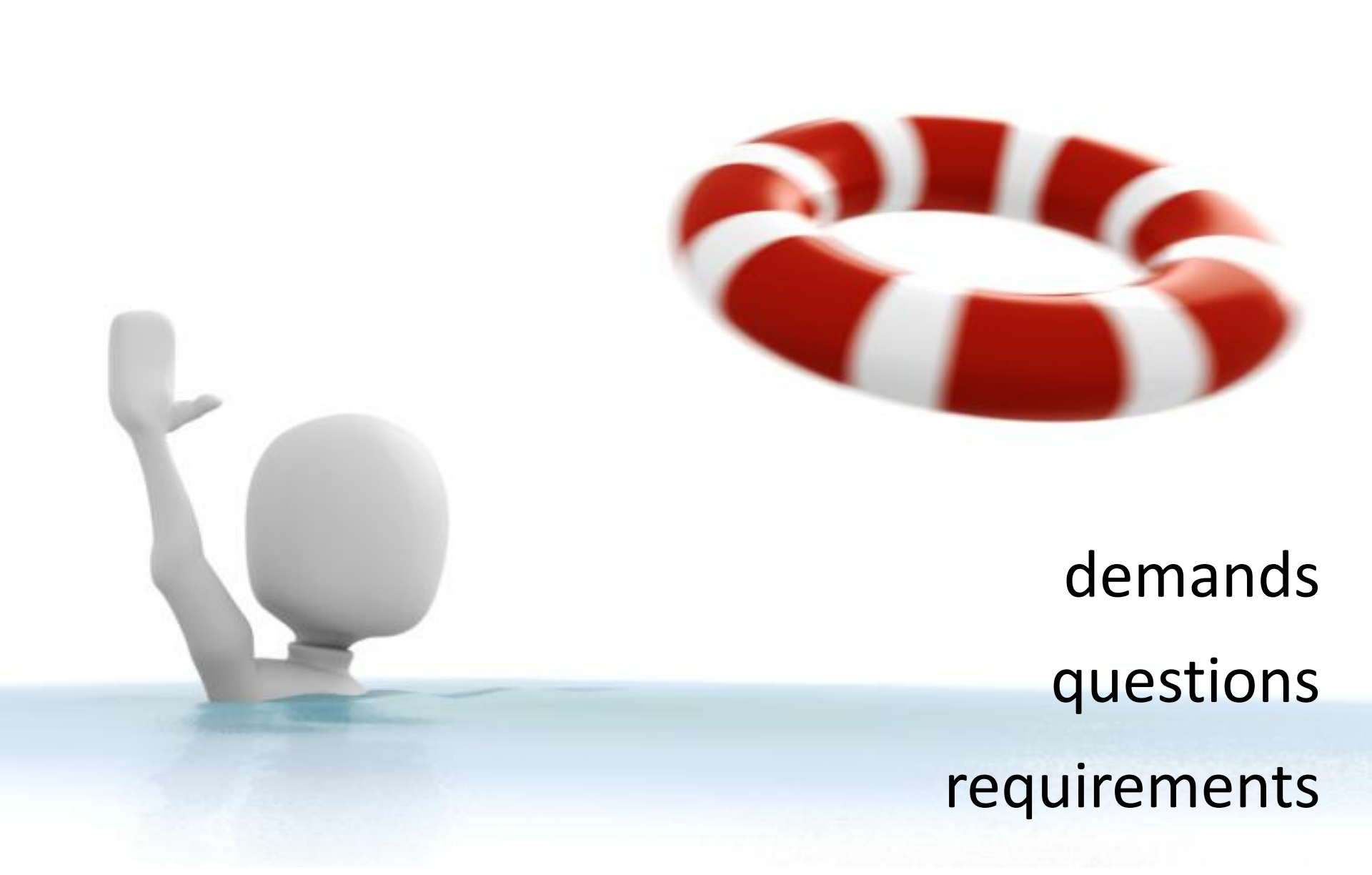
**GOAL**



barriers  
problems  
obstacles  
dangers

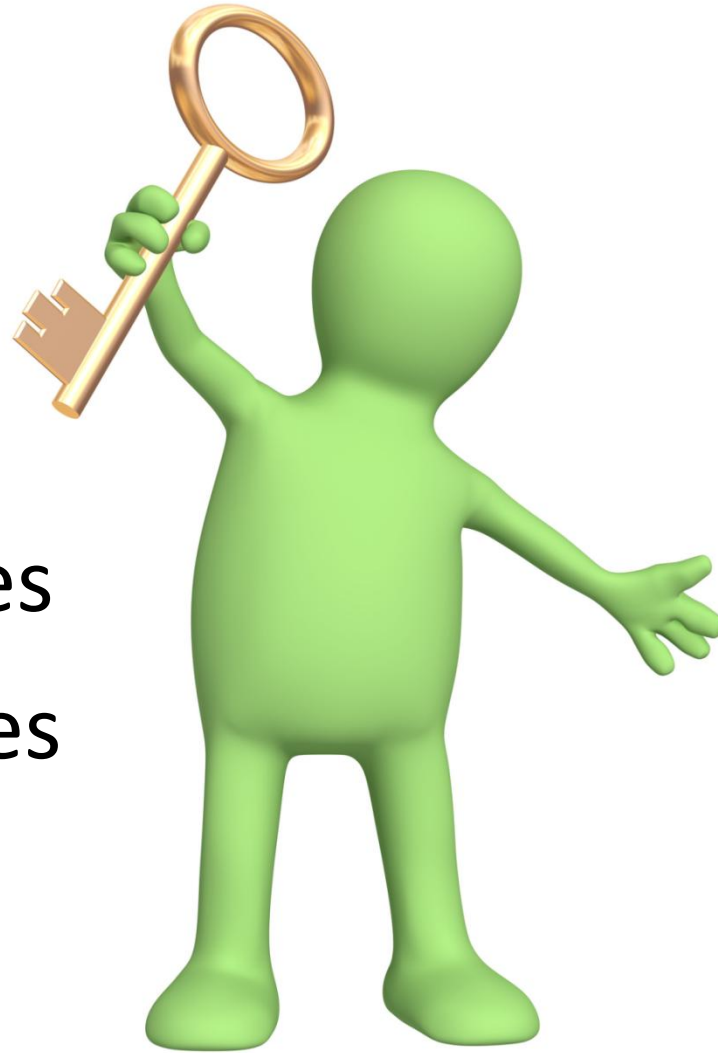


# Challenges



demands  
questions  
requirements

**Needs**



ideas

best case examples

promising practices

tools

approaches

# Opportunities



# Panel Presentations

# Challenges



**Needs**



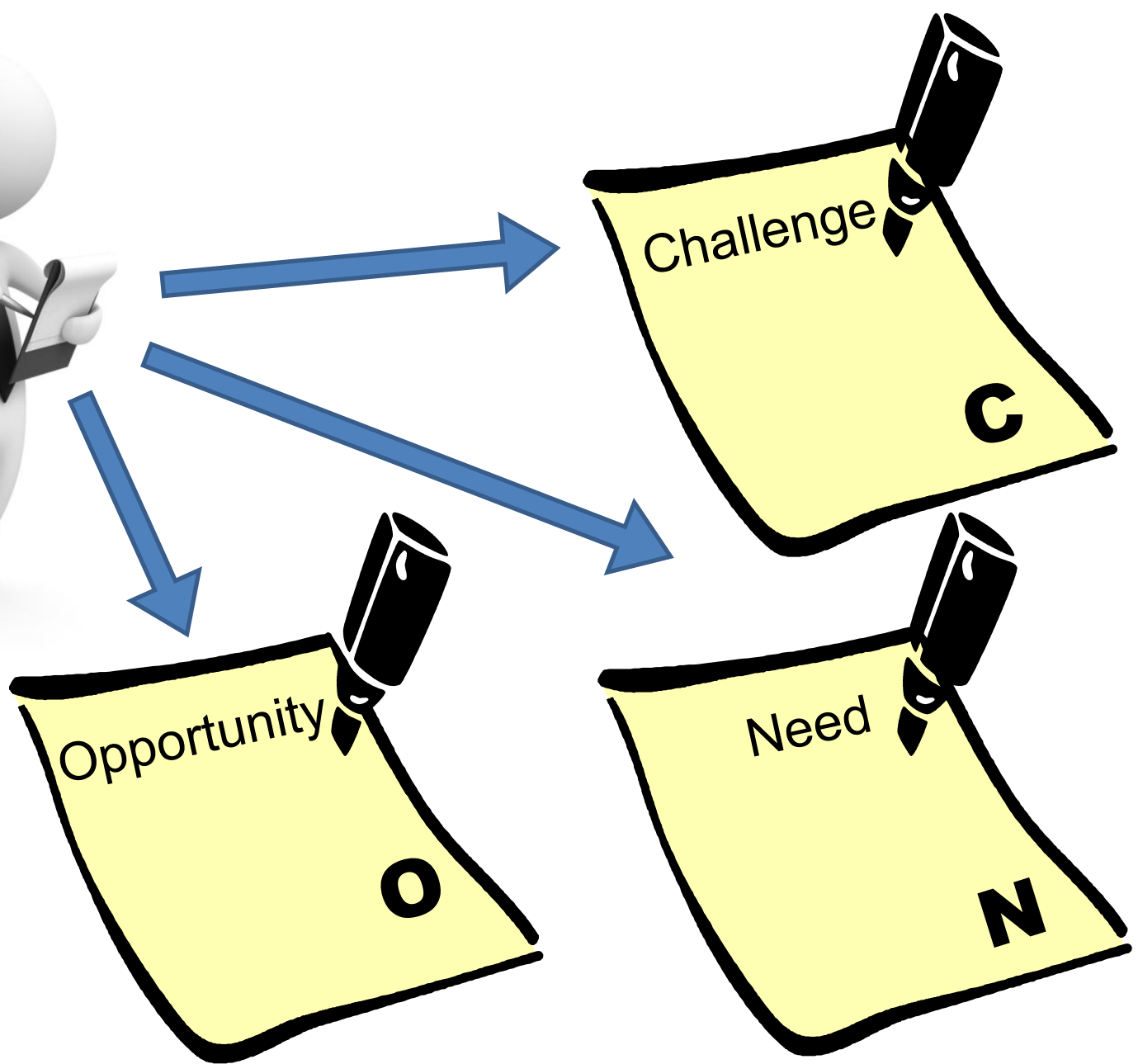
**Opportunities**



**Capturing**



**Capturing**

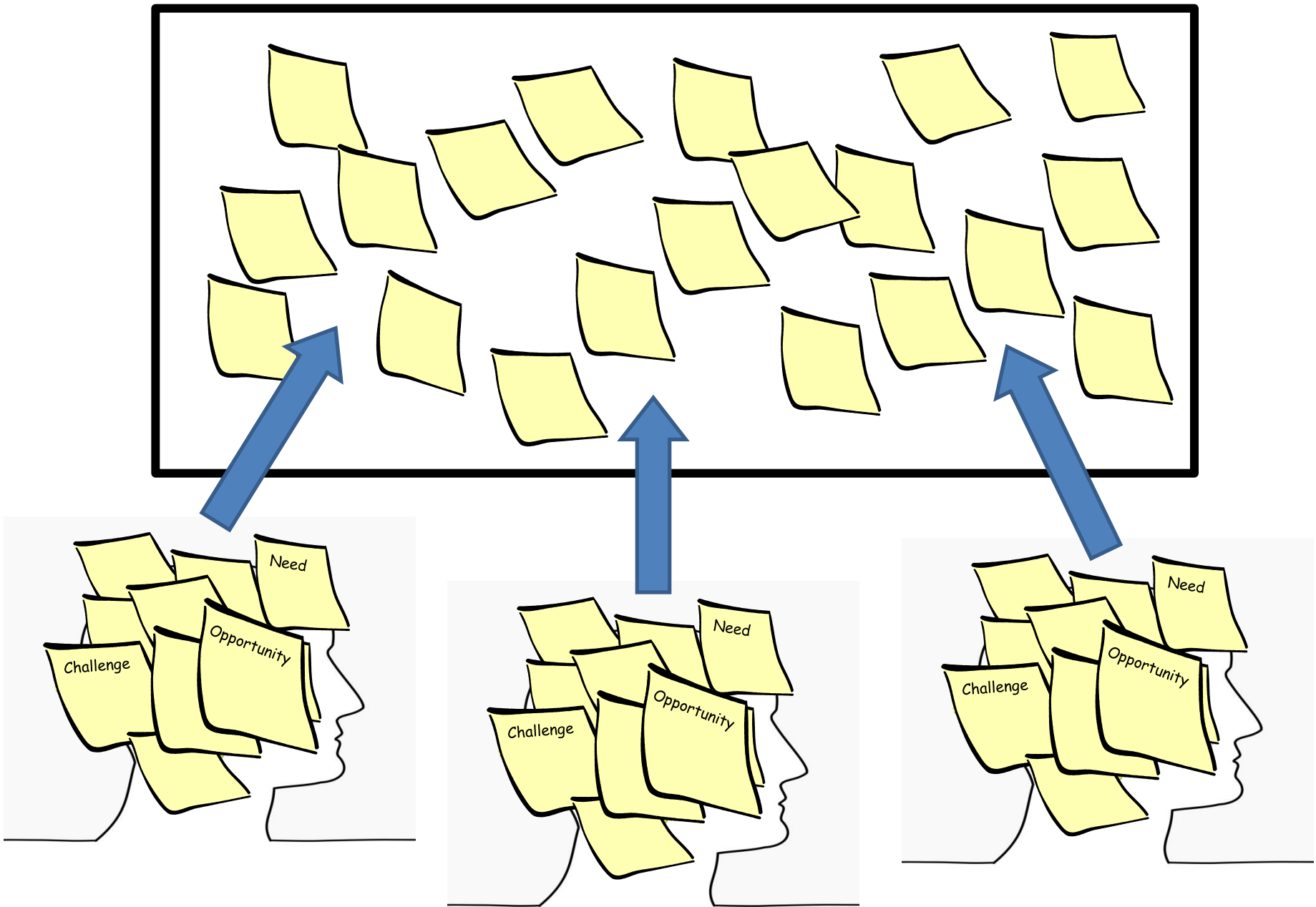


**Creating the Map**



**Creating the Map**





# Creating the Map

# **Map**

**of challenges, needs and opportunities  
for fostering  
sustainable entrepreneurship**



**GOAL**



# My sustainable business models

## *Rhein-Erft-Saal*

# Panel presentations

**Moderator** Oriol Pascual, ENVIU

**Speakers**

- Klaus Fichter, Borderstep Institute
- Helen Marquard, SEED Initiative
- Rainer Höll, Ashoka Germany
- Paola Cirillo, AIDOS
- Catie Thorburn, Generation Europe Foundation
- Arjen van Klink, Rabobank



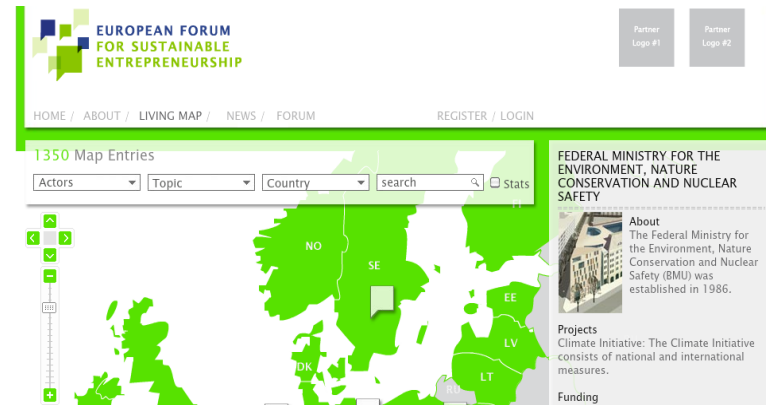
# My sustainable business models

## *Rhein-Erft-Saal*

# Klaus Fichter,

# Borderstep Institute

# Two success factors for sustainable entrepreneurship: Entrepreneurship education and co-creation



Prof. Dr. Klaus Fichter

Professor for Innovation and Sustainability Management  
University of Oldenburg  
[www.innovation.uni-oldenburg.de](http://www.innovation.uni-oldenburg.de)

Director  
Borderstep Institut for Innovation and Sustainability, Berlin  
[www.borderstep.de](http://www.borderstep.de)

# Two success factors for sustainable entrepreneurship

- Entrepreneurship education:
  - ➔ Inspire for sustainable visions
  - ➔ Systemic thinking: understanding innovation systems
  - ➔ Life cycle thinking: cradle to cradle,
  - ➔ Create educational programs for sustainable entrepreneurship
- The ability to co-create radical sustainable innovations
  - ➔ Innovation communities: key success factor for radical innovation
  - ➔ Developing innovation communities: networks of champions and promoters
  - ➔ First step: finding like-minded individuals to jointly promote a specific innovation
  - ➔ Fichter, K., Beucker, S. (eds.) (2011). Innovation Communities. Heidelberg: Springer

# Eco-entrepreneurship scheme at the University of Oldenburg

- „Eco-entrepreneurship“ part of master program „Sustainability Economics and Management“
- The qualification scheme ‘Eco-Entrepreneurship’ is comprised of the modules
  - ➔ Innovation Management
  - ➔ Entrepreneurship
  - ➔ Eco-Venturing
- Student teams
  - ➔ Develop eco-innovations and business plans
  - ➔ Cooperation with entrepreneurs / companies
- Effects
  - ➔ Inspired students
  - ➔ Supporting /accelerating real sustainable startups
  - ➔ Careers: students becoming partners / entrepreneurs in startup teams
- Join us!
  - ➔ We are looking for partners!



# Living map for sustainable entrepreneurship

- Initiative by the Borderstep Institute ([www.borderstep.eu](http://www.borderstep.eu)) and CSCP
- Establishing a Forum for Sustainable Entrepreneurship
  - ➔ European
  - ➔ International
- Living map as key element
  - ➔ Easy access overview of actors, topics etc.
  - ➔ Interactive, community
  - ➔ Main purpose: finding the right partners for co-creation
- We are looking for partners
  - ➔ Join us!
- For more information
  - ➔ Conference market place
  - ➔ [ralf.weiss@borderstep.de](mailto:ralf.weiss@borderstep.de)

The screenshot displays the website interface for the European Forum for Sustainable Entrepreneurship. At the top, the logo reads "EUROPEAN FORUM FOR SUSTAINABLE ENTREPRENEURSHIP". Navigation links include HOME, ABOUT, LIVING MAP, NEWS, FORUM, REGISTER, and LOGIN. A search bar is present with filters for "Actors", "Topic", and "Country", and a "Stats" button. Below the search bar, a map of Europe is shown with 1350 entries marked as small white boxes. A detailed view of an entry for the "Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Berlin" is open, showing a photo of the building and text about its establishment in 1986. The text includes "About", "Projects" (Climate Initiative), "Funding" (up to 400 million euros), and "Contact" information (D-10178 Berlin, telephone +49 (0) 30 18 305-0, telefax +49 (0) 30 18 305-2044). A "Link" button and an "Add to My Notes" button are also visible. A "MY NOTES" section at the bottom right prompts users to "Drop Infoboxes from the Map or click Add to My Notes in the above Box".





# My sustainable business models

## *Rhein-Erft-Saal*

# Helen Marquard

## SEED Initiative



# SEED Initiative

Supporting entrepreneurs for sustainable development

## The Green Economy: why SMMEs matter

- Small, micro- and medium-sized enterprises form the backbone of the global economy
- In 2010, 250 million people were starting up and running enterprises less than 4 years old; a quarter expected to hire at least 5 employees in the next 5 years



# SEED Initiative

Supporting entrepreneurs for sustainable development

## SEED: helping to grow the Green Economy

SEED Awards

Capacity building

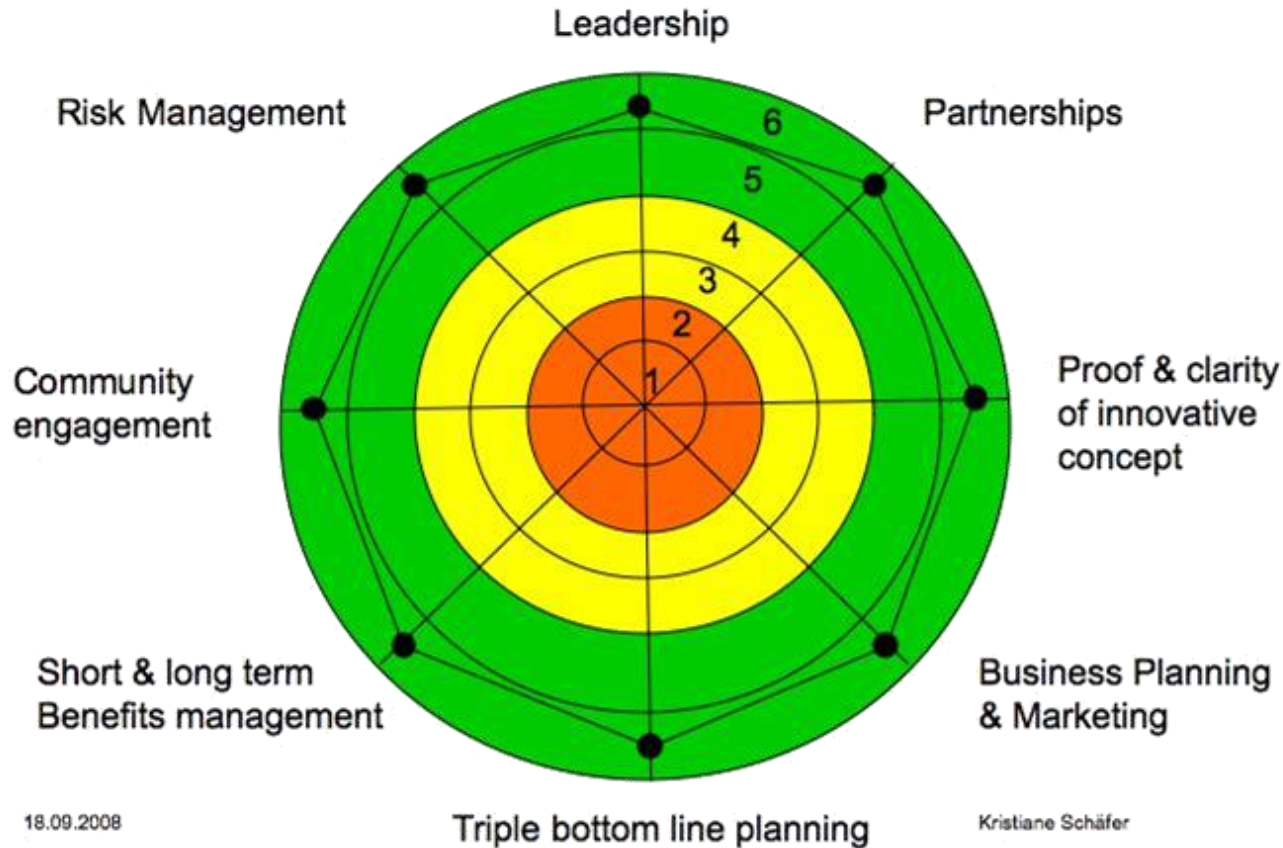
Research and  
Policy



# SEED Initiative

Supporting entrepreneurs for sustainable development

## Critical Success Factors





# SEED Initiative

Supporting entrepreneurs for sustainable development

## SEED Research: Longitudinal study 2011

*Social and environmental entrepreneurs are changing the model of how to deliver sustainable development through:*

- investing skills in community training
- strengthening social structures and community resilience
- innovation and entrepreneurship.

*They need:*

- better access to technology
- business and partnership skills
- finance
- assistance with monitoring
- community education and training.



2009 SEED Gold Winner: KAITE



# SEED Initiative

Supporting entrepreneurs for sustainable development

## 2009 SEED Winner: Oro Verde, Colombia



- Bottom up approach.
- World's first certification system for precious metals
- Over 700 beneficiaries protect 4.500Ha of tropical rainforest
- Community strengthening, territorial rights, knowledge transfer and increased income for mining communities
- Programme recognised in Colombia's National Mining Development Plan
- now creating for-profit entity for Fairtrade precious metals: Oro Verde partners will be shareholders and provide services to other Fairtrade-Fairmined pilots in the country and the continent.



# My sustainable business models

## *Rhein-Erft-Saal*

# Rainer Höll

# Ashoka Germany



# My sustainable business models

## *Rhein-Erft-Saal*

# Paola Cirillo

## AIDOS



# **AIDOS approach in women's enterprises development**

**May 2011**

# Problems and Solutions for MSEs

<b>Problems</b>	<b>Solutions</b>
Lack of technical skills	Skills training
Poor management	Management training, business counselling
Lack of finance	Access to micro-credit
Limited or saturated markets	Innovation, product development
Inefficient production	Rationalisation, recycling
Inadequate premises	Market programs, industrial parks, incubators
Lack of materials + equipment	Supply information, joint procurement
Poor linkages	Facilitate sub-contracting, business networking
Lack of demand	Identifying market niches, promotion, export
Poor marketing channels	Improve infrastructure, communication and promotion
Inappropriate legal framework	'enabling environment': simplified and clear regulations, tax incentives, exemptions, coherent policy, etc.

## **Gender bias in business**

- Cultural stereotypes
- Social barriers
- Educational and skills gaps
- Lack of exposure
- Limited mobility
- Limited control over productive factors

# The Business Incubator

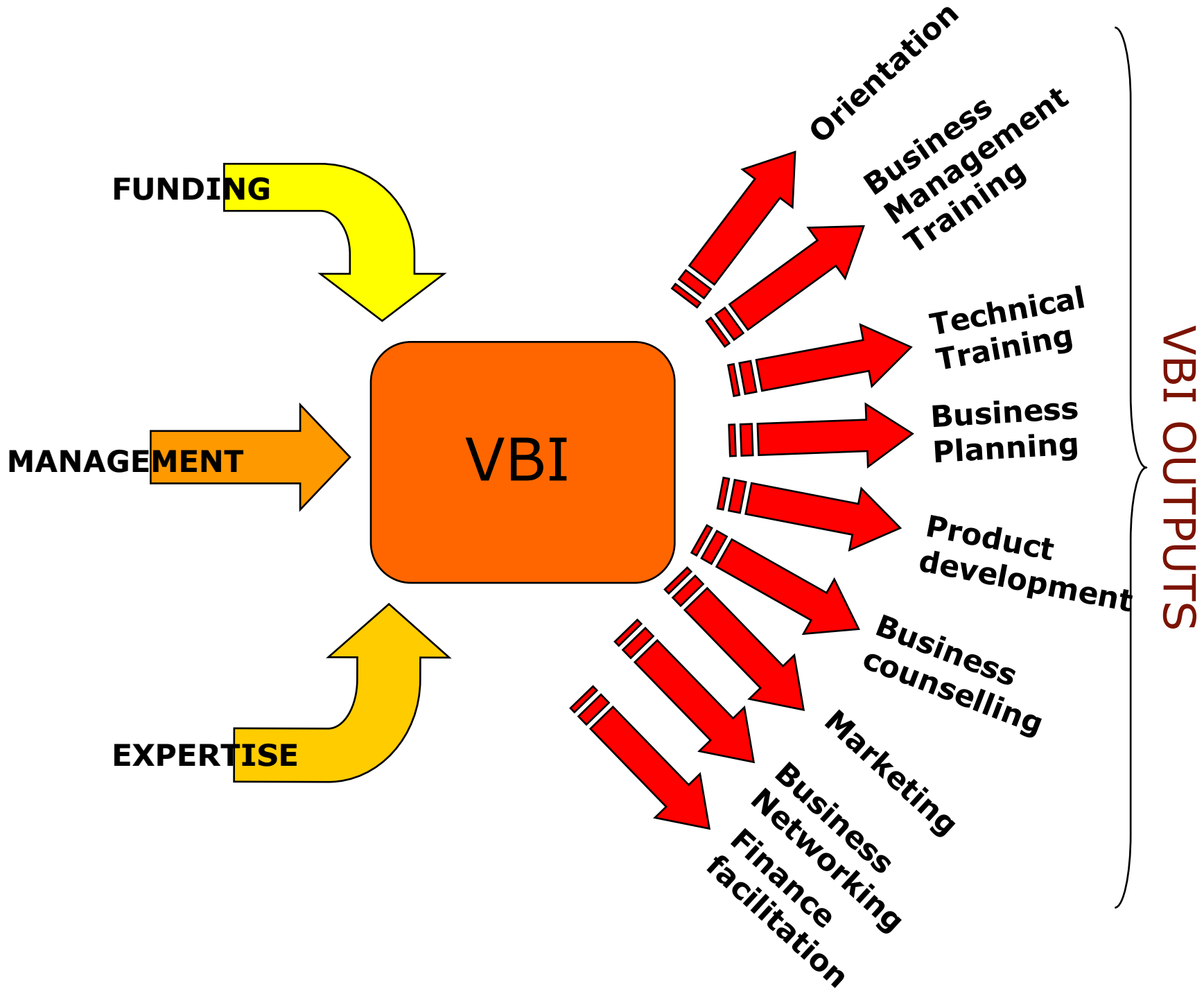
- is one of the possible methods of enterprise development

## **'virtual' incubators:**

- They do not provide premises (**incubators 'without walls'**), but ensure the incubation process through an integrated and tailor-made portfolio of enterprise support services and resources.
- This reduces costs, increases flexibility and promotes 'real' market exposure.
- The targeted entrepreneurs can operate from a venue of their choice (home, office, workshop): this might be more compatible with rural women's household strategies, combining family care, farming tasks and business activity.

# **AIDOS approach: The Village Business Incubator - VBI**

- INNOVATIVE INCUBATOR
- INTEGRATED BUSINESS DEVELOPMENT SERVICES
- MARKET-ORIENTATION
- 'PRO-ACTIVE' MARKETING through unconventional channels
- IMPROVING PRODUCT QUALITY
- SUPPORT TO VALUE-ADDED ACTIVITIES
- STRENGTHENING LINKS WITH LOCAL ORGANIZATIONS AND INSTITUTIONS
- SUSTAINABLE ORGANISATION
- BUILDING LOCAL CAPACITIES AND BUILDING ON LESSONS LEARNED



**Awareness creation and recruitment of VBI users**

**Market study and stock-taking exercise**

**Baseline survey and selection of VBI users**

**Curriculum development, learning materials**

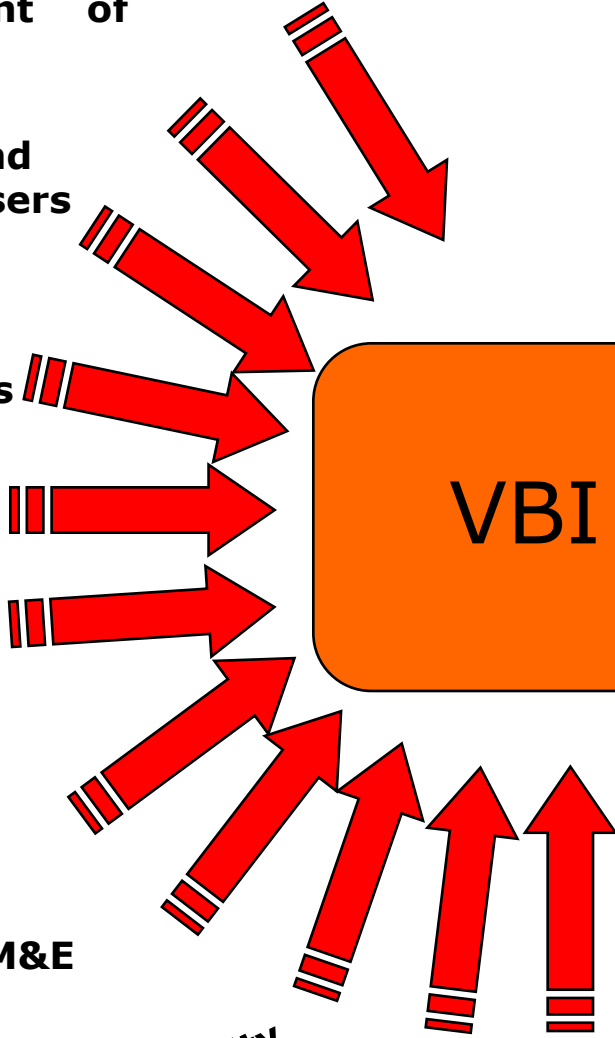
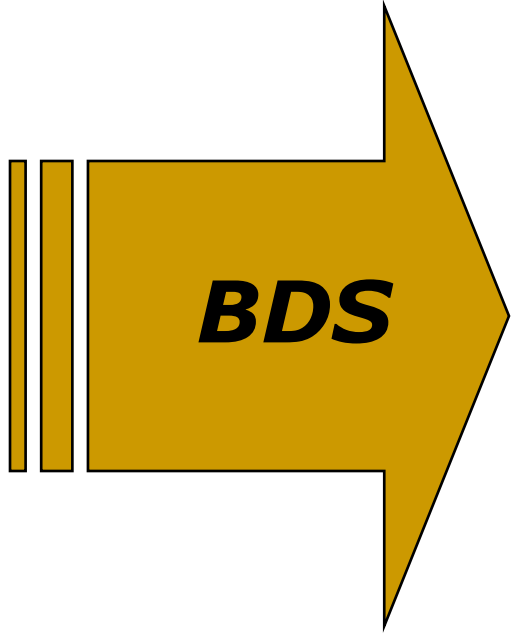
**VBI INPUTS**

**Promotional & Dissemination Activities**

**MIS for M&E**

**Sustainability strategy**

**Technical Assistance, Capacity Building**



# AIDOS Technical Assistance and Capacity Building



- Project management and Co-ordination
- Project administration and Financial management
- MSE development
- Business Incubation methodology
- Market analysis and Marketing
- Product Development and Design (PD&D)
- Communication and Promotion
- Information Management
- Monitoring and Evaluation
- Sustainability strategy





# My sustainable business models

## *Rhein-Erft-Saal*

# Catie Thorburn

## Generation Europe

### Foundation



# My sustainable business models

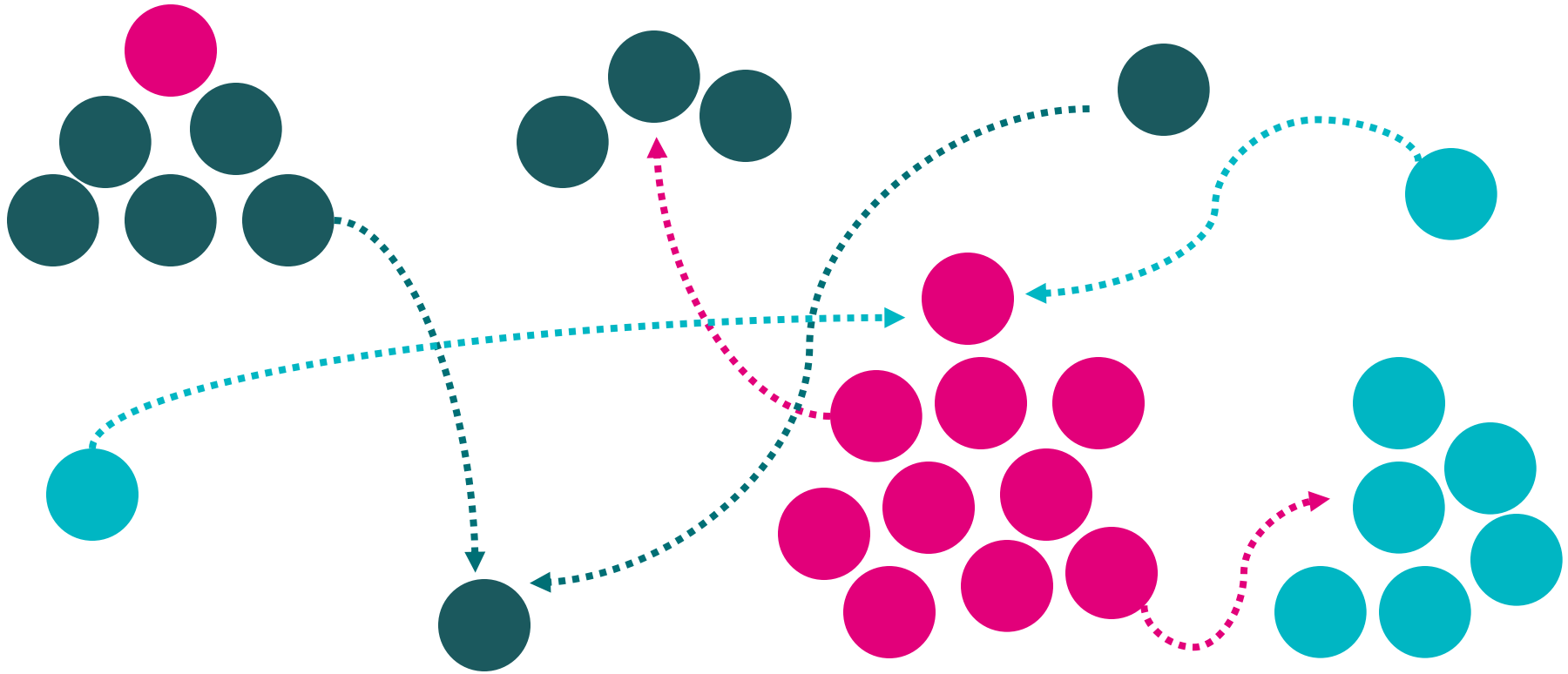
## *Rhein-Erft-Saal*

# Arjen van Klink

# Rabobank

# Map

## of challenges, opportunities and needs for sustainable entrepreneurship





# CSCP Network Facility – Online Platform on Sustainable Entrepreneurship

Join us!



# CSCP

# Sustainable Entrepreneurship

**CSCP Network Facility:**  
<http://www.cscpnet.org/>

**Contact:**

**Nadine Pratt**

**[nadine.pratt@scp-centre.org](mailto:nadine.pratt@scp-centre.org)**





# Next Session

## Open the Box

## Sustainable Dinner Party

### 18.00 - 23.00

## Location: Bauwerk Cologne





# Shuttle Information 24 May

To Bauwerk Cologne (Dinner Location)

Dillenburger Straße 73, 1105 Köln

Number of busses: 3

- Meeting Time: 5.15 PM
- Departure Time: 5.30 PM

Number of busses: 2

- Meeting Time: 5.30 PM
- Departure Time: 5.45 PM



# Day 2 begins at...

**8.00 – Coffee**

**8.30 – Plenary**



## Location: Feierabendhaus

