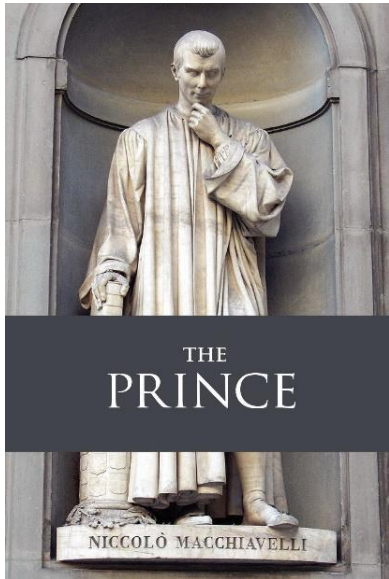




What is Green Entrepreneurship?

Responding to Problems



- ▶ Niccolo Machiavelli (1469-1527)
- ▶ “Entrepreneurs are simply those who understand that there is little difference between an obstacle and an opportunity and are able to turn both to their advantage.”

Biodiversity Loss

LOSS OF SPECIES BIODIVERSITY

EVERY **20** MINUTES
THE WORLD ADDS
3,500
HUMAN LIVES
AND LOSES
1 OR MORE
SPECIES

27,000 SPECIES LOST A YEAR

EVERY **60** MINUTES
15 ACRES
240 ACRES
OF NATURAL HABITAT ARE
DESTROYED

70%
OF THE
WORLD'S
KNOWN SPECIES
RISK EXTINCTION
IF THE GLOBAL
TEMPERATURE RISES
BY MORE THAN 2.5°C

75% OF GENETIC
DIVERSITY IN
AGRICULTURAL CROPS
HAS BEEN LOST



20%
OF THE
WORLD'S
SPECIES
COULD BE
GONE IN
30 YEARS



80%
OF THE
DECLINE IN
BIOLOGICAL
DIVERSITY
IS CAUSED BY
HABITAT
DESTRUCTION

1 OUT OF 4
AMPHIBIANS



BIRDS



CONFIERS



MAMMALS &



6 OUT OF 7
MARINE TURTLES



ARE THREATENED BY
EXTINCTION

75% OF THE WORLD'S
FISHERIES ARE FULLY
OR OVER EXPLOITED



BIODIVERSITY IS NECESSARY FOR HUMAN SURVIVAL
HUMANS HOLD THE POWER TO STOP THE LOSS



Ovarian Cancer

Pacific Yew (*Taxus brevifolia*)





Yew Plantations

(Re)defining Entrepreneurship

- ▶ It could be about starting a business
- ▶ But it could also be about other “ventures”:
 - ▶ Creating a viable social enterprise
 - ▶ Operating a successful not-for-profit structure
 - ▶ Mobilizing new tools that will benefit communities

Defining Entrepreneurship

A misperception that entrepreneurship is defined strictly in financial terms, or in terms of profit-seeking

▶ Many economists suggest that entrepreneurship is about *organizing*

▶ *Human and other resources*

▶ *Investment and capital*

▶ *Technology and other tools*

to create structures that turn an idea (invention) into a viable innovation.

This broader definition encompasses concepts like the “triple bottom line”, and “social entrepreneurship”

Some things never change...

Entrepreneurship

Organizing

- *Human and other resources*
- *Investment and capital*
- *Technology and other tools*

*to create structures that turn an idea
(invention) into a viable innovation.*

Some things never change...

Entrepreneurship

Organizing

- *Human and other resources*
- *Investment and capital*
- *Technology and other tools*

to create structures that turn an idea (invention) into a viable innovation.

Sustainable Development

Sustainable Development is not a fixed state of harmony, but rather a process of change in which

- the exploitation of resources,
- the direction of investments,
- the orientation of technological development
- and institutional change

are made consistent with future as well as present needs.

1 NO POVERTY



2 NO HUNGER



3 GOOD HEALTH



4 QUALITY EDUCATION




5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 RENEWABLE ENERGY



8 GOOD JOBS AND ECONOMIC GROWTH



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE



17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development

8 GOOD JOBS AND
ECONOMIC GROWTH



6 CLEAN WATER
AND SANITATION



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



1 NO
POVERTY



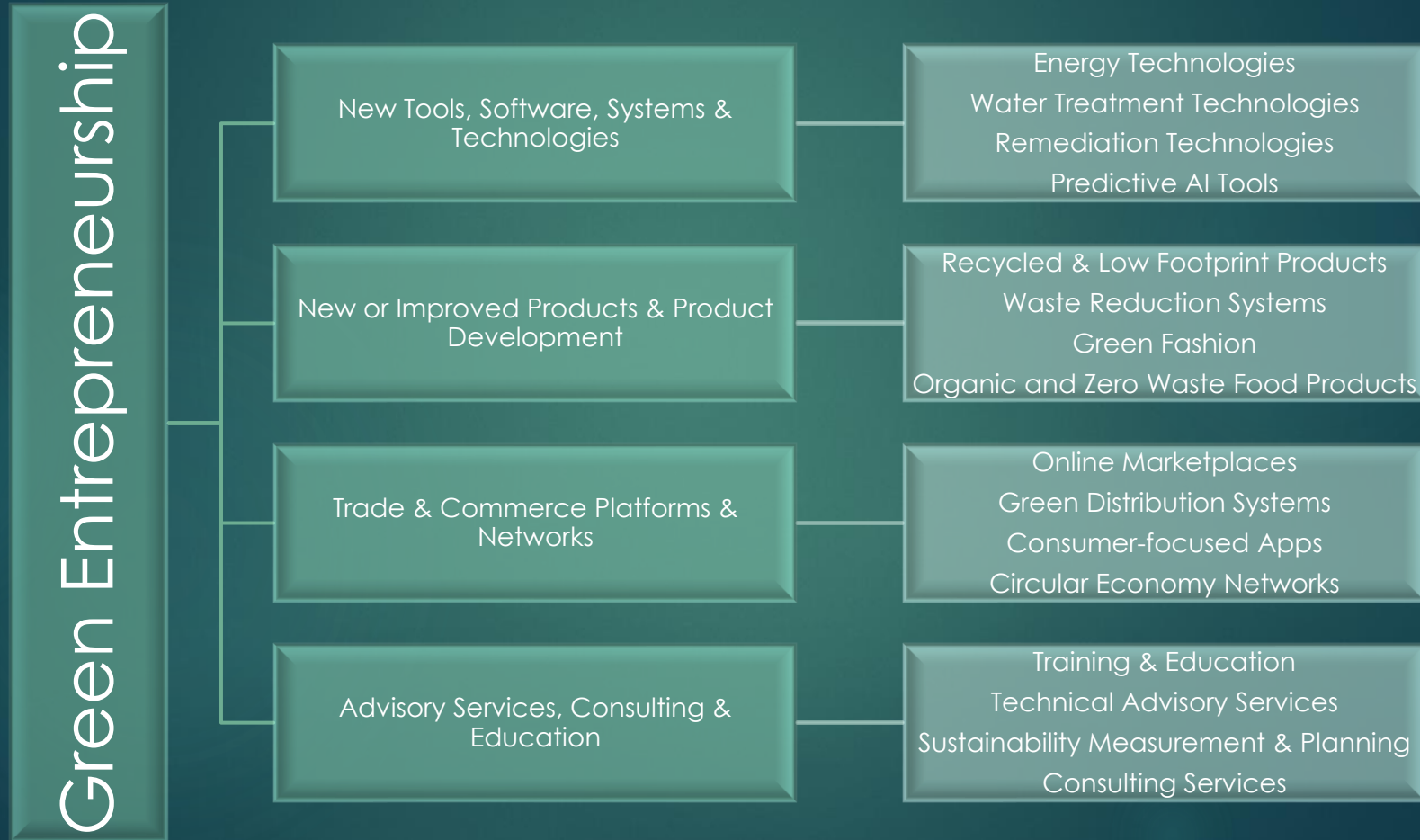
7 AFFORDABLE AND
CLEAN ENERGY



13 CLIMATE
ACTION



Thinking about Green Entrepreneurs



Challenges for Green Entrepreneurs



Challenges for Green Entrepreneurs

Real
Rollouts

Pivot
Problems

Scalability
Setbacks

Funding
Failures

Regulatory
Restrictions

Platform
Pitfalls

Inexpert
EIRs



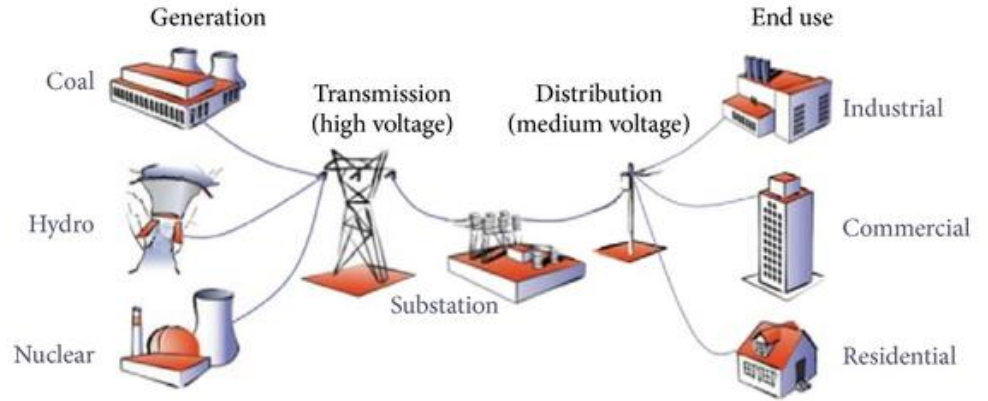
How Green Entrepreneurs differ: Real Rollouts



How
cleantech
differs: Real
Rollouts



How Green
Entrepreneurs
differ:
Scalability
Setbacks



Scalability setbacks



Scalability setback solutions

- ▶ “Off-Grid” approaches to local solutions
- ▶ Smaller-scale interventions lower in the supply chain of the target sector
- ▶ CLT Joules incubator in Charlotte, NC has a deal with Duke Energy to introduce new technology directly into their operations

Green Entrepreneurship Workshop Series

Serie de talleres en línea

Explorando el desarrollo empresarial verde

Todos los **martes** del **27 de octubre** al **1 de diciembre** **15:00-16:30 horas**
(tiempo del este)



Série d'ateliers en ligne

Explorer l'entrepreneuriat vert

Chaque **mardi** du **27 octobre** au **1^{er} décembre** de **15 h à 16 h 30**
(HNE)



Online Workshop Series

Exploring Green Entrepreneurship

Every **Tuesday** from **October 27** to **December 1** **3:00-4:30 PM EST**



Looking at the Needs of Green Entrepreneurs

What is a Green Entrepreneur?	¿Qué significa ser un emprendedor verde?	Qu'est-ce qu'un entrepreneur « vert »?
How to Start a Green Business	¿Cómo iniciar una empresa verde?	Comment créer une entreprise verte
Entrepreneurship and the Sustainable Development Goals (SDGs)	Emprendimiento y Objetivos de Desarrollo Sostenible (ODS)	L'entrepreneuriat et les objectifs de développement durable (ODD)
Innovation and Incubation with Green Startups	Innovación e incubación de empresas emergentes verdes	Innovation et incubateurs d'entreprises vertes en démarrage
Impact Investing and Fundraising for Green Startups	Inversión de impacto y captación de fondos para empresas emergentes verdes	Investissements d'impact et financement pour les entreprises vertes en démarrage
Succeeding as a Student with a Green Startup	Lograr el éxito de una empresa emergente verde cuando se es estudiante	Comment réussir la création d'une entreprise verte en tant qu'étudiant