

Booklet for setting up a Green Social Enterprise



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Introduction

We have taken the good and brave decision to become Green Entrepreneurs but how do we start navigating the sea of (possibly) endless opportunities and (guaranteed) failures and disappointments?

How do we frame our high expectations and our out-of-the box ideas to formulate a plan that has both the triggers to make us and others get involved and some reasonable viability?

Like in every other business and in every sector, we need to take a few basic steps no matter what, we need to know: if there is a (current or future) need for our offering, the competition we expect to face, the personas we are addressing (buyer profile) and to build a strategy for exploring a certain area of the green ecosystem.

All the above should be based on data and be evaluated with clear mind.

For more info about the topic, please look at:
The future of green opportunities - market exploration strategies

1. How to formulate ideas for green enterprises

1.1 Market needs



Definition:

In the context of entrepreneurship, "market need" refers to a specific problem or requirement that a particular market segment has but is not being addressed by current products or services. It is a gap in the market that a business can aim to fill with a new product or service

For a young green entrepreneur - someone who is starting a business based on environmentally friendly or sustainable practices - market need might be a product, service, or technology that addresses an environmental issue and for which there is demand.



Figure 1: By Peggy und Marco Lachmann-Anke on Pixabay

For instance, a market need might be for sustainable alternatives to single-use plastic items, like straws or cutlery. If no satisfactory products currently exist, or if the existing options are too expensive or hard to find, an entrepreneur might see an opportunity to introduce a new, better product.

Understanding market need is crucial for any entrepreneur. It can shape the development of your product, your marketing strategy, and even your business model. If you can accurately identify and address a market need, it greatly increases your chance of success. However, it's also important to note that market needs can change over time, due to factors like technological advancements, societal changes, or shifts in

consumer attitudes.

For a green entrepreneur, understanding the market need also involves understanding societal and environmental trends and regulatory landscapes, as these will also influence the demand for green products or services.

Market needs analysis is a key component of a business plan and can help ensure that a product or service will be viable and meet customer demands. Throughout analytical process, a green entrepreneur should remember that their goal isn't just to meet market needs, but also to contribute to environmental sustainability. Therefore, their analysis should consider not just what customers want, but also what is best for the planet. Below are some steps that a green entrepreneur might take to analyze market needs:





Identify the Problem that your product or service can solve. This could be an environmental issue, such as plastic waste, carbon emissions, or energy inefficiency.



Analyze Trends, environmental, societal, and regulatory. Are there emerging concerns or changes in attitudes towards sustainability and/or new regulations that might create opportunities or challenges for your business?



Identify Unique Selling Proposition, what makes your product or service unique. How does it solve the problem better than existing solutions? Why would customers choose it over competitors' offerings?



Analyze and Adapt, because analysis isn't a one-time process. Needs change over time, so and it's important to continually collect and analyze market information and adapt offering and strategy to evolving market needs.

1.2 Competition

Dealing with competition is a crucial aspect of any business, and green entrepreneurship is no exception. Here's why it's important:

Understanding Market Positioning: Competition helps entrepreneurs to understand where their product or service stands in the market, and how it can be differentiated.

Improving Products and Services: Knowing what competitors offer helps entrepreneurs to continuously innovate and improve their own products or services to meet or exceed market expectations.

Consumer Preferences: By studying the competition, green entrepreneurs can learn more about what consumers prefer, what they are willing to pay, and how their preferences are changing over time.

Identifying Market Trends: Observing competitors can also help to identify emerging trends and potential opportunities in the green sector.

Conducting a competitive analysis in the green sector involves identifying and studying your competitors to understand their strengths, weaknesses, strategies, and offerings. This can help you to identify opportunities and threats, refine your own strategy, and differentiate your business

When conducting competitive analysis in the green sector, it's also important to consider environmental performance. This could include factors like the sustainability of their supply chain, their carbon footprint, their waste management practices, and their compliance with environmental regulations. This can help you to identify opportunities to outperform them in terms of environmental sustainability, which is a key factor in the green sector.

Here's a step-by-step guide on how to do it (again it's not one-off regular monitoring is a a must:

- **Identify Your Competitors:** direct competitors (those offering the same products or services as you) and indirect competitors (those offering different products or services, but targeting the same customer needs or market). Look also for local and global competitors, as the green sector often has a global reach.
- **Gather Information** like their product or service offerings, prices, marketing strategies, distribution channels, customer base, market share, reputation, financial performance, and organizational structure.
- **Analyze Their Strengths and Weaknesses** e.g. do they have a popular product? Are they known for excellent customer service? Do they have a strong brand? Do they have negative customer reviews?
- **Understand Their Business Strategies:** How do they differentiate? How do they attract and retain customers? What are their growth plans? How are they addressing sustainability?
- **Compare your business to your competitors** based on the identified strengths and weaknesses. This can help you to identify areas where you need to improve and opportunities where you can differentiate your business.



While competition is important, it's crucial for green entrepreneurs to remember that their primary goal is to create environmentally sustainable solutions. Even as they strive to outperform competitors, they should not compromise on their environmental principles and objectives.

1.3 Profile of Buyers

Buyer profiles, often referred to as customer personas, represent your ideal customers based on market research and real data about your existing customers. They help businesses understand their customers better and refine their marketing strategies.

For many buyers, the environmental impact of a product is as important as its functionality. They prefer



products with eco-friendly packaging and always check if the product is made from recycled or sustainable materials. They are also a vocal advocate for sustainability, frequently sharing their green lifestyle choices with friends and followers on social media. They tend to purchase from businesses that show a genuine commitment to environmental sustainability.

and even green financial products like ethical investments. They prefer products that are not just environmentally friendly but also durable and of high quality. They are also interested in the story behind the product – how it's made, who makes it, and the company's values.

Other buyers purchase a mix of goods – everything from sustainable food products to energy-efficient appliances,

While these profiles are generalized, they illustrate the typical characteristics, motivations, and behaviors of green consumers. It's crucial for green entrepreneurs to understand their target customers in-depth, as there may be significant variation within these profiles depending on factors like location, age, income, and personal values.

Eco-Conscious Evie

Eco-Conscious Evie is in her mid-30s and works as a project manager in a technology firm. She lives in a metropolitan city and earns a comfortable income. Evie is highly educated and very conscious about environmental issues. She's willing to pay a premium for products that are eco-friendly and sustainable.

Sustainable Sam

Sustainable Sam is a 50-year-old small business owner who lives in a suburban area. He has two children and is very concerned about their future in the context of climate change. He's well-off financially and is willing to invest in green products for the sake of his children's future and the planet.

1.4 Exploration strategies for green opportunities

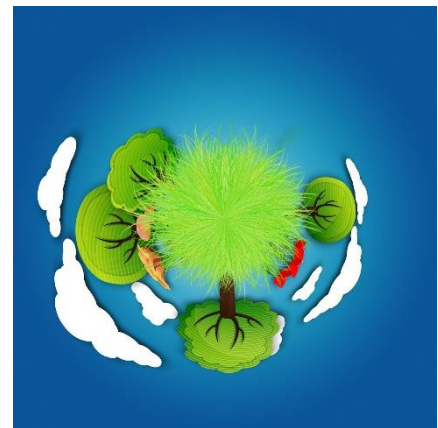
There is a growing market for sustainable/green products worldwide. Increasing environmental awareness among consumers, coupled with regulatory changes and advancements in green technologies, is driving a significant shift towards sustainable products across various sectors. This trend is expected to continue in the future, making the sustainable product market a promising area for entrepreneurs.

While the market for sustainable products is growing, we have to remember that it can be complex and varied. Different sectors, regions, and consumer segments can have very different characteristics, trends, and opportunities. Therefore, it's important to be clear about your target market and tailor your exploration strategy accordingly.

While exploration for any kind of business opportunities has many common elements there are also strategies that have more meaning in the green sector

As 'common' elements we define:

- **Market Research:** data on consumer preferences, buying behaviors, and willingness to pay for sustainable products. Market research reports from reputed agencies, academic research, and government publications can be useful sources.
- **Consumer Surveys and Interviews** to understand their needs, preferences, and perceptions regarding sustainable products.
- **Competitor Analysis** to identify and study businesses offering sustainable products similar to your idea.



The following are more needed in the green/sustainable sector.

- **Industry Events and Networks:** Attending sustainability-focused events, trade shows, and networking events can provide very useful insights into the latest trends, innovative products, and successful business models in the sustainable product market.
- **Regulatory Analysis:** Study the regulatory environment for sustainable products. Regulations can have significant implications for the market, creating both opportunities and challenges.
- **Pilot Testing:** Since technology in the area may be regarded new and untested it's even more important If you have a product idea, to consider launching it on a small scale or in a controlled environment to gather initial customer feedback and gauge market response.
- **Collaborate with Experts:** Again, since the sector is new, we should consider partnering with experts in sustainability, technology, and your target industry. Their knowledge and insights can be invaluable in understanding and exploring the market.

Introduction

In today's dynamic economic landscape, setting up a legal business requires careful consideration of various factors, including forms of business ownership, adherence to environmental policies, and embracing green business ideas.

Now that we have established previously how to formulate the idea for a green enterprise, the next step is to understand these interconnected aspects and start creating the base for your business.

This is of high importance, or else you won't be able to create the solid foundations of a business that has the right form for you, fills all legal requirements and has built a strong business plan.

Having these in mind, get ready to embark on a journey, where sustainability and business go hand in hand.

For more info about the topic, please look at:

- Legal establishment of a business – types & procedures
- Taking an active business stand for the environment
- The future of green opportunities- market exploration strategies

2. Legal structure-procedures

2.1 Setting up a legal business



While many of us have a basic understanding of what a business entails, defining its concept and key attributes can be challenging for a significant number of individuals.

DEFINITION

"The term business refers to an organization or enterprising entity engaged in commercial, industrial, or professional activities. The purpose of a business is to organize some sort of economic production (of goods or services). Businesses can be for-profit entities or non-profit organizations fulfilling a charitable mission or furthering a social cause. Businesses range in scale and scope from sole proprietorships to large, international corporations. Business also refers to the efforts and activities undertaken by individuals to produce and sell goods and services for profit." (definition from [Investopedia](#))

The **legal structure** of the business is a crucial aspect to consider since it determines the [legal requirements](#) and [company law](#) that apply to it and the necessary permits, licenses and the registration procedures to begin lawful operations. Additionally, the [industry](#) and the [sector](#) in which a business belongs can also affect its operation.

Most businesses are for-profit, focusing on generating financial gain. However, there are also businesses that prioritize a specific purpose or cause rather than pursuing profits. These types of businesses are referred to as non-profit organizations and encompass entities such as charities, cultural and educational centers, social services and more.



There are four main categories of businesses depending on the area of operation:

- [Service](#),
- [Manufacturing](#),
- [Retail](#),
- Hybrid, such as restaurants.

Legal requirements:

1. Company Structure
2. Permits and Licenses
3. International Payments
4. Intellectual Property
5. Data Protection and GDPR

Businesses can also be categorized depending on their size. The main categories are micro-sized, small-sized, medium-sized, and large-sized businesses and depend on a set of criteria.



15 Key Business Terms you need to know

Accounting	Revenue	Asset
Accounts payable	Equity	Operating expense
Accounts receivable	Balance sheet	Net loss
Return on investment	Cash flow	Accounting profit
Liability	Income statement	Profit margin



2.2 Forms of business ownership

Before turning your business idea into reality, you should set the basis in which your business will be built by choosing a legal business entity recognizable by your country and the European Union.

There are four categories of business structures:

1. [Sole proprietorships](#): These businesses are owned and operated by a single individual, making the setup and registration process relatively simple. The sole proprietor retains complete control and assumes unlimited responsibility for all liabilities.
2. [Partnerships](#): In this type of business, multiple owners, known as partners, share the funding, profits, and losses. Partnerships can be classified as general or limited partnerships, with the main distinction being how liability is distributed among the partners
3. [Limited liability companies \(LLCs\)](#): This business structure closely resembles a partnership, but with a crucial difference. The partners' liability is limited based on their investment in the business, offering a degree of protection.
4. [Corporations](#): A corporation is a distinct legal entity formed by shareholders, separate from its owners. This means that owners are generally shielded from personal liability, except in exceptional circumstances. Corporations are sometimes referred to as "legal persons." They can be categorized as S corporations or C corporations, each with its own tax considerations and requirements.



[Types of Business Ownership explained](#)

In addition to these, there are other business structures such as as [Franchise](#), [Freelancer](#), [Social Enterprise](#) and [Charitable Organizations](#), among others.

Within the European Union, individual countries have their own distinct processes for determining legal structures and establishing businesses. However, it is important to note that within the European Economic Area, there are comprehensive laws that extend across borders and establish various legal forms of businesses.

2.3 Environmental policies in EU

The European Union has been a leading force in international efforts to combat the climate crisis. The Union played an important role in the negotiation of the [Paris Agreement](#) and continues to show global leadership in the fight against climate change. EU member countries strongly support the Paris Agreement's objective of limiting global warming to safe levels and remain deeply committed to its effective implementation.

The European Union has introduced the European Green Deal (2020), a comprehensive set of policy initiatives devised by the Commission. The primary aim is to achieve climate neutrality in Europe by 2050. It presents a detailed roadmap outlining specific actions that will significantly reduce environmental harm, while simultaneously transforming the climate crisis into an opportunity for sustainable growth and heightened awareness. Furthermore, it strives to assist governments and businesses in preserving and enhancing the EU's natural resources and ecosystems, while also protecting the health and well-being of citizens by addressing environmental risks and mitigating the environmental crisis' impacts.

Based on the [European Green Deal](#) and the 2016 communication [EU law: Better results through better application](#), the Directorate-General for Environment focuses its enforcement action on the following general priorities:

- [Circular economy](#)
- [Biodiversity](#)
- [Zero Pollution](#)
- [Environmental Governance](#)



European Green Deal

1. 2020 Climate and Energy package
2. 2030 Climate and Energy Framework
3. 2050 long-term strategy

The 2030 proposal aims to establish a target of reducing greenhouse gas emissions by at least 55% in comparison to the levels recorded in 1990 by the year 2030. The framework encompasses a comprehensive set of measures that span multiple sectors, emphasizing the promotion of energy efficiency and the utilization of renewable energy sources.



Companies are expected to:

- lower greenhouse gas (GHG) emissions and, as a result, the negative climate-related impact of their operations on both people and the environment;
- boost the resilience of their businesses and their supply chains to effectively address and adapt to climate change, considering its effects on employees, local communities, and

Companies worldwide are putting measures in place known as "adaptation" to prepare for and address the impacts of climate change. When executed effectively, this approach brings several benefits to businesses, such as cost reductions, enhanced liability management, employee well-being and safety, expansion of market share

To achieve the EU's objective of attaining climate neutrality by 2050 and addressing the decline in biodiversity, a transition to a **circular economy** is imperative. This transformative model of production and consumption entails practices such as resource sharing, leasing, reuse, repair, refurbishment, and recycling, aimed at prolonging the lifespan of materials and products. By maximizing the value and lifespan of goods, raw materials, and resources, while minimizing waste generation, the circular economy alleviates the strain on natural resources, fosters sustainable growth, and facilitates job creation.



[Circular economy success stories](#)



2.4 Green business ideas

Here are some green business ideas for beginners:

- Organic farming and gardening
- Sustainable fashion, cosmetic, jewellery, furniture design and production
- Eco-friendly beauty and personal care products
- Zero waste stores
- Green (home) cleaning services
- Electric bike/cars sales and rentals
- Sustainable architecture and building design
- Environmental consulting services
- Green event planning and coordination
- Renewable energy equipment sales, installation, and maintenance
- Upcycling and repurposing products
- Eco-tourism services
- Organic restaurant and catering services
- Natural and organic food and beverage production
- Green energy storage solutions
- Carbon offsetting services
- Water-saving technology installation and maintenance
- Energy-efficient appliance sales and installation
- Green pest control services
- Sustainable seafood and fishing practices
- Green technology education and consulting services
- Sustainable water filtration and purification systems
- Green waste removal and recycling services
- Eco-friendly pet care products and services
- Green tech start-ups, such as apps or software for environmental tracking and monitoring

These are merely a handful of illustrations among numerous green business concepts that newcomers can delve into. By embracing creativity, enthusiasm, and a steadfast dedication to sustainability, budding green entrepreneurs have the potential to not only make a positive environmental impact but also establish a thriving and lucrative business.

3. How to Develop a Business Plan

In the dynamic and ever-evolving landscape of the business world, a well-crafted and comprehensive business plan serves as a guiding compass for entrepreneurs and organizations.

A business plan is a strategic document that outlines the goals, objectives, and strategies for achieving success in a competitive market. Whether you're a budding entrepreneur with an innovative startup idea or an established business owner looking to expand or refine your operations, developing a solid business plan is crucial to your success.

This guide aims to provide you with a step-by-step approach to developing a business plan that is tailored to your specific needs and objectives. It will explore the essential components of a business plan, including the executive summary, company description, market analysis, organizational structure, product or service offerings, marketing and sales strategies, financial projections, and risk management.

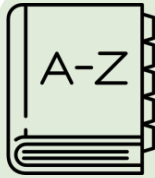


For more info about the topic, please look at:

The Handbook
Module of
GreenWave's training
course "**Creation of
green business plan**"

The process of developing a business plan involves careful research, thoughtful analysis, and strategic decision-making. It requires you to thoroughly understand your target market, identify your unique value proposition, assess the competitive landscape, and formulate actionable strategies that capitalize on opportunities and mitigate risks. Moreover, a well-crafted business plan serves as a communication tool, enabling you to present your ideas to potential investors, partners, and stakeholders, gaining their trust and support.

3.1 Business Model



Business Model

A company's plan of making a profit.

It identifies the products or services the business plans to sell, its identified target market, and any anticipated expenses.

A business model is the foundation upon which a successful enterprise is built.

It is the strategic framework that outlines how a company creates, delivers, and captures value in the marketplace. A well-defined business model takes into account various aspects of a business, including its target customers, value proposition, revenue streams, cost structure, and key activities. At its core, a business model identifies the way a company generates revenue and sustains its operations. It defines the unique approach a business takes to create and deliver products or services that meet the needs and desires of its customers.



A strong business model aligns the company's resources, capabilities, and activities in a way that differentiates it from competitors and allows it to thrive in a competitive market. There are several types of business models, each tailored to suit different industries, customer segments, and market dynamics.

3.2 Business Plan

A business plan is a strategic document that serves as a roadmap for entrepreneurs and organizations to achieve their business objectives. It outlines the goals, strategies, and actions required to start, operate, and grow a successful venture. A well-crafted business plan encompasses various components that provide a comprehensive understanding of the business.

These components typically include an executive summary, company description, market analysis, product or service offerings, marketing and sales strategies, organizational structure, financial projections, and risk management.



The executive summary provides a concise overview of the business plan, highlighting its key points and value proposition.



The company description delves into the organization's background, mission, vision, and unique selling points, giving readers a clear understanding of its purpose and direction.



Market analysis involves evaluating the target market, identifying customer needs and preferences, and understanding the competitive landscape.



This information guides the development of effective marketing and sales strategies, ensuring that the business can reach and engage its target audience.



The product or service section outlines the features, benefits, and differentiation of the offerings, highlighting how they meet customer demands and provide value.



The organizational structure defines the roles and responsibilities within the company, establishing a framework for efficient operations and decision-making.

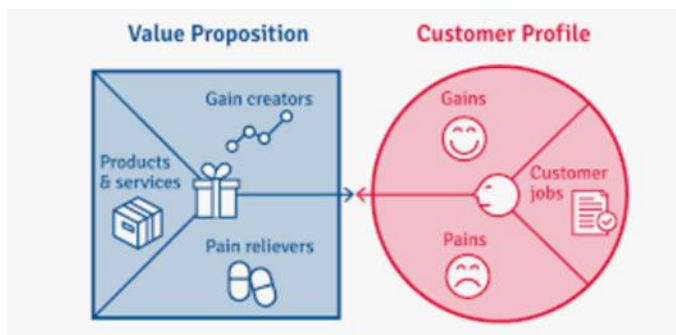


Financial projections provide a forecast of the business's financial performance, including revenue, expenses, and cash flow.



Risk management involves identifying and mitigating potential risks that may impact the business's success.

3.3 Value Proposition



A strong value proposition effectively captures the essence of what makes a product or service valuable and compelling.



A value proposition is a concise statement that communicates the unique value and benefits a product, service, or business provides to its customers. It answers the fundamental question: "Why should customers choose us?"

A compelling value proposition clearly articulates the problem or need it addresses, the solution it offers, and the distinct advantages it delivers over competitors. It highlights the key features, benefits, and outcomes that resonate with the target audience.

3.4 Examples of Green Value Proposition

Here are a few examples of green value propositions that highlight the environmental benefits and sustainability aspects of a product or service:

- Renewable Energy Provider: "Our company offers clean, renewable energy solutions that reduce carbon emissions and promote a sustainable future. By choosing our services, you can power your home or business with clean energy sources, contributing to a greener planet and a healthier environment."
- Eco-Friendly Cleaning Products: "Our eco-friendly cleaning products are formulated with non-toxic, biodegradable ingredients that are safe for both you and the environment. With our products, you can maintain a clean and healthy living space while minimizing your ecological footprint and reducing water and air pollution."
- Sustainable Fashion Brand: "At our sustainable fashion brand, we prioritize ethical sourcing, fair labor practices, and environmentally friendly production methods. By choosing our clothing, you can enjoy stylish and high-quality garments while supporting responsible fashion choices that minimize waste and promote a more sustainable fashion industry."
- Electric Vehicle Manufacturer: "Our electric vehicles are designed to revolutionize transportation by providing emission-free mobility. By driving our electric cars, you can significantly reduce greenhouse gas emissions and air pollution, contributing to cleaner cities and a more sustainable future for generations to come."
- Zero-Waste Packaging Solutions: "We offer innovative zero-waste packaging solutions that eliminate single-use plastics and reduce packaging waste. By partnering with us, you can minimize your environmental impact and demonstrate your commitment to sustainability, all while delivering your products in a responsible and eco-conscious manner."

These examples showcase how businesses can emphasize their commitment to environmental sustainability, encourage responsible consumption, and provide eco-friendly alternatives to conventional products and services. Green value propositions not only cater to environmentally conscious customers but also contribute to a more sustainable world.



4. Staff Recruitment

The staff recruitment and selection process is one of the fundamental tasks in Human Resources Management (HRM). People are needed to perform tasks and get work done in any organization, even with the most sophisticated technology available nowadays.

In that sense, companies need not only to attract people, but to attract the right people, at the right place and at the right time. The recruitment and selection process will allow to do just that and will involve the entire hiring process, from posting a job to hiring the person for the job.

The recruitment process will provide organizations with a pool of qualified job candidates from which to choose, so it can't be done without proper strategic planning, determining how many people a company will need and how the recruitment and selection process will unfold.



For more info about the topic, please look at:

The Handbook
Module of
GreenWave's training
course "**STAFF
RECRUITMENT &
GREEN JOBS**"

In that sense, a successful recruitment will depend on how well companies prepare and publicize the job advertisement, as well as how well they screen candidates before hiring them.

Next, we will address the main stages of this process in a way that will help anyone who is trying to set up a Green Social Enterprise to be able to recruit the needed workers for the foundation of a business aimed at a green economy, decent employment, and overall a greener planet.

4.1. Job descriptions and specifications



Job descriptions

List of tasks, duties, and responsibilities of a job and a take-off position.

Job specifications

Skills and abilities a person must have to perform the job.

The two are tied together, as job descriptions are usually written to include job specifications. They should encompass everything an employee is required and expected to do.

Writing an effective job description is the first step to attracting the right candidates

An effective job description should be clear and detailed to save time on examining and rejecting unsuitable applications, and should include:

- ✓ Clear position title that is being requested;
- ✓ General information about the hiring company and why one might be interested in working for it;
- ✓ The job description itself and the job specifications;
- ✓ How to apply for the job.



This stage is also an important step for companies and organizations wanting to be greener and working in the green economy to communicate accordingly to the green values and skills they are searching for. That can be done by highlighting sustainability values they consider crucial any employee to adhere to or expressing relevant aspects of the Corporate Social Responsibility of the company.

4.2. Recruitment tools

After the job advertisement is prepared, businesses need to find the right way to promote it. Choosing more than one tool increases the exposure of the job offer and increases the chances of reaching more people.

Following, are examples of recruitment tools that can be used to publicize the offer and attract candidates.



Online job boards (one of the simplest and most cost-effective options)



Social media sites (Facebook; LinkedIn; etc.)



The organization's own website (when it has one)



Advertising in traditional media

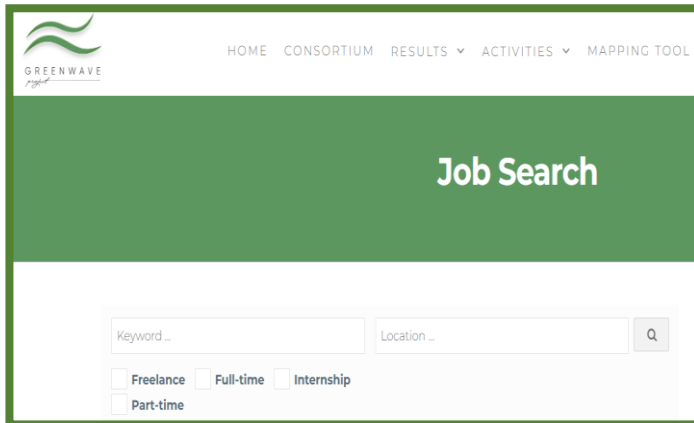


Through word of mouth or referrals



Employment/Recruitment agencies (can be costly but also save a lot of time)

4.3. GreenWave Job search tool



The screenshot shows the GreenWave website's job search interface. At the top, there is a navigation menu with links for HOME, CONSORTIUM, RESULTS, ACTIVITIES, and MAPPING TOOL. Below the navigation is a green header with the text "Job Search". The main content area features a search form with two input fields: "Keyword ..." and "Location ...", followed by a search button with a magnifying glass icon. Below the search fields are four radio button options: "Freelance", "Full-time", "Internship", and "Part-time".



The GreenWave project developed a very useful tool for the recruitment of green jobs and opportunities on the green sector. It consists of a free online job board destined specifically for the green economy and green job or internship opportunities as a way to promote greener employment alternatives. There, anyone looking for an opportunity on the green economy, or any company or entrepreneur offering a green job or internship, can find what they are looking for in a more efficient and dedicated way.

Check our
Green Job Search Tool

Here



4.4. Selection Interviews

After screening the candidates, the selection process can begin, and the interview is the opportunity to confirm the candidates' qualifications, determine if the job matches their expectation and see if they fit within the company's culture.

Interview processes can be time-consuming, so it is wise to choose the right type of interview for the individual job.

When performing an interview, there are usually two types of interview questions:



Behavioral questions

Help predict future behaviour by asking about past behaviour, and they can help assess the person's self-confidence, creativity, and problem-solving skills.

Situational questions

Present the candidate with potential situations they could face on the job, and can help evaluate the person's knowledge, skills, and work methods.



Examples of good questions to ask candidates during selection interviews can be found **here**.



Examples of interview questions on green topics:

- ✓ What is your opinion on climate change?
- ✓ What are your views on sustainability?
- ✓ How would you measure the footprint of this job position?
- ✓ For this job offer, what do you think you could do to lower the environmental impact of the job position?
- ✓ How do you think your personal values match with the sustainability values of our company?

4.5. Green recruitment as part of a Green Human Resources Management and Business

HRM will fulfil the company's dedication to green practices, involving all workers in adopting sustainable practices, promoting of energy conservation, and improving awareness about eco-friendly lifestyles.

In that sense, what can be called as **Green HRM**, may become the operator of sustainability goals, which will aid in achieving the company goals, and will also impact the design, evolution, implementation, and influence of HRM systems, such as the recruitment process, converting it to a **Green recruitment**.



Green recruiting

Sharing of a company's commitment towards the cause of environment with the candidates whom they are trying to hire.

Ways to contribute towards preserving the environment and minimize environmental impacts of the recruitment process:

- ✓ Go online to hire candidates with online applications and resumes;
- ✓ Resort to telephone or video-based interviews when possible;
- ✓ Offer the possibility for the job to be done remotely (when the type of job allows).



DWF is a global provider of integrated legal and business services with several offices across the UK and the Republic of Ireland that invested significantly on the waste and sustainability of their recruitment practices regarding events such as law fairs and tailored student events.

They started by introducing a virtual brochure, and then they opted not to print any brochures as the interactive elements added much more value (with videos and effective guides), were more cost-effective and reduced waste. They also decided to reinvest some of the time that they had saved from travelling and joined a Reverse Mentoring Scheme. As part of this, **it reaffirmed how important it is for applicants that they are joining a business that is serious about sustainability.**

Since changing their recruitment habits, they have:

- ✓ Reduced face-to-face activity by around 78% and its impact on travel
- ✓ Committed to running their campus season with no freebies or marketing materials which has saved them thousands of brochures, leaflets, notebooks, water bottles, canvas bags, and pens per year.
- ✓ Saved around 7,500 sheets of paper for each year since 2019 by running paperless open days and assessment centers

5. Building a company's culture

Every corporation requires a strong company culture to succeed. The shared values, attitudes and behaviors of all employees influence how they cooperate and pursue common objectives. A healthy workplace culture encourages a sense of commitment, belonging, and purpose among staff members, resulting in increased productivity and employee satisfaction. However, in the modern world, it is just as crucial to take into consideration how corporate culture affects the environment.

Creating an environmentally conscious company culture is not just a trend, but a responsible approach to sustainability. Companies can reduce their carbon footprint and help create a better future by incorporating environmental considerations into every aspect of their business and by adopting a green mindset. This entails implementing sustainable methods, such as recycling, trash reduction, energy conservation and promoting eco-friendly alternatives.



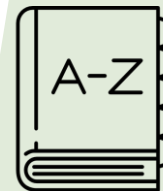
For more info about the topic, please look at:
The Handbook
Module of
GreenWave's training
course **"Taking an
Active Business
Stand for the
Environment"**

It takes a holistic approach that includes awareness, education, decision-making, and individual accountability to create a company culture that values the environment. Companies can benefit from an engaged and motivated staff while simultaneously making a beneficial impact on the environment by incorporating sustainable practices and creating an eco-mindset. Companies must actively contribute to creating a more sustainable future as our planet continues to face serious environmental issues.

5.1 Entrepreneurial Mindset

The capacity to spot issues or market haps and come up with creative solutions to fill them is one of the essential components of the entrepreneurial mindset. Entrepreneurs naturally tend to disrupt the status quo, think creatively, and produce something fresh and worthwhile. They possess a strong sense of curiosity and are always looking for ways to advance themselves.

In addition to their innovative thinking, entrepreneurs possess a high tolerance for risk and ambiguity. They feel confident taking risks in new areas, since they are aware that failure is frequently part of the adventure. Entrepreneurs perceive failures as chances for progress and useful learning experiences rather than being discouraged by them. They can quickly change their tactics and seize new possibilities as they are robust and adaptive. The entrepreneurial mindset is characterized by a proactive approach to problem-solving, a willingness to take calculated risks, and a relentless pursuit of their vision, which ultimately enables them to create meaningful impact and drive change in the world of business and beyond.



Entrepreneurial Mindset

The entrepreneurial mindset is a set of characteristics and behaviors that distinguish entrepreneurs from the general population. It encompasses a unique way of thinking and approaching challenges, with a focus on innovation, risk-taking, and opportunity recognition.



5.2 Shaping a green, sustainable and eco mindset

Shaping a green, sustainable, and eco-mindset is crucial in today's world as we face pressing environmental challenges. It entails developing a strong sense of awareness and responsibility towards the environment, as well as adopting practices that prioritize sustainability. This mindset involves acknowledging the interconnectedness of all living beings and understanding the impact of our actions on the environment.

Through this, people and businesses are encouraged to make conscious choices in their daily lives or in their activities such as reducing waste, using less energy and water, and choosing environmentally friendly options.



When discussing about shaping a green, sustainable and eco mindset, it is essential to address the concept of **greenwashing**. Greenwashing is the **unethical practice** of conveying a **false** or **exaggerated sense of environmental responsibility** by individuals or organizations. It entails **misleading claims** or marketing tactics that make products, services, or practices appear more environmentally friendly than they actually are.

5.3 Principles for sustainable business models

The principles of sustainable business models involve the integration of economic, social, and environmental considerations to create long-term value while minimizing negative impacts. Sustainable business models, first and foremost, put an emphasis on environmental stewardship by implementing procedures that cut down on resource consumption, reduce waste production and do minimal or no environmental harm. This includes the implementation of renewable energy solutions, incorporation of circular economy principles and the adoption of sustainable supply chain practices.

Additionally, sustainable business models, focus on social responsibility and stakeholder engagement. They prioritize the well-being and fair treatment of employees, suppliers, customers and communities. In order to do this, it is necessary to promote an inclusive and diverse workplace, promote ethical labor practices, ensure safe working conditions, and actively engage with local communities to address their needs and concerns.

The principles of sustainable business models pave the path to a brighter future.



Sustainable business models consider the **social impact** of products and services, with the goal of delivering solutions that **improve quality of life, increase access** to basic needs and **benefit society**. By doing so, businesses can build **trust**, enhance their **reputation** and establish **long-term relationships** with stakeholders

5.4 Ways to make a business greener

Going green benefits businesses by boosting their reputation, attracting eco-conscious clients, reducing cost through efficiency, enhance employee satisfaction, and most importantly, addressing environmental challenges for a more sustainable future. Here are some ways to do it:



Energy Efficiency: Utilize energy-saving techniques like programmable thermostats, energy-efficient lighting, and adequate building insulation.



Renewable Energy: To reduce the dependency on fossil fuels and cut carbon emissions, switch to renewable energy sources by installing solar panels.



Waste Reduction and Reuse: Implement waste reduction strategies like promoting paperless operations, and encourage the use of reusable products.



Community Involvement: Engage in local environmental initiatives and support community programs focused on conservation and sustainability.



Avoid Greenwashing: Stop cooperating with companies or individuals that harm the environment such as fossil fuel companies and big waste producers.

5.5 Environmental footprint

An environmental footprint is the measurement of the environmental impact of human activities. It measures the amount of energy, waste, and natural resources used and energy consumed by individuals, organizations or communities. It provides us with valuable insights into the ecological consequences of our actions and helps to pinpoint areas where improvements can be made.

Understanding and reducing our environmental footprint is crucial for sustainable development. By analyzing the environmental impact of our choices and behaviors, we can make informed decisions to minimize harm to our planet.



Quizzes to find out about an individuals' footprint:

- [Carbon footprint](#)
- [Ecological footprint](#)
- [Plastic Footprint](#)
- [Water Footprint](#)

Environmental Footprint Calculators for businesses:

- [Carbon footprint calculators for businesses](#)
- [Workplace climate calculator](#)

6. Funding options for green businesses

The times that we live in are full of environmental and climate challenges. As we are approaching the tipping point of climate change, the world needs to take bold actions to reverse this situation. The EU, with the adoption of the European Green Deal, wants to be a global leader in the transition to a greener future, offering opportunities for EU funding for green projects for the period 2021-2027. This funding will go towards reaching the set EU climate targets for 2030 and 2050, which are the reduction of greenhouse gas emissions by 55% and making Europe a climate-neutral

For more info about the funding in the field of Energy, Climate change, Environment look at section ENVIRONMENT of European Union official website - <https://environment.ec.europa.eu/funding>



What actions is the EU taking for a more sustainable future, and what will the benefits be for European Society? Also, what are the main European funding programmes providing EU funding for green projects.

6.1 EU fundings for green businesses

Types of EU Funding for Green Projects 2021-2027

European Programmes with EU funding for green projects

The provided EU support for eco-innovation has never been more significant. This is primarily due to the Next Generation EU, the EU recovery plan from the adverse effects of COVID-19. NextGenerationEU provides an additional budget of €750 billion to bolster investments in critical digital and sustainability innovations in the early years of this programming period. Let us see the EU funding programmes that provide financial support for green projects.

Horizon Europe

If you are looking for EU funding for green projects, Horizon Europe is the place to start your research. With a budget of more than €95.5 billion earmarked for European research and innovation, it is the largest and most significant European funding programme for green innovations. Horizon Europe supports top researchers, innovators, and citizens to develop innovative ideas to support a sustainable, fair, and prosperous transition to the future.

https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe_en

LIFE Programme

LIFE is the entirely dedicated European funding programme to environmental, climate, and clean energy objectives. Its dedicated budget for EU funding to green projects is around €5.4 billion for the whole programming period and will provide support to actions in:

- Nature and biodiversity
- Circular economy and quality of life
- Climate change mitigation and adaptation
- Clean energy transition

https://cinea.ec.europa.eu/programmes/life_en

Innovation Fund (IF)

The Innovation Fund (IF), financed by the EU Emissions Trading System, will provide EU funding of up to €10 billion until 2030 for green projects that contribute to greenhouse gas reduction. Projects under this financing programme will have a focus on:

- Innovative low-carbon technologies and processes in energy-intensive industries (steel, cement, glass, chemicals, paper, etc.)
- Carbon capture and utilization (CCU)
- Construction and operation of carbon capture and storage (CCS)
- Innovative renewable energy generation
- Energy storage

https://climate.ec.europa.eu/eu-action/funding-climate-action/innovation-fund_en

Find EU funding for green projects on the EUcalls platform

EUcalls can cater to the needs of the most environmentally conscious and innovative minds and organizations. Our priority is to make more accessible the whole process of finding European calls for proposals and through our services to increase your overall success rate.

On our updated directory, you can find all the available EU calls for proposals providing EU funding for green projects from all available European Programmes. But the benefits of being an EUcalls member do not stop there. You will find a community of thousands of reliable and experienced project partners that you could collaborate with and form your winning consortia on our platform.

The environment cannot wait any longer for sustainability innovations. Now is the time to act and make an impact. Join our EUcalls community now and find all the available calls for sustainability and innovative organizations that can help you achieve your goals.

<https://eucalls.net/>



6.2 Fundings for Start-ups

Consider small-business loans

Maybe you want to launch a small business focused on energy efficiency quickly, without having to court investors. If you're building a B2C business that you expect will turn a profit reasonably soon, then a small business administration loan might be the right choice.

Small-business funding is usually a good fit for eCommerce companies capturing important eco trends and local businesses like zero-waste grocery stores. Your local credit union will often have the best rates, or you can check with a company like Lendio. Remember you do have to pay it back, so be cautious about what you borrow.

As more and more consumers wake up to the urgency of the climate crisis, the demand for your company and renewable energy will grow. Get that funding and keep innovating.



Here are some of the best startup accelerators for eco-friendly companies of all sorts:

- [Echoing Green](#).
- [GoodCompany Ventures](#).
- [Better Ventures](#).
- [Praxis](#).
- [Rutgers EcoComplex](#).
- [Fashion for Good](#).
- [Food Future Co](#).

**As an eco-entrepreneur,
you've got options to get
funding that will grow your
business and protect the**

Different Ways to Obtain Funding Title

There are many different avenues you can take to obtain the funding you need for your new eco-friendly business. However, entrepreneurs can sometimes be unaware of how or where to begin their journey. So, we have put together some of the best options.



Make connections with other sustainable business founders. Other green start-ups can sometimes open up new doors for you and introduce you to contacts from their own VC backs and accelerator programs who may be interested in your new business idea.



Apply to sustainability-focused accelerators. An accelerator will give you the resources to help you launch your business. Joining accelerators can most often than not leads to access to mentor coaching, equipment, and even investors who will welcome your pitch.



Consider a small business loan. If you would prefer to not involve any court investors, a small-business loan may be right for you. Small-business funding is usually a great fit for eCommerce companies capturing important eco trends and local businesses with zero-waste



See if you qualify for government funding. Most government grants and funds are aimed at companies that help address the fight against climate change or businesses looking to make a change to an eco-friendlier business model.

6.3 Hubs, Investors, networks

Green investments are businesses or funds that seek ways to reduce harmful pollutants or use resources more sustainably. This can come in the form of alternative technologies, such as solar/wind power, or researching ways to use resources more efficiently.

Eco-friendly investments can provide profits as well as environmental benefits. As the world adjusts to climate change, older technologies such as fossil fuels and polluting industries are likely to face higher costs and regulatory barriers, providing a market opportunity for alternatives. Many mutual funds and index funds seek out these alternative investments, hoping for strong returns in the future.



UNDP Sustainable Energy Hub

The UNDP Sustainable Energy Hub is a network of partners that work alongside countries to build net-zero, people-centered societies driven by a just, sustainable energy transition. To do so, we work with governments and partners to transform energy systems and support the integrated policy, technology and financial shifts that shape a country's sustainable economic development. - <https://www.undp.org/energy>

Natixis - Green & Sustainable Hub

Green & Sustainable Hub works with all our business lines, providing ESG expertise to our clients and developing cross-asset sustainable funding and investment solutions to help them achieve their objectives. It is also central to how we manage our own energy transition notably through our in-house Green Weighting Factor methodology. - <https://qsh.cib.natixis.com/>

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