



ONLINE

GREEN JOBS

FOSTERING GREEN BUSINESS GROWTH

19 – 30 OCTOBER 2020

FOSTERING GREEN BUSINESS GROWTH

OVERVIEW

SNAPSHOT OF THE COURSE

Green businesses save scarce resources, help maintain healthy ecosystems, minimize pollution and waste, limit greenhouse emissions, and provide green goods and services to enable more responsible consumption patterns. Green businesses are vital for a development model that delivers a triple bottom-line of prosperity, planet and people. Many entrepreneurs worldwide have understood that going green is not only good for the environment, but makes business sense too! By promoting businesses going green, countries unlock private sector investment in environmentally sound practices and technologies, reduce costs and protect ecosystems. By supporting companies developing green products and services, governments foster access to new markets, boost innovation and ensure that their SME stays ahead of competition. Developed and middle-income countries are leading the way in supporting green business development, while a number of low-income countries are also taking positive steps. How do they do this? What works and what doesn't work in supporting green business development? Join this course to find out and stay tuned on green business growth strategies.



ONLINE

DISTANCE LEARNING



DATES

19 – 30 OCTOBER 2020



LANGUAGES

ENGLISH



APPLICATION DEADLINE

16 OCTOBER 2020

WHAT

WHAT TOPICS DOES THIS COURSE COVER?

This course provides both a conceptual and practical overview of the policies and instruments countries have at their disposition to support SMEs going green, including:

- Green business development services, green business competitions, green business training, marketing, fast prototyping and B2B
- Green innovation policies and green business incubation
- Certification, eco-labelling and tracing in the supply chain
- Green financial instruments: Green loans, green bonds and green investments
- Ecosystem for green entrepreneurship development

WHAT WILL I LEARN?

This course will provide you with an increased understanding of:

- The global market for environmental goods and services and opportunities for the local economy
- Market failures and the rationale for supporting green business growth
- Opportunities and challenges at firm level: the internal and external drivers to going green
- How to design an appropriate policy mix to make green business growth happen
- Tested tools and approaches to support youth and women entrepreneurship

WHAT WILL I BE ABLE TO DO?

- **Review** state-of-the-art tools, policies and instruments for supporting greening businesses
- **Share experiences** on the challenges and opportunities for supporting green business development in different contexts
- **Exchange knowledge** with a community of green champions, practitioners and high-level experts

WHY

WHY SHOULD I JOIN?

The Turin Centre is known for its innovative learning experiences and unconventional methodologies.

- **Develop solutions** to complex problems, sparking the debate on inclusive green business growth.
- **Network** with prominent actors from the international arena
- **Discover** through ad-hoc study visits how and why going green makes business sense and can contribute to creating more green and decent jobs
- **Learn in a virtual reality-enhanced scenario** what green businesses can look like

WHO

WHO TAKES THIS COURSE?

This course targets professionals involved in the design and implementation of national or local strategies and instruments to support the greening of existing businesses and/or the development of new green products and services:

- SME agencies, business development service providers and business incubators
- Development practitioners responsible for green business finance and/or green business development
- Development agencies sponsoring green SMEs and entrepreneurship
- Workers and employers representatives
- Members from civil society organizations and academia.

HOW TO APPLY

Go to bit.ly/3dgLgGU to apply online by **16 October 2020**.

PRICE

Total: €1,065

HIGH-LEVEL EXPERTS

Learn from international experts sharing their hands-on experience in different countries

EXPERIENTIAL AND IMMERSIVE LEARNING

Take a green business tour with our newly developed VR-based learning products

BIG PICTURE

This practical course gives the tools to help small businesses thrive sustainably



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OR VISIT

bit.ly/3dJ7LW9

INFO

**FOR FURTHER INFORMATION
PLEASE CONTACT**

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