



ONLINE

GREEN JOBS

FOSTERING GREEN BUSINESS GROWTH

4 – 15 OCTOBER 2021

 26 HOURS

Information Note

CONTEXT

Environmental challenges, including climate change, are changing the way businesses work, either because they are forced to or because they proactively seek to. Green businesses are more profitable and future proof. 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. However, sustainability as a business driver is novel, and companies will need support in the process. Therefore, this course will capacitate business service providers to support companies in the process towards greening the economy.

The benefits from flourishing green businesses are twofold. The business community becomes more competitive while at the same time the jobs produced are supporting a societal change towards greener and healthier lives for people. Therefore, governments and private sector support agencies have a clear role and motive to promote greening of businesses and create an enabling environment for green business and job growth.

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 does not work in supporting green business development? Join this course to find out and stay tuned on green business growth strategies.

WHO TAKES THIS COURSE?

This course targets policy makers and business service providers involved in the design and implementation of national or local strategies and instruments to support the greening of businesses:

- Employers' and business membership organizations
- 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
- Members from civil society organizations supporting green business growth.

WHAT TOPICS DOES THIS COURSE COVER?

This course provides both a conceptual and practical overview of how business service providers and business membership organizations support SMEs going green, including:

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

WHAT WILL I LEARN?

This course will provide you with an increased understanding of:

- The business case for greening transitions: Market failures and the rationale for supporting green business growth
- Opportunities and challenges at firm level: the internal and external drivers to going green
- The role of SME agencies and business service providers in the green transition
- How to design an appropriate mix of policies and support programmes to make green business growth happen
- Tested tools and approaches to support green entrepreneurship
- Policy advocacy tools and approaches to greening of businesses.

WHAT WILL I BE ABLE TO DO?

- Review state-of-the-art tools, policies and instruments for supporting greening businesses
- Reflect and innovate upon your own service offering towards 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.

TENTATIVE TRAINING PROGRAMME

Monday 4 October	Tuesday 5 October	Wednesday 6 October	Thursday 7 October	Friday 8 October
<p>Pre-course activities E-campus Boarding</p> <p>Webinar 1 Ecosystems for green business development (14:00-15:30 CET)</p>	<p>Self-study Self-guided learning module 1: Introduction on green business (2.5 hours)</p>	<p>Webinar 2 Green business development services (14:00-15:30 CET)</p>	<p>Self-study Self-guided learning module 2: Green products and services (2.5 hours)</p>	<p>Webinar 3 Green business finance (14:00-15:30 CET)</p>

Monday 11 October	Tuesday 12 October	Wednesday 13 October	Thursday 14 October	Friday 15 October
<p>Webinar 4 Certification, eco-labelling and tracing in the supply chain (14:00-15:30 CET)</p>	<p>Self-study Self-guided learning module 3: Greening business operations (2.5 hours)</p>	<p>Webinar 5 Green innovation policies for SMEs (14:00-15:30 CET)</p>	<p>Self-study Self-guided learning module 4: Inclusive green business growth (2.5 hours)</p>	<p>Webinar 6 Designing an appropriate policy mix for fostering green business growth (14:00-15:30 CET)</p>

The time investment to participate in the course is approximately 26 hours, with a daily time investment of 2-3 hours.

LANGUAGE

The training programme is offered in English.

WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

INFO

FOR FURTHER INFORMATION PLEASE CONTACT

International Training Centre of the ILO
Enterprise, Microfinance and
Local Development Programme (EMLD)
Viale Maestri del Lavoro, 10
10127 Turin – Italy

greenjobs@itcilo.org
www.itcilo.org

COURSE CODE: A9713774