



ONLINE

GREEN JOBS

# FOSTERING GREEN BUSINESS GROWTH

15 – 26 NOVEMBER 2021

 30 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. They save scarce resources, help maintain healthy ecosystems, minimize pollution and waste, limit greenhouse emissions, and provide green goods and services that 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 models, certification, eco-labelling
- Greening business operations and value chains
- Green financial instruments: Green loans, green bonds and green investments
- Approaches for assessing and building a conducive environment for green businesses.

## 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 15 November	Tuesday 16 November	Wednesday 17 November	Thursday 18 November	Friday 19 November
<p><b>Introductory Webinar</b> Introduction to e-campus, contents &amp; objectives (14:00 – 15:00 CET)</p> <p><b>Self-guided learning</b> Module 1: Introduction on green business (1,5 hours)</p>	<p><b>Webinar 1</b> Building a conducive ecosystem for green business growth (14:00 – 15:30 CET)</p>	<p><b>Self-guided learning</b> Module 3: Greening business operations (2,5 hours)</p>	<p><b>Webinar 2</b> Green business models, certification &amp; eco-labelling (14:00 – 15:30 CET)</p>	<p><b>Self-guided learning</b> Module 2: Green products and services (2,5 hours)</p>

Monday 22 November	Tuesday 23 November	Wednesday 24 November	Thursday 25 November	Friday 26 November
<p><b>Webinar 3</b> Green business finance (14:00 – 15:30 CET)</p>	<p><b>Self-guided learning</b> Module 4: Inclusive green business growth (2,5 hours)</p>	<p><b>Webinar 4</b> Supporting inclusive green business growth (1): Assessing and influencing the green business environment (14:00 – 15:30 CET)</p>	<p><b>Webinar 5</b> Supporting inclusive green business growth (2): Green business development services (14:00 – 15:30 CET)</p>	<p><b>Webinar 6</b> Designing an appropriate mix of instruments for fostering green business growth (14:00 – 15:30 CET)</p>

The time investment to participate in the course is approximately 30 hours, with a daily time investment of 2-3 hours.

## LANGUAGE

The training programme is offered in English.

## APPLICATIONS

All applicants must fill in the online application form by **November 10**

<https://oarf2.itcilo.org/DST/A9713774/en>

# 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](mailto:greenjobs@itcilo.org)  
[www.itcilo.org](http://www.itcilo.org)

**COURSE CODE: A9713774**