ONLINE ENTERPRISES

FOSTERING GREEN BUSINESS GROWTH

16 – 27 NOVEMBER 2026
🕐 30 HOURS

Information Note

International Labour Organization

ITC International Training Centre

This course helps professionals strengthen the ecosystems that enable SMEs to transition to greener, more sustainable business models. It provides practical tools, policy insights, and real-world examples to address systemic barriers, design effective support programmes, and foster collaboration among institutions, finance providers, and business support actors.

INTRODUCTION

Environmental challenges such as climate change, resource scarcity, and pollution are **reshaping how economies and businesses operate**. In this context, green businesses are becoming essential drivers of innovation, competitiveness, and job creation. They use resources more efficiently, reduce environmental impact, and provide goods and services that support more sustainable consumption patterns.

Small and medium-sized enterprises (SMEs) are central to this transition. However, many face significant barriers when trying to go green, including limited access to finance, knowledge, technology, and markets.

Fostering green business growth therefore requires more than awareness raising. It requires:

- an **enabling business environment**, and
- **targeted interventions** that address the specific constraints faced by SMEs

Governments, business membership organizations, SME agencies, and development practitioners all play a key role in shaping these conditions.

This course provides **practical tools and frameworks** to support green business growth, combining:

- business-level approaches
- ecosystem thinking
- policy design and implementation

COURSE OBJECTIVES

By the end of the course, participants will be able to:

- Understand the **business case for green growth** and key sustainability drivers
- Identify **opportunities and barriers** for SMEs in the green transition
- Apply **ecosystem approaches** to support green enterprises
- Design and assess **effective support programmes and policy mixes**
- Strengthen **green business development services (BDS)**
- Facilitate **linkages** between SMEs, finance providers, and support institutions
- Develop a **practical action plan** tailored to their own context

WHO ATTENDS THE COURSE?

This course is designed for professionals involved in supporting enterprise development and green transitions, including:

- Employers' and business membership organizations
- SME agencies and business support institutions
- Business development service providers and incubators
- Development practitioners working on green economy and SMEs
- Professionals in green finance and entrepreneurship support
- Development agencies and donor programmes
- Civil society organizations supporting sustainable businesses

MAIN TOPICS

The course combines conceptual understanding with practical tools across the following areas:

- The business case and drivers for green business growth
- Challenges and opportunities for SMEs in the green transition
- Green business models, products, and operational practices
- Tools and services to support businesses in going green
- Certification, standards, and sustainability practices
- Access to green finance and investment
- The role of institutions and support ecosystems
- Policy approaches and instruments for fostering green business growth

COURSE STRUCTURE & METHODOLOGY

The course runs over **two weeks** and combines live online learning with self-paced study.

Learning components include:

- **Live webinars** with ITCILO trainers and guest experts
- **Self-guided modules** on the eCampus
- **Case studies and practical exercises**
- **Group discussions and peer exchange**

Participants will:

- Learn key concepts through structured content
- Apply tools to real-world challenges
- Reflect on their own institutional and country context

A key component of the course is the final assignment, which will be submitted up to one month after the course ending.

Participants will:

- Develop a **concise action plan or project proposal**
- Address real challenges in their country or organization
- Design possible interventions

Each participant will receive **individual feedback on their project**, helping them refine their ideas and strengthen their approach.

This ensures that learning is directly translated into practical, context-specific outcomes.

WHY SHOULD I JOIN?

This course will help you move from understanding green business concepts to **designing and implementing concrete solutions**.

- Gain **practical tools** to support SMEs in going green
- Learn how to design **effective policies and support programmes**
- Strengthen your ability to work across **institutions and stakeholders**
- Exchange experiences with a **global community of practitioners**
- Develop a **real-world action plan** you can apply immediately

The course prepares participants to act as **change agents** in the transition to a greener, more inclusive economy.

CERTIFICATION

Participants who successfully complete the course will receive an official **ITCILO Certificate of Participation (digital credential)**.

Requirements include:

- Completion of self-guided modules
- Participation in live sessions
- Completion of final evaluation
- Submission of the final assignment

E-CAMPUS

Participants in the programme will have access to the ITCILO electronic campus where they can find:

- information about the course structure and participants
- self-guided learning modules
- all training materials used in the programme

The E-Campus will be accessible **24 hours a day**, including for at least **one year after the end of the course**.

TRAINING SCHEDULE

The following schedule provides an overview of the live sessions and learning modules during the core programme.

Webinars time: 12:30–14:00 UTC

Paris 13:30–15:00 | Johannesburg 14:30–16:00 | Bangkok 19:30–21:00 | Brasília 09:30–11:00 | Panama 07:30–09:00

	Date	Session	Topic
Week 1	**Mon 16 Nov**	Webinar 1	Introduction to contents, objectives, and e-Campus; Getting to know your peers
	Wed 18 Nov	Webinar 2	Building a conducive ecosystem for green business growth
	Fri 20 Nov	Webinar 3	Certifications & eco-labelling
		Self-guided module 1	Introduction on green business
		Self-guided module 2	Green products and services
		Self-guided module 3	Greening business operations
Week 2	**Mon 23 Nov**	Webinar 4	Designing an appropriate mix of instruments for fostering green business growth
	Wed 25 Nov	Webinar 5	Green business development services
	Fri 27 Nov	Webinar 6	Course wrap-up, Q&A & final assignment
		Self-guided module 4	The process of supporting SMEs on sustainability
		Self-guided module 5	Sustainability reporting for SMEs
		Self-guided module 6	Introduction to sustainable finance

PRACTICAL INFORMATION

The course will be delivered in **English** and it will be held fully online

The tuition fee for this course is **1,095 Euros**.

HOW TO APPLY?

If you wish to participate in this course, please fill in the online application form available here: https://oarf2.itcilo.org/DST/A9719162/en

Applications must be received no later than **9 November 2026**.

A limited number of partial scholarships may be available for qualified candidates from developing countries. Requests will be considered only after submission of a complete application.

If the participation is sponsored by an institution, the application should be accompanied by a letter from the sponsoring organization.

QUESTIONS?

Please write us at enterprise@itcilo.org

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

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