



ONLINE

GREEN JOBS

FOSTERING GREEN BUSINESS GROWTH

15 – 26 NOVEMBER 2021

 30 HOURS

FOSTERING GREEN BUSINESS GROWTH

OVERVIEW

SNAPSHOT OF THE COURSE

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.



ONLINE

ITCILO E-CAMPUS



DATES

15 – 26 NOVEMBER 2021



COLLABORATIVE LEARNING

ONLINE RESOURCES



LANGUAGES

ENGLISH



APPLICATION DEADLINE

10 NOVEMBER 2021

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 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
- The role of SME agencies and business service providers in the green transition
- 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
- 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

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
- **Learning materials** are accessible online during and after the course
- **Learn in a virtual reality-enhanced scenario** what green businesses can look like

WHO

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:

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

HOW TO APPLY

Go to <https://bit.ly/2P9Bxf6> to apply online by **10 November 2021**.

PRICE

Total: €985

HIGH-LEVEL EXPERTS

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

EXPERIENTIAL AND IMMERSIVE LEARNING

The Centre's methods include on-line lectures, training modules and group exercises

BIG PICTURE

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



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bit.ly/3txEoxg

INFO

**FOR FURTHER INFORMATION
PLEASE CONTACT**

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