



YALINETWORK

CLIMATE ACTION NOW

Building Your Green Business

This workbook will help to expand your knowledge on the impending impact of the climate crisis and provide you with potential entrepreneurial opportunities to create actionable resilient solutions for your community.



Introduction

What is a green economy? A green economy aims to reduce environmental risks and promote sustainable development and growth. The United Nations Environment Programme defines a green economy as growth in employment and income, driven by public and private investment in economic activities, infrastructure and assets that allow reduced carbon emissions and pollution, enhanced energy and resource efficiency, and prevention of the loss of biodiversity and ecosystem services.

Inevitably as we pull ourselves out of this climate crisis, the green economy will expand, and more climate-sustainable entrepreneurial opportunities will arise.

In this workbook, we invite you to explore how climate change continues to affect your immediate community, what green outcomes already exist, and what innovative entrepreneurial opportunities might be worth pursuing.

“

*“What you do makes a difference,
and you have to decide what kind
of difference you want to make.”*

– Dr. Jane Goodall

”

What to Expect in this Workbook

- The Impact of Climate Change
- Green Sector Investments
- Climate Risk Management Assessment
- Business Planning
- SWOT Analysis
- Market and Competitor Analysis
- Elevator Pitch
- Next Steps



The Impact of Climate Change

Climate change has an impact on everyone. Those in marginalized communities and climate-vulnerable areas are particularly at risk.

As you learn more about how the climate crisis affects communities globally, along with the realities and potential risks facing your community, you may consider how to address these challenges with an entrepreneurial solution.

Geophysical Hazards

- Receding coasts
- Earthquakes
- Landslides
- Tsunamis
- Rock Falls
- Volcanic eruptions

Climatic Hazards

- Storms
- Droughts
- Fires
- Cyclones
- Tornados
- Temperature extremes

What impact do these hazards have globally?

Hazardous climate events eventually lead to glacier retreat, desertification and biodiversity loss. These events also directly affect the livelihood of historically marginalized groups, whether it be through poor air quality, flooding, extreme temperatures, limited access to clean water or diminished crop growth.

We all have a part to play in helping vulnerable communities prepare for and cope with climate hazards by putting forth climate solutions and increasing resilience.

Climate Risk Management Assessment



What impact could these hazards have on your business?

- Resource shortage
- Disrupted production
- Decline in sales
- Scarcity
- Higher cost of resources
- Disruption to supply chain
- Damaged infrastructure, equipment, services, or product
- Crop failure
- Workforce shortages

What is climate risk?

Climate risk is the probability of a climate hazardous event occurring considered with the level of exposure and vulnerability to the impact of these events. Climate resilience is the ability to anticipate, prepare for, and respond to hazardous events, trends, or disturbances related to climate.

Why would I need to do a climate risk management assessment?

Assessing and managing climate risks is essential to helping you predict the impact and sustainability your business or project will have. Climate risks should be considered business risks; their reduction is part of the business strategy.

[Take the #YALI4OurFuture Climate Risk Management Assessment Here](#)

Green Sector Investments

Tip: Green sector investments should be supported by public expenditure, policy reforms, and changes regulation.

Green sector investments are businesses, projects, or funds that seek ways to reduce harmful pollutants, preserve natural resources, and use resources more sustainably, often through alternative technologies and unique solutions.

Here are a few examples of these solutions in practice:

RENEWABLE ENERGY

- Solar panels
- Hydro/Geo-thermal reservoirs
- Wind turbines
- Small-scale hydropower

GREEN INFRASTRUCTURE

- Rain gardens
- Beekeeping
- Urban planning
- Green roofing

SUSTAINABLE TRANSPORT

- Bike rental
- Hybrid locomotive design
- Ride-sharing
- Hybrid public transportation

WATER MANAGEMENT

- Rainwater harvesting
- Well recharging
- Water treatment solutions
- Community water tanks

WASTE MANAGEMENT

- Single-use product alternatives
- Deposit refund systems
- Composting solutions

LAND MANAGEMENT

- Crop rotation and diversity
- No-till farming methods
- Community-supported agriculture

Now that you better understand the risks and the impact of climate change on communities and the potential investments already being made in the green sector, it's your turn to consider where your solutions can make the most significant impact.

What climate challenges have you or your immediate community faced?

...

What commitments has your government made regarding the climate crisis?

...

What ideas do you have to address these challenges in your community and your country?

...

Crafting a Business Plan



Whether creating a new business or greening an existing one to address your climate solution, your business plan is the foundation to build everything on.

A good business plan guides you through each stage of starting and managing your organization. You'll use your business plan as a road map to structure, run and grow your new initiative. Your business plan will be a way to think through the critical elements of your business.

What sustainable businesses or commitments have inspired you?

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Are there other organizations or businesses in your community that would be considered competition? What advantages might your idea have over theirs?

...

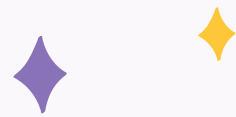


Your Green Business Plan

Use the chart below to help form your thoughts about your green business idea.

Possible business name:	
Idea <i>What is your green business idea?</i> ...	Problem <i>What climate challenge will your business address?</i> ...
Solution <i>What is your climate solution to the problem above?</i> ...	Audience <i>Who is your target audience?</i> ...
Competition <i>Who are the competitors in the market?</i> ...	Revenue <i>How will you create revenue streams for your business idea?</i> ...
Marketing <i>How will your business reach your target audience?</i> ...	Expenses <i>What major expenses are required to get your business started?</i> ...
Team <i>What employees and partnerships do you have in mind?</i> ...	Milestones <i>What goals and milestones do you want to reach in one year? In five?</i> ...

SWOT Analysis



The acronym SWOT stands for strengths, weaknesses, opportunities and threats. A SWOT analysis for a small business, new business or climate solution is a powerful but straightforward process. It gives entrepreneurs a clear view of their current position and helps them understand how to be more successful.

A SWOT analysis includes both internal and external factors. Internal factors (strengths and weaknesses) are those that an entrepreneur can control or change. External factors (opportunities and threats in the wider economy) are those that lie outside of an entrepreneur's control.

With this exercise, you will be better able to manage the aspects of your business and climate solution action plan that are within your control to plan for the factors that are outside of your control.

To start analyzing your business, familiarize yourself with the definitions of SWOT and then answer these questions on the following page.



SWOT Defined



Strengths: Advantageous characteristics of the business idea. Strengths enable businesses to leverage opportunities, bolster weaknesses, or mitigate threats.

- *What assets do you have in your team, such as knowledge, education, network, skills, and reputation?*
- *What competitive advantages do you have over your competition?*

Weaknesses: Internal characteristics that detract from the business's value or limit its ability to achieve its goals and objectives. Weaknesses may represent vulnerabilities to threats or areas with potential for improvement.

- *What business processes need improvement?*
- *Are there resources that your business needs to be competitive?*

Opportunities: Characteristics within the internal or external environment that may be leveraged to increase or improve the organization's relative position.

- *Are there upcoming changes to regulations that might affect your company positively?*
- *What are some current trends that your solution can build on?*

Threats: External actors or environmental factors beyond the organization's control can place it at risk or inhibit achieving goals and objectives.

- *Are there market trends that could become a threat?*
- *Could future developments in technology change how you do business?*

Strengths

1.

ENTER YOUR RESPONSE HERE

2.

...



Weaknesses

1.

...

2.

...

Opportunities

1.

...

2.

...

Threats

1.

...

2.

...

Market and Competitor Analysis

Now that you have a business plan, have identified your project's risks, and have considered opportunities, your next step as an entrepreneur is to perform a market and competitor analysis.

What is the benefit of running a market analysis?

Whether you are entering the green economy with a new business idea or adjusting your business to address a climate challenge, understanding your competition and the products or services already available in the market will give you a better context for making your idea a reality.

Getting started...

Now it's time to study the dynamics of the green market sector you hope to enter or in which you already do business. Understanding volume and value, potential customer segments, buying patterns, and competition will set the foundation for success. Answer the following questions thoughtfully to complete a condensed market and competitor analysis for your business or business idea.

Market & Competitor Analysis

Tip: Market and competitor analyses are best done with accuracy. Don't guess — research!

Who are your potential/existing customers? How large is this target market?

...

What do your customers' spending habits look like?

...

How much are customers willing to pay for your product or service?

...

Market & Competitor Analysis



Who are your main competitors?

...

What are your competition's strengths and weaknesses?

...

What adjustments need to be made to best compete in your desired market?

...

Building an Elevator Pitch



An elevator pitch for your green business idea or climate solution initiative will briefly summarize your business plan, motivations, and goals. Your elevator pitch will be helpful during networking events, when seeking funding, forming new partnerships, and more.

Pitch Perfect Video Series

To best prepare yourself for your elevator pitch proposal, watch this YALI Network video series on perfecting your pitch, where you will learn:

- What an elevator pitch is
- How to tell your entrepreneurial story
- The importance of persuasive language
- How to tell your story visually
- How to best understand your audience

[WATCH HERE](#)

Tip: Be persuasive and compelling in your pitch to grab the listener's interest.

Tip: Explain what qualifications, experiences, and skills you bring to this idea to show your uniqueness.

Climate Solution Elevator Pitch



In 300 words or less, prepare your Climate Solution Elevator Pitch here.

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Next Steps

Congratulations! You have successfully worked through a business solution for a climate change challenge affecting your community.

We invite you to visit our [YALI4OurFuture](#) and [YALIEntrepreneurs](#) pages to access additional workbooks, podcasts, blog posts, and more on taking your business and climate action to the next level!

