

YALI4 OurFuture

Fundamentals of Climate-Smart Entrepreneurship



YALINETWORK

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Your Guide to Facilitating a Session on the Fundamentals of Climate-Smart Entrepreneurship

Using the YALI Network course, [Fundamentals of Climate-Smart Entrepreneurship](#), this guide will help you facilitate a discussion with entrepreneurs and climate activists on planning and implementing climate-smart businesses that do not harm the environment and are profitable. Participants will also learn how to contribute to the blue and green economy by saving precious water and other natural resources and respecting Indigenous lands.

Total Time: 92 minutes

Introduction (5 minutes)

- Introduce yourself and thank your participants for coming.
- Explain that you are a YALI Network member interested in starting a meaningful conversation about planning, implementing and running sustainable climate-smart businesses.

Icebreaker (10 minutes)

- Start the conversation by asking an icebreaker question.
- Choose a person to answer your question.
- The person will introduce themselves, answer the question posed by the host, and then select another person within the group to answer the icebreaker question.
- Continue to go around the group until everyone has responded to the icebreaker question or until 10 minutes have passed, whichever comes first.

Example Icebreaker Questions:

- What are your first impressions of “climate change”?
- What effects of climate change do you see in your country or community?
- What is an example of a sustainable or “climate-smart” business in your community?

Watch Lesson 1: A Path to Sustainable Entrepreneurship (9 minutes)

Group Discussion (15 minutes)

- Stephanie Benedetto said, “Allowing businesses to see a financial win can convince them to adopt new sustainable practices.” What is one way that climate-resilient practices can be a “win-win” for businesses and the environment?
- As Lesson 1 explains, a circular economy is an economy that uses a systems-focused approach and involves industrial processes and economic activities that are restorative or regenerative by design, enable resources used to maintain their highest value, and aim for the elimination of waste through the design of materials, products and systems. What is an example of the circular economy in your local community? (Examples might be ride-hailing services like Uber, clothing swaps or collective ownership of agricultural equipment.)
- The video outlines what you can do “close to home” to help the environment. Which practices seemed most achievable or effective to you? What do you feel you can do to benefit your local environment?

Watch Lesson 2: Entrepreneurship in the Green Economy (8 minutes)

Group Discussion (15 minutes)

- To create successful businesses, entrepreneurs need to make money, but climate-smart entrepreneurship is underpinned by prioritizing the planet over profit. How can entrepreneurs balance profit incentives with sustainability?
- The green economy is sustainably managed and conserved natural resources, including oceans, land and forests, to improve livelihoods and ensure food security. What businesses contribute to the green economy in your local community?
- The lesson explains that advocacy can shape local climate policy. What is one way that you think climate policy can be improved in your local community? Does your country have a climate action plan in place? Consider reviewing your country’s profile [here](#).

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Watch Lesson 3: Entrepreneurship in the Blue Economy (10 minutes)

Group Discussion (15 minutes)

- The blue economy is defined as the sustainable use of ocean resources for economic growth, improved livelihoods and jobs. What is one idea for what a “climate-smart” business in your local community could be to benefit the “blue economy”?
- Entrepreneur Rachel Zoe Miller stated that disciplinary diversity is essential for businesses in the blue economy. Which disciplines do you think are important to work together for blue businesses? What

Wrap-up (5 minutes)

- Thank participants for attending and briefly restate the importance of climate-smart entrepreneurship and prioritizing people and the planet in the blue and green economies.
- Encourage participants to sign up for the YALI Network at yali.state.gov and visit <https://yali.state.gov/climate/>, where they can find resources such as a green business workbook and climate risk