



Promoting SCP through Entrepreneurship

Presented by:

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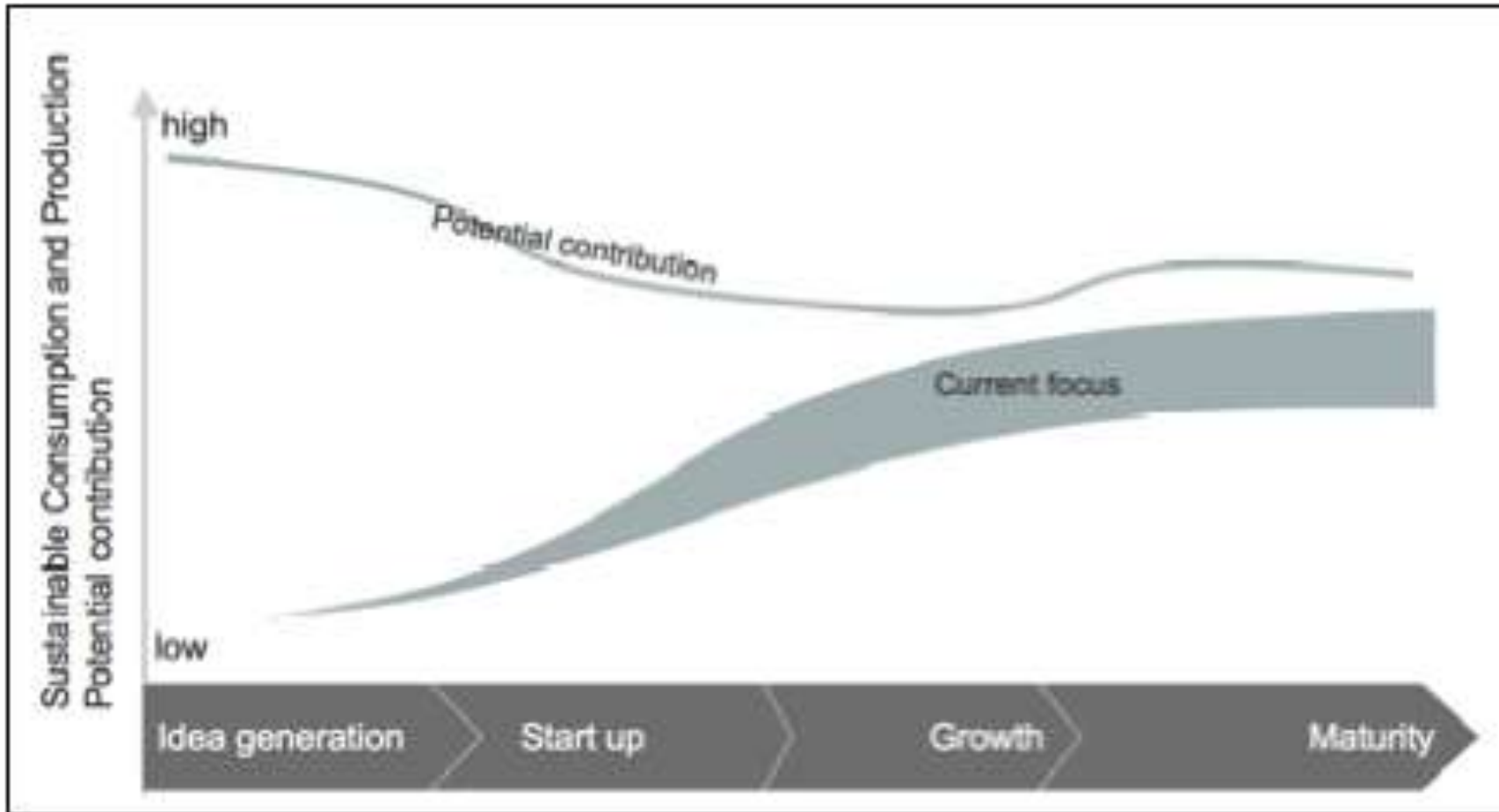


Mark Zuckerberg
Founder of Facebook
Current CEO and shareholder



Eugene Kaspersky
Founder of Kaspersky Lab
Current CEO and shareholder

Sustainability, a fertile medium for untapping opportunities



Promoting SCP through Entrepreneurship

Objectives

Introducing the concept of SCP as an opportunity for business development

Targets

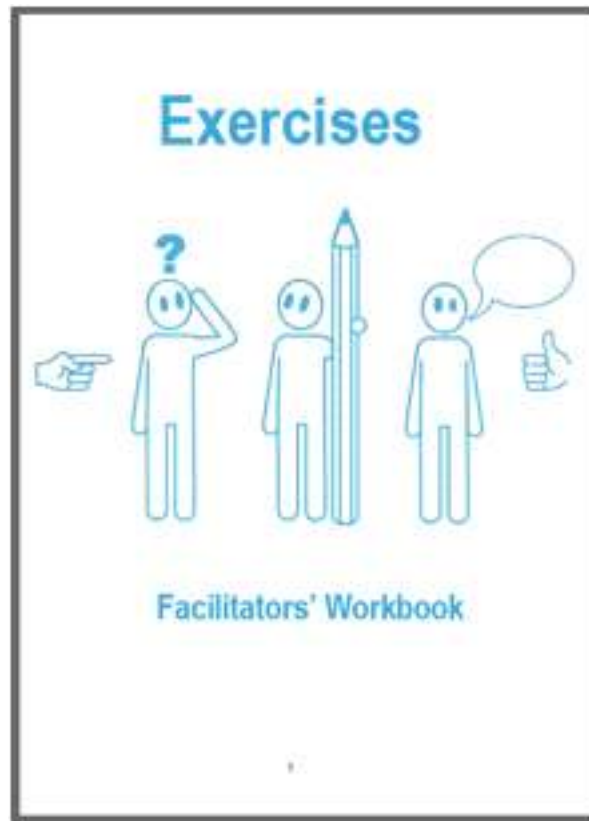
Young entrepreneurs, mainly university students

Focus

Inspiring the academic community on the merit of market-based approaches for addressing SCP

Approach

Trainings based on Experiential Learning



SMART Start-up Facilitation packages



Further information about SMART Start-up

One movie on our [website](#)



One brochure



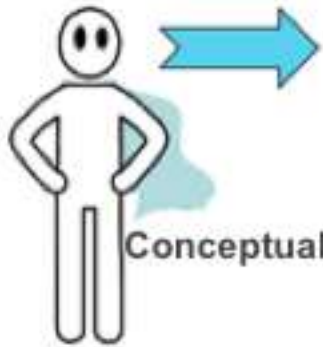
Identifying sustainable practices

Idealization tools

Reality check techniques



SMART Start-up : Identifying sustainable practices



Conceptual Understanding



Understanding Lifestyles

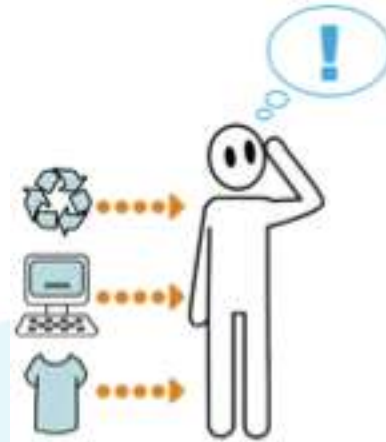


Hot Spots Analysis



Desire Analysis

SMART Start-up: Idealization tools



Market Gap Analysis



Lifecycle Thinking



Trend Analysis

SMART Start-up: Reality check techniques



Defining Success Factors



Challenging Assumptions



Checking Business Realities



Busy envt & Stakeholder Analysis

Entrepreneur's Development



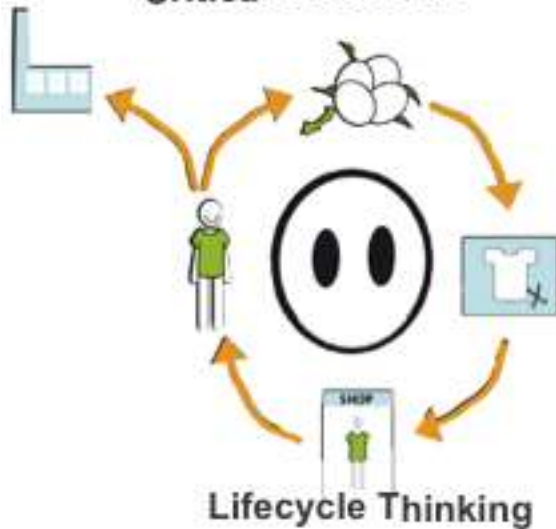
Tips to identify business opportunities



Critical Observation



Market Gap Analysis



Lifecycle Thinking

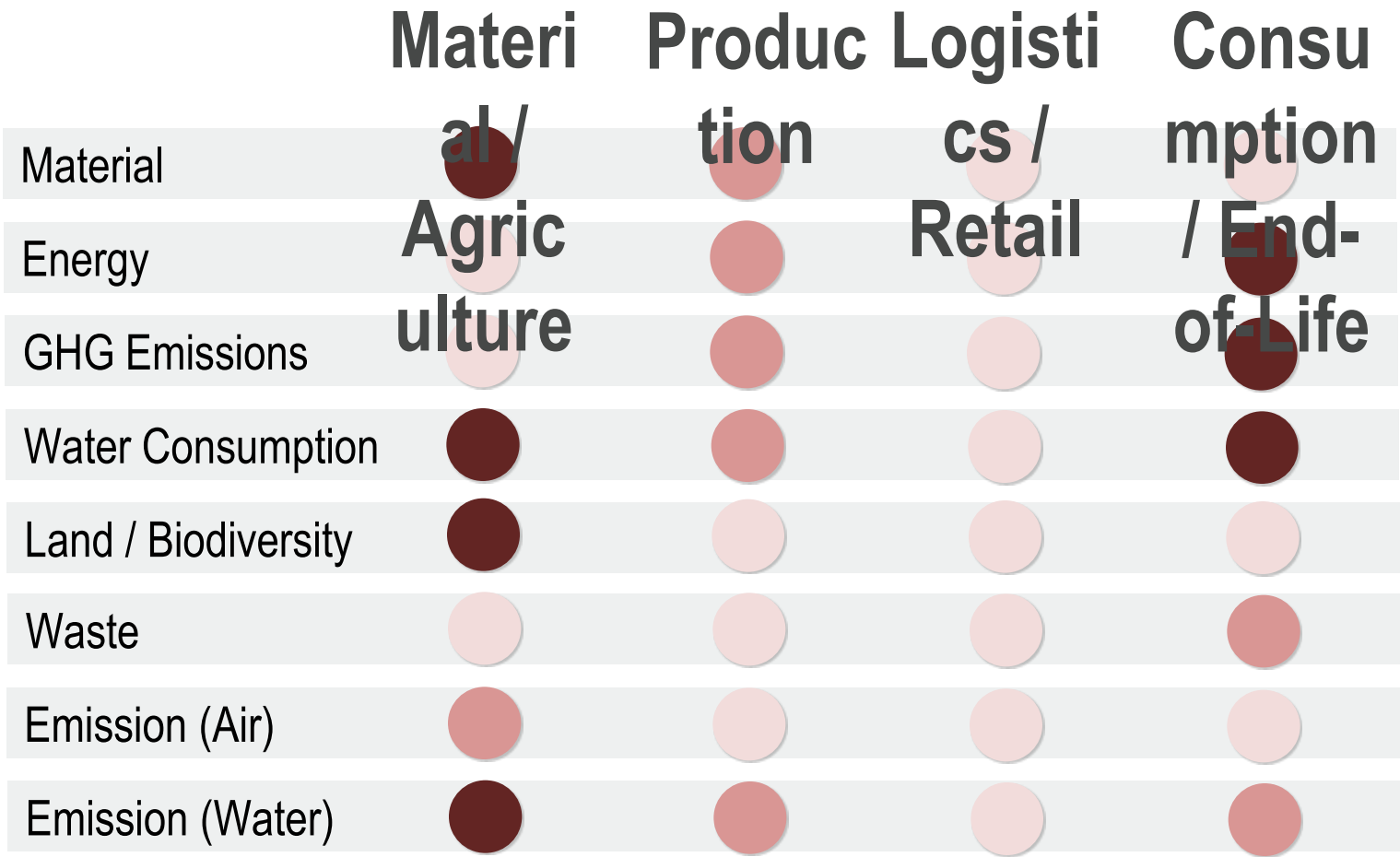


Trend Analysis



Environmental Hot Spots

Example of Cotton T-Shirt





Social Hot Spots

Example of Cotton T-Shirt

	Materi al / Agric ulture	Produc tion	Logisti cs / Retail	Consu mption / End- of-Life
Working Conditions	●	●	●	
Social Security	●	●	●	
Training & Education	●	●	●	
Workers Health	●	●	●	
Human Rights	●	●	●	
Living Wage	●	●	●	
Health (Consumer)				●
Product Quality (Cons.)				●





- Alternative material?
- Life cycle of the material?
- Easy to recycle?
- Down cycling?
- Social conditions through the value chain?
- Resource used?



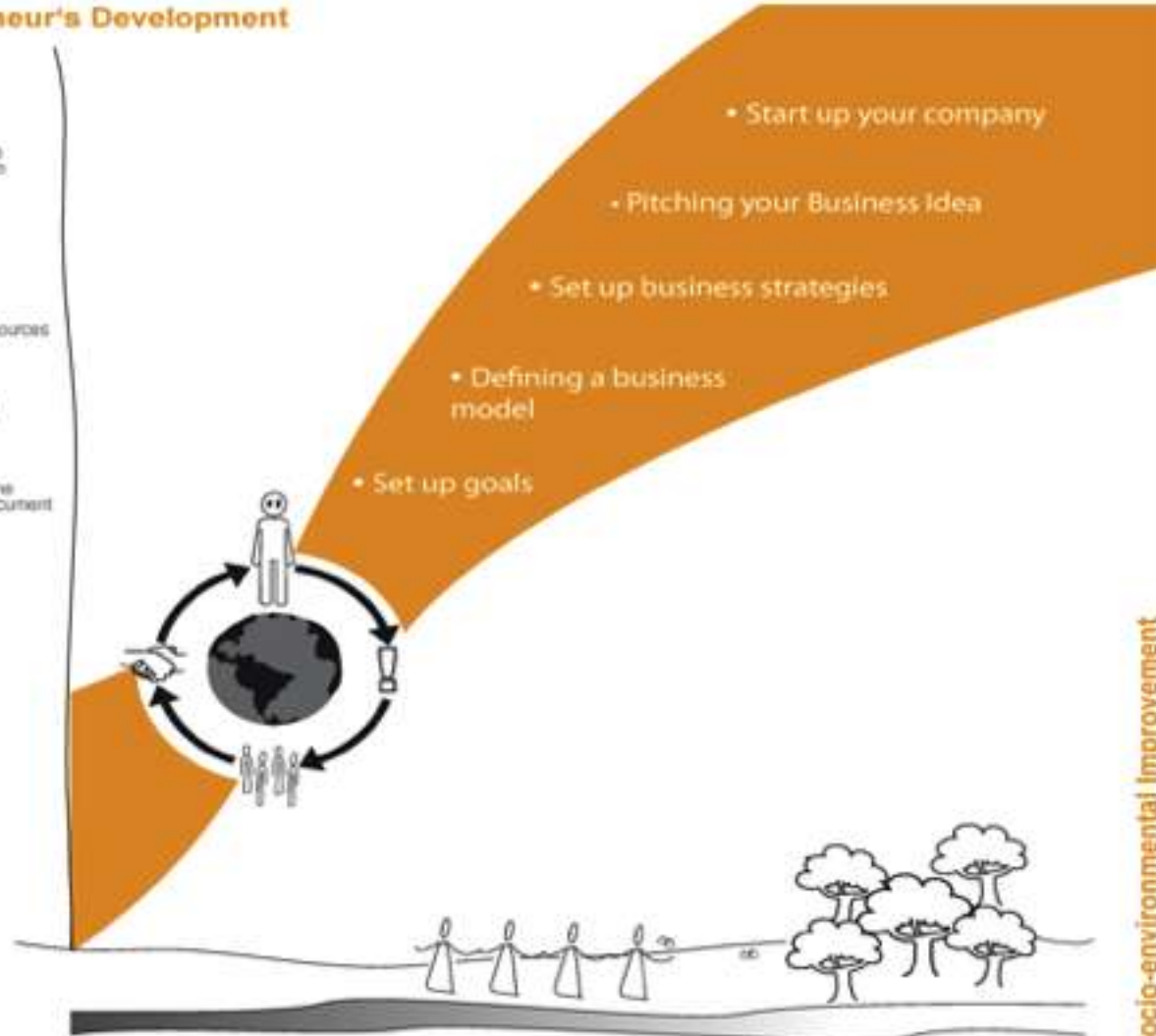
First round discussion: Customer analysis

Table known from producers only

Origin	Age	Financial situation	Education	Usual consumption pattern	Expected demands and needs	Problem you can help to solve

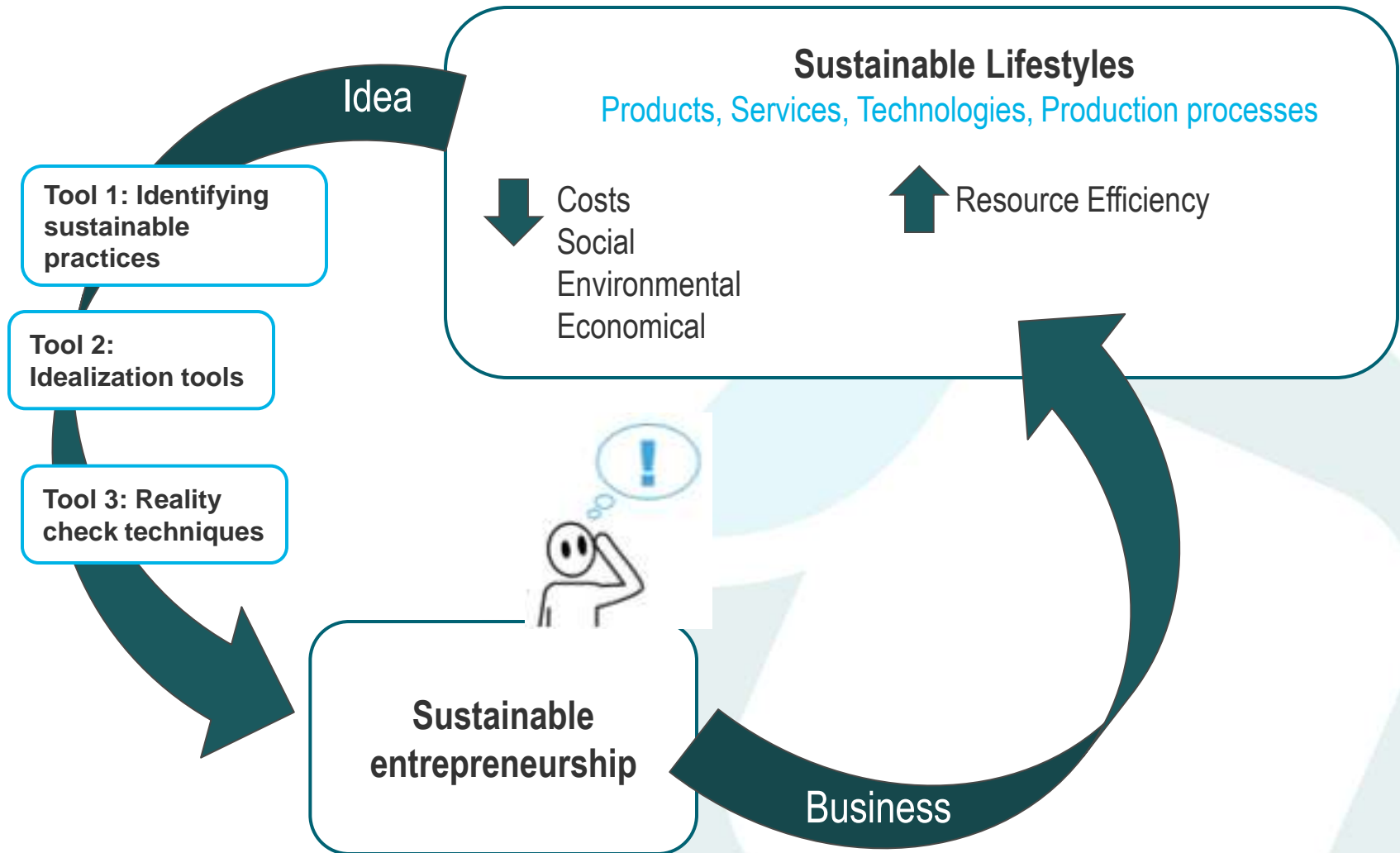
Second phase of a SMART Start-up workshop

Entrepreneur's Development



Socio-environmental improvement

Advancing sustainable entrepreneurship through inspiring and designing Lifestyles



Thank you for your attention!

For more information please contact:

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Centre on Sustainable Consumption and Production

NOTE FOR MiKu

Idealization and Reality Check Exercise

Exercise combining Idealization tools and Reality check TOTAL 60 minutes

Remark: maybe avoid wording like "role playing", "game" "exercise" but use "group discussions"

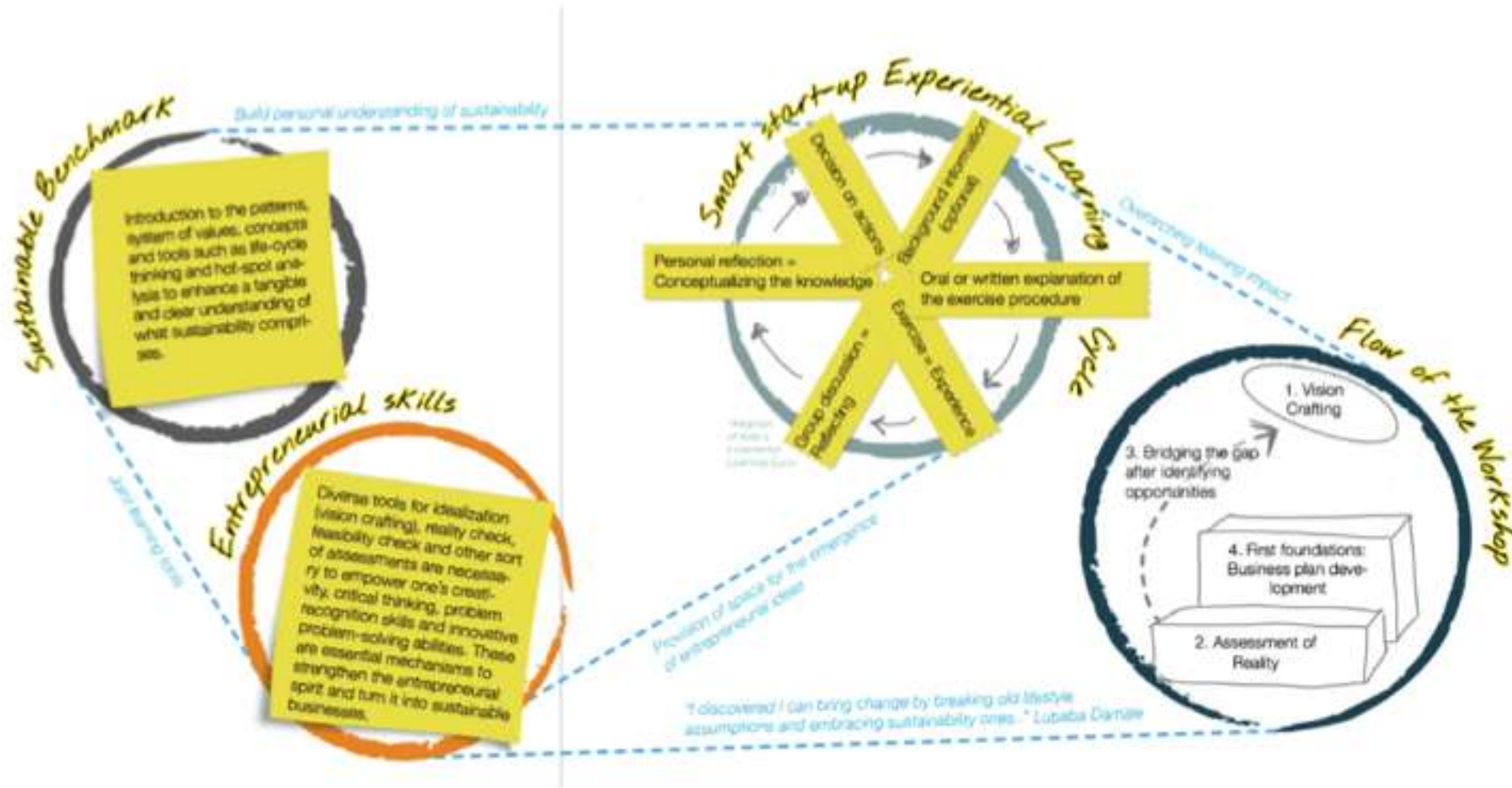
1- IDEALIZATION 15 minutes

- Show next slides (16,17,18) to illustrate the process of idealization
- Present your briefcase as the object to analyse and transform
- Start discussion on
 - what the briefcase is made of (leather, plastic, metal, fabric?)
 - where might they be an environmental or social problem (ex: Hotspot of leather production during tanning process)
 - how to improve the features of the briefcase to turn it into a sustainable product (see next slide)
 Example: briefcase made of vegetal fibre, from re-growing bark of fig tree, see sample
- Ideas will be called: business ideas!

2- REALITY CHECK 45 minutes - See entire procedure in separate word doc. Hand outs in sample folder.

- Check if your idea is feasible! Cf: Exercise from training package, *Guess who is your customer*
 - **10 min: Divide** people into groups of 3 people (= 1 consumer, 2 producers)
 - Hand outs:** 1 person/group receives 1 photo (= consumer) They should take the role of this person.
 - The 2 remaining persons/group receive the customer analysis table
 - **10 min: First discussion round → Customer analysis**
 - **5 min:** Producer redefine their offer according to the profile of consumer
 - **10 min: Second discussion round → Bargaining** -> until one consumer is satisfied with one offer

10 min: Debriefing on Reality check and methodology of SMART Start-up



PILOT TRAINING WORKSHOP

Date: **August, 25-28 2009**

Duration: **4 days**

Location: **Mauritius**

Total number of participants: **32**

Gender balance: **14 women and 18 men**

Number of Students: **27**

Number of Professors: **3**

Policy Makers involved full time: **1 (Ministry of Environment)**

Countries represented: **Mauritius**



Involvement and Commitment of Policy Makers

Ministry of
Education

Ministry of
Environment

National
Action Plan
for SCP

EDUCATE-THE- EDUCATORS WORKSHOP

Date: **April, 13-16 2010**

Duration: **4 days**

Location: **Wuppertal, Germany**

Total number of participants: **17**

Gender balance: **8 women and 9 men**

Number of Students: **9**

Number of Professors: **8**

Countries represented: **Egypt, Ethiopia, Germany, Ghana, Kenya and Tanzania**

Milestones of the workshop

Experience interactive, multidisciplinary and cross-generational activities

Share expertise and expectations with practitioners

Empower individuals for innovation towards sustainability

Debate relevance, adaptability and feasibility for replication