

Developing Green Ecopreneurship Model



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one

Key messages:

The 'Green Ecopreneurship model' explains a method for communities to seek out business opportunities.

This is done in an iterative process of innovation, ideation, prototyping and testing leading to a business design.

The model is essential for ecopreneurs as it defines their value proposition, revenue streams, target market, competitive advantage and growth potential. It serves as a strategic roadmap, guiding decision making, resource allocation, and risk management.



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The envisioned 'Green Ecopreneurship model' explains a method to turn the community's challenges that identify product or service gaps or in other words; business opportunities.

This is done in an iterative process of innovation, ideation, prototyping and testing, where challenges at each step can lead to returning to an earlier stage to re-innovate, re-ideate, re-test and re-prototype on the business idea and product or service in the end leading to a business design.

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By Faith Tsubuira & André Mildam

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Foreword

This working paper is the product of an initiative to prosper green jobs and entrepreneurship financed by Danida.

The experiences from implementing the project has been systematized in order to pass on lessons learned and give inspiration to other persons or organisations with the interest in implementing enabling conditions for upcoming Ecopreneurs.

The working paper is written by Faith Tusubira from the Ugandan NGO Joint effort to Save the Environment and André Mildam from Forests of the World. However, the experience has also been facilitated by colleagues at JESE; Edward Muhimbo, Gabriel Mugisa and Sam Nyakojoo and from colleagues at Forests of the World; Mette Vinqvist and Kristian Lybæk as well as support and training by Rebecca Merrifield from IDE and the support of local entrepreneurs and experienced business persons.

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Introduction

The Green Ecopreneurship Project financed by Danida, aims to revitalise rural communities and increase their resilience to climate change and other external shocks through a nature-based model for green job creation, innovation and Ecopreneurship that protects and restores land and ecosystems.

The process to prosper 'home-grown', bottom-up development by merely facilitating idea generation, not pushing ready-formed products or business ideas. The hypothesis is that local individuals and groups of e.g. women or youth, will come up with 'appropriate', green business ideas given the right support in the right framework. Appropriate meaning something which is culturally acceptable in the community or realistically could become so, and which participants can wrap their heads around. Ownership and pride will be stronger too, when the successful ideas are people's own.

The business ideas considered must be green whereby the business considers the impact of its operations on the environment and works to minimize any adverse effects. This can include conserving natural resources and reducing waste.

An important lesson from other entrepreneurship processes has been that levels of ambition raised should be carefully balanced with local absorption capacity, in order to not scare off potential participants. For women especially, activities often need to be calibrated with the chores, duties and expectations, which such persons or groups realistically will have to comply with to a minimum extent in order to be able to engage in new activities.

Introducing a method for generating green ideas holds the potential for continuous use by communities and individuals, i.e. idea generation will continue to fertilise further business development, green development and open eyes to future changes and market opportunities.

Part of the change is that ecopreneurs will develop eco-businesses and in turn create jobs and awareness of what it is to be a green business and how a green business will create more benefits to the local society than a traditional business.

For the end, the Green Ecopreneurship Model's (GEM) aim is to release the creative and entrepreneurial forces in a green framework, and let these be the driving forces behind a green development in Uganda.

An essential part of the project objective is to establish a replicable, bottom-up, green community Ecopreneurship model in order to prosper local green and inclusive development. And even though the development of green businesses at the local and national level of Uganda has been the setting for this process, the model is not confined to this and could be applied elsewhere where the local ecopreneurs aim to prosper green business ideas.

Methodology implementing and revising the Green Ecopreneurship Model

The model has been developed in a "research, trial and error and participatory evaluation" process. First step has been to research and identify models, methods and concrete exercises that lay the foundation for how to approach and identify Ecopreneurs as well as green businesses. In this process there has been important input on innovation from IDE Global (<https://www.ideglobal.org/>) who has had hands-on experience with entrepreneurial development. Visits were made to seven entrepreneurial businesses and tools to spur entrepreneurial processes were tested in entrepreneurial groups as well as individual Ecopreneurs. The methods applied to obtain

information were a mix of individual and group interviews and direct testing of tools, based on the input and training from IDE, by the technical staff of JESE.

Next step has been to develop a process with definition of major steps in the entrepreneurial and incubation processes and identification of methodology and relevant exercises and tools to help Ecopreneurs develop ideas, products and services as well as their expression, and introduction into the markets.

This process was conducted by Forest of the World in close collaboration with the technical staff of JESE. Here it is important to mention, that JESE staff was broadly involved, as the staff working with the Ecopreneurs and thus has influence on the entrepreneurial process and input from as well as participation in training and evaluation was thus comprised of a broad range of participants.

In the following 12 months the local JESE team has been implementing the model in seven entrepreneurial processes, i.e. innovation, ideation, prototyping, testing, business planning, business implementation and business consolidation.

In the implementation, the staff of JESE has had an important role as facilitators of training and by implementing processes rather than individual activities. An important role is to be investigative in the process of identifying problems, solutions, functions and benefits. Questions and clarifications help the entrepreneur in growing his/her understanding of the product /business idea. It helps in providing arguments and qualifying arguments for the product or service. Also, it prepares the ecopreneurs for meetings with authorities, potential clients or investors.

To achieve this, it is important to help “would- be ecopreneurs” develop from being shy and reserved to present their ideas and thoughts with conviction and integrity to a group of strangers in order to get feedback and create a network.

With app. 16 months remaining of the project, a stock take in the process took place. Three businesses developed on the basis of the ecopreneurial development process were revised. The method applied was individual interviews with Ecopreneurs. Additionally, a workshop with representation of 5 businesses i.e. honey, wine, organic jelly ,propolis and organic soap was conducted where the Ecopreneurship model was debated and pros and cons were identified. The method applied was presentations and group work among various Ecopreneurs on selected questions identifying pros and cons of the process so far.

On the basis of the above process and methods the Green Ecopreneurship Model was adapted and the following document has been developed.

Describing the Green Ecopreneurship Model

The Green Ecopreneurship Model is developed to create an enabling environment for new and more environmentally friendly Ecopreneurship in Ugandan villages.

Ecopreneurship is an adaptation from entrepreneurship which in some literature it defined as “a person who organizes, manages, and assumes the risk of a business with the goal of generating economic value”¹. In other literature it refers to “an individual or a small group of partners who strike out on an original path to create a new business”².

¹ <https://www.britannica.com/money/Ecopreneurship>

² <https://online.stanford.edu/what-is-Ecopreneurship>

An ecopreneur is an entrepreneur focused on creating and selling environmentally and socially friendly products and services. You can view the ecopreneur as having a triple bottom line; the economic, social and environmental. This has also been the focus in this process, to identify Ecopreneurs that want to have a social and green (environmental) positive impact in Ugandan villages.

In terms of innovation, the model promotes business ideas to grow from the bottom up, i.e. in and from communities and sub-groups of particularly women and youth feeling safe in each other's company, and based on the resources most easily available to them, namely their immediate environment of forests, agricultural lands and human settlements. The envisioned '**Green Ecopreneurship model**' explains a method to turn the community's challenges that identify product or service gaps or in other words; business opportunities.

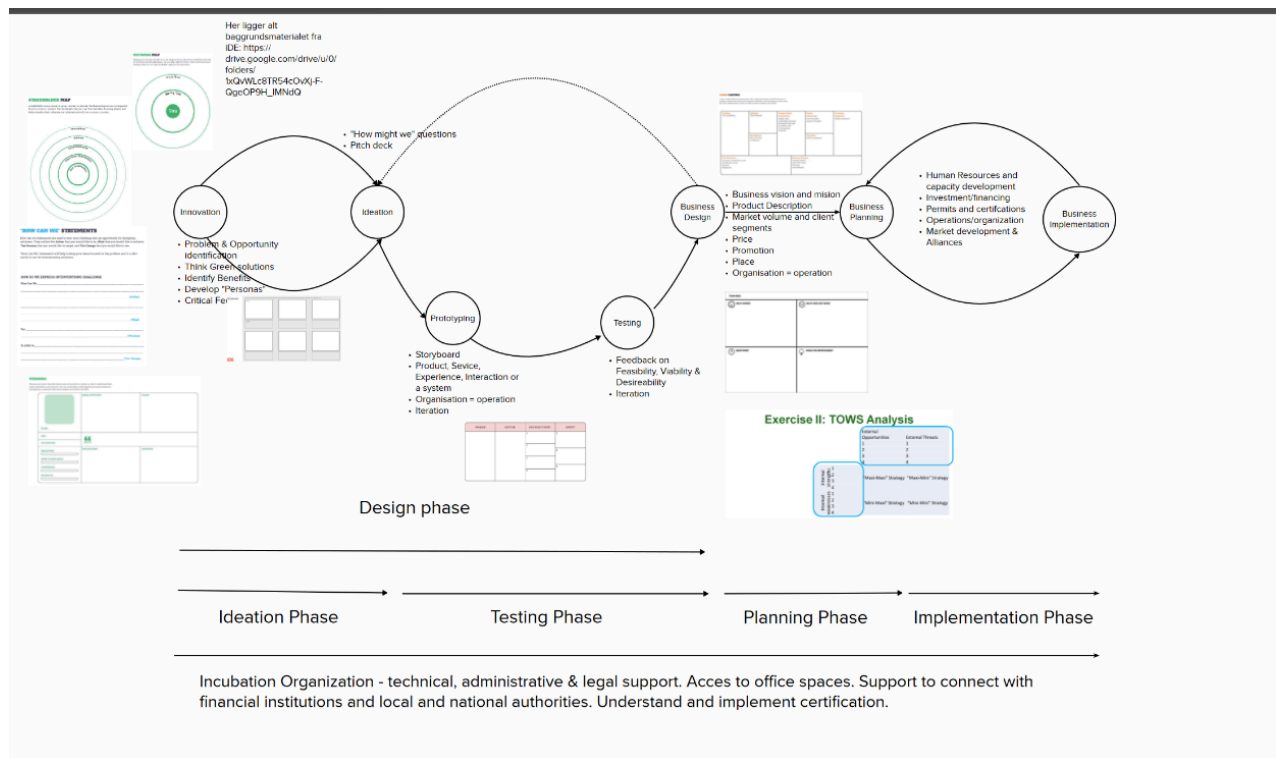
Employing a model/methodology to grow ecopreneurship from the bottom-up increases inclusion of youth and women, increase ownership and social/cultural feasibility of business ideas, and diversify income sources across communities, leaving them and individual families more resilient.

Lastly the aim of the model is to build on, but also going beyond the immediate and obvious business ideas arising from primary production, creating employment decoupled from the direct access to or ownership of land in order to benefit youth and women especially, who either in practice or formally are disadvantaged with regards to land ownership.

Green Ecopreneurship Model description;

The model involves the following elements;

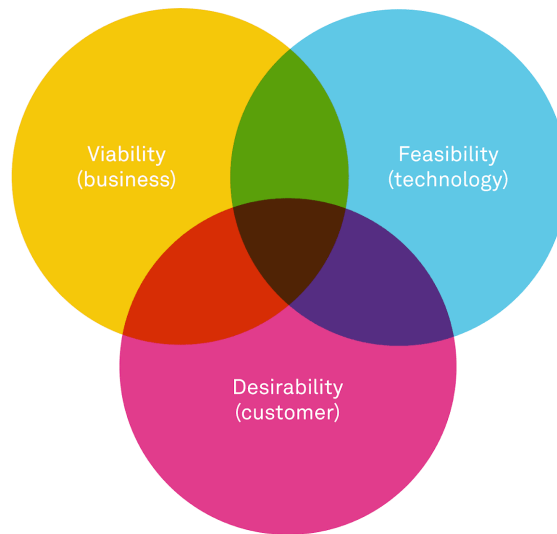
- The Design Phase. During this phase the entrepreneur will work on generating new business ideas through structured ideation, testing and planning.
- The testing phase, where the ideas are refined through testing and prototyping.
- The planning phase, where the entrepreneur adds to his or her business idea by developing a business model.
- The implementation phase where the full business is implemented.
- Business Incubation



Design phase

The design phase is where the Green Entrepreneur identifies and constructs his or her product and business idea. In this model the design phase has been subdivided into the *innovation phase* and the *ideation phase*. The design phase is a critical phase where the entrepreneur dives into the role of business while having the task of remaining faithful to the requirements of being green (environmentally friendly) and social (for the good of society). The aim is to create a business design that balances **desirability**, **feasibility** and **viability** to ensure:

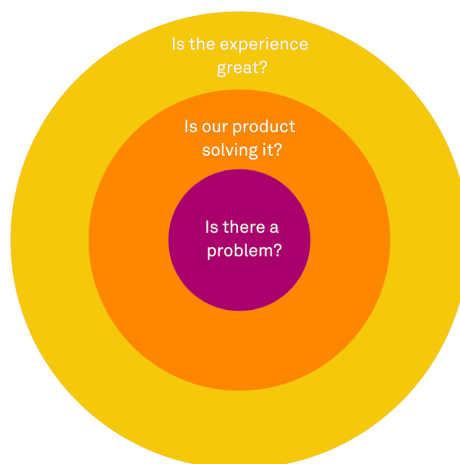
- a product that people want or need (Desirability)
- a product that can be created with new or existing technology (Feasibility).
- a product that will be profitable (Viability)



Together these three criteria create the ideal conditions for innovation. However, designing, building and launching the product becomes risky if a product doesn't check one or more of these boxes. To make sure your product is desirable, feasible and viable you need to perform research and review your ideas early in the design process to determine if your product idea meets each of these criteria.³

Desirability

Products that meet the criteria of desirability are wanted or needed by customers or users. It would be bad business to produce a product no one is willing to buy, as you won't make any money from it. To ensure the desirability of your product, it has to solve a problem for someone in a way that's intuitive and pleasing⁴.



Consequently the desirability is directed towards the end users which needs to be taken into account by the entrepreneur from the beginning in order to start the entrepreneurial journey with the best possibility of obtaining success.

³ <https://www.uxdesigninstitute.com/blog/desirability-viability-and-feasibility/>

⁴ <https://www.uxdesigninstitute.com/blog/desirability-viability-and-feasibility/>

Feasibility

Feasibility means a product can be produced or a service can be provided, either by the company that came up with the idea for the product/service or a third-party that has the technological know-how. In order for a product/service to be feasible, the company must be confident that the technology/Know how needed to build the product/provide the service can be developed. They also have to be confident that it can be done so in a reasonable time-frame and at a price point that ensures the product remains viable⁵.

Feasibility doesn't focus solely on whether or not a technology/service can be implemented. It also depends on whether recruitment of new team members is needed to build the product/provide the service. And if the new technology could benefit the company's other products and whether the product can be distributed in a way that will ensure it reaches the right customers.

Viability

Products that meet the criteria of viability make smart business sense. These are products that will make or save money for a company both immediately following their launch and in the long term.

To determine if a product is viable, companies need to examine:

- who will be willing to pay for the product
- how they will pay for it
- if the total adds up to profitability

If the product is something consumers want but it's too expensive, it isn't viable. In addition, a product's profits need to be sustainable, given no company wants to spend money building a product if they can't make a profit over time e.g. by turning first-time buyers into long-term customers⁶.

This is done in an iterative process of innovation, ideation, prototyping and testing, where challenges at step can lead to returning to an earlier stage to re-innovate, re-ideate, re-test and re-prototype on the business idea and product/service in the end leading to a business design. This process is essentially the most elaborated in the model for 2 reasons. First; developing a business design that is well thought through, tested and well understood by the entrepreneur will provide the best assurance of success. Additionally, this part of the development process is where the support to ecopreneurs is the most active, detailed and participatory whereas in the later stages the ecopreneurs will start operating on their own and seek the support they need on the basis of the challenges they meet in the implementation of their business plan.

The Planning Phase

Following the design process is the planning process, where the business plans are developed and concretized by applying standard business planning tools.

The purpose is to sum up the innovation, ideation, prototyping and testing in a document or format that helps explain the business idea.

The Implementation Phase

And lastly the implementation phase is where the business is launched and implemented while being supported by the incubation team/service.

⁵ <https://www.uxdesigninstitute.com/blog/desirability-viability-and-feasibility/>

⁶ <https://www.uxdesigninstitute.com/blog/desirability-viability-and-feasibility/>

Here the model does not propose tools for the implementation phase which is due to the individual decisions that each ecopreneur has to make. In this phase the incubation support increases its role in the model and the ecopreneurs motivation and drive will be tested.

Business Incubation

Along the process business incubation has been put in place. Business incubation is “the process wherein an individual or an organization supports the establishment and growth of a start-up”⁷ in order to accelerate the growth and success of startups through business support resources and services that can include physical space, capital, coaching, common services, and networking connections.

Incubation activities

In this particular situation the incubation has been provided by JESE technical staff combined with **local business personalities** that have provided advice to the Green Ecopreneurs and network opportunities. The physical conditions were mainly a truck which had been conditioned training with a portable tv-screen and seats to bring training and business support to the ecopreneurs, as the development of ecopreneurs has taken place in the villages themselves.

The businesses undergo the incubation phase for about 6 months in order to be successful. Through the incubation phase, ecopreneurs have been **supported to register the business names with URSB** (Uganda Registration Services Bureau), **creation of linkages to banks** i.e. opportunity bank and centenary bank and credit associations whereby they can borrow funds for development, **business development trainings** e.g. production, business planning, marketing, branding, packaging, calculating the cost benefit analysis etc. and **market exposure visits** that have enhanced learning on market requirements.

Accordingly, these conditions have framed the development of the Green Ecopreneurs and the businesses accepted into the project. As mentioned above, the business incubation support stays with the ecopreneurs as the following are steps taken in the ecopreneurship model.

The 6 steps

1) Innovation

Purpose:

To create and establish new business ideas intending to generate sales and profit to assist enterprises accomplish goals with positive green and social impacts. Here the ecopreneur works on understanding desirability and viability of his or her idea.

Process:

This involves a critical feedback approach;

- Identify problems in the surrounding area.
- On the basis of the problems identified, identify opportunities in the surrounding area.
- Develop innovative and green solutions to the problems.
- Identify the benefits that come with each solution.

Tools:

⁷ <https://efinancemanagement.com/financial-management/business-incubation>

Personas: The main tool applied is the Personas, where the ecopreneur is to identify personas for each solution. Here the typical producers or users of a product or system are described, in order to understand their needs, motivations, and concerns. You can create them at the beginning of start-up based on assumptions, or generate them from insights uncovered in the field.

The producers' personas will be important in order to understand whom you are working with, from a business development point of view.

The Customer's personas are important in order to understand and segment the market according to their needs, motivations and concerns about acquiring a specific product or service.

To describe a persona the below format is used.

Name and picture of the persona: <div style="border: 1px solid black; width: 180px; height: 80px; margin: 10px 0;"></div>	Main activities:	Fears:
Age: Occupation:	Quote:	
Education: <div style="border: 1px solid black; width: 200px; height: 15px; margin-bottom: 5px;"></div> Open to new ideas: <div style="border: 1px solid black; width: 200px; height: 15px; margin-bottom: 5px;"></div> Confidence: <div style="border: 1px solid black; width: 200px; height: 15px; margin-bottom: 5px;"></div> Incentive: <div style="border: 1px solid black; width: 200px; height: 15px; margin-bottom: 5px;"></div>	Motivations:	Barriers:

It is important to fill in all the spaces in order to precisely describe the relevant personas.

2) Ideation

Purpose

It is a crucial step in the business design process, as it lays the groundwork for finding novel solutions, improving existing processes, or creating something entirely new. Ideation is defined as the dynamic and collaborative process of generating, developing, and refining innovative ideas with a clear goal in mind. This creative approach is rooted in brainstorming and strategic thinking and serves as a powerful catalyst for exploring and problem solving, crafting groundbreaking products or services, and uncovering fresh opportunities for business growth. The aim is to go beyond

conventional thinking and encourage out-of-the-box ideas that have the potential to drive innovation and green business development.

Process

Ideation can be accomplished through a variety of ideation techniques such as brainstorming whereby participants are encouraged to share their thoughts freely, build upon the ideas of others and explore a wide range of possibilities and prototyping. Brainstorming can be done individually but often more effective when done as a group. Prototyping is more effective than Brainstorming during the ideation process. If done well, ideation helps Ecopreneurs determine the right problem to solve and how to solve it.

Ideation involves;

- Developing further ideas from one of the above solutions
- Solution and further solution
- "How might we" questions

Tools:

How might we statements; How might we statements are used to identify opportunities to your challenge in turn for designing solutions. The how might we question in the below format help outline the **Action** that you would like to do, **What** that you would like to achieve, the **Persona** that you would like to target for your solution to the problem, and the **Change** that you would like to see.

"How Might We" statements will help to keep you and your team focused on the problem and it is also useful to use for brainstorming solutions.

How might We Help reduce

_____(Action)

By applying

_____a lotion/technology/technique_____(What)

For widowed women in mining areas

_____(Persona)

In order to improve health/reduce contamination/assure education/green jobs

_____(The Change)

The application of this tool helps structure the idea into a causal opportunity-effect, by which it is easier to assess the feasibility, viability and desirability of the idea.

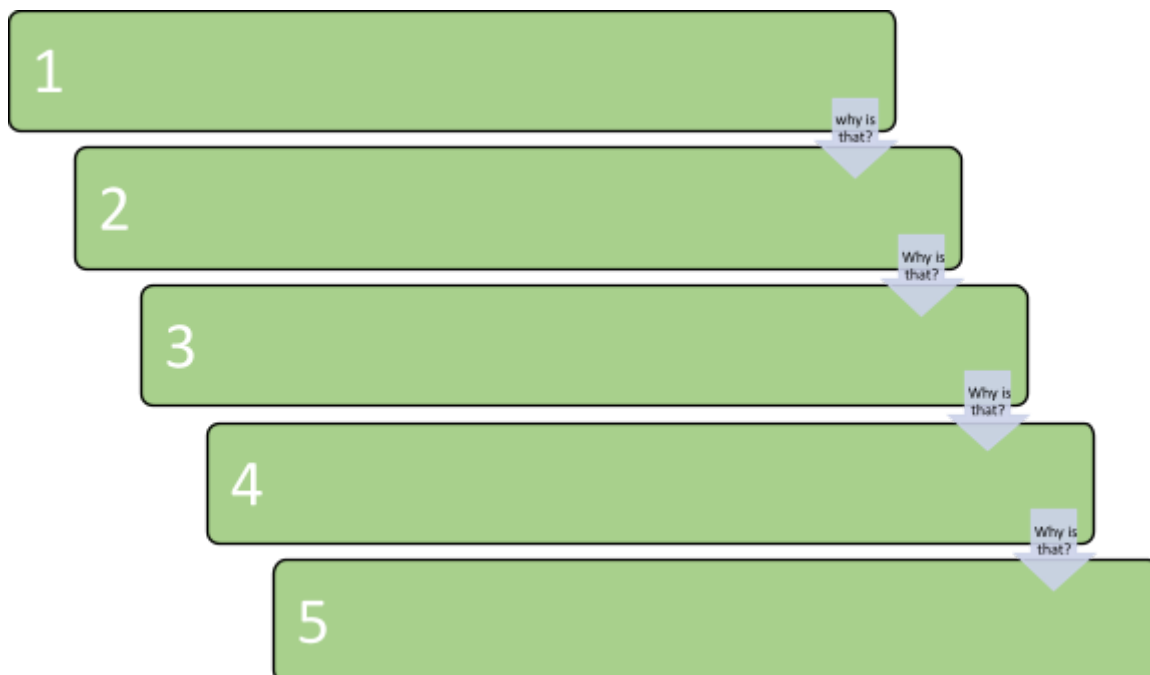
The 5 Whys; Another good tool is the 5 Whys. The interview tool allows you to go deeper into the real cause of the problem and can help you to understand the core of a person's beliefs and

motivations. This tool stops you from focusing on the surface level problems and forces you to look at what is actually causing these problems.

Patience, positivity and being a good listener are important features and qualities in the facilitator of this process in order to create a common understanding of the deeper reasons for the proposed problems, solutions and the ecopreneurs mindset.

Define problem:

Why is this happening?:



3) Prototyping

Purpose:

Prototyping is the process of designing a mock-up of a product or process ahead of creating a final design. Prototyping can include various stages or iterations, allowing designers, product owners, and other stakeholders to visualise how a product will look and feel, as well as how users will interact with it.

Creating prototypes at an early stage in the ecopreneurship can prevent wasting time and money on unsatisfactory designs. Prototypes in this model can be drawing up a product or a service or to develop a physical prototype, such as those made with paper or other inexpensive materials

depending on the business idea. However they can in other circumstances also be digital and range in the level of detail from simple wireframe designs through to more complex, interactive prototypes.

Process:

The most basic form of prototyping involves simply sketching out an initial idea on paper. These can vary in detail, but such paper prototypes are a useful starting point for conceptualising an idea for a new product. These allow ideas to be shared so that a design can be formalised for later development.

Physical prototypes can range from simple paper-based designs through to more complex versions. These offer a rough idea of a design and show how a product can be presented.

In this project physical prototypes have been made of products as well as containers for packaging and labels.

Tools:

Storyboards help you to think through the details of your idea by breaking your idea down into smaller moments in the experience and presenting them visually. The storyboard will help you to demonstrate who will use your idea, when, where, and how. They can include people's actions, thoughts, goals, emotions, and relationships. This is a very useful tool to use in order to think through your concept before beginning to prototype. This tool is particularly useful for solutions in which the user is accessing a service that includes multiple interactions. The use of visuals and short descriptions also helps users easily envision themselves within the story, as they may identify with key emotions, actions and outcomes depicted in the storyboard.

1	2	3	4
5	6	7	8
9	10	11	12

Critical feedback loop: Facilitate a collaborative discussion and collect feedback. Using the pitch deck content and storyboard, the idea should be presented to users to test the idea and further discuss and develop on the idea. Write feedback down in the following rows.

What is working?	What is not working? What can be changed?
What can be changed?	Things to explore?

Speed dating with financial Institutions

Financial institutions provide financial services to the ecopreneurs provided there's proof of a viable business idea, a national Identification card or passport and a letter from the local council and two guarantors who must be persons of good reputation within the local community. Also the financial institutions can give you feedback on the financial side of your business proposal/plan which can be very valuable, as ecopreneurs also need to make an income.

One way of obtaining feedback and maybe financing has been via the incubation process, where staff organized a "speed dating event" with financial institutions. By making the financial institutions aware of the business opportunity and by facilitating the preparation of the ecopreneurs the incubation support managed to establish an encounter that can be difficult to access for an individual ecopreneur due to lack of knowledge of the necessary information needed as well as the necessary formal requirements.

For the speed dating event, the necessity was:

- A venue space,
- Preparation of ecopreneurs (pitch speech, documentation necessary from local council and vouchers of good reputation, business idea presentation)
- Arrangement with financial institutions
- Arrangement with ecopreneurs

4) Testing

Purpose;

Testing the business idea is a necessary preliminary step to identify the target market and refine the business idea with real world's needs. However, it is important to test towards a goal/purpose. The tests can be focused on the design of the product or service, the viability and feasibility. This includes; customer preferences, justifications, motivations, and opportunities.

Tests go hand in hand with prototypes, as you direct your tests of your prototypes towards users. When you test your ideas and prototypes with users, you gain a deeper understanding of your users and also gain their feedback to improve your designs.

The test stage of the business design process feeds into other stages of the Green Ecopreneurship Model, as your findings allow you to gain a better understanding of your potential customers. It may

lead to change the way you define your problem statement; it may generate new ideas to solve the user problem; and, finally, it helps you improve your prototype⁸.

Process:

In the project the testing has been applied by describing the business idea in detail and receiving feedback from user groups as well as experienced entrepreneurs.

Tools

Pitch deck; The pitch deck is a useful tool for explaining your ideas in order to receive feedback fast. The tool contains four squares that provide an overview of the idea: The Problem, The Solution, How it Works, The Benefits. Make sure you include specific information at each step, so that it is clear and easy to understand.

For each idea that has been developed fill in a pitch deck to sketch the idea and how it works.

Problem	Solution	How does it work?	Benefit
		1.	1.
		2.	2.
		3.	3.
		4.	

This is a way of operating the business that consists of a strategic plan of how an enterprise will earn income. This is conducted through the following ways;

5) Planning Phase

Purpose:

This is a way of operationalising the business that consists of a strategic plan of how an enterprise will create income while being socially and environmentally conscious. The business plan serves to present the business idea in a manner that makes it understandable for the ecopreneur as well as to potential investors.

The process involves performing critical analysis of the market, the economics, the marketing and the organisation that is to be established to implement the business plan.

⁸ <https://www.interaction-design.org/literature/article/stage-5-in-the-design-thinking-process-test>

Process:

The process is one of recapping the results of the business design phase, additional analysis, and formulation. This can be done in writing, drawing or in other ways of depicting the business plan. However, if needed assistance should be sought to perform and document the results of the exercises. especially the cost calculations and defining the marketing mix which specifically has been requested by the ecopreneurs. The end goal is to fill in the canvas business plan summarising the essence of the business plan.

The process consists of going through the results of earlier exercises, where a lot of the information generated can be put directly into the Canvas format. This information should be complemented with information generated from selected exercises from the “business plan development modules”, developed by Forests of the World.

Tools

Business Plan Modules: Should be implemented selectively to complement from have been developed by FoW in order to help develop business plans for cooperatives. However the modules are universal and can be applied to any business. The modules are:

1. Core business purpose and vision
2. Product
3. Market Analysis
4. Cost Calculation and Pricing
5. Organisation
6. Marketing Mix
7. Responsible Business Conduct
8. SWOT TOWS

In order to be successful, the green business must satisfy a customer need by bringing real benefits to the customer and aiming at the right target group. This can be achieved through utilization of a business canvas model.

The canvas model; This is a strategic planning tool used to illustrate a business model. The canvas model clearly identifies the key elements that make up a business. Additionally, it simplifies a business plan into a condensed form and acts as an executive summary for the business plan.

The canvas model:

Key partners	Key Activities	Value proposition	Customer relationships	Customer segments
Who are your key partners/suppliers? What are the motivations for the partnerships?	What key activities does your value proposition require? What activities are the most important in distribution channels, customer relationships, revenue stream...?	What core value do you deliver to the customer? Which customer needs are you satisfying?	What relationship does the target customer expect you to establish? How can you integrate that into your business in terms of cost and format?	Which classes are you creating values for? Who is your most important customer?

	Key resources What key resources does your value proposition require? What resources are important the most in distribution channels, customer relationships, revenue stream...?		Distribution Channels Through which channels that your customers want to be reached? Which channels work best? How much do they cost? How can they be integrated into your and your customers' routines?	
Cost Structure What are the most cost in your business? Which key resources/ activities are most expensive?		Revenue Stream For what value are your customers willing to pay? What and how do they recently pay? How would they prefer to pay? How much does every revenue stream contribute to the overall revenues?		

In general it can be a good idea to try and sum up the business ide, value addition etc. in a one-pager, which Tembo Organics from Kyenjojo did in a very fine manner:

SCHOOL: KYENJOJO SECONDARY SCHOOL P.O.BOX 1001 KYENJOJO
 GROUP: ENTREPRENEURSHIP EDUCATION CLASS CONTACT: 0784685763
 BUSINESS IDEA: ORGANIC VASELINE
 BUSINESS NAME: TEMBO ORGANICS

URSB reg. No. 80030897294085		DISTRICT REG. No. KCD04323
BE ECO-FRIENDLY PROBLEM <ul style="list-style-type: none"> • Environmental degradation • Poverty • Unemployment • Increasing health hazards • Un empowered youths • Expensive and fake pesticides 	BE UNIQUE MY CUSTOMERS <ul style="list-style-type: none"> ➢ Night watchmen ➢ Pregnant women ➢ Schools & other institutions ➢ Business community 	WORK SMART ACTIVITY PLAN <ul style="list-style-type: none"> ▪ Collecting and re- using empty plastic containers from the environment ▪ Identifying and using organic raw materials to produce organic products ▪ Branding and packaging using the eco friendly materials ▪ Record keeping.
VISION FOR CHANGE Conserve the environment and reduce idleness among the youths through creating jobs.	MY PRODUCTS <ul style="list-style-type: none"> ❖ ORGANIC MOSQUITO REPELLENTS e.g ✓ Tembo Organic Lavender Jelly ✓ Tembo Organic Citronella Jelly ✓ Tembo Organic Lemon Grass Jelly 	WHY ECO FRIENDLY?? <ul style="list-style-type: none"> • Our inputs are purely organic and natural • The products don't kill any living organism, but rather repel the mosquitoes. • Our organic products are an effective treatment and preventive measures against malaria and other related diseases.
WHY TEMBO PRODUCTS?? TEMBO TRASNLATES TO ELEPHANT. <ul style="list-style-type: none"> ➢ Ecofriendly ➢ Organic ➢ Effective ➢ Quality ➢ Preventive and Repellant In Nature 	MARKETING STRATEGY <ul style="list-style-type: none"> ▪ Producing quality products ▪ Setting of customer friendly but profitable prices. ▪ Assembly pitch ▪ Door to door delivery ▪ Advertising using social media platforms. 	RESOURCES Organic raw materials that can be locally grown at home and with ALREADY USED PLASTIC CONTAINERS GATHERED FROM OUR ENVIROMENT.

In this way Tembo Organics can transfer the most important parts of the business idea in a very summarized manner, which makes it easier for business members, external investors and authorities to understand the business and how it works.

6) Implementation Phase

Purpose:

To assist the successful implementation of the identified business plan the ecopreneurs will be supported by the incubation set-up and experienced entrepreneurs,

Process:

Mainly consist in support on central implementation stages, availability and not least the drive from the ecopreneurs. The canvas business plan and the Business Implementation Blueprint are the main tools applied.

Tools:

Business Implementation Blueprint:

		STEP					
ACTOR							

This table helps break down your implementation into a plan with clearly defined steps and involved actors. At each box, describe the step, the actors involved in that step, and their specific role or responsibility to ensure that the step is completed successfully.

As a result of using the Green ecopreneurship model, the following businesses have been supported in the landscape .i.e. honey, wine, propolis, wax extraction, honey ointment, organic jelly, organic soap, vanilla pollination, mushroom growing and crafts (shoes, baskets and mats). Majority of the products are supported through beekeeping. Beekeeping has proven to be a catalyst for personal growth of ecopreneurs, community empowerment and environmental conservation which creates a sustainable livelihood.

Table showing eco-products produced in the elephant corridor:

Product /Business idea	Producer(Individual or Group)	Environmen tally friendly product?	Why it works(Benefits)

Honey	2 groups and 3 individuals	Yes	Medicinal properties of honey i.e. cures cough and used as a substitute for sugar
Mosquito repellent candles	2 groups and 1 individual	yes	Repels mosquitoes
Wine	2 groups	Yes	Helps on the immune system and digestive health
Honey ointment	1 individual	Yes	Cures skin infections
Wax extraction	2 groups and 3 individuals	Yes	Used to make candles and organic soap.
Organic Jelly and mosquito repellent jelly	1 group and 1 individual	Yes	<p>Positive effect of preventing malaria and other skin diseases.</p> <p>No worry of allergies for its organic.</p> <p>Local resource mobilization.</p> <p>Favorable prices on the market.</p>
Organic Soap	2 groups and 1 individual	Yes	<p>Eco friendly and health conscious.</p> <p>Great advantage of cleansing and moisturizing the skin.</p> <p>Availability of local resources to use.</p> <p>Favorable prices on the market.</p>
Propolis	2 groups and 1 individual	Yes	<p>Cure for cough and flu</p> <p>Availability of local resources to use.</p>
Mushroom growing	1 group	Yes	Source of food that supports a healthy immune system.
Crafts(Shoes,baskets and mats)	3 groups (shoes) 1 group baskets and mats,2 individuals (baskets and mats	Yes	<p>Shoes protect the feet from harm ,baskets used for storage of items and mats for sitting on.</p> <p>Availability of local resources for use.</p>

Lessons learnt while using the Green Ecopreneurship model

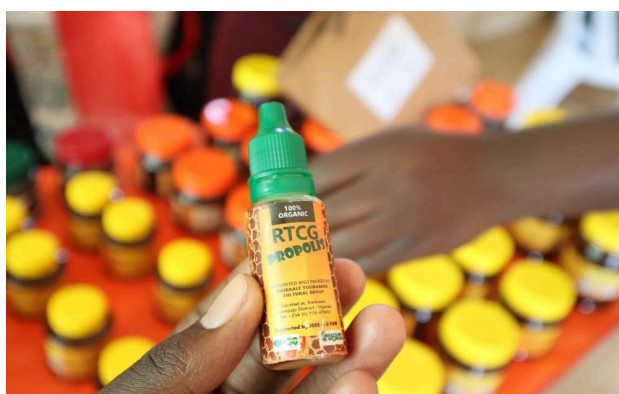
The model enables ecopreneurs to have potential for creating innovative transitions for a more sustainable business through producing unique products.

The model creates and delivers a significant amount of environmental value along with economic and social value. The way a business can create environmental value varies depending on the product/service. It is important to be highlighted as it is the feature that defines the green identity of the model. Environmental impact can have a role in attracting customers.

The ecopreneurship model provides a guideline of having green businesses and how best the business can develop and be sustained.

The model is essential for ecopreneurs as it defines their value proposition, revenue streams, target market, competitive advantage and growth potential. It serves as a strategic roadmap, guiding decision making, resource allocation, and risk management.

Pictorial





Annex

Questions asked during the prototype to address the challenge on Finance

Testing with youth groups on Financial Access for Enterprise

Introduction

Hello, my name is _____ and this is _____. We are from an NGO called JESE. Today we would like to get your feedback on some ideas that can help the rural community. We would like to see what you think of them and whether they will work, as well as ask some questions about your life. Your input will be very helpful for us to develop solutions further for the community. It will take around 30 - 40 minutes of your time - is this ok? There will be no right or wrong answer. All your responses will be very important for us. So, please be honest. Are you happy for us to take your photos and use them for our work? Thank you.

Step 1: Interview Intro (5 mins)

Intro...

Name of group

Location

Education level

Male/female makeup of group







What are you currently doing? (activities)

What is your main source of income?

Step 2: Explain that you want to ask their feedback on some ideas about how they might access a loan for their business...

Walk through the storyboard first, sharing each step/interaction, so that they understand the process.

Below is an example of a storyboard showing how the youth can get to know about the financial services.

<p>Step 1</p>  <p>Feeling at the moment, the youth don't know about the different loan options.</p>	<p>Step 2</p>  <p>The youth hear about the financial services from a financial officer in the community.</p>	<p>Step 3</p>  <p>The youth make a decision to go to a financial service and require more information on how to access a loan.</p>
<p>Step 4</p>  <p>Learning about financial services (Youth being taught by a financial officer)</p>	<p>Step 5</p>  <p>The youth decide to take a loan.</p>	<p>Step 6</p>  <p>The youth meets the requirements needed to access</p>

		a loan and finally gets a loan to boost his green enterprise.
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Step 3: Go through the steps again, asking for specific feedback on each step.

Exercise.

What motivates you to want to access a loan? Why?

What scares or deters you from doing it? Why?

Is this how you would want to learn more about different financial services or loan types?

If not, how else would you prefer to learn more? Why?

Where would you want to hear more about accessing a loan?

From who? How? (in person from loan officer as meeting with the group, at the bank, from JESE, or through materials to read)

What else do you need to know about or what to learn?

What information or type of support would help you feel more confident in taking the loan?

(when showing options about support with a business plan, etc.)

What information or type of support would help you feel more confident and able to repay the loan?

(when showing options about support with repayment, etc.)

What would make the experience of accessing this package easier?

If you are to take a loan, how would you influence other youth to take up loans?

If you acquire a loan, what strategy do you have as a group to pay back a loan?

Step 4: Wrap - up, allow for any additional feedback on what works, what doesn't, what they would want to improve

****Encourage the bank representative to ask any follow up questions - they may also suggest what they can or cannot provide...**