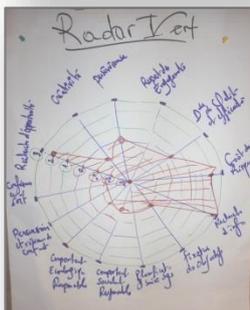
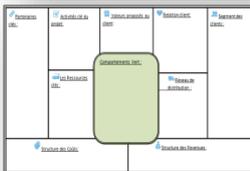


## In Practice

Within competing groups, participants are asked to catch fishes from a bowl. They take as many as the can, but nature only recovers 10% of the remainder after each round. If participants don't find a way to balance limited resources with thoughtful exploration and higher value added, all will finally fail. But there are solutions at hand for innovative entrepreneurs.

After 5 days, mind sets have changed and the threat of green and social sustainability turns into a fascinating challenge with very promising business opportunities.



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## Green & Social Business CEFE GREEN OCEAN

Business success far too often is only related to profit. An enterprise is also embedded in its social and ecological context, which many people regard as a conflict to profit orientation. This training changes the participants' mind set and equips them with essential tools to green their economic activities, whether for their entire business or only parts of it. After sensitizing sustainable social and ecological systemic thinking participants identify own realistic solutions regarding innovative niches to be explored, waste to be avoided and smart growth to be enabled. The green business model finally helps them to convert ideas into entrepreneurial practice. The green balance bridges the conflict of profit and green/social objectives with competitive results. Small changes sometimes can be giant leaps for more inclusive business, better social responsibility, a reduced CO<sup>2</sup> footprint or better use of scarce resources.

## Deliverables

The main learning objectives of the training are: appreciation of green business as innovative door to better opportunities / assessment of green business levels / engineering of green products and services / analysis of external and internal factors / certification processes / green marketing mix / green business model / profitability and added value of green investments

## Instruments

The training is highly participative and experiential, using CEFE methods. Tools applied are further developed versions of, among others, brainstorming, marketing mix, business model, change management, pre-investment analysis.

A green business seminar takes at least 5 net course days and can be used for start-ups or existing businesses. 12-22 persons can participate. First application must be coached by a trainer who knows the program and requires 2 days of preparation. 2 CEFE experienced trainers needed in the classroom.