



Course Journal

Green Economy – Start-up Series

Generating Ideas

Name : Jack

Date started : August 2012

<p>Introduction</p>	<p>This template is provided for you to use throughout this course. We have provided you with details of each activity as they appear in the course and left space for you to complete your notes. It is entirely up to you what and how much you record in your journal. However, at various points in the course you will see the 'journal' image which is a prompt from us that this would be a good time to update this document.</p> <p>You do not have to use this journal template. You can use a hard copy or record and audio or video journal. Alternatively, you can use your own template and record the material in the way that meets your needs. If you use this template, you do not need to restrict yourself to the space that is provided. Because this is constructed in a word processing application, you can expand the spaces, adjust them or amend them as you wish.</p> <p>Your course journal has an important role as the source of background material to help you write your Business Plan, which you will need to do before you start your business. It is important to record the information as you go through the course so you don't have to revisit sections later.</p> <p>We hope you will find this template useful and that it becomes a source or reference for you as you plan your business and take your new green product or service to market.</p>
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<p>MODULE 1</p>	<p>Hi, I'm Jack. I'm one of the people who's completed this course and I'm going to give you some help by sharing my feedback to some of the activities. Most of my feedback's going to be in the form of short audio files but a few of them'll be written down – because its difficult to give web addresses and things like that by talking.</p> <p>My answers aren't necessarily the right answers to these activities because I don't think there are any 'right' answers. Every one of us is different and the ideas we have about this course will be different. I hope this means that all the business ideas we come up with are different too. But the answers you're going to hear are my answers.</p> <p>If my answers help you to think of other ideas that's great but don't blame me if what I say isn't that great. I'm not trained to be an entrepreneur and I've not got much experience of environmental issues. That's why, like you, I've done this course – to see if I can come up with some ideas for a new green business.</p> <p>And if I don't find the right business straight away, I'll still have done the course and the notes I make may help in the future. And if I go for other jobs, having done this course may also be that extra, that added value, that puts me above someone else who's applied for it.</p> <p>You can listen to me whenever you see the picture of the headphones. You'll need to click on the right arrow button on the audio bar at the bottom of the screen.</p> <p>Good luck with the course and I hope you're successful in developing your new green business.</p>
<p>MODULE 2</p>	
<p>Unit 1</p>	
<p>Many papers, documentaries, films and books have been published which highlight different aspects of the challenges presented by climate change and the environmental and sustainability pressures that exist.</p> <p>Note the names of any published materials that you're aware of that discuss these challenges.</p> <p>How many of these have you watched, read or listened to?</p>	<p>I really like film and I know quite a lot about it so I immediately think of films like Al Gore's, 'An Inconvenient Truth' or the one with Pete Postlethwaite in it, 'The Age of Stupid'. There are some others that deal with specific issues like 'Pig Business' that looks at how bad intensive pig rearing is and then there's Leonardo di Caprio who made a film called 'The 11th Hour' a few years ago.</p> <p>There're also a lot of books about this sort of thing but as its not really my field at the moment, I'm not sure of the titles. I have read No Logo, by Naomi Klein and her other book, 'The Shock Doctrine' both of which deal with environmental issues alongside social problems and I know there was a lot of fuss a few years ago about The Stern Report. This was something to do with the economics of climate change or something like that.</p> <p>There's also loads of stuff on the Internet about environmental issues. There're hundreds or thousands of videos on You Tube about this and thinks like Ted Talks often deal with environmental stuff.</p>

<p>Write down the type of environmental issues that you may like to tackle with your new green business.</p>	<p>I found it quite difficult to think of this list without any prompting but I thought about things I'd heard about from television or seen information about on the Internet. Climate change is the obvious one because that's what everyone's talking about and it's easy to just stop there. Water's also a big problem, mostly in other parts of the world but we seem to have had problems here in the UK this year. Either there's not enough water or there's too much and some of what there is is polluted.</p> <p>Again, its not really an issue here but in other parts of the world, sanitation is also a problem and this can affect water supplies too.</p> <p>I'm particularly concerned about genetically modified crops and industrial agriculture. I don't know enough about it to know why I'm concerned but the idea of genes from one species being used in another is a bit scary, especially when it's being used for food.</p> <p>Other ideas I came up with were pollution from cars, vans and trucks on the roads, loss of wildlife and deforestation.</p>
<p>You should now begin your list of business opportunities with any ideas that may have been prompted by learning about the environmental pressures we're facing.</p>	<p>In his original course journal, Jack has listed his green business ideas but a list of ideas does not make for good audio and, in any event, the course is about you finding your own ideas. There is a danger that, by recording someone else's ideas it will prevent you from coming up with your own, which are likely to be more original and innovative than those Jack's. He does, however, provide his long-list at the end of this set of transcripts.</p>
<p>Unit 2</p>	
<p>See if you can craft a definition for the 'Green Economy'.</p>	<p>This took a bit of thinking about. It's one of those terms you hear all the time and you have a vague idea about it but when someone asks, you can't always explain it. I did some research and this is what I came up with:</p> <p>“the green economy comprises new and existing green businesses that get their income from providing environmental support, products and services to existing businesses and directly to consumers.”</p> <p>As an example, insulating existing buildings would be part of the green economy and supplying and fitting solar panels would also be part of the green economy.</p>
<p>Investigate the green economy in your country.</p>	<p>There is quite bit of information about the green economy in the UK in the course module. Jack did find out about the business sector in the UK and you can find this information later in his course journal.</p>
<p>Find out the number of jobs in your green economy and if possible how the number has changed in recent years.</p>	<p>There is quite bit of information about the green economy in the UK in the course module. Jack did find out about the business sector in the UK and you can find this information later in his course journal.</p>

<p>If we were designing a sustainable world today we would be unlikely to start from where we are now. This is true for many products and services too.</p> <p>What would your ideal world look like? Keep things at a high level and do not get into too much detail.</p>	<p>This is a bit tricky for someone like me who didn't study environment or geography. I guess if we didn't have access to some of the resources we have now, things would get more expensive and probably we wouldn't be able to buy so much stuff. We'd still need to buy food but if this got more expensive, there might be less money for other things like computers and televisions. We might have to learn how to grow things again so we wouldn't have to buy so many vegetables or so much fruit and there might be more people keeping chickens or other animals in their gardens.</p> <p>If energy got more scarce, there may be rationing and power cuts and we might not be able to get petrol for cars and diesel for vans and trucks. I suppose they'd make sure there was some available for buses and trains and ambulances but we might not be able to travel as far or as quickly. I guess flying anywhere would be out too!</p> <p>On the positive side, there'd be more incentive to get energy from other sources like wind turbines or solar panels. There might be a rush to build new nuclear plants too but I'm not sure that'd be such a good idea.</p> <p>These changes would also have an effect on society too. I'm not sure if they'd be good changes or not. It might be better if people helped each other – gave them lifts when they needed to get places or did the shopping for each other rather than everyone going to the supermarket. But its likely that some people would see it as their right to things they can't afford to buy and there might be more crime.</p>
<p>Now add to your list of business opportunities any ideas that may have been prompted by learning about the green economy in the UK and elsewhere.</p>	
<p>Unit 3</p>	
<p>Record what you know of any green legislation and schemes introduced by your government.</p> <p>Which government departments are involved and how well do you feel each one is supporting or opposing the development of the green economy.</p>	<p>I live in the UK but I don't know much about government legislation and stuff. I suppose the Chancellor who controls all the money'll have something to do with it and I think there's a department called something like energy and climate change but I'm not completely sure. Is it DEFRA or something that does environmental things too? I'm not sure what DEFRA means but I'm sure it's something to do with this sector.</p> <p>Overall, I suppose I don't know a great deal so I'll have to find out more!</p>
<p>Why would a business want to go green?</p>	<p>It depends on what sort of business you're talking about because their motives will be different.</p> <p>If I think about a supermarket for instance, they probably want to go green to make sure they continue to attract customers but I guess if they're really serious about it, it could mean some cost savings on things like transport, lighting, heating and refrigeration.</p> <p>There might be some pressure from their shareholders but all they really</p>

	<p>seem to be interested in is making as much money as possible. Being seen to care for the environment could also help them to protect the supermarket's reputation as more people get interested in the environment and the problems we're causing get more obvious.</p> <p>Most supermarkets don't seem to be able to focus on anything but offering food cheaper than their competitors so I suppose cost saving is going to be the main reason why they want to go green.</p>
<p>Think about greener products and services.</p> <p>Can you think ahead of the crowd and imagine any future demands of consumers?</p>	<p>As I've been a student and then a low paid, casual worker for about the last 5 years, I've not had much chance to see the consumer culture at first hand. I'm not sure what changes there've been but from what I've read or heard from other people is that there's different things happening.</p> <p>On the one hand, there're a lot of people buying cheap things, like almost disposable. Primark is a good example. I know I've bought ridiculously cheap tee shirts from there in the past but the things are so cheap people don't value them but just keep buying new ones. This seems to be the case especially with younger people – they just want new stuff all the time and the cheaper the better.</p> <p>The opposite is that some people – my parents for example – are trying to buy less but better quality. This isn't just with clothes but with other things like a washing machine. They don't want it to break down in 18 months and be told it'll be cheaper to replace it than have it repaired.</p> <p>With food, the same trends seem to be happening. At one end of the spectrum all the supermarkets are trying to compete to be the cheapest but there's also a lot more organic food and more exotic stuff too. Some produce in supermarkets is also being labelled with the name of the farmer who produced the food.</p> <p>Supermarkets also seem to be expanding into selling everything and pushing all other providers out. So, the supermarket that used to sell just food and household items is now selling clothing, household utensils, electrical goods, books, newspapers and even insurance and banking services.</p> <p>We don't do it but I know a lot of people go to farmers' markets or farm shops for food where it's probably more expensive but where you know the person who produced it and can meet them. This is the next stage on from the way the supermarkets do things.</p> <p>I hear a lot of people complain about using the supermarkets but they still do use them. I'm not sure if this is because the supermarkets have pushed out all the other shops or because its so convenient to get everything under one roof.</p> <p>The other big change there's been is in on-line shopping. More and more things are being bought on line rather than by people going physically to the shops. This is for food and other household goods but also clothes, books, electrical items. I do most of my Christmas shopping on line.</p> <p>Another thing that seems a bit odd is that shopping or consumption of some sort seems to be the only leisure activity that some people have.</p>

	<p>So, instead of doing something in the garden, people seem to go to the shops for the afternoon, then go to a restaurant or cafe for a meal and on to the cinema to watch a film. Everything's geared towards buying goods and services.</p>
<p>List any changes you've made recently that will reduce your impact on the environment. For example, have you:</p> <ul style="list-style-type: none"> Decided to buy organic or more local food? Chosen to buy ethical clothing? Changed to a hybrid or low emission car? Reduced the distance you travel? Changed your mode of travel to one which is less damaging to the environment? 	<p>Living with my parents as I still do, because I'm an unemployed graduate, doesn't give me much scope for making lifestyle choices. When I help my Mum with the grocery shopping, I try to persuade her to buy some organic food and I do stop her getting vegetables that are grown in Africa when they can be produced over here. But because we eat a lot of fruit, we still buy bananas and mangoes and pineapples which are difficult to grow here, without using a lot of energy.</p> <p>I've got a few bits of ethical clothing from People Tree and I think I've got a Rapanui tee shirt somewhere. A shirt someone bought me from M&S once is organic too, I think.</p> <p>I don't drive and when I do travel it's generally on public transport which is better for the environment. I haven't been on a plane since I went on a film studies trip to California about 6 years ago so I don't think my overall impact's going to be that great.</p> <p>Other than an ethical clothing company, I can't think of any business ideas that are suggested by this exercise.</p>
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about government initiatives, the greening of business and consumer demand.</p>	
<p>Unit 4</p>	
<p>Look for the most up to date information you can about the number and size of businesses in your country and in your local area. Make a note in your course journal about the information.</p>	<p>This is quite amazing!</p> <p>I live in the UK but I still find it hard to believe that more than 99% of the businesses in the UK are small or medium enterprises. All we ever hear about are the big companies and, whilst they employ a lot of people and generate a lot of money, they're only a tiny proportion of the number of businesses in the country.</p> <p>There are just over 4.5 million enterprises in the UK and 99.2% of them have fewer than 50 employees. In fact, there're about 4.3 million businesses with less than 10 employees!</p> <p>The biggest sector is construction with 876,000 businesses but the other categories are too broad to get any real sense of what they might entail. I suppose accommodation and food service is about hotels, restaurants and cafes but I'm not sure if this also includes supermarkets and food retailers but in this sector there are about 147,000 businesses.</p> <p>I get a similar problem with the regional breakdown – it's difficult to get any real understanding of the types of business in my area from national statistics because the categories are so broad.</p>

<p>You should now add to your list of business opportunities any ideas that may have been prompted by learning about the labour market in the UK and beyond.</p>	
<p>Unit 5</p>	
<p>Do some research and see if you can work out any predictions for what you think is likely to happen to work and business over the next 10 to 50 years.</p>	<p>This was a bit difficult to put in an audio so this is what Jack wrote in his course journal:</p> <p>There is quite a bit of information on the web about the future of work. There isn't much consensus and I suspect any one of these could be the right answer – or none of them. Given the scale of change over the past 20 to 30 years in so many areas, it is quite possible that in another 20 or 30 years work will look very different. This is even more likely to be the case if the dire predictions for environmental disaster come to fruition. Perhaps we will all be in the armed services, defending our coastline from hordes of environmental refugees from southern Europe and Africa? Or perhaps we'll be all working from home in our shorts and tee shirts, using super fast connections to each other to share information. But I suppose if we are not going to be able to get goods from abroad because of the cost of production and transport, there may be more primary production and manufacturing being done here again. So, perhaps mining and quarrying will have had a resurgence and there will be many more people employed to grow food?</p> <p>I found a couple of interesting websites:</p> <p>http://thenextweb.com/insider/2011/08/20/the-future-of-work-hiring-yourself-out-online/ This is a US site but the blog article does give some ideas about different business models that we could see developing.</p> <p>http://bsr.london.edu/lbs-article/581/index.html This is a more academic article from the London Business School. It is a couple of years old but there is still some relevant stuff information.</p>
<p>Make some notes in your course journal about the future of work.</p>	<p>I've no idea how many jobs or employers I'll have before I'm 70. Its only a couple of years since I left University and already I've worked for three different organisations. So, I guess its going to be around 10 or possibly more in total, unless I'm really lucky and find my perfect job and perfect employer.</p> <p>I really don't expect to be serving in a coffee shop when I retire – unless its one of my own chain of ethical and organic coffee shops! (Now there's an idea!)</p> <p>I'm a bit concerned about finding a job that I really want to do and that is the right sort of level for my qualifications but there's that real catch 22 situation where you can't get a job without both qualifications and experience. I've got the qualifications but I can't get the experience because all the jobs I've applied for need experience! I guess that's why I'm doing this course.</p> <p>I can't see myself always working for someone else. My girlfriend's</p>

	<p>jewellery business just shows me what it can be like to do something for yourself rather than for someone else all the time. Although I haven't really thought about it too much, I guess I'll want a family at some stage too so I'll need to be sure I can support them – or find a partner who's a real high flier who can afford to support me! I guess this is one change that's possible – the roles of men and women will probably get mixed up.</p> <p>I've moved around a bit already but I suspect I may end up working somewhere close to home but if I have my own business, who knows where the customers are likely to be. I suppose its also quite possible that I might have to do more than one job at once at some point in my life.</p>
<p>In the past, the location of a business was critical. It was essential for a business to be located where it was most advantageous to manufacture a product, be close to its customers or be near to good transport links. How true is this today? Record the criteria that would be potentially important to you for the location of your business.</p>	<p>I haven't really thought about where I want to locate my business because I thought that would come afterwards, once I'd decided on the business I wanted to start. I suppose, though, that if I want my business to be in a particular location, that might influence the type of business I want to start – chicken and egg!</p> <p>At the moment, the exact location isn't important but I guess it makes sense to be close to my home town because that's where my family is and where I can get access to people I know – friends, former employers and people like that.</p> <p>I can't imagine, at the moment, being in a suit and tie and sitting at a desk in an office so perhaps a home-based business would be better. I guess that's OK so long as I don't need to employ people. Then I'd need a base and would probably have to be seen there.</p> <p>I suppose if there are no restrictions, I could base myself anywhere. On a beach with a laptop or a tablet computer's quite appealing but then it does depend on the type of business. If I have to be in front of customers regularly, travelling from somewhere abroad wouldn't be easy.</p> <p>So, important criteria are:</p> <ul style="list-style-type: none"> • it should be close to family and a business network, that is a network of people • there should be fast and reliable access to the Internet • it should be somewhere casual or informal <p>Beyond these criteria, at the moment I can't think of anything. As I thought at the beginning of this exercise, it will depend more on what sort of business I decide to start.</p>
<p>You should now add to your list of business opportunities any ideas that may have been prompted by thinking about the future of work and business.</p>	

MODULE 3			
Unit 1			
Can you think of some causes for environmental problems?	<p>I had to think about this one. I thought at first they were asking for a list of environmental issue but then I realised they're actually looking for the causes, not the issues themselves. I'm not sure how well I did but this is the list I came up with:</p> <ul style="list-style-type: none"> • There're too many people – both in the UK and in the world • We're all consuming too much in this country but I guess there're other places in the world where they don't have enough. This brings me on to the next one • Inequality. Some of us have too much and some of us don't have enough. This is even the case here in the UK where there're too many people who are poor and who can't to get access to the things they want or need. We have far more than our share of the resources in that we import many of the things we need from other countries. At the same time, other people in the countries we import raw materials and manufactured goods from are hungry, thirsty and don't have clean water or sanitation facilities. • We all want too much and most of it is not necessary and will probably be thrown away before long. • We're using resources faster than they're being restored. • We make too much waste. We just pollute the air and water without really thinking about it and throw things in the bin without thinking about how they were made or what went into them or where they'll be going from our bin 		
Identify the major environmental issues that face the UK and the rest of the world.	Environmental issue	Who should be taking action?	What action should they take?
This was a bit difficult to put in an audio so the table is copied from the one Jack wrote in his course journal	Climate change	Local and national governments Businesses – small, medium and large in all countries Individuals and households	Reduce the amount of emissions from houses and factories Drive cleaner cars Drive fewer cars Use more bicycles and more public transport; walk more rather than taking the car
	Flooding	Local and national governments Businesses Individuals	Stop building on flood plains Make sure drains are able to deal with high levels of storm water Make sure that fewer areas are covered in hard landscaping for car parks, for parking outside houses and in gardens

	GM Crops	Individual farmers Local and national governments Those buying the produce	Government should not allow the cultivation of GM crops in the UK Foods should be labelled to indicate if GM produce has been used in production We should try to avoid the introduction of GM by the back door – because contamination is difficult to prevent, it should not follow that we will allow some level of contamination to 'non-GM foods'
	Loss of wildlife	Local and national governments Businesses Individual householders	Reduce building on green belt land; stop infill developments as domestic gardens are important for wildlife
	Waste disposal	Local and national governments Businesses Individual householders	Reduce the amount of rubbish we produce Find better ways of managing the rubbish Recycle more of what we do produce Compost food waste rather than putting it in the bin
Do some research to find alternative definitions of “environmental issue”. Note the definitions and the differences between them.	<p>I had a look on-line and I found a few definitions of environmental issue. I got one, inevitably, from wikipedia but their definition seems a bit bland.</p> <p>Anyway, here's the wikipedia definition:</p> <p>Environmental issues are negative aspects of human activity on the biophysical environment.</p> <p>This next one's a bit more complicated but I quite like it because it's not too centred on the effects on humans. I got this from the business dictionary:</p> <p>An environmental problem is a known process (such as resource consumption) that has negative effects on the sustainability of the environmental quality necessary for the well being of the organisms living in it.</p> <p>The final definition I found was from a book by Ronald Mitchell, published in 2009, called International Politics and the Environment. Mr Mitchell had this to say:</p> <p>International environmental problems are ‘those impacts on the natural environment of human activities that some significant set of people view as negative and that have either a transboundary or</p>		

	<p>international commons aspect'</p> <p>So, it seems like that we're the ones who cause environmental issues. I suppose this is right because we're the only species that can significantly alter the environment to the extent that it can't find a new balance, generally because we don't stop doing the stuff that's causing the problem.</p>
<p>Now add to your list of business opportunities any ideas that may have been prompted by learning more about the environmental issues we face in the UK and across the world.</p>	
Unit 2	
<p>Reflect on the issues and see if you can identify any more business ideas.</p>	
Unit 3	There are no journal activities associated with Module 3, unit 3.
Unit 4	
<p>Record any ideas you may have had for a new business to address any of the impacts of climate change.</p>	
Unit 5	
<p>Record any ideas you may have had for a new business to address any of the impacts of desertification, biodiversity loss or deforestation.</p>	
Unit 6	
<p>Record any ideas you may have had for a new business to address any of the impacts of pollution: air pollution; water pollution; pollution from solid waste; or soil pollution.</p>	
Unit 7	
<p>Record any ideas you may have had for a new business to address any impacts on the marine environment.</p>	

Unit 8	
Record any ideas you may have for a new business to address any impacts of resource depletion.	
Unit 9	
Record any ideas you may have for a new business to address any impacts of ozone depletion.	
Unit 10	
Record any ideas you may have for a new business to address any impacts of industrial agriculture.	
Unit 11	
Record any ideas you may have for a new business to address any aspects of environmental protection.	
Unit 12	
Record any ideas you may have for a new business to address the social aspects of environmental issues.	
MODULE 4	
Unit 1	
Select a country other than the UK and do some research to see if you can find out their energy mix. If you're not based in the UK, it makes sense for you to research your own country's targets. When you've found the information compare and contrast it with the statistics given for the UK.	<p>I wanted to have a look at the data for Germany as I'd heard they were doing much better than us with renewable sources of energy. It wasn't too difficult to find data but it wasn't as easy to find exactly comparable information. What I did find was that Germany is doing so much better than the UK when it comes to renewables. We got only 7.9% of our energy from renewables in 2011 and Germany was up over 20% for the same period. They are where we want to be by 2020! We've got so much catching up to do.</p> <p>The increase in energy from solar photovoltaics was also interesting. I heard that we cut our feed-in-tariff but according to the article, the German federal government decided not to cut subsidies for private solar-power generation.</p> <p>The other interesting thing about comparing the data is that Germany's decided to phase out their nuclear power stations after the disaster in Japan where the power station was damaged by the tsunami. Here in the UK though, the British government seems completely sold on the idea of nuclear – if they can find anyone to build new plants.</p>

<p>Take some time to think about a building you're familiar with. This could be your home, your place of work or where you study. How could you save energy in this building?</p> <p>Begin with the easy wins that cost little or nothing and move up towards other ideas that may require some capital outlay.</p>	<p>Making sure the lights are turned off when they're not needed is an easy one but changing light bulbs for low energy versions is helpful too. I guess all electrical appliances should be turned off when they're not being used and we shouldn't leave things on standby. There also seem to be so many electrical gadgets now. So many of us have computers, mobile phones and e-readers, all of which need charging on occasions. Then in the kitchen there're fridges, washing machines, dishwashers, tumble driers, freezers, bread makers, steamers, grills and others. If we had fewer gadgets that all need electricity I guess the overall energy demand would be less.</p> <p>Turning the heating down and wearing more clothes is good as that will reduce the energy used for heating. Drying clothes naturally rather than using a tumble drier is good but at the student flat I was in, there wasn't really anywhere to dry clothes in the flat and if you put them out they'd be stolen so we didn't have a lot of choice. I guess there are others in that situation too.</p> <p>Insulating the walls and loft space and, if its possible, under the floor will reduce energy needs and making sure the building is air tight – there're no drafts or gaps around windows or doors or pipes. On the same basis, I suppose double glazing or even triple glazing would be good but there can't be many places the haven't got double-glazing now.</p> <p>Putting solar thermal panels on the roof to heat water will reduce the cost of water heating and taking showers instead of baths takes less water and less energy. Rachel and I like to share a bath when we can, which is good and which can result in even more heat being generated!</p> <p>I've also heard about something called a voltage optimiser. I did a bit of research on this and it seems like you can save electricity by reducing the peak voltage of the incoming electricity supply from 240. Apparently, most appliances will operate quite comfortably on this voltage but it might take a little longer to boil the kettle. There can be some significant savings in the amount of electricity used by putting one of these in the system.</p> <p>Generating electricity from renewables like solar panels on the roof is a good way of reducing the electricity bills but this doesn't always result in decreasing the amount of energy used. If the energy's cheap and there, we might find them using more.</p>
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about UK energy generation, the energy mix and energy efficiency.</p>	
<p>Unit 2</p>	
<p>Make a list of all the different sources of renewable energy (for generating electricity or heat) you can think of.</p>	<p>This should be easy but there may be something I've missed:</p> <ul style="list-style-type: none"> • Solar can be used to generate electricity using photovoltaic panels and to heat water using solar thermal panels • Biomass boilers can use either wood or agricultural waste. The wood burners can use logs, chips or pellets. • There are heat pumps – both ground source and air source but

	<p>I've heard air source aren't very efficient.</p> <ul style="list-style-type: none"> • Wind power of course. This can be offshore and onshore but it all seems to be geared towards massive wind farms operated by big energy companies. • Wave power must be possible but no one seems to have solved it yet. • Tidal power would be good but not from big barrages. Turbines operated by the tidal stream would be fine. • Hydro-electricity has been around for years but you can also use water power to generate movement directly, as in a water mill. • Deep geothermal energy is available but in the UK its very expensive and only viable in certain areas. • Anaerobic digestion to produce either biogas or to be used to generate heat. <p>There are so many different technologies that we ought to be able to generate more of our energy needs from renewable sources.</p>
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about Distributed Renewable Energy.</p>	
<p>Unit 3</p>	
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about Microgrids.</p>	
<p>Unit 4</p>	
<p>Make some notes about how we use water, for our own use, domestically and commercially. Try to think about how other cultures and nationalities may use water too. You could highlight the differences in water use and availability between the UK and other countries.</p>	<p>I came up with some generic uses for water:</p> <ul style="list-style-type: none"> • We use water for domestic purposes and personal consumption - for drinking and cooking as well as for personal hygiene • In some places, water is used for irrigating crops to help them grow to produce more food • Animals and poultry on farms need water • Water's an important input to most industrial processes • I now know from the previous module on the course that we also use a lot of water for energy production in our power stations • Some of our recreational activities such as sailing, canoeing and swimming depend on water • Water's also a natural resource. As much as farm animals and crops need water, the wildlife and plants in the natural world also need it. Water's also helped to shape the landscape by carving out valleys and depositing silt to make flood plains. <p>We use a lot more water in the UK and other western countries than many other places in the world. When I was on the world challenge, the village we stayed in didn't have much water. Where water's short, it tends to have more value to the people, and not just economic value. Some people can have a spiritual connection to it too.</p>

	<p>Although in the UK we've generally got plenty of water because of the infrastructure we've built up over a couple of hundred years, the south east doesn't really get that much rainfall. Other places in the world where the infrastructure's not so good have more difficulties getting water to where people need it.</p> <p>Because it's such a basic human requirement, it's wrong that so many people across the world don't have access to enough water to drink and to keep themselves clean.</p>
<p>Make a list of all the different ways you can think of for reducing water demand, conserving water, recycling water and storing water.</p>	<p>Its one of the things you don't think about very often because in this country you just turn on a tap and clean, fresh water comes out. When I was doing the world challenge, I realised that not everyone's as fortunate as we are. In the village we stayed in, there was not much water to drink, let alone to wash or shower in so its something I am interested in. If I could do something about water shortages, that would be great.</p> <p>From our perspective in the UK, we should make sure we don't leave taps running when we're cleaning our teeth or for other purposes. We should also make sure there aren't any leaking taps. We could fit aeration devices to taps and showers that reduce the amount of water used and we should avoid power showers.</p> <p>We can take showers rather than baths as they use less water or we can bath with a friend! If we're installing new bathrooms or cloakrooms, we should use dual-flush lavatories but we could also do what the Australians do. When I was travelling, I heard some Australians use the mantra:</p> <p><i>'If its yellow, that's mellow, if it's brown, flush it down.'</i></p> <p>It always seemed a bit daft to me to use two or three litres of good quality drinking water or more to flush away perhaps a quarter of a litre of pee so perhaps we should just not flush the lavatory quite so often! We could even go the whole way and do away with flushing lavatories completely and use composting ones. Whilst this will probably be a step too far for most people if there was plenty of land available, a reedbed filtration system might be feasible.</p> <p>When we buy new appliances such as dishwashers or washing machines we should go for the models that use the least water</p> <p>We can also avoid using clean drinking water on the garden or to wash the car. The simplest way of storing rain water for reuse is in water butts but bigger tanks either above or below ground would allow us to store more. We could also store and recycle water from sinks and washing machines for flushing lavatories but that's a bit more complicated.</p>
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about water and water management.</p>	

Unit 5	
<p>Can you explain sustainable consumption? Why do you think sustainable consumption may be difficult to achieve?</p>	<p>Looking back, though, to what I said about consumer demand in an earlier module, one of the problems must be that shopping and buying things has been promoted as a leisure activity and there's always pressure from manufacturers, retailers and advertising to always want the next big thing or the new gadget or next season's clothes.</p> <p>I'm sure we don't need to buy and consume as much as we do so one of the challenges will be to persuade people to buy less. This isn't going to be easy because everyone's just got used to having more all the time. OK, there are some people who don't enjoy shopping and who don't see the need to constantly get new stuff but they're in the minority. I don't buy a lot of things at the moment because I don't have the money but I'm sure if I was earning more, I'd spend more too.</p> <p>So, if we can't stop people buying stuff, I suppose we need to change the stuff they buy. Again, this is difficult because we've all been brought up to think that we deserve cheap food and for anything we want to be available when we want it and that as soon as we've finished with something we can throw it away.</p> <p>From the point of view of the manufacturers and retailers, they increase their share value by increasing their sales so they won't take kindly to any reduction in consumption. I'm sure they'll fight hard to avoid or overcome any legislation there might be to limit consumption.</p> <p>So, I guess the real problem with achieving sustainable consumption is that it needs people to change their attitudes and behaviour. And this seems to be a difficult process and one that only happens slowly.</p>
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about sustainable consumption.</p>	
Unit 6	
<p>Think about the different modes of transport you use on a daily or weekly basis and any other form of transport you may use less frequently.</p> <p>Note all the different modes of personal transport that are more sustainable than the private car.</p>	<p>This is an easy one. For personal transport you could walk or get a bike. Bikes are brilliant inventions and make it so easy to get around but there're so many cars on the roads that it's sometimes dangerous to use them. The other problem is arriving somewhere where you need to be smart and you're hot and sweaty! Perhaps there's a business to set up bike storage, showers and other services in most town centres to allow people to use their bikes more often?</p> <p>There are some bikes you can get now with battery packs and electric motors. These make life a lot easier, especially in hilly areas and for those who aren't very fit.</p> <p>The next step up from here would be to use a scooter – I mean a Vespa or something, not one of those micro-scooters you see children scooting about on. These scooters, and motorbikes, I guess, still use fossil fuel but they take up fewer resources than a car and they use less fuel.</p> <p>You can also use public transport. These are buses and trains generally. Taxis are also forms of public transport but it always strikes</p>

	<p>me that they are still cars and often travel with only one or two people on board. I suppose, overall, they're used more than a private car would be so are better for the environment. But it makes you wonder when you walk past the taxi rank and there are dozens of diesel taxis all sitting there with their engines running!</p> <p>If you have to run a car, I suppose a hybrid car is better than one that just runs on fossil fuels but I would need to do some research into their efficiency because I think this depends on the type of driving you do. Electric cars are often touted as being the future for personal transport but if the electricity isn't generated from renewable sources, we're just pushing the emissions somewhere else. The other thing about swapping petrol or diesel cars for ones that use other forms of power is that we're still not overcoming the problem of congestion and we'll continue to make sure all our infrastructure favours the car, rather than other ways of getting around.</p> <p>Also better than having your own car, or more than one car, is the idea of car sharing or car pooling or car clubs. These apparently seem expensive compared to having your own car on the drive but when you take your own car out, you don't think too much about the costs of insurance, maintenance, road tax and all the other costs that add to the overall per-mile cost of having a car.</p>
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about sustainable transport.</p>	
<p>Unit 7</p>	
<p>Add to your long list of business opportunities any ideas that may have been prompted by learning about Sustainable Supply Chains.</p>	
<p>MODULE 5</p>	
<p>Unit 1</p>	
<p>Record any ideas you may have for new green businesses that take advantage of The Circular Economy.</p>	
<p>Unit 2</p>	
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about Recycling and Waste Management, the waste management hierarchy, computer recycling materials recycling and packaging.</p>	

Unit 3	
<p>Add to your long-list of business opportunities any ideas that may have been prompted by learning about Pollution Prevention and Treatment.</p>	
Unit 4	
<p>Think about where you currently live. Can you think of any improvements other than energy efficiency and water saving improvements that you could carry out to reduce carbon emissions?</p>	<p>This was a bit of a tricky activity. Every improvement I thought of at first was related to energy saving or water saving.</p> <p>Eventually though, I thought that taking up the concrete on the drive and replacing it with something more permeable like gravel would be a good thing as it would reduce water run off and reduce the potential for flooding. Actually, if we were the only ones to do this, it wouldn't make very much difference at all but if lots of people did it, it would be helpful, especially in built-up areas.</p> <p>The other area where I thought we could do something different is in the garden. My parents have tried growing vegetables but they're not very successful. They start off the year full of enthusiasm but then they never seem to have enough time to look after the crops as they grow. So I thought about the landshare idea, where people with parts of their garden they're not using properly form a partnership with someone who wants to grow food and has the time but not the land. We'd allow this other person to use our garden to grow vegetables and we'd take a share of what was grown as payment.</p> <p>I'm not sure if my parents would go with this idea but it might be worth talking about with them. If we did this, it'd be good to make sure that anyone who was going to grow things in our garden wasn't going to use pesticides and would try to grow things to attract bees and other insects.</p> <p>Its not really relevant to me at this time but it also occurred that when I'm in the position to furnish or equip my own home, I'll make sure that things like carpets and other floor coverings are sustainable and, if possible, natural. I could also do the same with things like paint and wall coverings. Some of the paint we use to decorate is really noxious and I'm sure it would be better to use natural paints rather than synthetic ones. I expect these natural products are more expensive at the moment but I'll certainly do my research when it comes to the right time.</p> <p>That's a business idea that suddenly came to me which I'll note on my long-list. I could provide advice and information to people about natural products they could buy when they're decorating their houses.</p> <p>We can also make sure that if we're replacing windows and doors we use timber rather than plastic. This is so long as the wood comes from sustainable sources.</p> <p>We can also just use less stuff! There seems to be a bit of a theme starting here. If we use less stuff, we can save the planet! I know its not original but this is beginning to make me think more carefully. I suppose where we do have to use stuff, we should make sure we use</p>

	<p>recycled materials or materials with low embedded carbon where possible. We can also buy things locally and that were made locally. This will reduce the amount of transport they need.</p>
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about building refurbishment and retrofitting.</p>	
<p>Unit 5</p>	
<p>Make some notes about what you understand by eco-tourism.</p>	<p>When I think about eco-tourism, I generally think about really well appointed lodges or bungalows in beautiful settings where the buildings are built with sustainable, local materials, the food is all local and the staff are local too. Because materials, staff and other things are bought locally, the money from the tourism goes directly into the local economy rather than into the pockets of the big tour operators.</p> <p>But, this is really high-end tourism and isn't what most people want or can afford. And there's still the problem of how do you get to these idyllic destinations? It seems that a lot of these sorts of destinations are also built and run by ex-pats who want this wonderful lifestyle for themselves and can get it by providing high-end destinations for others who want similar things.</p> <p>It does seem that, whenever anyone is suggesting ways of developing the economy in any country, but mainly in developing countries, tourism is put forward as one of the main areas that should be grown. This seems to me to be wrong on a number of levels. We shouldn't be encouraging unnecessary travel when air travel is so damaging to the environment and we shouldn't be encouraging countries to turn their best environments into parks for rich foreigners to enjoy. I know there's an argument that it brings in foreign currency but most of the tourism destinations are run by large multi-nationals and the revenue goes back to the country they're based in, not the destination country. I can see why its so enticing for countries but I think there should be less emphasis on tourism as a panacea for a country's economic problems.</p> <p>For most people anyway, eco-tourism probably should mean taking holidays in their own country to minimise the amount of travel involved or, if you're going abroad, travelling by train rather than flying. The travel becomes part of the holiday then, rather than something to be endured. Goodness, I'm beginning to sound like a tourism advert now! Perhaps we should be looking at these well appointed lodges and bungalows here in the UK rather than abroad?</p> <p>I have a bit of a feeling that eco-tourism is a nice idea in theory but there's a bit of a perception that the idea's been hijacked by big tour operators and it just becomes another bit of greenwash.</p>
<p>Add to your list of business opportunities any ideas that may have been prompted by learning about Eco-tourism.</p>	

Unit 6	
Add to your list of business opportunities any ideas that may have been prompted by learning about eco-agriculture, including finding different forms of land tenure, community supported agriculture and forestry.	
Unit 7	
Think of as many different crafts as you can.	<p>I know this is going to sound a bit weird but I seem to know quite a few different crafts. I guess they fall into the description of rural crafts, but here goes:</p> <ul style="list-style-type: none"> • There's coppicing, pollarding and other forms of woodland Management • There's hedge laying and dry stone walling • In the house there's baking, bread making and preserving, that is, making jams and chutneys • There's other timber-based crafts such as wood carving, wood turning and rake making. • Timber can also be used for gate and hurdle making or, even better, for manufacturing timber frames for buildings. This could be a modern business too using machinery rather than craft skills but there's an element of craftsmanship involved too. • Crafts for building include wattle and daub, lime mortar rendering and building or refurbishing buildings using local stone and lime mortar. • For animals, there's blacksmithing but this seems to've extended into making wrought ironwork and decorative metalwork. I'm not sure how sustainable this is as a craft. • I'm not sure if its a craft skill as such but market gardening is something that my grandad used to talk about. Small plots of land are used to grow fruit and vegetables for the local market or to sell at the farm gate. I guess a lot of these became garden centres.
Add to your list of business opportunities any ideas that may have been prompted by this unit on Relearning Crafts.	
Unit 8	
Add to your list of business opportunities any ideas that may have been prompted by thinking about education for sustainability.	
Unit 9	
Add to your list of business opportunities any ideas that may have been prompted by	

opportunities to service the green economy.	
MODULE 6	
Unit 1	
<p>Try doing some brainstorming exercises by yourself. Use trigger words to stimulate brainstorming ideas and try coming back to this activity several times with different trigger words and see what develops.</p> <p>Add any potential business ideas that you generate from this exercise to your long-list.</p>	<p>It is quite difficult to record a brainstorm as an audio file and there is unlikely to be any benefit to you from recreating a personal brainstorm. These are, by their nature, unstructured and potentially full of odd ideas that only mean something to the person or people involved.</p>
Unit 2	
<p>Try your own structural brainstorming exercise.</p> <p>What new business ideas have you arrived at from doing this?</p>	<p>You can see an example of the output from a structural brainstorming exercise in the course material.</p>
Unit 3	
<p>Try using mind mapping to identify potential green business ideas.</p> <p>When you've identified some business ideas from your mind mapping, add them to the long-list of ideas here.</p>	<p>You can see an example of the output from a mind map in the course material.</p>
Unit 4	
<p>Note down what you understand by the term 'Life-cycle Analysis'. Try to do this from what you've learned so far on this course and from your own knowledge.</p>	<p>I wasn't sure about this so I googled it! I found a definition on the US environmental protection agency's website which goes something like this:</p> <p>"LCA is a technique to assess the environmental aspects and potential impacts associated with a product, process, or service, by:</p> <ul style="list-style-type: none"> • Compiling an inventory of relevant energy and material inputs and environmental releases • Evaluating the potential environmental impacts associated with identified inputs and releases • Interpreting the results to help you make a more informed decision." <p>They called it Life-cycle Assessment but I guess it's the same thing. If you want to check up on me, you can go to their site at www.epa.gov.</p>

	<p>I've heard a bit about this in relation to cars. As I understand it, the idea is to analyse all the materials and energy that goes into making a product – in this case a car – and to try and reduce the input and the impact. This feeds into the design process and the product, the car, has to be designed so that it can be taken apart and recycled as much as possible at the end of its life. The use of the car or other product also has to be taken into account in the life-cycle analysis so that the impact of this part of its life is also as low impact as possible.</p> <p>This, sort of, goes with the definition so I think I'm on the right lines here.</p>	
<p>Think about a product you use in your house or your work life and map out the product's life cycle.</p> <p>Now think about the life-cycle and try to redesign the processes to reduce the environmental impact of the different stages, and identify which parts of the life-cycle contain opportunities for green business ideas.</p> <p>If you don't come up with many ideas for one product, try thinking about another product and map out that product's life cycle, again, thinking about new business opportunities presented by the process. It may be helpful to begin with a relatively simple product.</p> <p>Record any business ideas you may have from this exercise, adding to your long-list.</p>	<p>This was quite difficult to set out in an audio file so Jack's life-cycle analysis can be seen in the columns below. You will see that Jack chose a relatively straight forward product that did not involve a lot of technology. He does not know much about furniture making so he began by doing an Internet search for relevant information about how an armchair is constructed. He developed his ideas from there. If you find this a difficult exercise, follow Jack's example and pick a relatively simple product and find out what you can about the raw materials, components and manufacturing process before you try the exercise.</p>	
	Name of product:	Upholstered armchair
	Life-cycle process	Potential business idea
	<p><u>Raw materials</u></p> <p>Fabric for lining and covering</p> <p>Timber for frame</p> <p>Foam & polyester fibres for filling</p> <p>Spring steel for springs</p> <p>Fire resistant and/or anti-stain coating</p> <p>Webbing straps</p> <p>Furniture tacks</p>	<p>Organic upholstery fabrics – lining materials, and finishing fabrics</p> <p>Timber from sustainable sources</p> <p>Frames made from glued and laminated off-cut timber</p> <p>Natural replacement for filling</p> <p>Upholstered furniture with no added chemicals</p>

	<p>Sewing thread</p> <p>Glue for timber</p>	<p>Upholstered furniture from natural resources</p>
	<p><u>Transport</u></p> <p>Road transport for all materials from suppliers to manufacturers</p> <p>Road transport of finished furniture to wholesalers and retailers</p>	<p>Low carbon road transport</p> <p>Low carbon alternatives to road transport (rail, waterways?)</p> <p>Improved logistics for reducing emissions from transport</p>
	<p><u>Processes</u></p> <p>Timber cut, jointed, glued to make frame</p> <p>Webbing and springs put in place</p> <p>Lining material used to cover springs and webbing</p> <p>Padding secured over lining to chair seat, back and arms</p> <p>Exposed wood stained or painted</p> <p>Finishing fabric overlain and sewn on</p> <p>Padded cushions covered separately and added</p> <p>Dust cover added beneath and tacks added strategically for security and decoration</p>	<p>Natural glues</p> <p>Revert to hand making furniture – high cost but high value</p> <p>Find better method of packaging the chairs on completion to protect from dust</p> <p>Recycling for packaging material</p> <p>Dismantling used furniture and remaking</p> <p>Furniture frame repairs</p> <p>Re-upholstery of worn items (including springs, webbing and padding)</p>
	<p><u>Energy</u></p> <p>Lighting and heating factory or workshop</p> <p>Power tools for cutting and shaping timber</p> <p>Electric sewing machines</p> <p>Heat gun for packaging</p>	<p>Renewable energy sources for furniture workshop</p> <p>Repair and refurbish woodworking and sewing equipment</p>
	<p><u>Packaging</u></p> <p>Plastic wrapping for finished chair for delivery to retailer and to consumer</p>	<p>Biodegradable packaging material – corn starch or similar for wrapping</p>
	<p><u>Disposal</u></p> <p>Sent to landfill as a whole item</p> <p>Burned</p>	<p>Dismantling of furniture at end of life and recycling of components</p>

Unit 5	
<p>Think about the different types of business and rank them in your order of preference.</p> <p>Then write a paragraph or two on the reasons for your choice.</p>	<p>I don't really have a problem dealing with either businesses or directly with consumers. Where I eventually focus my business'll depend on the product or service I eventually decide I want to develop. If the 'killer' product or service I come up with is for the consumer market, then that's where I'll focus. Alternatively if my product or service is clearly for business use, then I'll sell into that market.</p> <p>I can see the reason for asking this question because some people just won't be comfortable selling directly to the public. I know some of my friends who've get absolutely no social skills at all and just couldn't work in the the B2C sector!</p> <p>If I really think about it, I guess I'm probably comfortable working on my own. Don't get me wrong, I'm not antisocial and I'm quite happy working with other people but in the context of my own business, I feel I'd probably be happier with my own ideas and my own company.</p> <p>This is a bit of an odd issue anyway because whatever business I'm going to start, I'm going to have to deal with people. I'm going to need suppliers; I'll have to deal with regulators and officials; and of course I'm going to have to deal with customers. I may have to employ people too. But this is probably the point – I want the autonomy of the business being mine. If I've to find somebody with complementary skills to make up for something I can't do, I'll probably go for an employee or freelance supplier rather than a business partner. But again, this may depend on the business idea I decide I want to work on.</p> <p>I don't mind manual labour and I'm quite happy to get my hands dirty if I need to but I don't think my focus is going to be on the primary industries. I don't see myself as a farmer or a quarry man or a forester. In reality, these aren't mutually exclusive roles anyway as even farmers and foresters have to talk to customers and suppliers.</p> <p>I like being outdoors but I'm equally comfortable working behind a desk. I think the real benefit of working for yourself and having your own business is to be able to choose when and where you work. I can see myself working on my laptop in the garden – not exactly behind a desk and not exactly what the traditional idea of an outdoor occupation might be, but to me, the best of both worlds!</p>

MODULE 7	
Unit 1	
<p>What do you already know about market research?</p> <p>Why is market research important?</p> <p>What resources might you use?</p> <p>How do you go about market research?</p>	<p>Market research is one of those terms that you hear and think you know what it means but you don't really think about it. So, it's interesting to be asked about it and to see if I really know what it is.</p> <p>I think market research is all about finding out who your competitors are, how many there are and whether they're big or small. Once the market research has identified the competitors it'd be useful to find out what they're doing. So, you'd be trying to find out what they sell, who they sell it to and how much for.</p> <p>It's also about finding out who might buy a product or service. That is, who the potential customers might be. I suppose you'd also use market research to find out how many of a product or service a market place might support. So, if there's another solar panel supplier in the same town, is there enough business for you both?</p> <p>An important thing to find out would be how much customers'll pay for the product or service and if there are similar products or services that might compete with mine.</p> <p>I know there are people that specialise in market research for companies. It would be useful to find out how much they'd charge for this sort of work. I guess, though, that you'd need to give them a really tight brief or the costs would be too high. There's probably a lot of research I could do myself and the Internet has so much information, there's probably a lot I can get without even leaving my desk. From one of the earlier exercises, I know there's a lot of statistical information available from the government and the EU and other bodies. Some of this might be useful.</p> <p>After that, I'd need to go and talk to people face to face. These'd be people already involved in similar or complementary businesses or potential customers or suppliers. I guess there'll probably be trade shows or exhibitions I could go to to gather more information too. Once I'd got all the information I could, then, see about using a market researcher to help refine the information.</p>
Unit 2	
<p>Do you anticipate you'll want your customers to be within a specific geographical area or do you think you could sell products and/or services to the whole country and beyond?</p> <p>Are you more comfortable with the idea of a B2B or B2C model?</p> <p>Do you think you're likely to sell high value products or services to high net worth customers or do you want to</p>	<p>I wouldn't want to be restricted to a specific geographical area for selling a product – the Internet allows me to sell all over the world if I want to.</p> <p>If I'm selling some sort of service that needs personal attention then I wouldn't want to travel too far afield. Say a 50 mile radius of where I'm based, which, at the moment's my home town.</p> <p>If the business was retail then the customers'd have to come to me. But retail's expensive in that I'd need a shop and stock. It's also very restrictive on time in that I'd have to open the shop at regular hours and be there all the time. I guess location's also important for retail. There'd have to be a balance between finding somewhere affordable but somewhere that people would be able to find me.</p> <p>I could be happy selling either to businesses or directly to consumers but it depends on what my business is going to be. In the same way, it</p>

<p>provide a service to enhance the lives of those less well off?</p>	<p>doesn't really matter to me whether I'm selling products or services to rich people or those with less, so long as I get paid for what my product or service is worth. I guess that once you start selling something, you can't choose your customers but you can position the business to appeal to certain types of people.</p> <p>This isn't an easy set of questions to answer before I know what I'm going to sell.</p>
<p>Unit 3</p>	
<p>Make a note of all the different sources of market information or intelligence you can identify.</p>	<p>I only just thought about desk research for the first time when I did the earlier activity in this module so I had to go away and do some research on the sort of information I could find online or by telephoning people. This is what I came up with:</p> <ul style="list-style-type: none"> • Trade information is produced by trade associations in trade press reports and surveys. There're lots of on-line magazines or journals for different trades and business sectors and you can get access to most of the news stories without subscribing. • There're some specialist publishers who compile reports and undertake surveys in specific markets but these can be restricted and they tend to be expensive – too expensive for a start-up! • The government publish a lot of statistics such as the Census and reports on social and business trends. The Office for National Statistics has lots of information. I found this from their website, www.ons.gov.uk. • As well as government statistics, different government departments such as the Department of Energy and Climate Change, Defra or the Department of Business, Information and Skills (BIS) have their own sets of information relevant to their areas of interest. • Business Link now forms the government's web portal and is their place to go for all information about and for business. I've had a look at the site and whilst some of the information's a bit basic, there's a lot of stuff there. • Most companies have their own websites now and its amazing how much you can find out about them from there. You can also use company's sales and marketing literature if you can get hold of it. • I also thought that I shouldn't restrict myself to competitor companies but also have a look at potential raw material suppliers or delivery companies. Again, their websites and sales literature's helpful. • If I know which area I'm going to be working in, there's good data available from business organisations such as the local Chamber of Commerce and Federation of Small Businesses.

	<p>There's also information I can get from the Institute of Directors, the CBI and from local and national networking groups.</p> <ul style="list-style-type: none"> • A search for a business type in an area'll often reveal on-line business directories. Yell's a good one but there are others too. • Banks, insurance companies (or brokers) accountants and other professionals also publish information and may be helpful.
<p>Undertake desk research to identify new green business ideas.</p> <p>Make sure you add any new green business ideas to your long-list.</p> <p>Make a list of the useful information sources such as websites, reports, authors, twitter feeds and any other social media sites that you may want to return to. Add a short note against each one summarising the type of information they provide.</p>	<p>This activity is personal to the entrepreneur so there is no audio feedback.</p>
<p>From your desk research, answer the following questions:</p>	<p>I did this exercise with the proviso that I'm not sure I want to restrict my business to a small geographical area, but I've looked at my home county and, as I live quite close to the border, the next county too. I had a bit of an idea of the mix of business sizes from the research I did earlier in the course about business in the UK. The results from my area are:</p> <ul style="list-style-type: none"> • Total number of businesses – 99,245 • Large businesses - 465 or 0.47% • SMEs – 10,630 or 10.7% • Micro businesses – 88,150 or 88.8% <p>It was still a bit of a surprise to see how many of the businesses in the area are really small with under 10 employees. From the data, I can see that the majority of these are under 5 people.</p> <p>The biggest single sector in the area is professional, scientific and technical which is a service business. The next largest is Construction and then Information and Communication.</p> <p>I couldn't find any data on green businesses in the area or the products or services. I guess this information isn't being collected by the government or the statistical organisations. What I did find out from the DEFRA website was that in 2007/8 (why haven't they got more up to date information?) the global market in low carbon and environmental goods and services was worth £3,046 billion and the UK had 3.5% of that market, worth £107 billion. At that time, the industries were expected to grow by 45% by 2014/15. Renewable energy was the biggest part of this sector but emerging green businesses were quite a large proportion.</p>

	<p>The DEFRA website is www.defra.gov.uk.</p> <p>The majority of businesses I found were in the IT sector, providing both hardware and software. This ranged from some very big (multi-national) companies to many small and micro businesses either selling hardware or repairing computers or involved in software development and sales. There isn't much manufacturing of the hardware done here.</p> <p>One of the reasons for there being so many companies in the IT sector is that the area's close to a major airport so the people in the larger businesses can move quickly between here and other parts of the world. There're also some good research Universities within striking distance so these companies can find the graduates (perhaps I should have studied computing?). I guess that a couple of major companies then attracts other related businesses and the whole thing snowballs.</p> <p>For the smaller companies, IT, particularly software is a growing business everywhere and I suppose the large number of businesses involved in this is reflected elsewhere in the country.</p> <p>There are opportunities for businesses to start up in the software industry as developing software and apps is relatively easy and quite low cost. There's obviously a large number of people involved in the sector so finding specialists shouldn't be difficult.</p> <p>There's probably not much scope for competing on the hardware side but software development is a big market – though finding the green angle might be difficult.</p>
<p>Make sure that any new green business ideas that have been sparked off by your initial market research are recorded.</p>	
<p>Unit 4</p>	
<p>Identify trade shows or exhibitions you could attend in the next three months. Look out for exhibitions which have associated seminars and conference sessions. Start at the national venues and work down to your local area. For example, look on the website of your local Chamber of Commerce, Federation of Small Businesses or Enterprise Partnership for more local events.</p> <p>From the list of events, select three that you think will be most valuable in terms of research and book tickets to attend.</p> <p>Before you attend - detail the plan for your visit.</p>	<p>I had a look on the Internet to see what I could find and came up with quite a lot.</p> <p>At the NEC in Birmingham, there's:</p> <ul style="list-style-type: none"> • Grand Designs Live • Recycling and Waste Management Exhibition • The Energy Event • Leisure Industry Week <p>The only local business and environment events I could find were a couple of introductory workshops on environmental management but these were for established businesses who wanted to develop their environmental management systems. This wasn't really relevant. Perhaps there's a gap in the market for environmental education for business or perhaps there're no courses or events because no one wants to attend.</p> <p>I did decide to go to a networking group meeting to see what sort of businesses attended and to see if I could start to build up a network of contacts to provide help and support. I also thought they'd have a better understanding of what was going on in the area and what other events there may be to attend.</p>

<p>After your visit - record the information you gathered.</p>	<p>For general interest and to see what green products and services are available for house building, I thought I might go to Grand Designs Live. I'm also going to look more closely at what's happening during Leisure Industry Week. There may be some opportunities in the eco-tourism sector.</p>
<p>Add to your long-list of ideas, all the business ideas you've had from considering:</p> <ul style="list-style-type: none"> • Natural Resources • Human Resources • Institutions • Industry • Import Substitution • Trade Fairs • Business Exhibitions. 	
<p>Unit 5</p>	
<p>Thinking about yourself as a customer:</p>	<p>You've probably gathered from some of my earlier feedback on the course that I'm not one of those people who enjoys shopping as a leisure activity. I don't mind meeting friends in town or looking at videos and music at the local store or looking at books in a bookshop. Generally, though, I only shop when I need something. I suppose from that perspective, I'm probably pretty easy to please as a customer. If they have what I'm looking for I'll probably buy it and if they don't, I'll be disappointed but that's as far as it goes. I won't generally complain if the thing I'm looking for isn't there, I'll just try again another time or find something else instead.</p> <p>I haven't really had much call for environmental products or services in the past. I've got to admit that, until I started this course, I didn't know much about most of the issues that I've learned about. I'm constantly surprised by the problems we're encountering and which are only going to get worse. So, I can't actually say that I've ever spent time looking for an environmental product or service.</p> <p>I've often been disappointed when I've been looking in the shops for a particular tee shirt or pair of shoes or jeans and not been able to find them. To some extent, that's why I tend to actually buy things on-line rather than from physical shops. If I can't find what I'm looking for in one online store, I'll look somewhere else until I find it – and I can look much further afield on line than if I physically went to the shops.</p> <p>As I'm not much of a consumer, my answers to these questions aren't very enlightening. I guess I'll get more sense of any gaps there may be in the market or the frustrations people may have from talking to other people.</p> <p>In fact, as I think about it, I remember my Dad was very frustrated about cavity wall insulation a little while ago. I know he wanted to get the walls insulated because it'd save money on the heating. He got in touch with the company that was contracted to do the work for the local authority. A surveyor came along and had a look at the house and drilled a hole in the wall to confirm there was no insulation there already. He confirmed the price and went away.</p>

	<p>When two men arrived in a van to do the work, about 2 months later, they looked at the house and asked where the scaffolding was. I guess my Dad was a bit clueless and didn't know much about installing this type of insulation but the surveyor'd never mentioned the need for scaffolding. My Dad had the impression that the work would be done at ground level and the insulation material would be pumped into the wall, filling the cavity up to roof height. In reality, they need to drill dozens of holes at different levels to pump the material in to make sure it properly fills the cavity. So, as one of the walls is very high, they couldn't do it with ladders and needed scaffolding.</p> <p>This left the installers a bit fed up, to say the least. They were being paid for each installation they completed so they'd just wasted their own time and money. My Dad was also frustrated as something that should be so easy proved to be so complicated. I don't even think he's had the cavity insulated now, about 2 years later!</p> <p>Anyway, the point of the story is that the quality of information available to people about environmental issues and the methods of overcoming them seems to be a bit rubbish. Perhaps there're opportunities for providing good advice so that people know: the cost of something; what it'll involve; and how much disruption there'll be if they go ahead.</p> <p>I'm not sure if this is the sort of thing I was supposed to come up with for this activity but at least there's the start of a business idea here!</p>
<p>Take some time to review the comments of others and see if you can come up with any additional business ideas. Use a brainstorming session or a mind map to come up with the new ideas.</p> <p>Record the business ideas here.</p>	
<p>Unit 6</p>	
<p>Undertake desk research to identify some networking groups in your chosen geographical area. Identify a number of groups you can attend and check their objectives, focus, benefits and the price for joining or attending meetings. When you've decided which ones would be worthwhile for you, contact the organisers about attending and book the dates in your diary.</p>	<p>I'm going along to a couple of the local Chamber of Commerce networking meetings to see if there's anyone around that might be helpful to me. Talking to people may also give me some other ideas of business opportunities.</p> <p>I'd quite like to go to the Institute of Directors meeting too but feel, perhaps, I'm not quite ready for this.</p> <p>There're some less formal networking groups that I might go along to. Business Biscotti seems to be a growing network and you can go to one of their meetings for the price of a cup of coffee so it may be worth a try.</p> <p>I've booked the meeting dates in my diary.</p> <p>I also found a number of other networking groups that I might try if I find these aren't any good:</p> <p>Federation of Small Businesses</p>

	<p>BNI UK 4Networking The Forum of Private Business CBI NRG Business Networks The Business Network Women in Business Networking Future Business Growth The Athena Network</p> <p>Obviously, Women in Business Networking is a women-only group, as is the Athena Network, so I won't be going to those!</p>
<p>Think about the opportunities presented by business networking and note down any green business ideas this discussion has prompted. When you've been along to your networking events, record the details of the conversations and again, identify any new green business ideas that you have thought of.</p>	
MODULE 8	
Unit 1	
<p>What do you think makes someone an entrepreneur?</p> <p>Identify 6 entrepreneurs that you admire. Try to identify the characteristics they possess that makes them entrepreneurial.</p>	<p>My favourite six entrepreneurs are:</p> <ul style="list-style-type: none"> • Mark Zuckerberg • Richard Branson • Tim Smit (of the Eden Project) • Peter Jones (because I've seen 'Dragon's Den') • Stella McCartney • Dale Vince because he's made it almost cool to be an entrepreneur. <p>I would also have included Steve Jobs in my list but he died a little while ago so I'm not sure he counts any more.</p> <p>Its more difficult to decide what makes them successful entrepreneurs but probably their ability to come up with ideas for new and different products and services that can meet some need or desire. They're also original and have original ideas. Even Richard Branson who does 'normal' businesses tends to do them differently from the accepted practice.</p> <p>All of the people I've listed are also single minded and they have been able to develop 'brands' that are associated with them, or that they're associated with. Another thing they're all good at is attracting good people to work with them.</p>

Unit 2	
<p>Try a couple of self-evaluation tests. You'll probably find they reinforce your own understanding of your abilities and weaknesses but occasionally, they may make you think a bit more carefully about something.</p> <p>Which tests did you use and what were the outcomes?</p>	<p>Jack tried a couple of self-evaluation tests that he found by googling the term given in the course material.</p>
Unit 3	
<p>Make a note of at least two ideas for how you can improve each of these eight personal qualities for entrepreneurs.</p> <p>Commit to carrying out these self-improvement actions within a certain time frame.</p>	<p>My motivation for starting a business – Whilst this came across quite strong in the questionnaire, I think that working through this process and identifying some business ideas will increase my motivation for doing this. I've certainly found that as I've begun to work through this course, I've become more motivated to start my own business.</p> <p>My risk tolerance – This was surprisingly weak. I read somewhere that if you add up what you have to lose by taking a course of action, you often find that it is much less risky than you initially thought it was. We're not very good at assessing risks so I'll find some articles about risk in business and see if there's anything I can do to increase my abilities in this area.</p> <p>My persistence and ability to handle a crisis – I don't have too many concerns about this. I've had to deal with a number of crises whilst travelling and I managed to think my way through them and come out the other side.</p> <p>My family support – Again, I'm not too concerned about this. I'm not sure how my girlfriend will react to me as an 'entrepreneur' when and if I finally make that decision but at this stage, this is probably not the most important factor to consider.</p> <p>My initiative – This is an area I really do need to strengthen. Reflecting on things up to now, I realise I've tended to just go with the flow. I've been a follower rather than a leader. If I'm going to make a success of a new business, I'll have to find more initiative and be able take the initiative more often. I need to find out more about how businesses work but I also need to train myself to think more clearly and to look ahead more. This course has helped so far and I hope it'll provide me with more of this.</p> <p>My ability to coordinate family, culture and business – Although my family's important to me, this is my time to find a career or a business that I can become involved in. Whilst I will always be aware of my family, I don't have to look after them or provide for them so I can concentrate on developing a new business.</p>
<p>Identify your own abilities under these headings. Whenever you think of another interest or an ability, add them</p>	<p>My skills? I'm good at:</p> <ul style="list-style-type: none"> • research • assimilating, evaluating and synthesising information • analysing things

<p>to the list. Use this list to help plan your business.</p>	<ul style="list-style-type: none"> • I think I've also got a good memory – for certain things anyway • I'm good with computers and I'm pretty good at writing. <p>My interests and hobbies? I enjoy:</p> <ul style="list-style-type: none"> • travelling • being with friends • reading • watching films and TV <p>My experience? I have the following work experience and educational background:</p> <ul style="list-style-type: none"> • I've a 2:1 degree in history from Durham University so I've proved I can study at that level • I currently work in a call centre so I know I can communicate with people on the telephone and can manage data on a computer whilst speaking with customers • I've worked in a coffee shop and so have some experience of catering and customer service • The experience on the World Challenge proved to me that I can do hard physical work in difficult circumstances and that, under supervision, I do have practical skills. <p>My business network – I know the following contacts:</p> <ul style="list-style-type: none"> • Neil Hicks – the manager of the call centre • Graham Elliot – the manager of the coffee shop I used to work in but I think he may have moved on • Martin Jenkins – a friend of my father who has his own small business • Alec Sutton – another friend of my father who's a partner in a firm of solicitors • Some of my friends from University are starting to find their way into businesses and other organisations and if I stay in contact with some of them, they'll be potentially good contacts in the future.
<p>Unit 4</p>	
<p>Make some notes about your motivation for starting your new, green business. When making your notes you should consider these factors.</p>	<p>My prime motivation for starting my own business is because I like the idea of being my own boss. But I also want to do something different. Beyond this, I'm looking into this because finding decent work with other people is really difficult at the moment and I don't really want to work in a call centre for the rest of my life.</p> <p>If I'm honest, starting my own business wasn't something I'd ever thought about until I started speaking with a girl at work who's started her own jewellery business. I suppose my plan was to do a degree and then get a job but the lack of opportunities and the experiences I had whilst travelling make it quite difficult to settle into something. I started this course because it's better than working in a call centre or a coffee shop and it's another positive thing to put on my CV – it might be the additional thing that puts me above other candidates.</p> <p>But the more I think about the idea and the further I get into the course, the more excited I get about doing something different and doing it for myself rather than working for someone else. So, I guess I wasn't passionate about it before but I'm getting there!</p>

	<p>My family's reaction is as I expected. Mum thinks I'm mad even thinking about it. She's a bit old fashioned and probably sees me as a salary man rather than a businessman but I don't want to waste the experiences I've had.</p> <p>My Dad's quietly supportive but he's always worked in big corporates so he's not sure what it means and what's involved. He hopes it's not going to cost him any more money but it might. But if I'm successful, I can help him and Mum out as they get older!</p> <p>My girlfriend, Rachel's supportive but we haven't really explored what the business might be yet and the level of commitment that might be involved. And the more I get into this, the more I realise that starting your own business isn't a part time role. It's going to be really demanding.</p> <p>Fortunately, at the moment I'm fit and healthy so I don't have any health worries to deflect me from doing this.</p>
<p>Make notes about these factors.</p>	<p>I've worked in a coffee shop and could probably work out how to run one for myself – make good coffee, have good customer service and a clean and welcoming environment. The problem is that so many people've done it and it would be difficult to do something different. I suppose it depends on the scale of the ambition – do I want to run a single coffee shop in one town or do I want to aim for something bigger?</p> <p>I'm currently in a call centre but this is only a job. I don't see this experience being a great deal of value in starting a business. Even the call scripts we're given are hopeless. I could do better myself but we're not allowed to deviate!</p> <p>I don't really have enough experience of any business or industry to say that I'd be able to start a new business in that sector but I want to try and think of something different, something that hasn't been done before!</p> <p>I think, generally, I'm OK with taking risks. It felt a bit risky setting off to travel to the other side of the world on my own but once I set off, it didn't seem so daunting. Other than that, I haven't taken many risks. I did go white water rafting when I was in New Zealand but even that was controlled because there were experienced guides controlling the boats.</p> <p>Going to University wasn't really a risk. In some ways it was the safe option as it put off making any decisions about my life for three years while I had a good time and ran up some eye-watering debts.</p> <p>I guess things've been pretty comfortable for me up to now. I don't think I'm especially averse to taking risks but I've never really had to do too much of it.</p> <p>This is interesting because when I'm asked questions like this about difficult decisions and have to reflect, I realise I've had it pretty comfortable up to now. I did pretty well at school and didn't have to make many decisions. It wasn't really a big decision to go to University and it was my choice to go some way away from home. Travelling before University was just one of those things you do. I had to think about who to go with and where to go but other than that it was pretty</p>

	<p>easy.</p> <p>Changing jobs hasn't been too much of a hassle, other than now, the lack of anything that's really relevant to me as a graduate. I don't want to be a librarian or anything like that – which seems to be what most history graduates do.</p> <p>I think I've done pretty well in managing finances. I had to raise about £3,000 to go on the World Challenge event to Zambia and managed to do that and not spend the money I had raised on a car or something equally mad! I also managed to raise the money to travel before I went to University and, although Mum & Dad helped me out whilst I was at University, I was able to account for what they'd given me.</p> <p>Overall, I feel pretty comfortable about managing money but the quantities haven't been too difficult and I've never actually had to do accounts or deal with taxation or stuff like that.</p>
<p>Consider why customers will want to buy from you in preference to your competitors? What can you do to differentiate yourself from other businesses?</p>	<p>This activity implies it's going to be difficult without knowing what my product or service is going to be and there are certain things you can't decide at this stage.</p> <p>But I've learned from the call centre and from working in the coffee shop that customer service is a real way of differentiating your business from others. Most businesses say they give great customer service but not that many of them actually do. So, I'd look at what great customer service meant in my business and make sure I delivered it.</p> <p>The other side of this is looking after employees. I'm not sure if my business will need employees but even if not, there'll be freelance providers who I'll work with and I'll do my best to make sure I work fairly and ethically with them.</p> <p>That word, ethics, is also going to be important in this sector. I'm going to have to make sure I operate in an ethical manner, taking account of any factors that could harm or help any of the people affected by my business but also the natural world.</p> <p>Finally, and again because of the sector, it will be important to try and find some way of getting an independent audit of my environmental credentials. I want to be able to say more than just, 'look at me, I'm a green business'. I want to be able to say, 'look at me, I'm a green business and here's all this evidence to support this claim from respected organisations'.</p> <p>There'll inevitably be more ways to differentiate my business from others when I decide on the product or service but these are generic differentiators that I will work towards.</p>
<p>Unit 5</p>	
<p>Identify a source of news that may enable you to keep up to date with changes in the environmental sector.</p> <p>Note your favoured source of</p>	<p>I've got two good sources of news that I use regularly. The first is the BBC news website, which I look at most days and sometimes more than that when there's something interesting going on in the world.</p> <p>I also use twitter as a news source. I don't tend to follow lots of celebrities but even so, there are usually tweets about things that are</p>

<p>news and bookmark the site in your browser.</p>	<p>happening. I find it's also really good for hearing about things that I wouldn't otherwise hear about such as conferences or events that I might be interesting in going to.</p>	
<p>Summary</p>		
<p>Whilst you've been thinking about yourself as an entrepreneur and considering your own skills and competencies, you should also have been thinking about potential business ideas and adding them to your long-list.</p> <p>If you have come up with any additional green business ideas from this period of self-reflection, now is your last chance to add them to your long-list.</p>		
<p>MODULE 9</p>		
<p>Unit 1</p>		
<p>Review your long-list and remove all of the ideas:</p> <ul style="list-style-type: none"> • Beyond your current capabilities or knowledge • Vague • Other reasons (such as, they don't really interest or excite you) 	<p>In the columns below you can see Jack's long-list of potential green business ideas. These are in no particular order and most of them are quite vague and not, at this stage, thought through. This is Jack's starting point for his screening exercise.</p>	
	<p>Waste recycling</p> <p>Supply energy meters</p> <p>Supply wind turbines</p> <p>Erect wind turbines</p> <p>Provide spare parts for small wind turbines</p> <p>Design new forms of packaging</p> <p>Find other uses for materials being disposed of</p> <p>Remediation of waste using bioremediation</p> <p>Energy efficiency adviser</p> <p>Supply energy efficient appliances to consumers</p> <p>Supply biomass energy devices</p> <p>Fit biomass energy devices</p>	<p>Green B&B</p> <p>Green start-up finance broker</p> <p>Green advertising agency</p> <p>Ecotourism travel guide</p> <p>Green home remodelling</p> <p>Green business consulting</p> <p>Green cleaning services</p> <p>Eco-friendly furniture</p> <p>Low-water use landscaping for houses and commercial areas</p> <p>Growing food crops on land around offices, municipal offices, doctors' surgeries and other areas</p> <p>Environmental cost analysis – to provide advice to domestic and commercial customers on cost-benefit analysis of replacing</p>

	<p>Build biogas digesters</p> <p>Start an eco-tourism resort in the UK</p> <p>Start an eco-tourism resort overseas</p> <p>Organic farming or permaculture</p> <p>Grow trees for timber and fuel (biomass)</p> <p>Bioremediation</p> <p>Fitting energy efficiency devices for houses and small businesses</p> <p>Supply solar thermal panels</p> <p>Fit solar thermal panels</p> <p>Agency to arrange eco-travel holidays</p> <p>Sell clothing that does not damage the environment</p> <p>Make clothing that does not damage the environment</p> <p>Fitting energy efficiency devices for houses and small businesses</p> <p>Supply solar thermal panels</p> <p>Fit solar thermal panels</p> <p>Sell organic fruit and vegetables</p> <p>Supply recycled paper and stationery products</p> <p>Organise tours to organic farms where raw materials produced</p> <p>Recycle used clothing</p> <p>Source organic upholstery materials for furniture making</p> <p>Dismantling used furniture and finding new uses for component parts</p> <p>Sustainable consumption adviser to people – helping those with plenty of money to make more sustainable buying decisions</p> <p>Adviser to retailers on how to source sustainable products for sale in their shops</p> <p>Sustainable retailer – sell only environmentally friendly goods</p> <p>Travel planning for businesses or for the public sector</p>	<p>equipment with more efficient. Also cost-benefit of investing in renewable energy and other choices (the hand drier -v- paper towel debate) and balance between hand washing and using a dishwasher and between different methods of clothes drying</p> <p>Advising local communities on community electricity and heat generation programmes and schemes</p> <p>Planning consultant for renewable electricity schemes</p> <p>Advice on and design of rainwater harvesting schemes for both domestic and commercial</p> <p>Advice on how to reduce water use without compromising hygiene</p> <p>Provide travel agency that specialises in eco-tourism and make sure all destinations are fully researched. Could find a way of offsetting any emissions that were generated</p> <p>Help people to identify the true cost of travel – including the emissions and other damage that may be caused</p> <p>Eco-travel journalist?</p> <p>Cycle holidays?</p> <p>Holidays on inland waterways with electric boats?</p> <p>Work with boat builder to design and advise on electric power for boats for inland waterways</p> <p>Advising companies on the most sustainable ways to undertake business travel – could provide cost-benefit analysis on car travel -v- other modes</p> <p>Link wooden boat building to ideas about inland waterways listed earlier</p> <p>Sourcing and supplying ingredients for baking/bread making/preserves</p> <p>Sourcing and supplying materials for wood carving/turning, rake making and gate/hurdle making</p> <p>I really like the idea of</p>
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	Personal travel planning – to help individuals make their own travel and transport decisions Timber framed building construction Organic livestock production Food supplier to schools, hospitals, local government Supplier of sustainable stationery	bioremediation and phytoremediation but I'm not a scientist and don't know enough about the background to know if I could make a business out of it. If I was serious about this, I'd need to find a business partner with the relevant technical knowledge.
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With the ideas remaining after this first filtering, you should consider each carefully and analyse it by answering the set of questions about customers, competitors, resources and knowledge that you can find below. This exercise may take some time if you are going to do it properly and identify the business ideas that are right for you.

The market research you undertook during an earlier module may help you to respond to some of the questions but you may need to undertake some more research into aspects of the business idea before you can answer each question accurately. You may find there are some ideas you can discard or shelve quickly and others will require more detailed consideration.

Work through all the business ideas and analyse them carefully, one by one, using these questions. Record the information here, listing the responses to the questions and any other positive or negative aspects of each green business idea.

When you have done this, leave your list for a while and then come back to it. Go through the list again and highlight those businesses which seem most suitable, or rank the businesses in order of your preference. Take the three or four best ideas or those you have a real desire to take further and make a note of them, making a commitment to really understanding these ideas and to determine if you can make any of them work.

BUSINESS IDEA	
Questions about your customer base	
Is there a demand for this business in your chosen geographical area? If you do not know, how will you find out?	
Who will be your customers – what is your chosen target market? 'Segmenting' the market is very important because you cannot supply everyone.	
Are there enough customers? Your market sector may not need to be very big provided you can gain access to a significant proportion of those in that sector.	

Can the customers afford the products or services? You may not have a complete idea of the price for the product or service at this stage but you should have a feel for it.		
Questions about your competitors		
Is the business going to be the only one of its type in your chosen geographical area?		
Are there other, similar businesses or businesses offering similar products or services?		
If there are other businesses offering similar products and services, how can you compete with them? Can you offer better service, a lower cost or better quality?		
Are there other businesses in associated areas who could enter the market quickly? Low barriers to entry is not necessarily going to kill a business so long as you can secure a large enough share of the available market.		
Questions about the resources and requirements		
How can you be sure of providing the correct quality of product or service for your customers? The product or service does not have to be the best if it does the job and is priced correctly.		
What resources do you need to start the business? These will comprise premises, labour, capital, raw materials and information.		
Can you obtain the resources? <ul style="list-style-type: none"> • Can you find the 		

<p>information and advice you need to help starting the business?</p> <ul style="list-style-type: none"> Where will you find staff with the required skills and experience? 	
Can you manage the equipment and the factory (or other premises) needed for the business?	
Can you find the financial capital necessary to meet the requirements of the business?	
Questions about your skills, knowledge and experience	
How much do you know about the products or services that you are planning to offer?	
What experience, knowledge and skills do you have to enable you to manage the business?	
Why do you think your business will make a profit?	
Can you imagine still running this business in 5 year's time?	
Are you <i>really</i> interested in this type of business and willing to invest the time and energy to make it succeed?	
You should duplicate this section of the course journal for each of your remaining business ideas.	
<p>From the responses to the questions above, highlight those businesses which seem most suitable, or rank them in order of your preference. Take the three or four best ideas or those you have a real desire to take further and make a note of them. Make a commitment to really understand these ideas and to determine if you can make any</p>	

of them work.		
Unit 2		
Undertake the desk review of your shortlisted business ideas, researching your remaining business ideas more fully.		
Unit 3		
List the information you need to gather during your field research.		
Using your list of the information you want to gather, plan your research by identifying the people you'll speak with, the questions you'll ask them and the time scales for doing this.		
When you've planned your research, spend as long as necessary to carry it out. Record the results here.		
Unit 4		
Identify a number of key information providers that you'd like to get in contact with. Identify what questions you'd like to ask each one and also plan how you may be able to get in contact with that person.		
Make contact with your key information providers. Record the responses you receive. Record the outcome of the meetings and the information they give you.		
Unit 5		
Undertake a SWOT analysis for your first green business idea.		

	STRENGTHS	WEAKNESSES
	OPPORTUNITIES	THREATS

You should duplicate this section of the course journal for each of your remaining business ideas.

Unit 6

Decision time:

Select the business idea that still excites you the most and which you think has the greatest chance of success

Summarise your green business idea here.

Green Business Idea - Summary

My business idea is:

The type of business is:

Business to consumer (B2C)

Business to business (B2B)

Retailer

Wholesaler

Service Provider

Manufacturer

Service Provider

My products or services will be:

My customers will be:

The customer needs I will meet are:				
The skills, experience and knowledge I have for starting such a business are:				
I choose this business idea because:				
This business idea will help to address the following environmental issue(s):				
Summary				
Action Plan You should now generate your action plan for your green business.				
My business idea:				
The name of my business:				
Actions	How to take the action	Who will take the action?	Target completion date	Expected outcome
Plan the business launch & launch party!				

Any other information:

Jack completed the screening process, carried out the SWOT analysis and eventually came up with a couple of business ideas he is going to look into in more detail. This is Jack's final feedback on completion of the course:

Well, I've done it. I've been through the whole process. My long-list was about 68 ideas in the end but some of them may have been duplicated or similar to each other. I've been through the screening process and managed to reduce my ideas to just two. I'm not going to share my ideas with you, in case you decide to steal them but I'll let you know that one idea's in renewable energy and the other's more of a social idea, to do with environmental education. I'm sure your ideas'll be much more innovative and original than mine but given where I started from, I'm quite happy with the list I eventually came up with.

I'm not a hundred percent sure I'll be able to make the ideas work but I'm certainly going to develop them further and see if there's a real business in either of them.

I've enjoyed this course. It certainly made me think and I've learned things from it. I've also learned things about myself. Some of the market research was heavy going and took some time but it was worthwhile. It certainly helped me to discard some of the ideas I'd originally thought were pretty strong ones.

Even if these two ideas I've decided on don't stand the test of a business plan, I've got a couple of other ideas in reserve that might. Even if I don't get to the stage of starting a business now, I may come back to it and to the ideas some time in the future.

Doing this course has certainly helped me in other ways. I've got more of an understanding of business and the real world than I had before and I've an idea of what's involved in being an entrepreneur. If I decide to look for another job to get me out of this call centre, rather than starting a business I think I'm going to be better equipped than I was before and that I've got more skills and knowledge to offer an employer.

So, that's me done. I've got to negotiate the final quiz which is in the last module of the course but I don't think there's too much to worry about. At least I don't have to worry about passing it to complete the course – getting to the stage of having a couple of pretty strong business ideas has been enough of an outcome for me.

It's been good talking to you and I hope my feedback's helped you as you've gone through the course. Good luck with your new green business. I hope you're successful – we certainly need some new ideas both in the green economy and in the economy generally. Perhaps we'll meet up on the community group at some point?

Thanks for listening and good luck with your business ideas!

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