

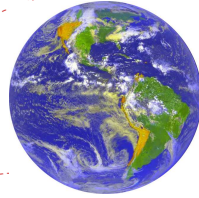
Greening Entrepreneurship Award for Climate and Resource Protection in Ghana

Turning environmental challenges
into business opportunities

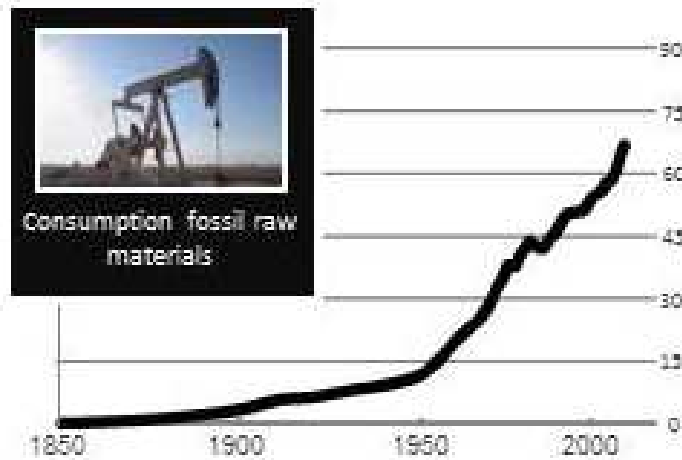
Cape Coast, February 14, 2015

Michael Funcke-Bartz, GIZ

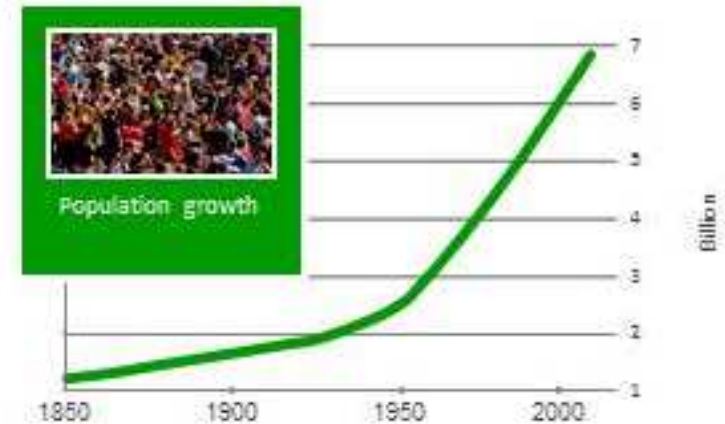




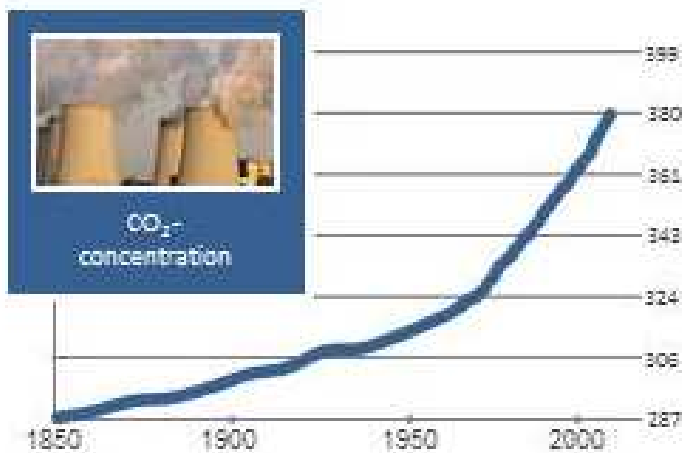
Uninterrupted Growth



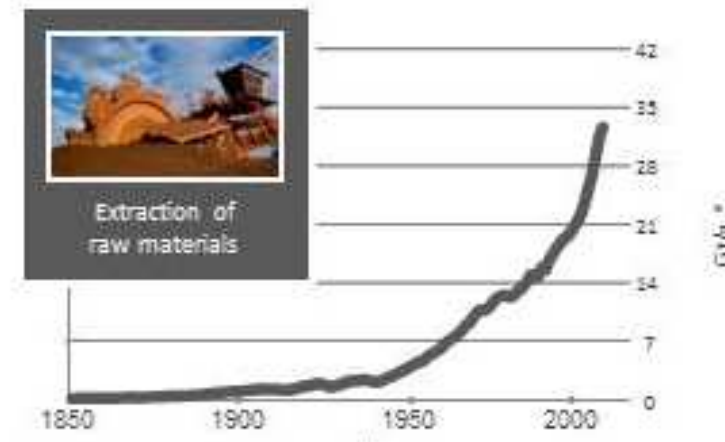
Gigatonnes Oil Equivalent/yr



Billion



ppm



Gt/yr *

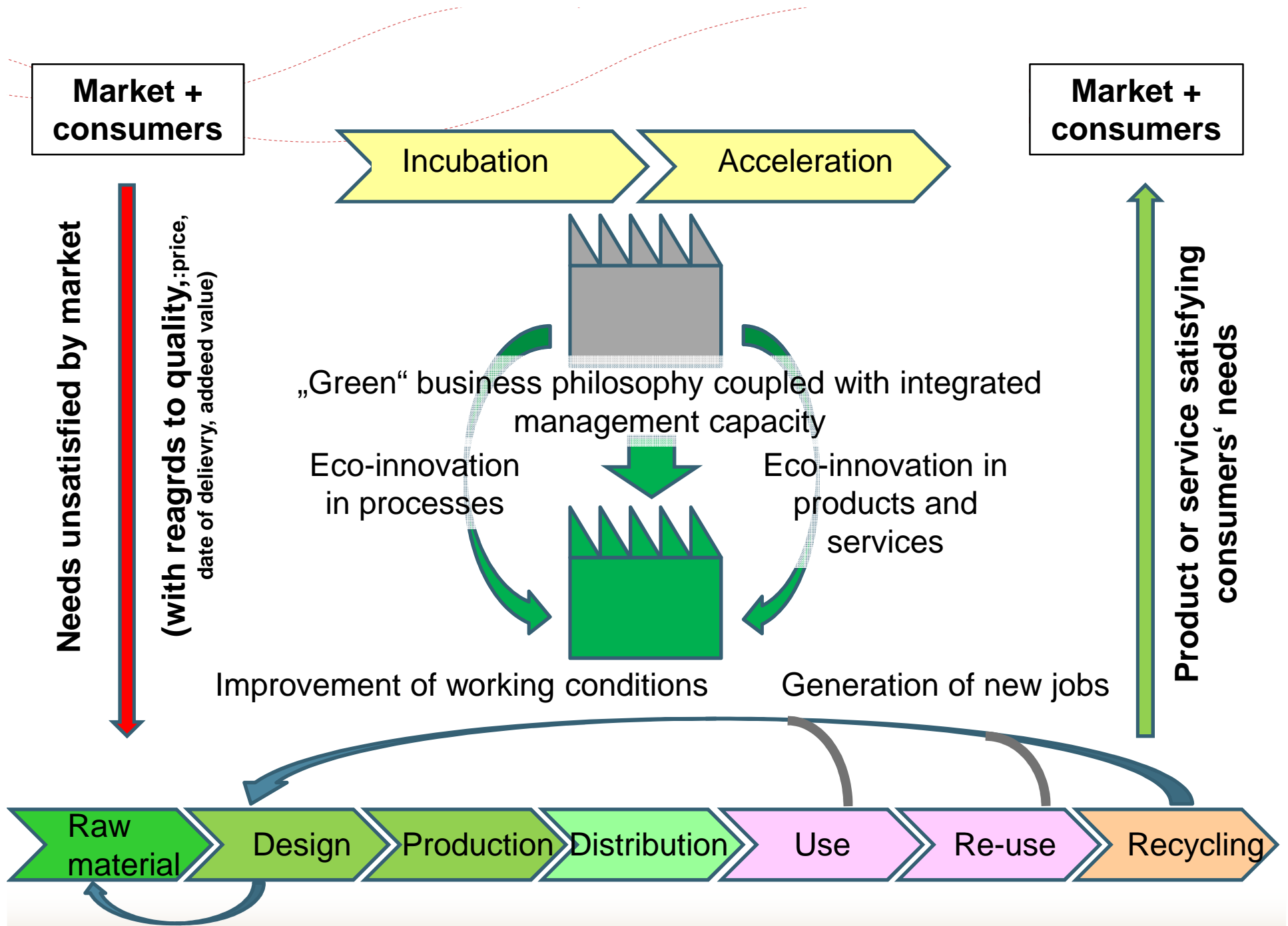
* (Gross Industrie- und Bauindustrie)

Source: Prof. Dr. Martin Faulstich, Chair, German Advisory Council for the Environment (SRU)

Green (and inclusive) Entrepreneurship

Contributions can be made for example by

- using necessary resources (including energy) more efficient and effectively
- substituting primary through secondary raw materials
- Increasing use of renewable energies
- providing a services instead of selling the product
- reducing environmental pollution along the value chain
- considering the social implications and avoiding possible negative effects on low-income groups benefitting from the current system



Challenges from the practice

1. Turning wood-waste into a resource for efficient energetic use
2. Fostering the Jatropha value-chain for rural electrification
3. From Waste to Resource Recovery
4. Business models scaling-up the use of solar energy
5. Photovoltaic Systems for cost saving in bus transportation

But how?

- What is the unsatisfied need of the customers I would like to satisfy with my product / service?
- What can I achieve with the available resources (economic, human, material)?
- Who are allies that can help me shaping (and possibly financing the development of) my product / service?
- How big is the loss that I can afford without being ruined in case of failure?

But how?

- Consult your expected customers as soon as possible to learn about their needs and interests
- Don't work alone – work in an interdisciplinary team

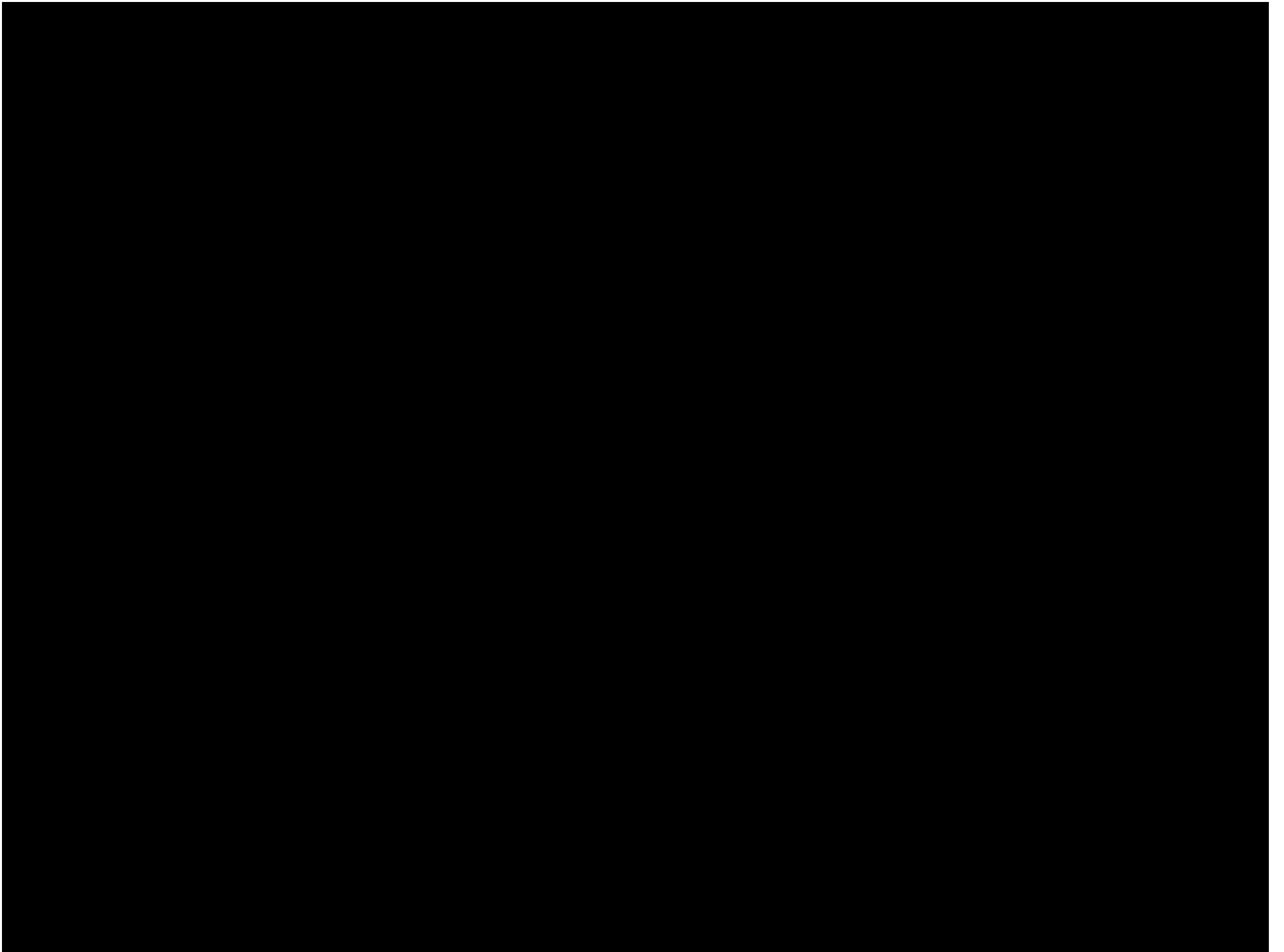


Thanks to the website of the start-up goodz

Thank you very much for your attention!

Michael Funcke-Bartz

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IN STARKE IDEEN
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