

Welcome to

Smart
START-UP

Training on Sustainable Entrepreneurship

Time: 14 – 17 February 2012, 10.00am – 16.30pm

Location: Bogazici University, South Campus, 34342 Bebek Istanbul, Turkey

Organizing partners: Regional Activity Centre for Cleaner Production (CP/RAC), UNEP Mediterranean Action Plan (MAP), UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)

Local Host: Bogazici University Sustainable Development and Cleaner Production Center (SDCPC)

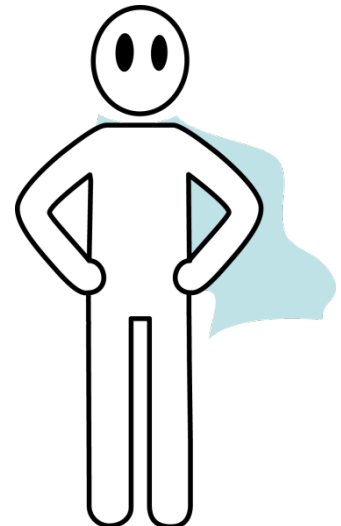
Supporter: Turkish Ministry of Environment and Urbanization

Contact: smart@sustain-entrepreneurship.org

Language of the training: English

Dear future Sustainable Entrepreneur: Welcome! You are about to embark on an amazing journey... the discovery of Sustainable Entrepreneurship and its potential to create a ripple effect on your community, your country, your world!

You are invited to join the SMART Start-up Training Programme, which is to empower participants not only in their efforts to become sustainable entrepreneurs but also to improve their leadership skills and to build knowledge on sustainability such that they feel comfortable sharing their learning, sharing their experience, and ultimately, becoming sustainability-driven change agents. Since sustainability is not limited to a single definition and comprises various environmental, social and economical aspects, a diversity of participants in terms of gender, education, life expectations and experience, is crucial for an inclusive and holistic approach that the training strives to provide. We believe that this diversity is necessary to stimulate the creativity that we hope to inspire during this training!





By taking part in the SMART Start-up Training Programme you will be empowered to move forward on the understanding that:

- Sustainability concepts can be translated into successful business models
- Learn from existing/established entrepreneurs about challenges and success factors for sustainable entrepreneurship in the Mediterranean
- Get in contact with the stakeholders of the Sustainable Entrepreneurship in the Mediterranean and learn about their understanding of sustainability
- Sustainable Lifestyles can serve as sources of inspiration for innovative entrepreneurs

You are joining the SMART Start-up Programme! – You are going to explore with other participants and appreciate the three core values that drive the entire process:

CONNECT

Connect Sustainability and Entrepreneurship through an experiential learning process. The linkages built between sustainability, visualization and business concepts that are presented and analyzed throughout the entire training package strengthen these connections.

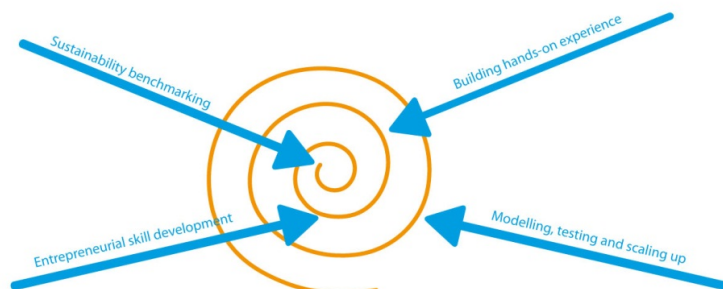
CREATE

Creativity, dialogue and interaction for free generation and exchange of ideas to seize the opportunities that sustainability presents are the underlying reason behind each activity contained in the program.

INSPIRE

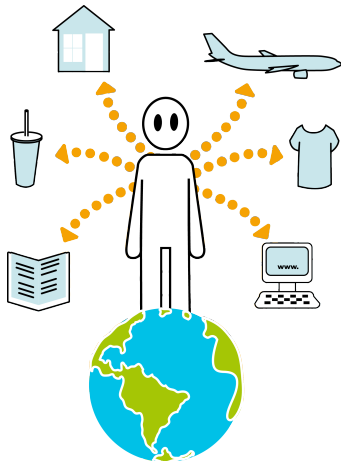
Proactively boost inspiration to draw upon the innate creativity of programme participants. There are no right or wrong answers or judgments of any sort. Each participant is encouraged to develop the learning process in a way that best suits their personality, background and expectations.

Let yourself get inspired! Empower yourself and become a Sustainable Entrepreneur by:



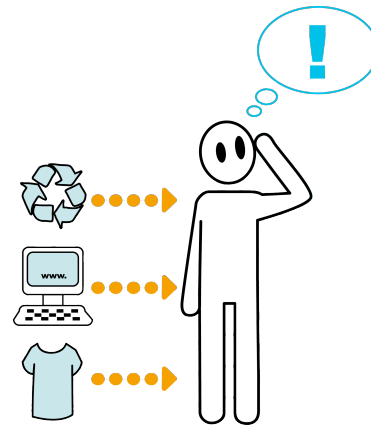
The four thematic areas of the SMART Start-up Programme, which you are going to experience during this training include:

My lifestyle defines the world
Exploring Sustainability



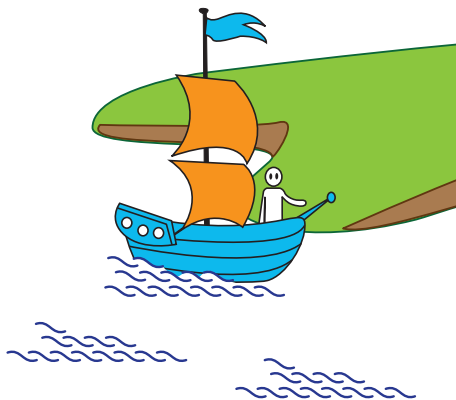
Module 1

My idea spins the world
Discovering Opportunities



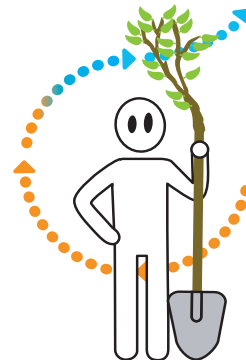
Module 2

My idea meets the world –
Performing the reality check



Module 3

My idea becomes a reality –
Developing
the business strategy



Module 4

Furthermore, as a participant of the **SMART Start-up Training**, you will have an **exclusive opportunity to join the *SMART Start-up Multi-Stakeholder Meeting on the Future of Sustainable Business and Entrepreneurship in the Mediterranean*, which is taking place on the last day of the training on 17th of February 2012.**

The event will open an interdisciplinary dialogue to a broad range of international Sustainable Business and Entrepreneurship stakeholders, from entrepreneurs to policy makers including NGOs, academics, grant makers, companies and investors as well as the next generation of Turkish sustainable entrepreneurs. Discussions on the meta level will be built upon practical insights, including the sustainable business ideas and business models developed by the participants of the ***SMART Start-up Training***.

This event provides a unique opportunity to get a practical insight into:

- Defining the state-of-the-art of Sustainable Entrepreneurship in *the Mediterranean*,
- Sketching current trends, mechanisms and tools for enhancing the capacity of sustainable entrepreneurs/sustainable business especially at the early stages of business development,
- Exploring social innovation, new business models and entrepreneurial solutions that are the signposts to future market opportunities and the building of the Green Economy,
- Discovering opportunities that sustainable entrepreneurship brings to tackle environmental and social challenges and to promote sustainable lifestyles in the Mediterranean region.
- Networking with experts from the sustainability and the entrepreneurship fields.

The expected outcomes of *The SMART Start-up Multi-Stakeholder Meeting on the Future of Sustainable Business and Entrepreneurship in the Mediterranean* include:

- Increasing the knowledge of existing and future sustainable business models,
- Building a common understanding of the existing challenges, opportunities and needs to enhance the quality of entrepreneurs in the Mediterranean,
- Defining how their contribution to the Green Economy can be reinforced,
- Sketching suggestions for introducing the concept of SCP in university and business school curricula,
- Exploring potential collaboration areas and examining future directions on how the invited stakeholders can jointly foster the capacity of Sustainable Entrepreneurship field.

AGENDA OF THE TRAINING

DAY 1

Tuesday, 14 February 2012

My lifestyle defines the world

EXPLORING SUSTAINABILITY

Time	Min	Unit / theme	Format
10.00- 10.15	15	Welcoming – <i>Embarking on the journey</i> Introducing CSCP, CP/RAC, SDCPC	Presentations
10.15- 10.40	25	<i>Let's get to know the crew</i>	Acquaintance activity
10.40- 11.10	30	Introduction to the Sustainable Consumption & Production, Sustainable Entrepreneurship – <i>Diving into the subject of Sustainability</i>	Presentation
11.10- 11.25	15	Coffee break	
11.25- 11.45	20	The best case examples of sustainable entrepreneurs from the Mediterranean	Presentation Discussion
11.45- 12.05	20	Introduction to SMART Start-up Journey – <i>Unfold your navigation chart!</i> Introduction to Experiential Learning approach Introduction to the Agenda of DAY 1	Presentations
12.05- 12.25	20	Living loops – <i>Towards systems thinking!</i>	Activity: Cause-effect relationships in a system
12.25- 13.15	50	A day at the Sunny Beach Hotel – Part 1 <i>What's going on the coast, as we sail away?</i>	Activity: Cause-effect relationships in a system Activity reporting
13.15- 14.00	45	Lunch	
14.00- 15.00	60	Meanwhile...what's going on the coast? Hotel at the Sunny Beach 2 – Part 2	Activity: Idea generation
15.00- 15.15	15	Coffee break	
15.15- 16.15	60	Entrepreneurs inputs: <ul style="list-style-type: none"> • “ Design and Innovation for Sustainable Living ” – Product Design, Pinar Öncel, Merve Titiz, Tuna Ozcuhadar • „Garbage Ladies of Turkey” – Çöp(m)adam, Melih Özsöz 	Presentations Discussion
16.15- 16.30	15	Sessions' summary Evaluation	Discussion

DAY 2:
Wednesday, 15 February 2012
My idea spins the world
DISCOVERING OPPORTUNITIES

Time	Min	Unit / theme	Format
10.00-10.15	15	Breakfast treat – <i>It's first mates' time</i>	<i>Recapitulation, first mates' presentations</i>
10.15-10.25	10	From Sustainability to opportunities for innovation – Introduction – <i>Let the wind guide you!</i>	<i>Presentation</i>
10.25-10.45	20	Observing creatively – Adjust your telescope for better seeing the opportunities around!	<i>Presentation, Movie</i>
10.45-11.30	45	Take a good look around – Part 1: Discovering business opportunities	<i>Activity</i>
11.30-11.45	15	Coffee break	
11.45-12.30	45	Take a good look around – Part 2: Clustering business ideas	<i>Activity</i>
12.30-13.15	45	Introduction to a sustainable business model – Part 1 Modelling your sustainable business	<i>Presentation Team work</i>
13.15-14.00	45	Lunch	
14.00-15.00	60	Modelling your sustainable business	<i>Team work</i>
15.00-15.15	15	Coffee break	
15.15-16.15	60	Entrepreneurs inputs: <ul style="list-style-type: none"> • “How eco-friendly products of STEPPEN help to save natural resources?” - STEP OTOMOTIV KALIP SAN ve TIC. A.S., Muge SERT, Sales Manager • ‘The Story of Buğday: A Grassroots Organization in Turkey’ Buğday Association for Supporting Ecological Living, Yonca Demire 	<i>Presentations Discussion</i>
16.15-16.30	15	Sessions’ summary Evaluation	

DAY 3
Thursday, 16 February 2012
My idea meets the world & becomes a reality
PERFORMING THE REALITY CHECK &
DEVELOPING THE BUSINESS STRATEGY

Time	Min	Unit / theme	Format
10.00-10.15	15	Breakfast treat – <i>It's first mates' time!</i>	<i>Recapitulation, first mates' presentations</i>
10.15-10.25	10	Coming back to Earth – <i>Attention! Harbour ahead!</i>	<i>Introduction</i>
10.25-10.45	20	Sustainability Assessment	<i>Activity Presentation</i>
10.45-11.00	15	Sustainable business model – Part 2 Business Strategy – <i>Disembarking on the sustainable entrepreneurship land!</i>	<i>Presentation</i>
11.00-11.15	15	Coffee break	
11.15-12.00	45	Modelling your sustainable business – <i>Anchoring!</i>	<i>Activity: Business modelling & strategies' development</i>
12.00-13.00	60	Get to know your stakeholders!	<i>Movie, Activity: Stakeholders analysis</i>
13.00-13.45	45	Lunch	
13.45-15.00	75	Refining the business models Preparation of the pitches for the stakeholders meeting – <i>Let the creativity juices flow!</i>	<i>Team work</i>
15.00-15.15	15	Coffee break	
15.15-16.15	60	Entrepreneur's inputs: <ul style="list-style-type: none"> • “Crowd sourcing Solutions for Environmental and Social Issues” – Enviu, Oriol Pascual 	<i>Presentation Discussion</i>
16.15-16.30	15	Sessions' summary Evaluation	

DAY 4
Friday, 17 February 2012



Multi-Stakeholder Meeting on the Future of Sustainable Business and Entrepreneurship in the Mediterranean

Time	Min.	Activity
9.45-10.00	15	Arrival
10.00-10.15	15	Welcome and opening speeches CP/RAC (Mr. Enrique de Villamore), CSCP (Ms. Burcu Tuncer)
10.15-12.00	95	<p>Panel presentations and discussion:</p> <ul style="list-style-type: none"> - Landscape and practical insights of Sustainable Entrepreneurship in the Mediterranean - The role of various stakeholders in enabling Sustainable Entrepreneurship in the Mediterranean <p>(15 min presentation per each panellist, 20 minutes discussion at the end)</p> <p>Speaker 1 – Prof. Dr. Göksel Demirer, Chairman of the Environmental Engineering Department, Middle East Technical University: <i>Case Studies of Resource Efficient Industrial Production in Turkey</i></p> <p>Speaker 2 – Ms. Francesca Culcasi, CP/RAC, Project Coordinator, <i>Green Economy: Greening the entrepreneurial spirits of the Mediterranean</i></p> <p>Speaker 3 – Ms. Ferda Ulutas, Coordinator of Environmental Project Group, TTGV Turkey: <i>State of the art of Green Entrepreneurship in Turkey</i></p> <p>Speaker 4 – Assoc. Prof. Dr. Nilgün Ciliz, Bogazici University, Lecturer at Institute of Environmental Sciences, Director of Sustainable Development and Cleaner Production Center: <i>How to succeed in green production initiatives in Turkey?</i></p> <p>Speaker 5 – Mr. Hansin Dogan, UNDP Private Sector Programme Manager: <i>Public-private partnerships to advance sustainable entrepreneurship</i></p>
12.00-13.00	60	Lunch and Networking
13.00-14.15	75	<p>Testing sustainable business ideas</p> <ul style="list-style-type: none"> - Presentation of SMART Start-up Training (15 min) - Presentations of business ideas (60 min) <p>Participants of the SMART Start-up Training for sustainable entrepreneurs present and pitch their business ideas in front of the stakeholders. Participants make a reality check of the presented business models. Stakeholders get an insight into the SMART Start-up Training, whereas the participants get hands-on feedback on the developed business ideas.</p>

14.15- 14.30	15	<i>Coffee break</i>
14.30- 16.00	90	<p>Round table discussions: <i>Identifying success factors and projects/ actions needed for enabling Sustainable Entrepreneurship in the Mediterranean</i></p> <p>Table 1: Innovative Entrepreneurship (Host of the table: Mr. Oriol Pascual, ENVIU) Round 1: <i>What are the existing opportunities and success factors for sustainable entrepreneurship to flourish in the Mediterranean?</i> Round 2: <i>What kind of entrepreneurial initiatives can we co-create to tap into these opportunities?</i></p> <p>Table 2: Partnerships for Policy Making (Host of the table: Mr. Enrique de Villamore, CP/RAC) Round 1: <i>What role can the policy makers play in enabling the Sustainable Entrepreneurship in the Mediterranean?</i> Round 2: <i>What partnerships are needed to activate these enablers?</i></p> <p>Table 3: Tools for Education in Sustainable Entrepreneurship (Hosts of the table: Ms. Vanessa Rodríguez Gómez, CP/RAC, Ms. Jadwiga Zurad, CSCP) Round 1: <i>Which existing approaches support the introduction of Sustainable Entrepreneurship into educational programs?</i> Round 2: <i>What actions are needed to scale up the best practices in the Mediterranean?</i></p> <p>Table 4: Infrastructure for Cleaner Production (Host of the table: Assoc. Prof. Dr. Nilgün Ciliz, SDCPC) Round 1: <i>Which industries play a key role in providing infrastructure for enabling Sustainable Entrepreneurship in the Mediterranean?</i> Round 2: <i>What further infrastructure is needed?</i></p>
16.00- 16.30	30	<p><i>Closing and Hand out of Certificates</i> Closing remarks by CP/RAC and hand out of certificates to participants of the SMART Start-up training.</p>

Background information on the *SMART Start-up Programme*:

Under the framework of the SMART Start-up Programme, the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP) has been providing trainings and developing tools to sensitize the academic community and the youth to Sustainable Entrepreneurship and develop the capacity of entrepreneurs.

The SMART Start-up programme aims to stimulate sustainable entrepreneurship particularly in rapidly growing economies. It presents the concept of sustainability as an opportunity for potential entrepreneurs to develop sustainable business ideas and provides a platform for collaboration between multinational companies, micro entrepreneurs, and supportive civil society organizations.

The first edition of the *SMART Start-up* programme (2009-2010) targeted the African academic world and policy makers and took place in Mauritius and in Germany in the form of an “Educate-the-Educators” workshop gathering students, professors and practitioners from fifteen African and European universities.

The second edition of the programme, also known as *SMART Start-up ICT* was launched in 2010 in collaboration with Deutsche Telekom. It stemmed from the need for improving the capacity of entrepreneurship and ensuring sustainable practices in the ICT industry. Within the SMART Start-up ICT programme, two trainings were already conducted: in Cape Town, South Africa (12-15 April 2011), in Shanghai, China (18-21 October 2011), and the third training is to be delivered in Sao Paulo, Brazil (5-8 March 2012).

The third edition of the programme was launched in 2011 with kind support of CP/RAC. This edition focuses on the challenges and opportunities of Sustainable Entrepreneurship in the Mediterranean countries. It is based on an interactive training program, which intends to prepare and empower current and future entrepreneurs in the art of green entrepreneurship through new methodologies and more sustainable strategies, with the aim of tackling environmental and social challenges, promote sustainable lifestyles in the Mediterranean region, and connect the Mediterranean entrepreneurial tradition with the emerging economic green model. The first training within this edition is taking place 14-17 February 2012 in Istanbul, Turkey.

The organizing partners and supporters

Regional Activity Centre for Cleaner Production (CP/RAC)

CP/RAC is a centre for international cooperation with Mediterranean countries on development. It aims to foster innovation in the manufacturing sector and civil society, based on more sustainable consumption and production models. CP/RAC was



Regional Activity Centre
for Cleaner Production

established based on a decision made by the Spanish Ministry of the Environment and Rural and Marine Affairs and the Government of Catalonia, who agreed to the 'Barcelona Convention'. Based on the Stockholm Convention on Persistent Organic Pollutants (POP's), POP's comprise priority in CP/RAC's activities. CP/RAC developed its activities under the Mediterranean Action Plan (MAP), focusing on the protection and development of the Mediterranean basin and to support the Mediterranean Strategy for Sustainable Development, exploring opportunities presented by sustainable entrepreneurship to tackle environmental and social challenges and to promote sustainable lifestyles in the Mediterranean region. CP/RAC rises awareness, produces reports and provides sustainable business cases and related technical assistance for the Mediterranean region. CP/RAC is implementing a project that is positioning the Centre as a relevant reference when developing green entrepreneurship activities along the Mediterranean region. In particular, the Centre has started to draw a State of the Art on the Green Entrepreneurship together with the Collection of Successful Business Cases of green entrepreneurs, in countries as Turkey, Arabs Countries, Italy and Tunisia. In 2011, CP/RAC *organized workshops and training activities with governments, businesses and financial institutions in Italy, Egypt, Spain and Tunisia.*

Mediterranean Action Plan (MAP)

The MAP is a regional collaboration plan of 21 Mediterranean countries and the European Community, aiming protect the marine and coastal environment while boosting regional and national plans to achieve sustainable development. The MAP was established based on UNEP's Barcelona Convention.



Accurate assessments and monitoring of associated (environmental) impacts are needed, since forecasts show that the Mediterranean region will become an advanced economy, including large investment inflows. The MAP focuses on integrated coastal zone planning and management as a key tool to assess and control marine degradation and pollution. The MAP supports countries to formulate national environment policies, to enable governments identifying opportunities for sustainable economic development including optimized resource use and allocation, and to empower inhabitants and millions of visitors to act for the Mediterranean environment.

Centre on Sustainable Consumption and Production (CSCP)

The CSCP is a collaborating Centre with the United Nations Environment Programme (UNEP) and the Wuppertal Institute. The CSCP was established to meet the challenge of SCP: decisions taken by producers about for instance the design of a product may result in negative environmental effects caused by consumers using the product.



The CSCP conceptualizes and visualizes the future physical, social and virtual infrastructures needed for achiev-

ing sustainable ways of living. The CSCP provides scientific support to manage these interdependencies in a way that advances human development without causing harm to the environment. This support includes developing, testing, implementing, monitoring and communicating concrete projects, which enables a wide range of stakeholders to leapfrog to sustainable consumption and production patterns. Life cycle thinking and regional bottom-up perspectives are used as guiding principles. The CSCP concentrates its actions on three key areas of sustainability within the following three teams:

1. Sustainable Businesses and Entrepreneurship
2. Sustainable Lifestyles
3. Sustainable Infrastructure and Products

The SMART Start-up Training Programme is one of the key CSCP's projects within the area of Sustainable Businesses and Entrepreneurship. It was launched in 2009 as an initiative aiming to build capacity of entrepreneurs by introducing the concepts and skills associated with sustainability-driven entrepreneurship. Through this programme the CSCP aims to tap opportunities and discovery across a broad spectrum of industries.

Sustainable Development and Cleaner Production Center (SDCPC)

The SDCPC is linked to Bogazici University, and is divided in nine interdisciplinary working groups, consisting of representatives from different organizations. The working groups are divided in two main themes:



- A. Sustainable Production with a life cycle perspective
- B. Cleaner production in various sectors.

The members of each working group determine, investigate and suggest future sustainable development and uses of interdisciplinary knowledge, experience and innovative technology transfers in close cooperation with related international stakeholders. The Center's objectives are to:

- Build capacities and collaborations between decision makers, industry experts (preferably SME's) and related businesses as well as research institutions to stimulate and enhance SCP and environmental friendly living.
- Supply technology support for cleaner production and reduce resource and chemical consumption by adopting technologies that are efficient in terms of waste and emission output during their life stages.

Turkish Ministry of Environment and Urbanisation

The Turkish Ministry of Environment and Urbanisation is the largest institution in Turkey that is responsible for environment, spatial planning, infrastructure and urban restructuring. Main environmental responsibilities of the Ministry in environmental field are providing a protected and liveable environment and achieving sustainability of resources. The Ministry draws up plans and policies for the protection of air, water and soil, for waste and chemicals management, to combat against global warming and to implement sustainable development objectives and cleaner production and green development principles.

