"It's not about ideas. It's about making ideas happen." - Scott Belsky.

SwitchMed

What's a Green Business

Broadly speaking, **Green business** can be defined as "new or modified processes, techniques, practices, systems and products **to avoid or reduce environmental harms**".

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What's a Green Business

When widening the scope, it comprises **all the activities related to the environment** (waste processing, water purification, de-pollution, etc.), all sectors of **renewable energies** (wind, photovoltaic, biomass, hydro-electricity, etc.), and all the activities designated as being **"low-carbon"** (alternative fuels, CO2 capture and storage, eco-building, energy management, etc.)

Challenges & Difficulties Facing potential GEs in Lebanon

- **Lack of education** for a society with entrepreneurial Spirit

- **Cultural and social barriers**, such as the 'fear of failure' and a lack of entrepreneurial knowledge and skill

- **Financial end economic barriers**, such us, insufficient access to risk capital, both seed /early stage and longer term financing

- **GEs are not mature** because most of them are fresh graduates and not already existing businesses

Challenges & Difficulties Facing potential GEs in Lebanon

- **Weak business models of the GBs** which is normal because BIAT's role and the SwitchMed objective is to develop these green basic ideas and to transform them into a viable business model based on the "Lean start-up" and "Business model Canvas" methodologies

- **Lack of competencies and resources in green technologies**. This is the case for human capabilities as green jobs require new "blocks of competence" for the integration of the environmental dimension in work attitudes and professional behavior.

Challenges & Difficulties Facing potential GEs in Lebanon

- The absence of mass potential segments for the submitted ideas (product/ service) and so the **challenge of market creation**

- Investing in **green technologies is usually more costly** than investing in polluting technologies which is impacting the interest of people in doing such a shift from a purely lucrative business to an eco-friendly lucrative business with higher expenses and same revenues.

- The **Negative purchasing behavior of clients** in Lebanon which is not ready to do sacrifices related to paying more when it comes to green products

Challenges & Difficulties Facing potential GEs in Lebanon

- **Non appropriate infrastructure networks**

- There's also a difficulty related to the **shortage/ non availability of raw materials and resources** in Lebanon which increase the price of such imported resources.

Opportunities standing up for potential GEs in Lebanon

- **An enormous need and necessity** for any sort of green and innovative businesses due to the high level of pollution, diseases, the current waste crisis in Lebanon etc.

- **Availability of innovative ideas**

- **Lebanon is still a virgin market** so there's still a lot of green projects that could be introduced without any major competition

- **Financial support from Government** (NEEREA, BDL, KAFALAT, etc.) specially for green energy sectors

Opportunities standing up for potential GEs in Lebanon

- **The emergence of Venture capital funds** dedicated for the green industry

- **Job Creation** specially at the self employed level

- The tendency of **Support from International donors** to promote Green entrepreneurship

- **Availability of Capacity building programs**

Some real cases of Green Entrepreneurs

1) Greening the low income housing is our goal, by building a whole sustainable living.

The project consists to **design a sustainable Residential neighborhood** with a green architectural environment affecting the housing concept in Tripoli by:

- Using local materials in a sustainable construction with zero waste emission.

- Designing a low-cost house with lower budget (40,000$ and above)

- Having flexible prototypes that offers a solution to social housing

- Using a modular system changing related to specific regulations.

Location: It shall be situated in Abu samra region (area : 10,000m2)

The site was chosen for this specific project because of related facilities, low budget and its location among the new city expanding in the near future.

Some real cases of Green Entrepreneurs

2) A flower medical center:

It has two different entrances ,

one for some **rare flowers exhibition** and the other is a **spa for special treatments and meditation**.

The project will also contain an interesting and comfortable tea area where the client will be doing their own mix of tea, and a restaurant that will be serving many types of homemade flower food

Some real cases of Green Entrepreneurs

3) Ride sharing website

The idea is to **connect drivers with empty seats** to people travelling the same way, it is a ride sharing website.

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Business Incubation Association in Tripoli

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Some real cases of Green Entrepreneurs

4) Balconies becoming an energy harvesting area

Using **balconies and turning them to "energy emitter"** that helps reduce the house family costs of electricity, with the right devices , technology and design.

The balconies will be **decorated in a nice way** to give a beautiful view to the whole streets and neighbors.

With the appropriate studies ,solar panels can be installed , piezoelectric devices can be installed to harness the rain power and **to save the raindrops and filter them** in order to **produce drinking water**, this reduces the dependency on water brands to reach potable water amounts everyday, another system can be installed to harness the wind power.

Some real cases of Green Entrepreneurs

5) Accelerated transformation of wasted food to natural fertilizer
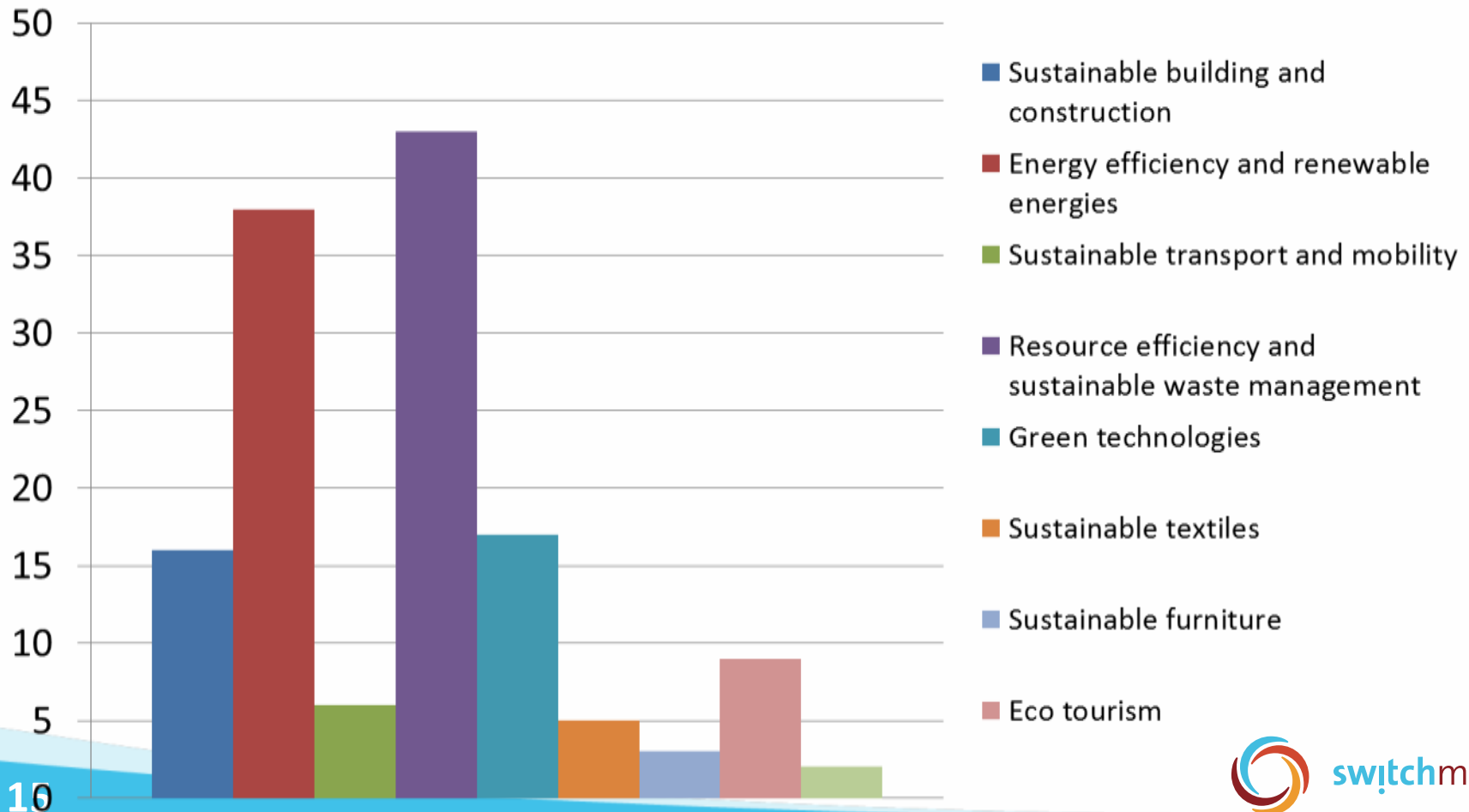
Since **people and restaurants throw away food**, we can take this waste and transform it over the time into natural fertilizer that can be used instead of the chemical fertilizers to produce organic and healthy food.

The product is a machine that can transform food into fertilizers in a shorter time that the natural process takes, the machine only takes less than 24 hours to produce the fertilizers that can be used to any type of planting
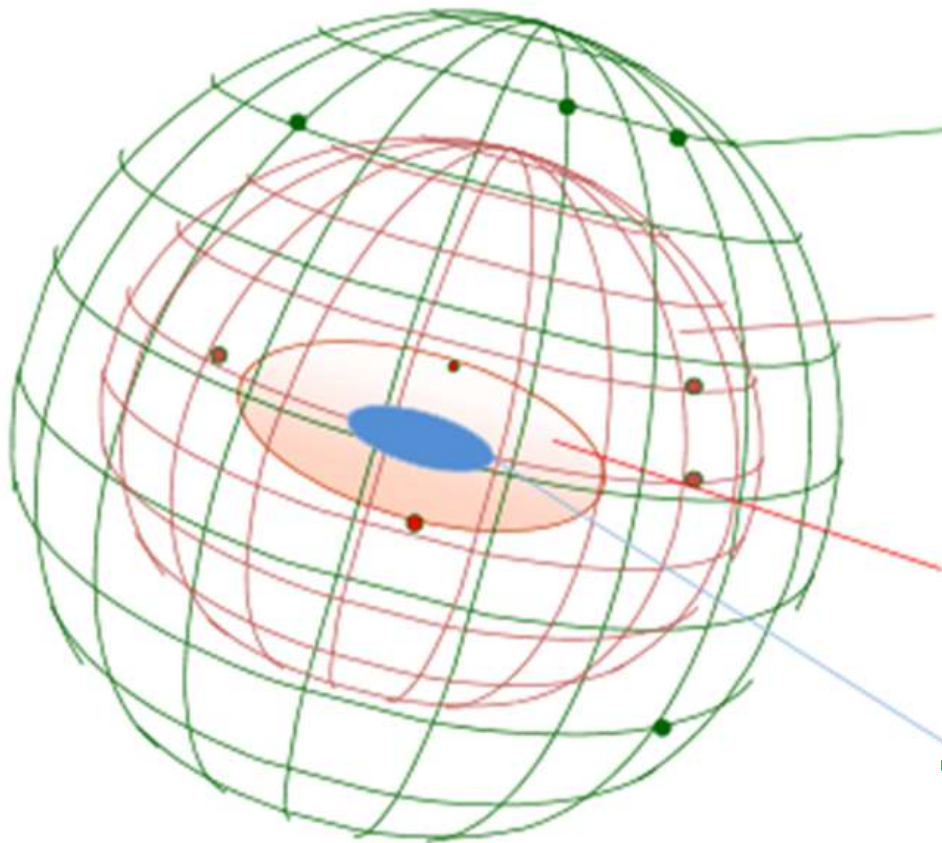
Area of activity where green business idea belongs

Out of 119 GE applications received by BIAT:

Legend:
- Sustainable building and construction
- Energy efficiency and renewable energies
- Sustainable transport and mobility
- Resource efficiency and sustainable waste management
- Green technologies
- Sustainable textiles
- Sustainable furniture
- Eco tourism

For an effective private sector development one should consider a people-centered/market systems development framework, analyzing the **interaction between stakeholders** along <u>**four inter-linked levels**</u>

<u>The natural resources base</u> (4 resources: goods, services, cultural aspiration, habitat support) upon which life on earth and every job and enterprise activity depend while also having an impact on

The level where the mind sets of the people making up <u>the social system</u> (their values, norms, perceptions and communication codes) are shaped

The level where the <u>'rules of doing business'</u> (policies, laws and regulations) for system stakeholders are codified and enforced

<u>The market place</u> where people physically transact goods and services for money