

Eco-Entrepreneurship & Green Jobs

How can we promote eco-entrepreneurship, create green jobs, and facilitate the local production of green materials and solutions?

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Definition / Benefits	Constraints / Challenges / Barriers
<ul style="list-style-type: none">✓ Ecosystem LCA✓ Life-cycle assessment✓ Circular economy✓ How to dispose of the product after it is produced?	<ul style="list-style-type: none">✓ Lack of awareness✓ Lack of legislation✓ Mismatch between education and job market✓ Lack of training/ local skills/ professional ism✓ Financially viable✓ "Green" term misinterpreted, even cultured people

	<ul style="list-style-type: none"> ✓ Initiatives are skill too small need to grow movement ✓ Balance between impact and sustainability
Best Practice / Solutions / Tools	Resources / local Availability
<ul style="list-style-type: none"> ✓ Lobby for regulation → New green jobs: <ul style="list-style-type: none"> 1- Existing companies 2- New start-up ✓ Eco entrepreneur : Standards establish, maintain them, improve them → networking ✓ Offer guaranties → sensitive point for reputation ✓ Production process/ supply chain/ value chain has to be green- not just the end product ✓ Companies driving it: improving their green credentials, finding solutions to current modern issues Energy 24 → finding solutions to Energy Polluting issues ✓ Credibility/ honesty to build your brand ✓ We need to break misconceptions: events / network ✓ Reliable information ✓ Social platforms ✓ Environmental education : Kids more flexible ✓ Enforcement ✓ Sharing info: Tv, workshops.. ✓ Garbage crisis should be helping in raising awareness and cultural change happens, even elderly are reaching ✓ Position your product/ service to highlight its health and environmental benefits ✓ Integrate the “eco” part in your value chain but have a commercially viable ideas ✓ Networking: super important to collaborate to grow the engagement in eco-entrepreneurship 	<ul style="list-style-type: none"> ✓ Kafalat ✓ NEEREA/ LEA loan ✓ Green building directives (SISSAF, LCEC, LGBC..) ✓ Low building ✓ Switchmed eco-entrepreneur ship ✓ Samir & Claude Abillama competition (MMG) ✓ Diane foundation (ABC) eco-entrepreneur ✓ Accelerators / Incubator, scaling up (Altcity Booteamp, BDL..) ✓ LMT education ✓ School education programs ✓ UNDP invest in renewable energies (funded by EU), select projects & help implement them ✓ Energy award. Competition (video) to raise awareness on energy ✓ Zero interest loan to promote industries ✓ Some municipalities are encouraging green projects