

A landscape featuring a row of wind turbines on a hillside overlooking a valley with hay bales in the foreground. The scene is hazy and atmospheric, with a mix of green and brown tones. The wind turbines are white and stand prominently against the sky. The foreground shows several large, round hay bales scattered across a field of dry grass. The background consists of rolling hills and a dense forest, all under a soft, overcast sky.

Greenpreneurship: Pioneering Sustainable Economy

Innovating for a Greener Tomorrow

Conceptualizing Greenpreneurship



Green Product

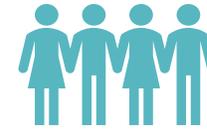
Green products are crafted from natural or renewable resources and manufactured and recycled using environmentally friendly methods.



Greenpreneurship

Greenpreneurship is a form of entrepreneurship that concentrates on creating sustainable solutions to environmental challenges.

Protecting nature in every stage is a core philosophy of Greenpreneurship



Greenpreneur

Greenpreneurs are visionary individuals who are deeply committed to solving environmental issues through innovative, sustainable solutions.

Early Examples of Greenpreneurship



ABACUS
E.F.
SCHUMACHER
SMALL IS BEAUTIFUL

Pioneers in Sustainability: Early Initiatives

E.F. Schumacher, who advocated for "small is beautiful" economics inspired ideas inspired movements such as "Buy Locally" and "**Fair Trade**"

Ray Anderson of Interface Inc. who shifted his carpet company towards sustainability back in 1994

Characterizing Greenpreneurship



Triple Bottom Line:

People, Planet, Profit: This principle emphasizes that businesses should commit to focusing not just on profit but also on environmental stewardship and social responsibility.



Circular Economy:

Reduce, Reuse, Recycle: Moving away from the traditional linear economy (make, use, dispose), a circular economy aims to minimize waste through the continual use of resources.



Resource Efficiency:

Optimizing Use: Efficient use of resources like energy, water, and materials to reduce environmental impact and cut costs.

Renewable Resources: Prioritizing renewable over finite resources wherever possible.



Examples of Successful Green Startups



Renewable Energy Leaders:

Companies like Sunrun and Vestas are revolutionizing the energy sector with innovative solar and wind energy solutions.



Sustainable Consumer Products:

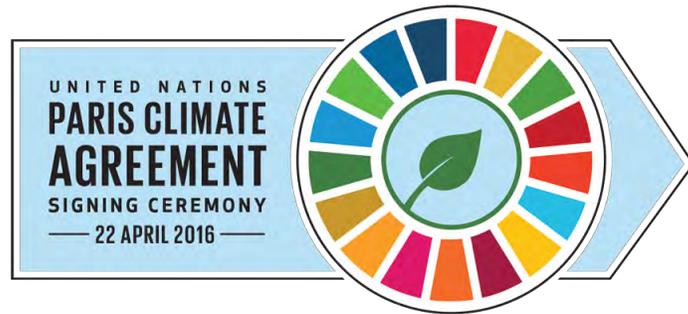
Startups like Allbirds and Patagonia are setting trends in sustainable fashion, focusing on Nature friendly materials and ethical production processes.



Waste Reduction Innovators:

Companies like TerraCycle and Too Good To Go are tackling waste management with creative solutions, from recycling hard-to-recycle waste to reducing food waste.





Greenpreneurship and Climate Policy

Green entrepreneurship directly impacts several SDGs. For instance, and sustainable production consumption (SDG 12), and economic development and unemployment reduction (SDG 8)

Paris Climate Agreement encourages business to align with incoming climate and energy regulation to gain first-mover advantages in low-carbon markets and achieve more resilient operations and supply chains.

Key Challenges and Opportunities



Environmental Challenges:

Resource Limitations: Green entrepreneurs often face challenges related to the sustainable sourcing of materials and managing the environmental footprint of their operations.



Economic Challenges:

High Initial Costs: Many green initiatives require substantial upfront investment, particularly in technology and infrastructure, which can be a barrier for startups.



Social Challenges:

Consumer Behavior: Changing consumer behavior and convincing customers to pay a premium for sustainable products can be challenging.

Government and Non-Government Support Systems

Government Initiatives

Tax Incentives: Tax breaks and incentives for businesses that implement sustainable practices or produce Nature friendly products.

Support Programs: Government-run programs offering mentorship, training, and resources specifically for green entrepreneurs.



Non-Governmental Organizations (NGOs)

NGO Support: NGOs focused on environmental issues often provide support in the form of funding, resources, and networking opportunities.

Partnerships: Collaborations with NGOs can also enhance credibility and visibility for green startups.



Regulatory Framework

Standards and Compliance: Establishing and adhering to environmental standards and regulations can be both a challenge and an opportunity, as compliance can enhance credibility and market acceptance.

International Agreements: Participation in international environmental agreements can open up new markets and collaborative opportunities.

Funding and Support for Green Entrepreneurs



Grants and Subsidies:

Government Grants: Offer grants specifically for green initiatives, aimed at supporting projects that contribute to environmental sustainability.

International Funds: Organizations like the United Nations and the World Bank provide grants for projects that align with global sustainability goals.



Investors and Venture Capital:

Green Venture Capitalists: A growing number of venture capitalists are interested in funding sustainable startups, often focusing on long-term environmental impact alongside profitability.

Angel Investors: Individual investors who are passionate about sustainability and willing to fund early-stage startups.

Green Bonds



Crowdfunding:

Platforms: Platforms like Kickstarter and Indiegogo allow entrepreneurs to raise funds directly from the public, often in exchange for early access to products or other rewards.

Community Support: Crowdfunding also serves as a tool for market validation and community building around a green product or idea.

Zakat and other forms of Donation

Networking and Community Building

Industry Events and Conferences:

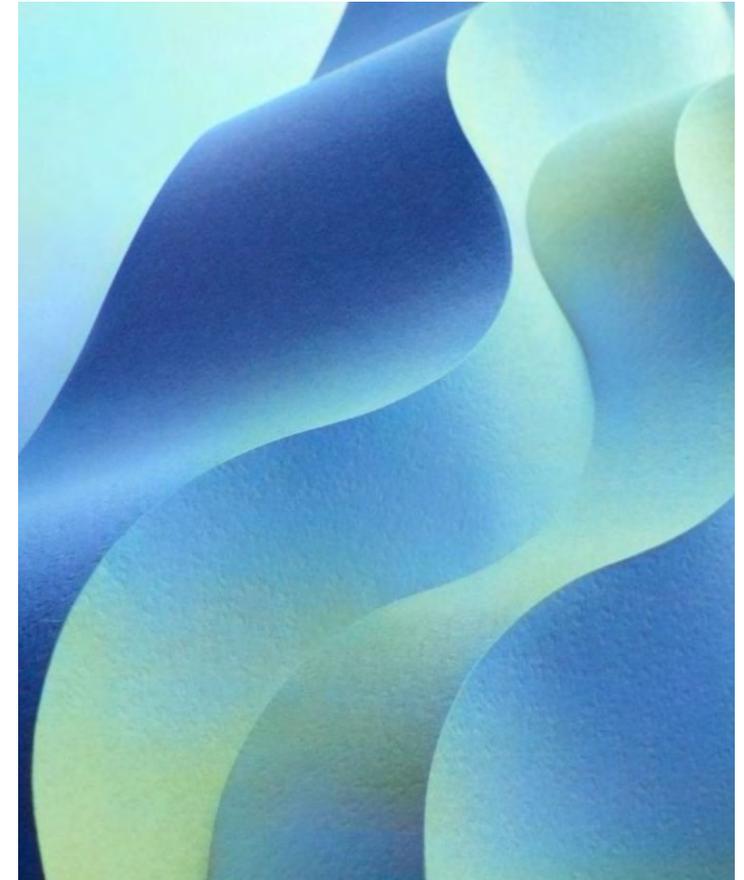
- **Networking Opportunities:** Attending green business conferences and industry events is crucial for networking, learning, and staying updated on industry trends.
- **Speaking Engagements:** Participating in these events as a speaker can significantly raise the profile of a green entrepreneur and their venture.

Online Communities and Forums:

- **Digital Networking:** Engaging with online communities dedicated to sustainability and Greenpreneurship can provide valuable connections, advice, and support.
- **Knowledge Sharing:** These platforms are ideal for sharing experiences, challenges, and solutions with peers in the Greenpreneurship space.

Local and Global Collaborations:

- **Collaborative Projects:** Working on joint projects with other green businesses can lead to shared resources, knowledge, and customer bases.
- **Global Networks:** Joining global networks for green entrepreneurs can open doors to international markets and partnerships.



Introducing DIGS 2024

Dhaka International Greenpreneurship Summit & Green Expo 2024 will be hub for green entrepreneurs of Bangladesh and South Asia

This summit aims to promote sustainable greenpreneurship and Nature friendly practices Gathering 500 stakeholders, including entrepreneurs, investors, and experts, our goal is to catalyze innovation and collaboration in this sector



Activities of DIGS 2024



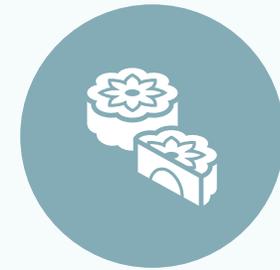
KNOWLEDGE
SESSIONS



CULTURAL SHOWCASE



GREEN EXPO AND
GREEN INNOVATION
SHOWCASE



PITHA UTSOB

Expected outcomes



Empowerment:
Empowering green entrepreneurs to scale their businesses, create jobs, and drive economic growth



Innovation Showcase:
A platform for green entrepreneurs to present innovative, sustainable solutions and technologies



Entrepreneurial Growth:
Facilitating investment opportunities and partnerships that stimulate the growth of green startups



Networking and Collaboration:
The summit provides fertile ground for networking, forging collaborations, and creating a supportive community.



Youth Engagement:
Encouraging youth involvement in Greenpreneurship and sustainability initiatives,



Inspiration and Education:
Inspiring and educating attendees to take action towards sustainability.



Post summit Follow up plan



Online Platform

Establish an online platform, such as a forum or social media group, where entrepreneurs can continue discussions, seek advice, and share resources.



Mentorship Programs

Launch a mentorship program connecting experienced professionals with emerging green entrepreneurs. Provide resources and training materials to support both mentors and mentees.



Workshops and Training Sessions

Conduct workshops and training sessions on specific topics relevant to green entrepreneurship, such as sustainable business practices, marketing strategies, and financial management.



Access to Funding

Work on establishing partnerships with investors, venture capitalists, and financial institutions to provide ongoing funding opportunities for green startups. Assist entrepreneurs in preparing strong funding proposals and connecting them with potential investors.



Policy Advocacy

Engage in advocacy efforts to influence policies that support green entrepreneurship. Provide entrepreneurs with information on relevant regulations, subsidies, and incentives.



Showcase Success Stories

Regularly highlight success stories of green entrepreneurs who have benefited from the summit or the ongoing support programs. Use these stories to inspire others and demonstrate the impact of sustainable business practices.



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Green business is not about tie-dyed T-shirts. It's about transforming the industrial system itself into one that looks at all the connections

Paul Hawken

American environmentalist
and entrepreneur