



INNOVATION AND START-UPS FOR CIRCULAR ECONOMY CONCEPT NOTES

With the circular economy in focus, this webinar brings together planning for a sustainable business and developing a sustainable lifestyle. Aspects of a circular economy business from financing, marketing to understanding current policies that enable the circular economy model are brought forward to allow for small business ideas to get started. Guidelines such as a green business toolkit being developed to help all potential projects to get started. Examples of the successful green business project allow attendees to envision the final output potential.

A green startup tool is necessary for strategic planning of new businesses and redesigning old businesses. A circular economy sustainable business model includes consideration of people and the planet along with profit. The toolkit takes entrepreneurs from sustainable business model canvas to storyboard development and scale-up evaluation. The green startup toolkit allows for innovation to start at home for local needs and to understand global challenges that all businesses should consider.

Project Objectives

This webinar's purpose is to identify the pathways in accelerating innovation for a circular economy. The pathways include the enabling environment and capacity building for green startups, innovative policies, and financing mechanisms, and creating demand for innovations sustainable consumption because of sustainable lifestyles.

Topics:

- Green Innovation Labs and Green Startup Tool kit
- Financing green innovation and policies that help enable innovation
- Marketing and creating demand for sustainable consumption lifestyle

- Understanding startup experiences and building the next generation of a sustainable lifestyle
- Expected Results
- After completion of the course, attendees are expected to:
- Attendees will be able to identify green innovation labs for assisting in startup planning
- Attendees will have an opportunity to learn from experienced green startups
- Understand how innovative policies and financial mechanisms have an impact on green startups and innovation and how they can be utilized.
- Able to utilize marketing strategies for creating a sustainable consumption and sustainable lifestyle for a successful startup
- Attendees will be able to utilize the green startup tool kit to develop a green innovation business plan for sustainable practices and circular economy

Webinar:

Webinar Series:

Webinar Topic 1: Innovation Labs and Startups for Green Innovations

Webinar Topic 2: Innovation Policies and Financing Mechanisms for Green Innovations and Startups

Webinar Topic 3: Creating Demand Through Sustainable Consumptions and Sustainable Lifestyles

Webinar Topic 4: SWITCH-Asia's Experiences

Webinar Topic 5: Learning from the UNEP Startups "Low Carbon Lifestyle Challenges"