



# #YALILEARNS GOING GREEN FOR BUSINESS ENTREPRENEURS Event Facilitation Guide

## Sample Agendas

The following sample agendas can help you think through what material you might want to include in your own event agenda, depending on the amount of time you have available. Please note that the activity names refer to sample activities outlined in the next section. Sample icebreakers are also included in the next section. Content notes, such as sample discussion questions, are also included in this document.

Sample agenda for a 3 hour event	Sample agenda for a 2 hour event	Sample agenda for a 1 hour event
Introduction and Icebreaker (15 minutes)	Introduction and Icebreaker (15 minutes)	Introductions (5 minutes)
Show and briefly discuss the first 7 lessons (90 minutes, including breaks)	Activity: Rank the Issues (10 minutes)	Show and briefly discuss 2 lessons (20 minutes): <b>Lesson 2:</b> The Impacts: How Climate Change Affects Africa <b>Lesson 4:</b> Creating a Business Plan
Group Discussion (25 minutes)	Show and briefly discuss 4 lessons (45 minutes, including break): <b>Lesson 2:</b> The Impacts: How Climate Change Affects Africa <b>Lesson 3:</b> The Solutions: Taking Action to Reduce Climate Change <b>Lesson 4:</b> Creating a Business Plan <b>Lesson 7:</b> Raising Capital	Group discussion (10 minutes)
<b>Activity:</b> Plan a Green Business (40 minutes)	Group discussion (20 minutes)	<b>Activity:</b> Plan a Green Business (20 minutes) (shorten by giving just 20 minutes for the entire activity, and don't have groups)
Wrap-up (10 minutes)	Activity: Act it Out (20 minutes)	Wrap-up (5 minutes)
	Wrap-up (10 minutes)	

# Sample Icebreakers and Activities

Feel free to pick and choose from the below activities and icebreakers for your event, or develop your own!

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## Icebreakers

### 1. Partners (10 minutes, depending on group size)

Have participants pair up and take 2 minutes to get to know one another. Then, have each person take 20 seconds to introduce his or her partner to the larger group.

### 2. Common ground (5 minutes)

Have participants form a circle. Join the circle and state your name and one fact about yourself, such as where you are from, what you like to do in your free time, your occupation, etc. Ask all participants who share the same fact or interest to either stand up or raise their hand. Have the person to your left introduce him/herself and share a fact. Continue to go around the circle until everyone has provided a fact about him/herself or until five minutes have passed, whichever comes first.

### 3. Preferences (5 minutes)

Create an imaginary line through the room or use masking tape to draw a line on the floor. Each side will represent one choice. Ask a number of questions and have participants identify their preferences by standing on one side of the line. If they are unsure, they can stand in the middle. If the answer is neither, they can stand in a different part of the room. Example questions may be:

- Walk or drive?
- Sweet or savory?
- Hot or cold?
- School or work?
- Introvert or extrovert?
- Music or TV?

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## Activities

### 1. Plan a green business (40 minutes)

Each group will brainstorm and begin planning a green business. Break the participants into small groups (ideally 3-4 people per group). Each group should take five minutes to decide on the product or service their green business would offer, then spend 20 minutes building out a plan for their business:

- **What** product or service would you sell?
- **Why** is your green business idea attractive?
- **Whom** would you ask to invest in your startup?
- **Where** would you focus your efforts (your town, your country)?
- **How** will you sell your idea to investors, prospective team members and your target consumers?
- **When** can you get started (what are your next steps)?

Have each group present back to the larger group with their plan. Encourage all members of the group to participate in the presentation while trying to limit each group to 2-3 minutes.

### 2. Debate (30 minutes)

Ask the class to form small groups of 4-6 people. Then have each group split in half. Each group should be assigned a green product- or service-related topic that they will debate among themselves, taking on different roles like retailers and consumers. For example, groups could debate locally-grown agribusiness versus importing processed food; solar panels versus conventional energy (from fossil fuels); wind power versus hydroelectric power; recycling versus reducing product use; car versus bike; eco-friendly cleaning products versus conventional cleaning products; reclaimed materials versus new materials. Have each group spend ten minutes conducting a debate on their assigned issue. When the ten minutes are up, select one group to debate their issue in front of the class. Ask the other participants to ask the group additional questions that may further the debate.

### 3. Act it out (20 minutes)

Split the class into groups of 3-5 people and give them a scenario to act out. It could be a green entrepreneur trying to convince a potential funder to invest in his startup or an entrepreneur trying to sell her green product. Have each group spend 10 minutes creating and practicing their skit. The skit should be no longer than two minutes. Select 1-2 groups to act out their skit in front of the class.

### 4. Rank the issues (10 minutes)

Split participants into groups of 3-4 people. Have each group rank the top signs of climate change in their community and potential business solutions, writing their list on a large sheet of paper. Have all groups hang up their lists so everyone can compare. Are the concerns similar or are there differences? Discuss.

# Event Content Notes

Below you will find notes and talking points aligned with the various content that you might include in your event. **You don't need to use all of this material!** You should customize the PowerPoint, discussion topics and activities based on the topics you want to focus on during your event. Make this event your own!

Content	Notes
<p><b>Introduction and Icebreaker</b></p>	<p><b>At the start of the event:</b></p> <ul style="list-style-type: none"> <li>• Thank participants for joining.</li> <li>• Introduce yourself. Provide a basic overview of the YALI Network and direct participants to the web address (<a href="http://yali.state.gov">yali.state.gov</a>) for more information.</li> <li>• Briefly share why you are interested in this topic and chose to teach this course.</li> <li>• You may want to do a short icebreaker activity in which participants get to briefly meet one another, but be sure to keep this short as it can take up a lot of time to do introductions if there is a large group. See the previous section for sample icebreaker ideas.</li> </ul>
<p><b>Course Objectives</b></p>	<p><b>Explain the objectives of the course and the logistics of how the session will run:</b></p> <ul style="list-style-type: none"> <li>• Note the lesson topic(s) that you will cover.</li> <li>• Mention any group discussions or activities you are planning to conduct.</li> <li>• Let participants know where they can find things like restrooms, emergency exits and water fountains. Let them know if there will be any scheduled breaks.</li> </ul> <p><b>Sample objectives include:</b></p> <ul style="list-style-type: none"> <li>• Understand the scientific basis for climate change, its impact on Africa, and achievable solutions.</li> <li>• Learn fundamentals of entrepreneurship.</li> <li>• Apply entrepreneurship best practices and plan for starting or expanding a green business.</li> </ul> <p>For each lesson that you include, you will either play the course lesson video/audio (via streaming or download) or pass out the transcripts for people to read on their own. After each video, you can use some of the following sample questions (or others that you develop) to lead a short discussion.</p>
<p><b>Lesson 1:</b> The Basics: The Science of Climate Change</p>	<p><b>Sample discussion questions:</b></p> <ul style="list-style-type: none"> <li>• Because climate change is measured over years as opposed to days and weeks, it is often difficult for humans to see how their daily activities contribute to a dangerous warming of the planet. What are some of the signs you see that tell you that climate change is occurring?</li> <li>• What changes in your community can be linked to climate change?</li> </ul>

Content	Notes
<p><b>Lesson 2:</b> The Impacts: How Climate Change Affects Africa</p>	<p><b>Sample discussion questions:</b></p> <ul style="list-style-type: none"> <li>• Rising sea levels, flooding and drought from climate change will alter the land available for human habitat and development. Where do you see the risks to populations from climate change?</li> <li>• How prepared do you think the people and governments in your country are for these risks?</li> </ul>
<p><b>Lesson 3:</b> The Solutions: Taking Action to Reduce Climate Change</p>	<p><b>Sample discussion questions:</b></p> <ul style="list-style-type: none"> <li>• What are some of the ways that you use fossil fuels in your daily life?</li> <li>• In order to reduce greenhouse gas emissions, where do you think you could reduce or eliminate the burning of fossil fuels?</li> <li>• What daily activities or behaviors could you change?</li> <li>• What daily activities or behaviors do you see that others could change?</li> </ul>
<p><b>Lesson 4:</b> Creating a Business Plan</p>	<p><b>Sample discussion question:</b></p> <ul style="list-style-type: none"> <li>• What are some of the challenges in starting a business? How can a business plan help?</li> </ul>
<p><b>Lesson 5:</b> Raising Capital</p>	<p><b>Sample discussion question:</b></p> <ul style="list-style-type: none"> <li>• What are the different types of investors and when should you approach each?</li> </ul>
<p><b>Lesson 6:</b> Growing Your Startup</p>	<p><b>Sample discussion question:</b></p> <ul style="list-style-type: none"> <li>• Are you planning or have you opened a business? If so, what is the demand for your products or services, what are your competitors doing, and what is your plan for growing your business?</li> </ul>
<p><b>Lesson 7:</b> Managing Situations</p>	<p><b>Sample discussion question:</b></p> <ul style="list-style-type: none"> <li>• How do leadership and management differ?</li> </ul>
<p><b>Bonus Lesson:</b> Design Driven Entrepreneurship</p>	<p><b>Sample discussion questions:</b></p> <ul style="list-style-type: none"> <li>• Sample discussion questions:</li> <li>• Human-centered design is based on the idea that no product should be developed that does not meet the needs of a potential customer. Why is this important for entrepreneurs to understand and use as a model?</li> <li>• Can you think of any products or services that have been developed recently that succeeded or failed because they were or were not based on human-centered design principles? Why do you think some products have stood the test of time while others are no longer available?</li> </ul>

Content	Notes
<p><b>Summary</b></p>	<p>After you have covered the course material, recap the key points from the lessons you featured at your event. Ask participants for their thoughts or comments.</p> <p><b>Sample key points:</b></p> <ul style="list-style-type: none"> <li>• Climate change is real and impacting your community.</li> <li>• You can contribute to climate change reduction.</li> <li>• Even small actions can make a big difference.</li> <li>• Effective management, funding, support, planning, and a clear vision are essential to running a successful green business.</li> <li>• Strong leadership and knowing how to grow will increase the success of your green business.</li> </ul>
<p><b>Discussion Questions</b></p>	<p>The earlier sample discussion questions were focused on key facts and issues related to each individual lesson. You should also spend time discussing the bigger picture: What climate change is doing to the world and how participants can start green businesses that reduce its impact.</p> <p><b>The following sample questions can be used to discuss that bigger picture.</b></p> <ol style="list-style-type: none"> <li>1. What is your community’s attitude toward climate change? Are people in your community aware of climate change? How do people discuss it?</li> <li>2. What impact is climate change having in your community?</li> <li>3. What type of green product or service would be valuable in your community? What business opportunities exist around the development of that product or service?</li> <li>4. What business opportunities exist to promote environmentally-friendly behaviors and attitudes?</li> <li>5. Do you have a climate change/green-focused business that you are currently working on or thinking about? What planning have you done so far?</li> <li>6. How would you fund your green business and how would you fund an expansion? Who would you target for funding? What value would you show a potential funder? What type of investor would be interested in a green business and how would you approach them?</li> <li>7. What are the most important skills for a green entrepreneur? What about for team members? What key skills did you learn today that you will use to start or grow a green business? What additional skills might you want to develop?</li> <li>8. What are your greatest concerns with starting a green business?</li> </ol>

Content	Notes
<p><b>Next Steps</b></p>	<p><b>Keep the momentum going by encouraging participants to start taking action in their community! The following are ideas for next steps they can take after the event.</b></p> <ul style="list-style-type: none"> <li>• Take all 7 lessons in the full YALI Network Learn to Lead course on <i>Going Green for Business Entrepreneurs</i> and receive your free certificate!</li> <li>• Identify the risks to your community that are due to climate change. Identify a product or service that would be valuable in your community for reducing these risks.</li> <li>• Develop a green business plan and locate a mentor or professional network for feedback and guidance. Be sure to include:               <ul style="list-style-type: none"> <li>· Product or service you plan to sell</li> <li>· Estimated market size</li> <li>· Competitor analysis</li> <li>· Potential problems and solutions</li> <li>· Potential risks and risk-reduction strategies</li> <li>· Anticipated costs for the first three years</li> <li>· Needed funding amount and planned source(s)</li> </ul> </li> <li>• Interview a successful green entrepreneur to learn how they started their business, the challenges they ran into and how they found success. If possible, ask them to review your business plan and provide any feedback and advice they may have.</li> </ul>
<p><b>Wrap-up</b></p>	<p><b>Include time at the end of the presentation for a wrap-up.</b></p> <ul style="list-style-type: none"> <li>• Encourage participants to go online, take the full <i>Going Green for Business Entrepreneurs</i> course and take the associated quiz so they can get their YALI Network Online Course certificate. If you hold your training in a setting such as a school or library, you may be able to have participants take the online quiz while they are at the event.</li> <li>• Encourage participants to join the YALI Network if they are not already members and hold their own #YALILearns event.</li> <li>• Ask if participants have any feedback on the session, which you can incorporate into your next #YALILearns event.</li> <li>• Be sure to thank participants for coming, and pass around the handouts that they can take home with key messages from the session and information about joining the YALI Network.</li> </ul>