



Training Course Outline

ITU and the Women's Entrepreneurship Accelerator

Title	Green and Digital Entrepreneurship for Women
Modality	Online self-paced
Level	Intermediate
Dates	05/06/2023 – 31/12/2023
Duration	5-6 hours
Language	English
Region	World or Multi-regional
Registration type	Direct registration
Registration deadline	22/12/2023
Training fees	free
Description	<p>This training course is for start-up and scale-up women entrepreneurs, and builds participants' capacity to develop digital green entrepreneurship skills in order to increase their economic empowerment.</p> <p>The course is designed to guide participants through the concepts and benefits of green business, green and circular economy and sustainability concepts. It also explores digital green concepts, how to green supply chains and green finance.</p>
Training topics	<i>ICTs and the environment</i> <i>Digital inclusion</i>
Certification	<i>Badge</i>

1. TARGET POPULATION

This training course is for start-up and scale-up entrepreneurs, geared towards women and builds participants' capacity to develop digital green entrepreneurship skills in order to increase their economic empowerment. The case study examples and interviews take place with women entrepreneurs, but everyone is welcome to participate in the course as the overall content is also applicable to all entrepreneurs.

2. ENTRY REQUIREMENTS

Open to all.

3. TRAINING OBJECTIVES

Upon completion of this course, participants will be able to:

- Recognise key concepts and principles for digital green entrepreneurship;
- Recognise the opportunities and benefits of digital green entrepreneurship;
- Apply strategies for greening businesses through digital technologies;
- Answer key questions on developing a digital green business model;
- Access funding and green finance.

3. METHODOLOGY

The training objectives will be reached upon the completion of the e-learning, its interactive modules, and its quizzes. The course contains a series of video interviews, real-life examples and external resources which participants can further explore to aid their learning. A series of reflection activities with questions are also placed throughout the course.

4. ASSESSMENT AND GRADING

There will be 6 quizzes in total, a total score higher than 70% is required to obtain the ITU badge.

5. TRAINING DETAILS & INSTRUCTIONAL APPROACH

Day / Week / Module	Sessions/Topics covered	Key learning points (detail learning outcomes)	Training activities details
1	<p>Module 1: What is Digital Green Entrepreneurship</p> <p>Participants will explore definitions of green and digital green business, green entrepreneurship, green economy and circular economy and why it is important for women as entrepreneurs.</p>	<ul style="list-style-type: none"> • Define what a green and a digital green business is • Describe green economy and circular economy, including their differences. • Summarise the need for a green and circular economy. • Identify how digital technology and skills can be used to drive green entrepreneurship. 	<ul style="list-style-type: none"> • Interactive course in RISE which showcases case study examples, best practices, and gamification ‘drag and drop’ questions throughout. • Video - ‘Women for results’, UN Global Climate Action. • Video - ‘Bridging the digital gender divide’, ITU. • Videos – listen to digital green women entrepreneurs talk about why having digital skills is important and share further insights about their green digital businesses. • Video – ‘Empowering the green recovery’, ITC. <p>The course contains the following reflection activities:</p> <ol style="list-style-type: none"> 1. Based on the information that you have so far, which digital technologies could you use to create a digital green solution to solve the problem that you are passionate about?

			<ol style="list-style-type: none"> 2. What Is Your Digital Green Entrepreneur Profile? 3. What is your 'Why?' 4. Based on the information that you have so far, which digital technologies could you use to create a digital green solution to solve the problem that you are 'in-love' with? <p>Quiz at the end.</p>
2	<p>Module 2: Key Principles of Green and Circular Economy</p> <p>Participants will explore the key principles of sustainability, green and circular economy in more detail, to help to recognise the problems as opportunities for creating digital green solutions.</p>	<ul style="list-style-type: none"> • Recognise the main principles of sustainability, green and circular economy. • Define a green and circular economy, including what is e-waste. • State why digital businesses also need to manage their Greenhouse Gas (GHG) emissions. 	<ul style="list-style-type: none"> • Interactive course in RISE which showcases case study examples, best practices, gamification including sort card questions, and recaps throughout. • Videos – listen to digital green women entrepreneurs talk about what being a digital green business means to them and share further insights about their green digital businesses. <p>The course contains the following reflection activities:</p> <ol style="list-style-type: none"> 1. Which is the main UN SDG that you want to help achieve with your digital green solution? 2. How can you include the principles of green and circular economy into your digital green business? 3. Make a list of the potential items of e-waste that you have in your home, office or in your business. How do

			<p>you plan to reuse, recycle or repurpose them?</p> <p>4. What can you do to tackle e-waste as digital green entrepreneurs in your solutions?</p> <p>Quiz at the end.</p>
3	<p>Module 3: Greening Your Business</p> <p>Participants explore how to green the supply chain, develop a sustainability strategy and how digital technology can help to do this.</p>	<ul style="list-style-type: none"> • Recognise opportunities for greening business processes and supply chain. • Recognise how to create a Sustainability Strategy. • Recognise ways to embed sustainability across the supply chain. • Recognise elements in a sustainability policy. 	<ul style="list-style-type: none"> • Interactive course in RISE which showcases case study examples, best practices, gamification including flip cards, sort card questions, and recaps throughout. • Videos – listen to digital green women entrepreneurs talk about what processes they are going through to green their own businesses with digital solutions and what approach they are taking to green their supply chain. <p>The course contains the following reflection questions and activities:</p> <ol style="list-style-type: none"> 1. Do you already have a Sustainability Strategy in place? If yes, what benefits are you noticing from having this? If not, what benefits can you generate for your business by having one? 2. Explore your GHG emissions as a digital green business through a life-cycle analysis. 3. Who is involved in your supply chain?

			<ol style="list-style-type: none"> 4. Where are the opportunities to green my supply chain in each of these areas? 5. How can you manage these risks across your sustainable supply chain? 6. Checklist of actions to green supply chain processes. 7. What type of emission scopes are you generating across your supply chain? <p>Quiz at the end</p>
4	<p>Module 4: Developing a Digital Green Business Model</p> <p>Participants explore the key questions that need answering to create a business model for digital green solution and gain an overview of taking a Lean Start-Up approach to validate the problem and solution with potential customers.</p>	<ul style="list-style-type: none"> • Recognise the purpose of the different areas of a Business Model Canvas for creating a Business Model. • State the key questions that need answering within the Business Model to create a solution of value to potential customers. • Define the value created through digital green solutions. 	<ul style="list-style-type: none"> • Interactive course in RISE which showcases case study examples, best practices, gamification including match cards, sort card questions, and recaps throughout. • Videos – listen to digital green women entrepreneurs talk about the problems they want to solve through their businesses, the solutions they came up with, their digital green USP, and their costs and revenues. • Video - 'Digital green Fintech enterprise', IncluirTec. <p>The course contains the following reflection questions and activities:</p> <ol style="list-style-type: none"> 1. What characteristics does your idea for a digital green solution already have? What else do you need to think about?

			<ol style="list-style-type: none"> 2. Where have you seen or experienced examples of digital offerings? 3. Which digital business models have you experienced when using digital products? 4. Create a Hypothesis 5. Watch this video to discover more about Lean Start-Up Methodology invented by Eric Ries in 2011. 6. Filling in a lean Start-Up Canvas. 7. Make a list of the benefits and costs for your digital green solution. 8. Create an experiment to gather feedback from your potential customers using the Lean Start-Up methodology about your digital green solution. Fill in the template. 9. Answer a series of questions to be clear about the skills and strengths of your team. <p>Quiz at the end</p>
5	<p>Module 5: Green Branding</p> <p>Participants explore what it means to have a green brand identity and the elements that they need to include.</p>	<ul style="list-style-type: none"> • Define a green brand. • Identify the elements that make up green brand identity. • Recognise how to create a Sustainability Strategy. • Recognise how to share the value created by digital green solutions in brand identity without green-washing. 	<ul style="list-style-type: none"> • Interactive course in RISE which showcases case study examples, best practices, gamification including flip cards, sort card questions, and recaps throughout. • Videos – listen to digital green women entrepreneurs talk about what being a digital green business means to them, what their mission, vision and values are.

			<p>The course contains the following reflection questions and activities:</p> <ol style="list-style-type: none"> 1. What is the essence of your digital green brand? 2. Talk to your current customers about why and how they are using your digital green products. 3. Review a checklist of brand assets in a brand identity toolkit. 4. Do you have a set of brand guidelines? 5. Use the rapid checklist to make sure that you are avoiding greenwashing. 6. Does your digital green brand promise have these four characteristics? <p>Quiz at the end</p>
6	<p>Module 6: Green Finance</p> <p>Participants explore an overview of green finance, so that they are familiar with the growing interest to invest in green businesses.</p>	<ul style="list-style-type: none"> • Recognise the funding stages. • Recognise the funding types and funders. • Recognise what green finance is. • Recognise what funders and investors are looking for when asking for money. • Design a pitch for funders and investors. 	<ul style="list-style-type: none"> • Interactive course in RISE which showcases case study examples, best practices, gamification including flip cards, sort card questions, checklists and recaps throughout. • Videos – listen to some words of support from digital green women entrepreneurs. <p>The course contains the following reflection questions and activities:</p> <ol style="list-style-type: none"> 1. Ask yourself: i) What funding stage are you at?, ii) What types of funders have you already connected with; and iii) What types of funding have you explored so far?

			<ol style="list-style-type: none"> 2. Which area/s does your digital green solution fit into? Have you researched funders who are focused on giving Green Finance? 3. Ask Yourself: "Am I making it easy for gender-smart investors to identify me and my enterprise as founded and/or led by women?" 4. Ask Yourself: "Where are you now and what milestone/s are you aiming to reach over the next 18 –24 months?" 5. Ask Yourself: "What is the minimum amount that you need to get to the next milestone/s?" 6. Ask Yourself: "Which are the most suitable funders to approach? Do I even need external funders at this point? Can I generate income from a pre-order sales strategy? Can I make sales?" 7. Review the checklist with your team. What information do you need to update? <p>Quiz at the end</p>
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6. TUTORS/INSTRUCTORS

Name of tutor(s)/instructor(s)	Title	Contact details
Rosie McDonald Yondeen Sherpa	E-waste Data Associate Officer Circular Economy Associate	rosie.mcdonald@itu.int yondeen.sherpa@itu.int

7. TRAINING COURSE COORDINATION

Course coordinator	ITU coordinator
Name: Rosie McDonald Title: E-waste Data Associate Officer Email address: rosie.mcdonald@itu.int	Name: Loly Gaitan Title: Programme Officer Email address: loly.gaitan@itu.int