

# Eco Entrepreneurship

Dr Chris J Moon FRSA FHEA.

Ecopreneur & SL Eco-entrepreneurship.

Global Entrepreneurship Week , 20<sup>th</sup> November 2014.

**Using your eco-bin**  
This section of the guide explains where to put materials in your eco-bin for recycling, with examples of where to place the labels.

Remove this drawer and use it on your worktop to collect broken bottles.

Store small batteries in one set, the jet cartridges in the other.

Drawers can be halved using the dividers provided.

Miscellaneous items can be stored here.

Compressor can be used to squash cans and plastic bottles.

Remove base when full.

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# What does an eco-entrepreneur do?



# Is dirty water a business opportunity?

## Water

Can you imagine life without safe, clean water? For 768 million people it's a daily reality.



# Michael Pritchard: How to make filthy water drinkable



[http://www.ted.com/talks/michael\\_pritchard\\_invents\\_a\\_water\\_filter.html](http://www.ted.com/talks/michael_pritchard_invents_a_water_filter.html)

# Agenda



- Diary of an eco-entrepreneur.
- Can you identify the eco-entrepreneurs?
- Company Examples.
- Eco-design workshop

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...we believe that business does make a difference to the lives of people around the world...

...we understand what can be achieved given the pressures businesses are under...

...we are committed to helping business put principles into practice...

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## News Flash

CSR Newsletter

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Message from the Director

Biographical information

"...let us choose to unite the power of markets with the authority of universal ideals. Let us choose to reconcile the creative forces of private entrepreneurship with the needs of the disadvantaged and the requirements of future generations."

*Kofi Annan*

# Blanco



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*building sustainability*

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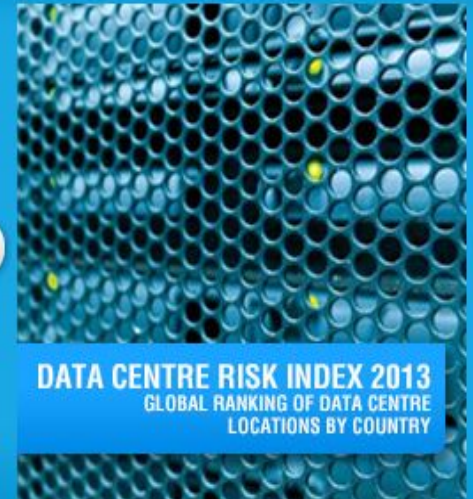
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Dame Anita Roddick  
Founder of the Body Shop

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## Our Clients



“ There can be no more excuses! Here is a cost effective and efficient solution to the challenge of running your office in an eco-friendly and ethical manner. ”

Dame Anita Roddick  
Founder of the Body Shop

## Company News

- ▶ Oct 01, 2007  
It's Up To The Sector Not To Play Dirty With Cleaners
- ▶ Oct 01, 2007  
The Living Wage - London's Ticket To a New Identity
- ▶ Jun 13, 2007  
Recycling Rates Hit New High
- ▶ May 01, 2007  
Ethical Entrepreneurs
- ▶ Mar 01, 2007  
Do You Work For The Planet?

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## Testimonials

- ▶ Kirstin McLenaghan, Fotango (part of the Canon Group) - June 2006  
Passing the management of our cleaners from our old contractor to Green Your Office, bought immedia ...
- ▶ Paul Clough, Finance and Operations Director  
During the course of our involvement with Green Your Office we have always been impressed by their ...
- ▶ Heidi Yeomans Founder FineArt4Kids - June 2007  
I really like your company, its such a great thing to be able to run my business knowing I can be ec ...

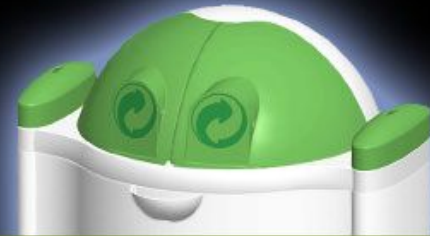
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# eco-bin.com

Waste4Recycling

## eco-bin

Simply the smartest way to recycle at home



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## Welcome to the eco-bin

The eco-bin has been designed to help you easily separate your recycling in the kitchen. There are special compartments for every type of material from paper and glass to tin cans and batteries.

This website explains everything you need to know about the eco-bin and how you can use it to make recycling tidier, more convenient and more fun.

We have endeavoured to make this website as friendly as possible to users who are blind or partially sighted and may use a speech browser. If you have any difficulties please [contact us](#).

[Find out how to use your eco-bin.](#)



In just one year UK households fill enough dustbins to stretch halfway to the moon



© 2006 Waste4Recycling. eco-bin is design registered and patent pending.

# street-cred.org.uk

StreetCRED

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## The Volunteer Credit Scheme

RSA 250th Anniversary Coffee House Challenge Winning Project



**Gain experience and credits** by contributing to social and environmental projects.

**Cash in your credits** to receive reductions on college or university fees.

If you are 16 years of age or over you can gain recognition for participating in a range of social and environmental projects in the UK and overseas.

“ StreetCred is so cool. I can get involved in exciting projects that really make a difference to the environment. This gets me credits that I can cash in to reduce my uni fees. ”



# eco-design-and-build.co.uk



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## What is eco building?

Simple in concept, complex in reality, eco building involves reducing the impact of buildings on the environment and on the health of those who live within them.

Eco buildings need not necessarily appear radically different, but they do add an additional dimension to the choices made throughout the design and construction process. These extend from selecting optimum insulation levels and the materials to be used, through to choosing suppliers and incorporating renewable energy systems.

## Who are Eco Design and Build?

We are a team of property developers, designers and others committed to building eco-homes to the highest standards and to providing advice on greening your existing home or business.

## Why should I choose an Eco Design and Build home?

Highest standards of quality at affordable prices. We use the new [Code for Sustainable Homes](#) as our main reference.

Further information on our standards can be seen in our ['Sustainable Building' pages](#).

Carbon emissions, rising energy prices, gas shortages, water shortages, flooding, heatwaves, deforestation, depletion of resources, increases in allergies and asthma. Such issues are of growing concern to many people.

The *Eco Design and Build* team are committed to tackling these kinds of issues now, through the homes we build. **We design and construct eco-friendly homes that are designed to reduce their impact on the environment, helping you to live more sustainably and healthily.**



[Example of Eco Design House. More >](#)

# eco-schools.org.uk



welcome to **Eco-Schools**

Thank you for your interest in the Eco-Schools Programme. By following the programme, your school will become a more stimulating place in which to learn and you will reduce the environmental impact of the whole school on the community.

Once registered your school will be part of an [international](#) group of schools working towards education for sustainable development and a better quality of life for local and global communities.

To get a glimpse of what it is like to be an Eco-School please [click here](#) or on this icon [alternatively click here](#). We hope that you enjoy the process of change and discovery Eco-Schools engenders and, once again, welcome to Eco-Schools.



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## Make a difference, Buy-Eco

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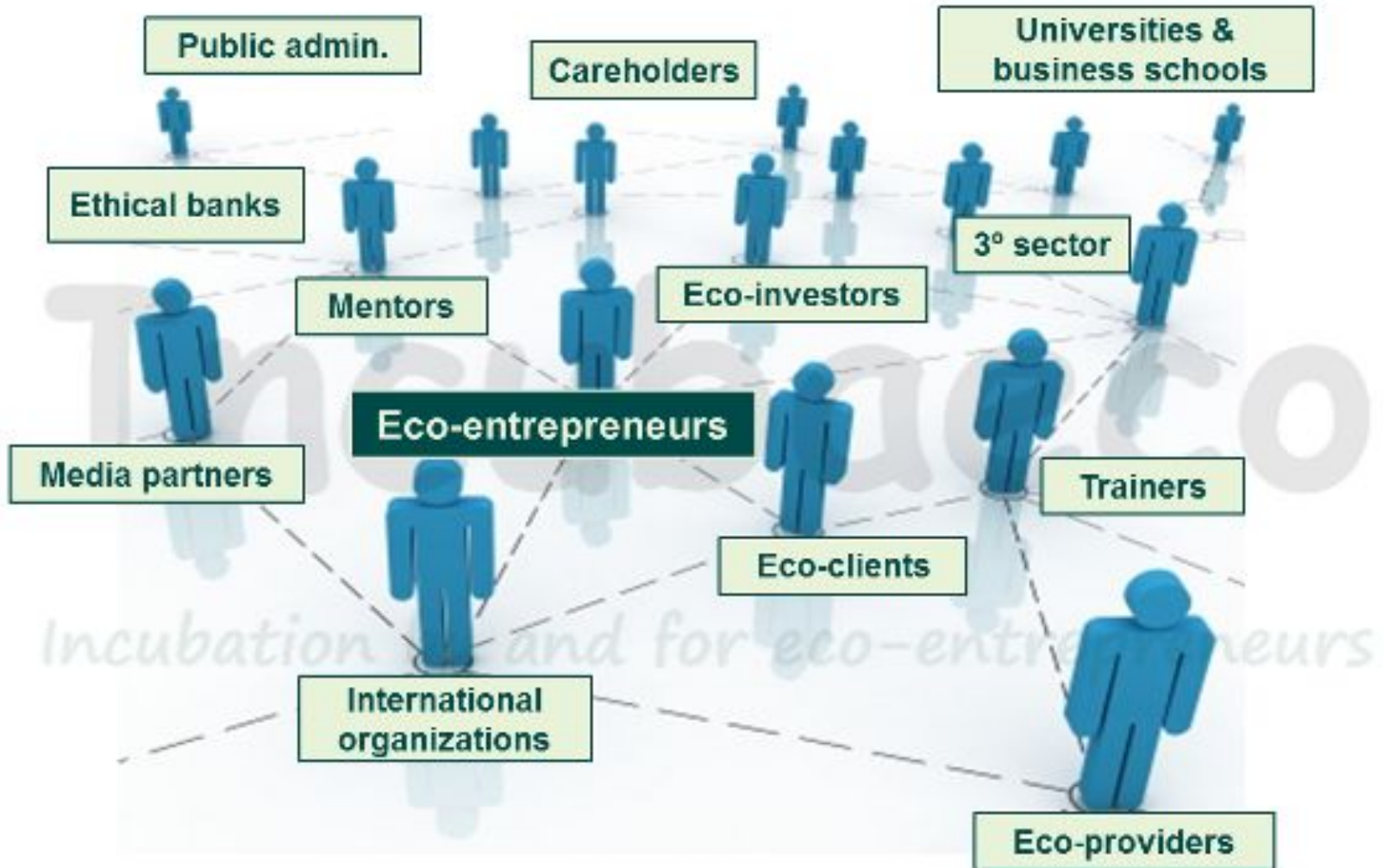
# Where are the eco-entrepreneurs?

## Map of Eco- Entrepreneurs

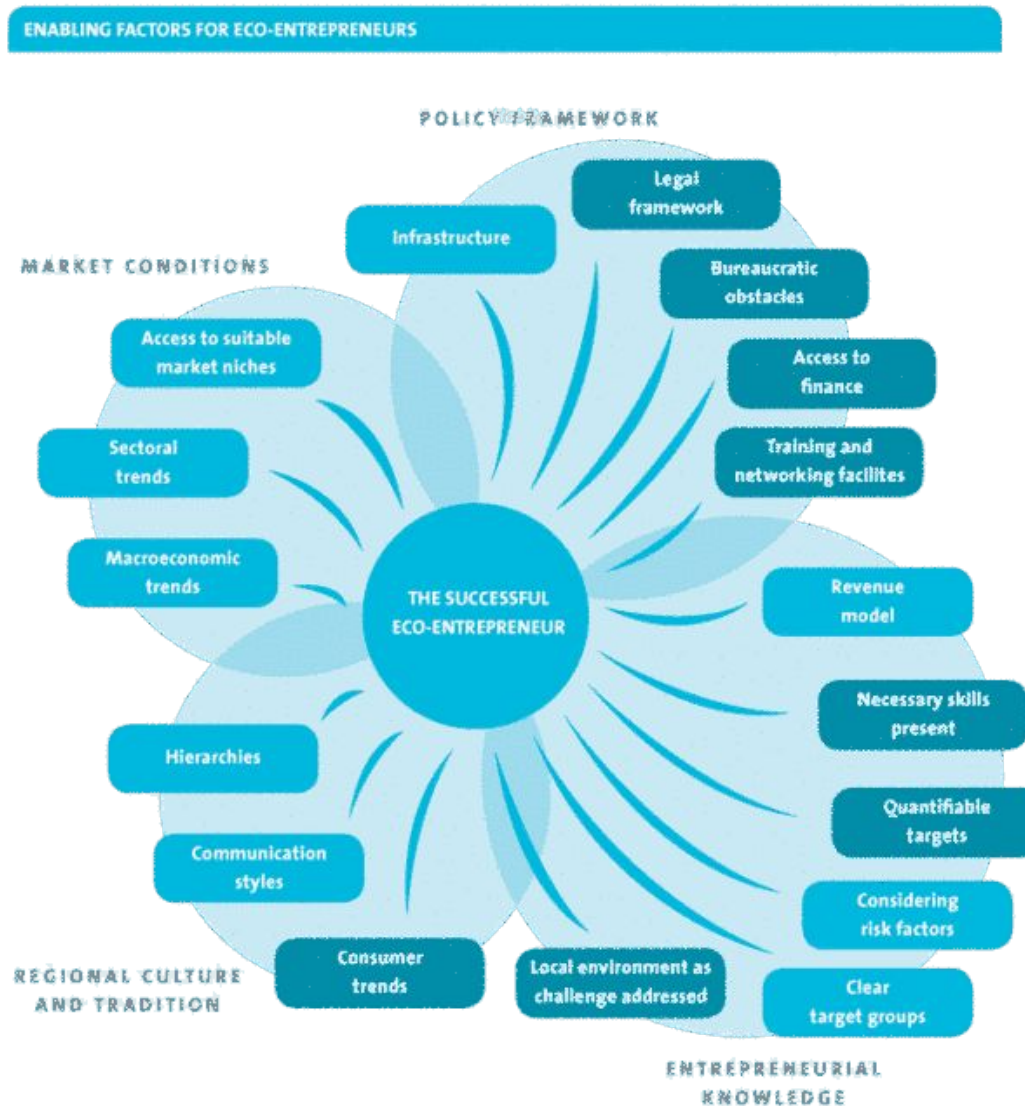




# Eco-entrepreneur networks



# The challenges of eco-entrepreneurship



# Innocent smoothies



# Richard Reed



## being sustainable

**We sure aren't perfect but we're trying to do the right thing.**

It might make us sound like a Miss World contestant, but here at innocent, we want to leave things a little bit better than we find them. We strive to do business in a more enlightened way, where we take responsibility for the impact of our business on society and the environment, aiming to move these impacts from negative to neutral or (better still) positive. It's part of our quest to become a truly sustainable business where we have a net positive effect on the world around us. Below you can see our strategy for doing so as well as our performance to date.



brand



ingredients



production



packaging



legacy

# Green & Black's



# Craig Sams & Jo Fairley

The screenshot shows the website for Green & Black's Organic, specifically the 'Connoisseur Collection' page. The top navigation bar includes links for HOME, OUR RANGE, RECIPES, ABOUT US, BLOG, and SHOP. The brand name 'GREEN & BLACK'S ORGANIC' is prominently displayed in the top right, along with a 'JOIN OUR MAILING LIST' button. The main visual is a photograph of an open box of chocolate bars, with a circular 'TASTING GUIDE' wheel placed on top. The wheel is color-coded and lists various wine and food pairings for different chocolate flavors. The text 'THE CONNOISSEUR COLLECTION' is overlaid on the left side of the image. At the bottom, there are three call-to-action buttons: 'OUR BARS', 'ONCE UPON A TIME', and 'BUY NOW', each with a plus sign icon.

GREEN & BLACK'S ORGANIC

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HOME OUR RANGE RECIPES ABOUT US BLOG SHOP

## THE CONNOISSEUR COLLECTION

As a Connoisseur  
flavors & nuances  
OF A VARIETY OF WINES

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ROSE  
WHITE WINE

SEA SALT  
MILK  
DARK 70%  
WHITE  
GREEN & BLACK'S ORGANIC  
MILK  
GREEN & BLACK'S ORGANIC

TASTING GUIDE  
Pair your chocolate at its  
best temperature (18°C-22°C)  
to find that perfect fit, ensure  
a generous 10g sample, to avoid  
losing flavor!  
Drink water between tastings  
to cleanse your palate.

OUR BARS + ONCE UPON A TIME + BUY NOW

