

# Eco Entrepreneurship

Dr Chris J Moon FRSA FHEA.

Ecopreneur & SL Eco-entrepreneurship.

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



# 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

# csrglobal.co.uk



## Why choose CSR Global?

...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...

...in order to demonstrate that businesses can be responsible corporate citizens.

[Home](#) | [Mission and Values](#) | [Where we are](#) | [What we offer](#) | [What we have achieved](#) | [Resources](#) | [Making contact](#)

Copyright © 2002-2006 CSR Global. All Rights Reserved

site design by [sixtyeight.co.uk](http://sixtyeight.co.uk)

## News Flash

CSR Newsletter

[Click here](#) to download in Word format.



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



# hurleypalmerflatt

**hurleypalmerflatt**  
*building sustainability*

techdirect

EXTRANET

DOWNLOAD BROCHURES

AAA

Enter search term here

QUICK SEARCH

Home

About

Services

Sectors

Solutions

Global Reach

Case Studies

Blog

Careers

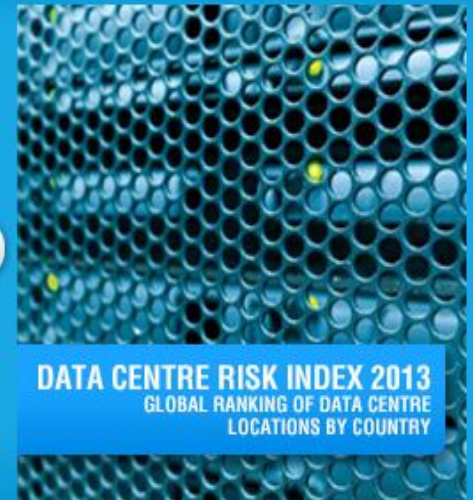
Contact Us

MENU

CUSTOMISE THIS PAGE

MEDIA CENTRE

WORLD CLASS SUSTAINABLE  
SOLUTIONS...



**DATA CENTRE RISK INDEX 2013**  
GLOBAL RANKING OF DATA CENTRE  
LOCATIONS BY COUNTRY

Services

MOVE

MINIMISE



# greenyouroffice

GREEN  
YOUR  
OFFICE

“ Cleaning and Greening your office has never been easier! ”  
Dame Anita Roddick  
Founder of the Body Shop

[Home](#) | [Cleaning](#) | [Products](#) | [Contact Us](#)

0845 456 4540



## 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?

[Read More »](#)

## 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 ...

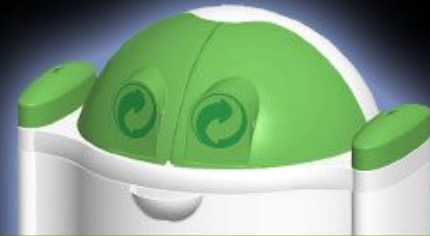
[Read More »](#)

# eco-bin.com

Waste4Recycling

## eco-bin

Simply the smartest way to recycle at home



[home](#)

[about us](#)

[using eco-bin](#)

[the trial](#)

[Press & Media](#)

[contact us](#)



## 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

HOME

GET THE CARD

ABOUT THE SCHEME

RESOURCES

CONTACT

## 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



home

sustainable building

typical projects

client service

resources

contact us

## 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.



# eco-taxis.co.uk

## Eco-Taxis.co.uk

[home](#)[book now](#)[why eco-taxis?](#)[contact us](#)

## Eco-taxis offer eco-friendly taxi services

Private hire to Airports, Main line stations, Hotels, Restaurants, etc.

Lower carbon emission vehicles

Carbon offset scheme

Non-smoking

Make your trip more environmentally friendly and at competitive rates.



Call Eco-Taxis today on  
**01371 555 333**

# buy-eco.com

buy-eco.com

My Account: 3 Items in Cart : £66.00

checkout

Home

Why buy-eco?

About us

Contact us

0845 555 5555

Ethical Fashion  
Eco-homewares  
Food & Drink  
Green Travel  
Green Weddings  
Eco-homes  
Ethical business  
Ethical investment  
Health & Beauty  
Gifts & Cards

## *Ethical and Ecological Products for you and your home*

Ethical Fashion



Eco-homewares



Food & Drink



Green Travel



Green Weddings



Gifts & Cards



### **Make a difference, Buy-Eco**

Did you know that domestic pollution causes more damage to the environment than industrial pollution? Every year thousands of people get sick from the harmful ingredients in aggressive conventional household products. At Buy-Eco you will find only safe, natural but effective environmentally friendly products for you and your home.

Call **0845 555 5555**  
Email [sales@buy-eco.com](mailto:sales@buy-eco.com)

**Recycling  
Sustainability**

© 2007 - 2008 Buy-Eco.

[Terms & Conditions](#)  
[Privacy Statement](#)  
[Media](#)

web site design by sixtyeight

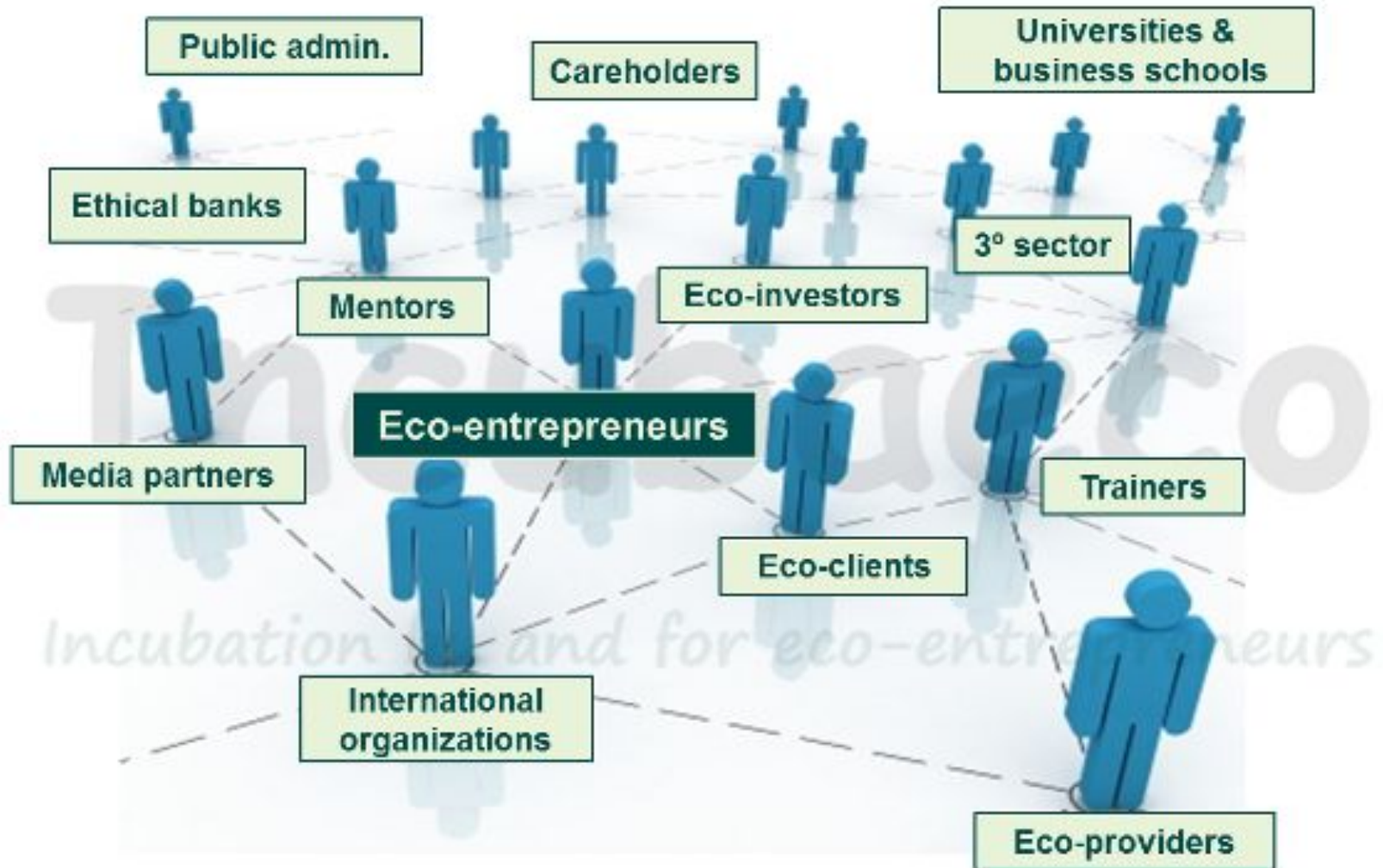
# Where are the eco-entrepreneurs?

## Map of Eco- Entrepreneurs

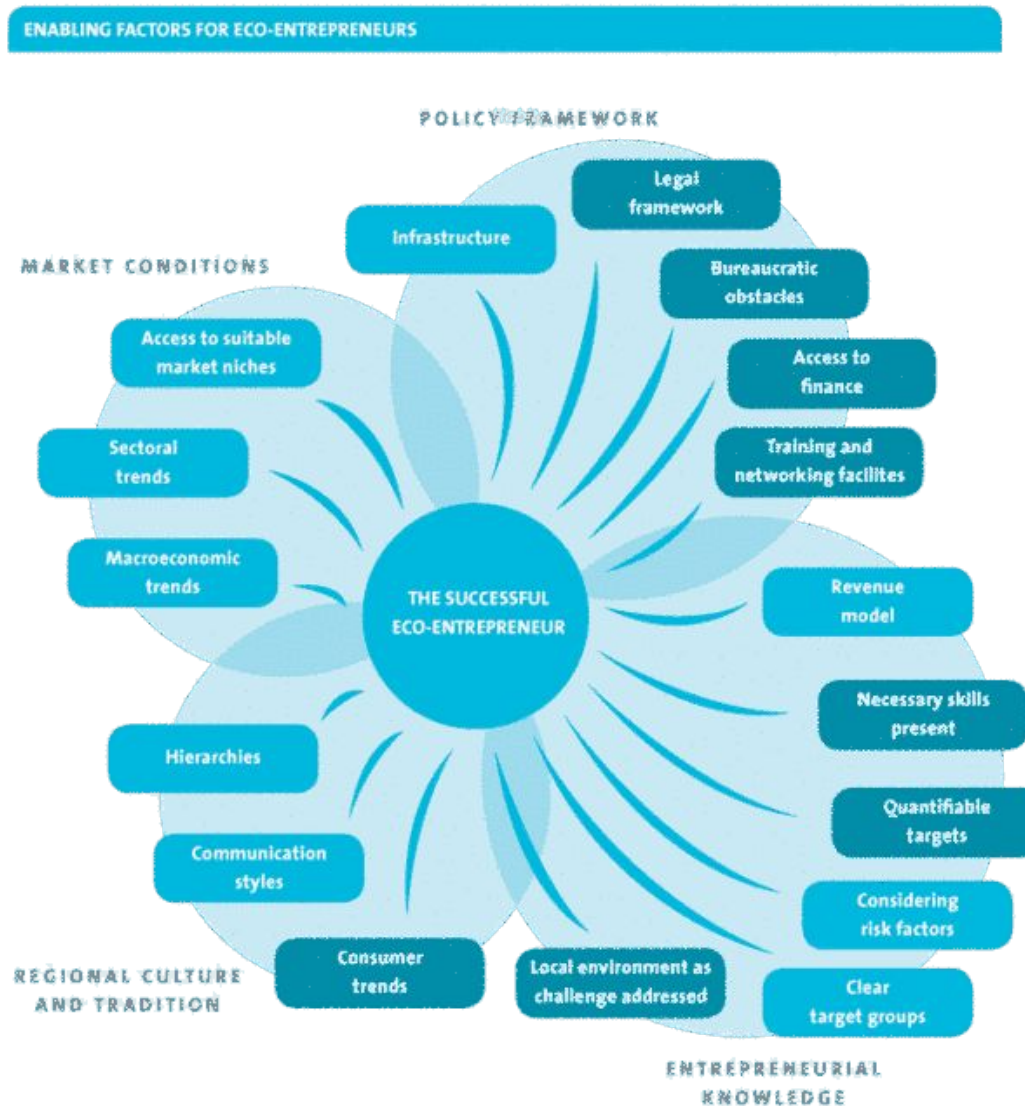




# Eco-entrepreneur networks



# 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 displays the Green & Black's Organic website. At the top right, the brand logo "GREEN & BLACK'S ORGANIC" is visible, along with a "JOIN OUR MAILING LIST" button. A navigation menu includes "HOME", "OUR RANGE", "RECIPES", "ABOUT US", "BLOG", and "SHOP". The main visual is a photograph of the "THE CONNOISSEUR COLLECTION" box, which is open to reveal various chocolate bars and a circular "TASTING GUIDE" wheel. The wheel is color-coded by wine type: RED WINE, ROSE, WHITE WINE, SHERRY, and PORT. Each segment of the wheel lists a specific chocolate pairing, such as "G&B's White Chocolate" for red wine and "G&B's 70% Dark Chocolate" for port. The chocolate bars in the box are labeled with flavors like "SEA SALT", "MILK", "DARK 70%", "WHITE", "BUTTERSCOTCH", and "MILK". A "TASTING GUIDE" card is also visible, providing instructions on how to pair the chocolate with wine. At the bottom of the image, there are three buttons: "OUR BARS", "ONCE UPON A TIME", and "BUY NOW".

GREEN & BLACK'S ORGANIC

JOIN OUR MAILING LIST

HOME OUR RANGE RECIPES ABOUT US BLOG SHOP

## THE CONNOISSEUR COLLECTION

As a Connoisseur  
flavors & nuances  
OF A VARIETY OF WINES

RED WINE  
Living rosemary, citrus, blueberry  
G&B's White Chocolate

ROSE  
Rozé, orange, citrus, blueberry  
G&B's 70% Dark Chocolate

WHITE WINE  
Baked figs, mango, citrus  
G&B's 85% Dark Chocolate

SHERRY  
Peach, apricot, citrus, blueberry  
G&B's 70% Dark Chocolate

PORT  
Peach, apricot, citrus, blueberry  
G&B's 70% Dark Chocolate

SEA SALT  
MILK  
DARK 70%  
WHITE  
BUTTERSCOTCH  
MILK

OUR BARS

ONCE UPON A TIME

BUY NOW

