



Youth4Climate Live Series Session Title: Driving Innovation & Entrepreneurship

Date: December 11, 2020

Time: 16:00-17:00 CET (10:00-11:00 am EST)

Background

Due to climate change, private-sector stakeholders are already facing several problems: for example, the increase in operating costs, the reduction in the value of assets (asset impairment) and the reduction in demand of goods and services. In general, the more services and products offered, the greater the difficulties to overcome. The business world is increasingly perceiving climate change as a threat to be addressed immediately, while waking up to the opportunities arising from the transition to a low-carbon development.

Forward-looking businesses are harnessing climate action as a driver of innovation, competitiveness, risk management and growth, while delivering the emissions reductions needed to avoid dangerous climate change.

Beyond the imperative to avoid disastrous impacts, there is a substantial economic benefit for entrepreneurs and businesses in tackling climate change. The Global Commission on Economy and Climate (<https://newclimateeconomy.net/content/about>) has done extensive research on low-carbon and sustainable investments, shedding light on the multiple economic benefits they would lead to, including growth, jobs, and long-term resilience. Today, more and more business leaders and private-sector representatives around the world are taking bold decisions to combat climate change by moving away from business-as-usual models while mobilizing resources and knowledge-sharing to design innovation and transformative solutions.

Innovation can come in different forms and shapes, all of them being extremely important to reduce emissions. First, to produce and consume less, that is, to adopt new models of production and consumption, that is, to innovate attitudes and cultures. Innovation must in fact be conceived and operate in favour of resource efficiency at every point of the economic cycle by:



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- creating new products for consumers that generate less emissions when used (more carbon efficiency);
- use of raw materials produced with less intensity of emissions;
- reduction of the intensity of emissions of industrial processes per unit of input material;
- net reduction in the use of raw materials per unit of product.

With the current transition to a low-carbon economy, companies that are aligning their strategies with this step-change are opening themselves up to a world of opportunity. Despite the efforts companies might have sustain in the short term on their way to achieving a low-carbon operating model, the long-term benefits and returns on investments are expected to be far greater and with wide-reaching positive impacts as proved by those companies that have adopted science-based targets.

By setting such targets, companies are ensuring their operations remain economic viable, lean and effective, and are building resilience against a future where resources – particularly those derived from fossil fuels – will become increasingly scarce and expensive.

Youth entrepreneurship is key to implementing the necessary economic and environmental strategies aiming to mitigate the impact of our globe's changing climates. Leading initiatives from innovative urban farming to restoring the world's degraded and threatened reefs, millennial entrepreneurs are developing inspiring solutions to challenging global sustainability issues.

With the vision for change, an entrepreneurial mindset, and the necessary resources, young entrepreneurs have the capacity to mitigate the impacts of climate change by using innovation as a tool to efficiently reduce, recycle and reuse.



The Event

The session is part of the Youth4Climate Virtual Event Series, an exclusive programme of dynamic and inspiring webinars with empowering content, dedicated to young people and hosted by the Italian Ministry for the Environment, Land and Sea, in collaboration with Connect4Climate - World Bank Group and the Office of the Secretary-General's Envoy on Youth, as part of the initiatives organized in the run-up to the 2021 pre-COP26 in Milan, Italy and COP26 in Glasgow, Scotland.

The webinar Driving Innovation & Entrepreneurship will focus on enhancing the dialogue between business and youth, to widen the participation of young entrepreneurs on both global and regional platforms and increase their engagement and exchange, and also direct access to markets, investors and financiers via an online community of practice and training platform.

Session Organization

The webinar will feature the participation of **Gonzalo Muñoz**, High-Level Climate Action Champion, and **John Frank**, Vice President of UN Affairs, Microsoft, and three young leaders.

The session will cover ways how international community, governments, and private sector could collaborate and cooperate to:

- Secure support for the main change levers and coordinated actions needed to accelerate the transformation processes that will deliver the vision for a resilient, zero emissions world.
- Emphasize the need of the governments to strengthen their contributions to the Paris Agreement.
- Address the engagement of non-Party stakeholders, particularly the private sector, for mitigating greenhouse gas emissions and/or at adapting to the impacts of climate change.





Youth speakers will be asked to provide their inputs on the above topics, including by:

- Providing their views on how entrepreneurs and private sector can contribute to effectively achieving the Paris Agreement goals.
- Sharing their own experience in driving youth led entrepreneurship initiatives and ideas on how to enhance the dialogue on climate change with the international business sector.
- How to incentivize well-functioning existing incubators and accelerators to expand into climate technology markets.

Speakers

Moderators

Salina Abraham

Ahmed Badr

High Level Speakers

- **Gonzalo Muñoz** has been appointed High-Level Climate Action Champion UN Climate Change Conference COP25 (2019). Gonzalo is the co-founder and Executive president of TriCiclos, the first company to receive B-Corp certification in South America. TriCiclos is an engineering circular economy BCorp focused on consumer good processes, services and products. They believe waste is nothing but an error of design, that can and must be solved.
- **John Frank**, Vice President of UN Affairs, Microsoft.



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Youth Speakers

- **Andrea Beye** is a PhD Fellow at the Department of Operations Management at the Copenhagen Business School. His research focuses on Value Creation in urban transitions for the Circular Economy. His investigation deals with the use of accounting devices in the process through which actors from different fields and sectors organize cities' circular transitions. He holds a MSc in Business Administration at CBS, with a major in Management of Innovation and Business Development, and a BSc in Management at the University of Pavia. During his previous professional experiences, he has been President of oikos Copenhagen, a local chapter of an international student-driven NGOs, which mission is to transform economic and management education by empowering students and build institutional support for curriculum reform.
- **Bethlehem Dejene** is the Founder and CEO of Zafree Papers, a company that is introducing a 100% tree-free paper pulp made from agricultural waste. Instead of using wood to create paper pulp, Zafree Papers' process utilises wheat and barley straw, preventing smallholder farmers from burning this waste material that leads to air pollution. In 2019, Bethelhem was among the 2,100 African entrepreneurs selected to benefit from the Tony Elumelu Foundation (TEF) - UNDP Entrepreneurship Programme, where she received \$5,000 seed capital, mentorship and the TEF business training on entrepreneurship. She has also been financed by the Development Bank of Ethiopia which enabled her to procure land in Debre Berhan's industrial park for her soon to be built factory specially purposed for her innovative business process.
- **Arthur Kay** is the Founder and CEO of Skyroom, an initiative that provides these workers with high-quality, sustainable, and affordable homes, located close to where they work. He is also the Founder and Deputy Chairman of bio-bean®, a clean technology company that recycles waste coffee grounds into advanced biofuels and biochemicals, and Co-founder of Fast Forward 2030, a non-profit that identifies and promotes business models that will help deliver the Sustainable Development Goals. With bio-bean, Arthur built the first coffee waste recycling factory, with the capacity to process 50,000 tons of waste coffee each year. Arthur received numerous recognitions, including being named as one of the 2019 MIT Technology Review Innovators Under 35, Forbes Magazine's 30 under 30 All Stars Alumni, Sustainable





Business Leader of the Year by the Guardian, and Entrepreneur of the Year by both Business Green and Shell. He was appointed as a London Leader by the Mayor of London and 25 under 25 by the Evening Standard. He is a Fellow of Wired and the RSA.

Moderators Salina Abraham and Ahmed Badr will open the event and guide the conversation between the live guests while encouraging interaction with the young audience. Introductory remarks from the high-level speakers will spark a dynamic discussion between three representatives of the global youth-led and youth-focused movements about their perspectives on how to foster youth action and engagement.

10:00 am	Salina & Ahmed	Welcome and introductions by the moderators
10:10 am	High-Level Speakers	Opening remarks
10:20 am	Youth Speakers	Youth speakers each have a few minutes to introduce themselves, their work, and deliver remarks
10:30 am	All Speakers	Interactive Q&A, including dialogue between the speakers and questions from the audience, submitted via chat
10:50 am	Salina & Ahmed	Closing remarks, including interactive feature (i.e. poll, game, etc.), and announcement of next event