



GREEN ENERGY & LOW CARBON BUSINESS PLAN – GELC-BP

Introduction: During the course you will develop a Green Energy & Low Carbon Business Plan (GELC-BP). The business plan should help you to get started with your green energy & low carbon business activities in your home country and to implement your initial ideas and new inputs from the course once you return home. The GELC-BP is not expected to be a full-fledged and final plan, but rather an advanced draft to be further discussed and developed together with your company management, colleagues, banks or investors in your home country, once you are back. As was stated in the welcome letter, your plan does not have to be overly ambitious. A plan supporting initial and crucial steps is much preferred over a large ambitious plan that risks ending its short life on a dusty shelf.

Concept: The business plan is expected to be a fairly simple and straightforward initiative, which the participant can initiate within six months without the need for large human resources other than those already existing in the organization (please note that no funds will be available from DFC for initiating the plan).

Activities in the GELC-BP should give added value to already existing work plans or business plans in the organization or company, by changing the way the work is planned and organized, by taking advantage of new knowledge and financing opportunities, or by introducing new technologies relevant for developing greener energy and low carbon development in your home countries.

Before leaving, it is important that you discuss your initial ideas with your colleagues and/or superiors in order to ensure that the plan will be aligned with activities in your organization and have the needed support from colleagues and management upon your return. During the course, you will have time to discuss your ideas with your peers and different resource people giving different inputs for the process.

Content: There are many ways to make a business plan, but we will work on the following elements during the course, which may be more or less elaborated in your own plan, depending on your focus:

- Introduction to Business idea
- Background and objective
- Market and client/end user needs
- Legal framework assessment
- Feasibility and cost-benefit analysis
- Project idea note (PIN)
- Financial plan
- Action plan

Your draft business plan should simply include an introduction to your business idea, the background for the plan (market, client and financing opportunities) and the objective of your plan.

To develop an action plan, you will be asked to work on a more detailed description of expected results, activities, timing, responsibilities, resources involved and indicators of success.

Expected results	Activities	Timing	Responsibilities	Costs, resources	Indicators of success

Main steps in preparing and implementing your GELC-BP:

1. **Preparation of draft outline:** Before arriving to the course, you should define the focus and possibly the objective of your GELC-BP. Please do so in close coordination with your superior and /or staff/colleagues. Prepare a draft outline and upload it to the intranet before your arrival (deadline Monday 12 August).
2. **Presentation of initial ideas:** In the beginning of the course you will present your initial ideas, and during the course you will further develop the GELC-BP. You will be supported by a mentor and a group of peers.
3. **Submission:** At the end of the course you should submit the GELC-BP to the course management.
4. **Validation:** Once back in your home organization, you should socialize your GELC-BP proposal in your workplace / with the stakeholders, and adjust it according to the comments you may receive.
5. **Implementation:** The GELC-BP is initiated within the first 6 months period. During the period, you will have access to support from your mentor (e-mail contact).

The draft outline of your ideas for the GELC-BP should at least include:

- Proposed title
- Short formulation of the background (market, client and financing opportunities)
- Objective of your business plan

Please upload it to the course intranet at: <http://www.dfcgreenfellows.net/> under the folder titled “Business Plan” or e-mail it to the course manager, Karen Holm Olsen, e-mail: kaol@dtu.dk, no later than **Monday 12 August 2012**.