

**Course Title: BUSINESS OPPORTUNITIES IN THE GREEN ECONOMY**

**Course Designer:**

This course is designed by Patrick Daly who is himself a small business owner / entrepreneur managing his own environmental consultancy and has significant experience in teaching / lecturing, conference speaking, facilitation and workshop hosting.

**Course Description:**

An 'ideas generation' course / workshop on emerging trends and opportunities for rural people / businesses in the green economy.

**Course Aims:**

The aim of this course is to inform participants of emerging trends in the green economy and provide a structured context in which to stimulate ideas and explore appropriate business opportunities in the rural green economy.

**Course Outcomes:**

By the end of this module participants will have;

Gained an understanding of the green economy and its various sectors and activities

Explored emerging trends and business opportunities

Carried out preliminary research into a sector or sectors of interest

Prepared an outline plan for a green business idea and made a presentation on same.

Explored potential Leader Funding and Process for their business idea.

**Course Learning and Teaching Methods**

The course will utilise a range of learning and teaching methods including

Lectures and Presentations  
Group Workshops, Group Learning  
Personal Tutorials  
Project Assignments

**Course Structure:**

The course will be based around two core classroom activities, i) lectures and presentations, and ii) group-workshop sessions and a self directed study component involving participant assignments of reading, research and preparation of a green business concept plan.

**Course Content:**Session 1Introduction and Lecture on '**Green Economy**'

Workshop: Group introduction, and ideas discussion

Assignment: Reading and participant questionnaire completion

Session 2Sectors Review (incl case examples) : **Energy** – i) Efficiency, II) Renewables, iii) Management

Workshop: Brainstorming and group discussion

Assignment: Reading, self directed study / research

Session 3Sectors Review (incl case examples) : **Waste and Water**

Workshop: Brainstorm Sector and group discussion

Assignment: Reading, self directed study / research

Session 4Sectors Review (incl case examples) : **Eco Construction**

Workshop: Brainstorm Sector and group discussion

Assignment: Reading, self directed study / research

Session 5Sectors Review (incl case examples) : **Eco Tourism**

Workshop: Brainstorm Sector and group discussion

Assignment: Reading, self directed study / research

Session 6Lecture (incl case examples) Business Models , **Alternative models** - Co-operative Ownership,

Workshop: Brainstorm Sector and group discussion

Assignment: Reading, self directed study / research

Session 7**Individual Workshops**

Assignment: Reading, self directed study / research

Session 8Review Session: **Review** of sectors, ideas

Workshop: Brainstorm Sectors and group discussion

Assignment: Reading, research

Session 9Workshop: Participant Green Business **Idea Presentations**, discussion and feedbackSession 10

Next Steps: Review of Course / Ideas, Information on Business Start up, Leader Supports and taking it further

**Course Outcomes:**

Participants will produce a Research Portfolio, Concept Business Plan and Presentation

**Course Programme:**

The lecture and workshop element of the course will involve 10 half day sessions with self directed participating study and research on-going during the programme

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**Short Biography Patrick Daly**

Dip Arch Tech, B Ed Des Tech, Dip Pro Man, Masters Advanced Energy and Environmental Studies

Patrick has a background in project management, building design and teaching / lecturing with over 20 year's experience in his field. Building on this experience and a masters in *Advanced Energy and Environmental Studies*, Patrick founded and leads an innovative consultancy and research practice in the energy and environmental field and provides combined research, consultancy and training services to assist individuals and organisations to transition to more sustainable practices. Trading since 2005 the consultancy provides its services to a broad range of organisations including local and national agencies including.

Organisations; such as Irish Concrete Federation, FAS,

Leader Companies such as Westmeath Community Development, etc.

Local Authorities / Organisations; such Dundalk Town Council

Sustainable Energy Authority of Ireland; Technical Co-ordinator SECD Dundalk 2020, BER Panel of Experts,

Environmental Protection Agency – Hemp Research

Patrick has designed and built Ireland first Zero Net Energy House / Carbon Positive House just north of Mullingar Town.