



ECOpreneuring



Putting
Purpose
and the
Planet
before
Profits



Lisa Kivirist & John Ivanko
ECOpreneuring & Rural Renaissance
Inn Serendipity & Renewing the Countryside

PROSPERITY

in the emerging “restoration economy”

- Introductions
- Climate for Change
 - Trends
 - Changing perspective on wealth, economy
- Ecopreneur Profiles
- What’s your Earth Mission?
- Green Business Administration
- Solving Problems, Sustainably
- Business Buddy & Mentors
- Resources





STORY SHARING

Introduce Yourself

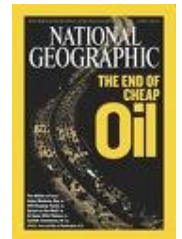
In 1 minute or less, share your:

- Passions
- Needs
- Offers
- Community

TRENDS

21st Century of small, local, ecopreneurial

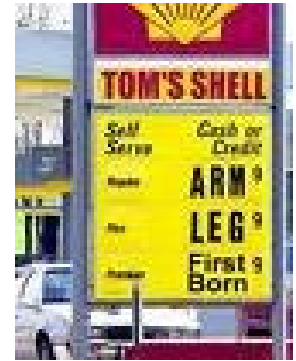
- Solving problems facing planet
 - Climate change, ecological collapse, peak oil, debt
 - Profit from doing so
- Business as catalyst for change
 - For-profit & non-profit
- Redefining “free enterprise”
 - A nation of ecopreneurs



PERSPECTIVE ECONomics

Free market (global) economy unsustainable

- A model where 5% of world's population:
 - Use 25% of planet's resources
 - Produce 40% of planet's waste & pollution
 - House 25% of planet's prison population
- Why is selling for less, better?
- A new sense of value is emerging
 - Based on fair trade
 - Ecological sustainability



PERSPECTIVE

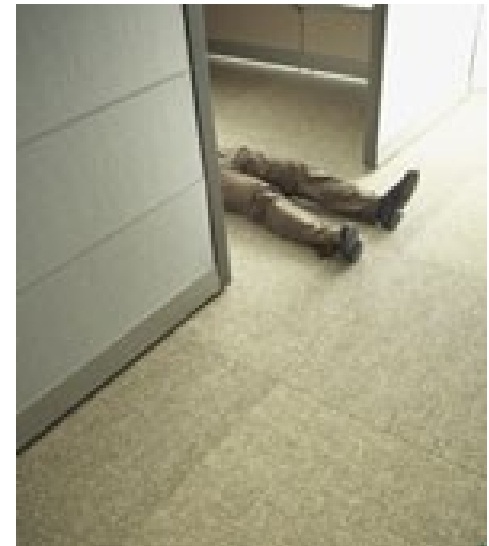
Control, Flexibility & Freedom

When work for someone else:

- Little control over how much you earn, promotion, time-off or lunch break
- Little or no control over your assets
- Leads to insecurity, stress

Working hard:

- Making money for someone else
- Supporting their dream, not yours





TRENDS

21st Century of small, local, ecopreneurial

Company Career

J-O-B

- Identity fits on 2"x 3" card
- Seniority defines achievement

Employee

- Paycheck (W-2)

“Security”

- Company will care

Ecopreneurial Life

Right livelihood

- Diversity of work opportunities
- Ethical work that restores the planet & respects people

Owner - proprietor

- Business revenues

Self-reliance, independence & interdependence



TRENDS

21st Century of small, local, ecopreneurial

Company Career

Career

- Climb the ladder

Culture of control

- Conformity & uniformity

“Principles of sustainability”

- Guidelines
- Greenwash, deception

Ecopreneurial Life

Concepts, relationships

- Flexible, fluid, unstructured

Diversity is stability

- Agile, reorganizing, adaptive, resilient

Practices of sustainability

- Transparency, walk the talk



TRENDS

21st Century of small, local, ecopreneurial

Company Career

Globalization

- Planet is market
- Everyone a consumer
- Un-rooted

Reactive

- Change when forced to

Ecopreneurial Life

Localization & bioregionalism

- Locally based
- Serving customers, not consumers
- Native, place-based

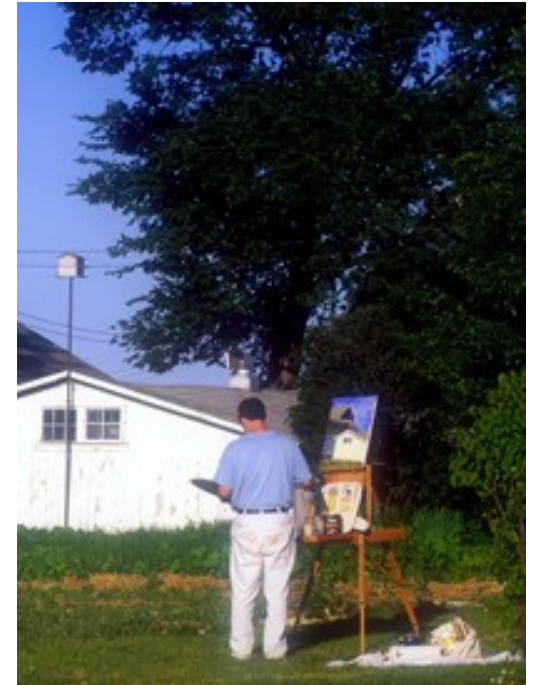
Pro-active

- Innovative, creative
- Beyond minimum regulations

TRENDS

21st Century of small, local, ecopreneurial

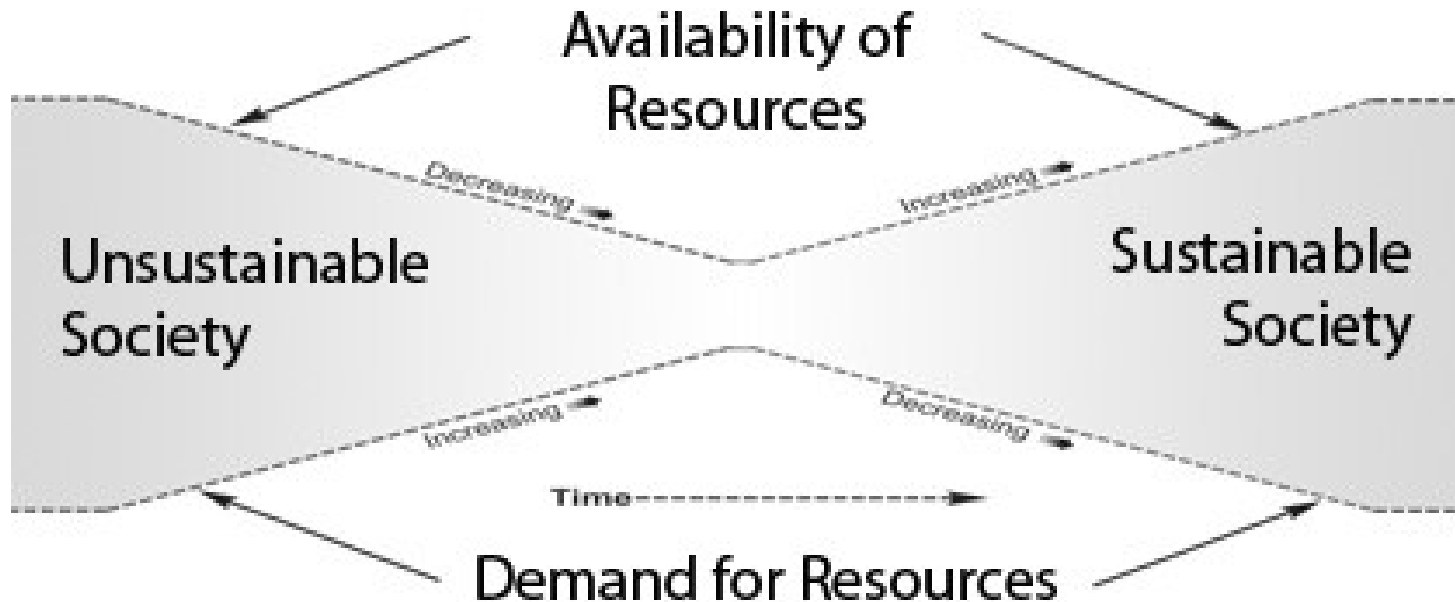
- 1 of every 4 workers a “free agent”
 - 33 million workers
- 23 million micro-enterprises
 - 5 or fewer employees
 - 87% of all businesses
- 75% of all businesses with only 1 person
 - Self-employed
 - Artists, craftspeople, shopkeepers
 - No payroll, US Census Bureau barely tracks them



PERSPECTIVE

Restorative Opportunities

Transformation of economy
...from life-depleting to life-restoring

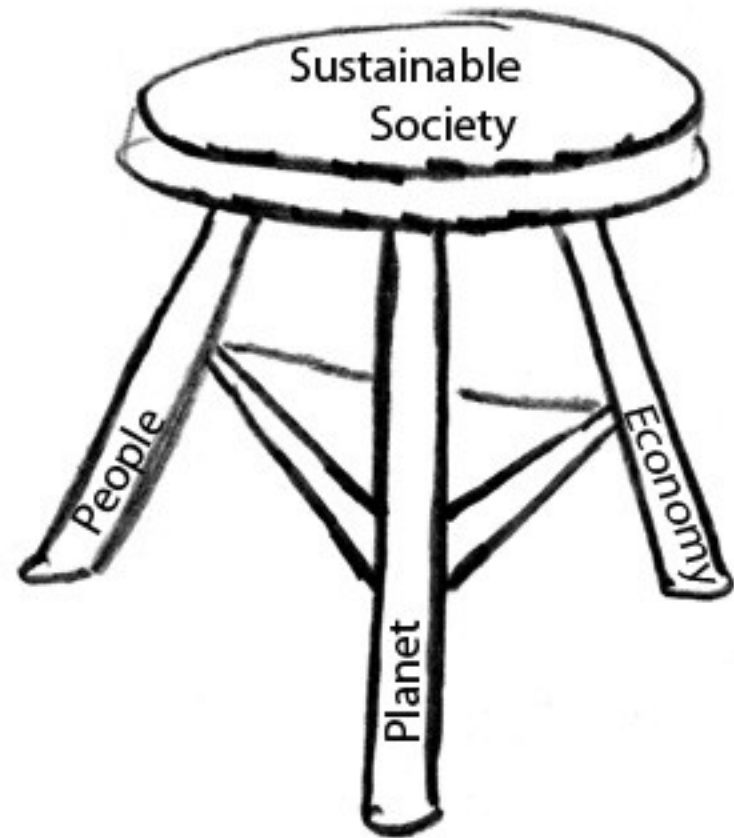


PERSPECTIVE

Sustainable Business

Triple bottom line:

- Planet (environment)
 - Restore & conserve nature
- People (social)
 - Customers, workers, vendors, investors
- Profit (economy)
 - Reinvest for the future

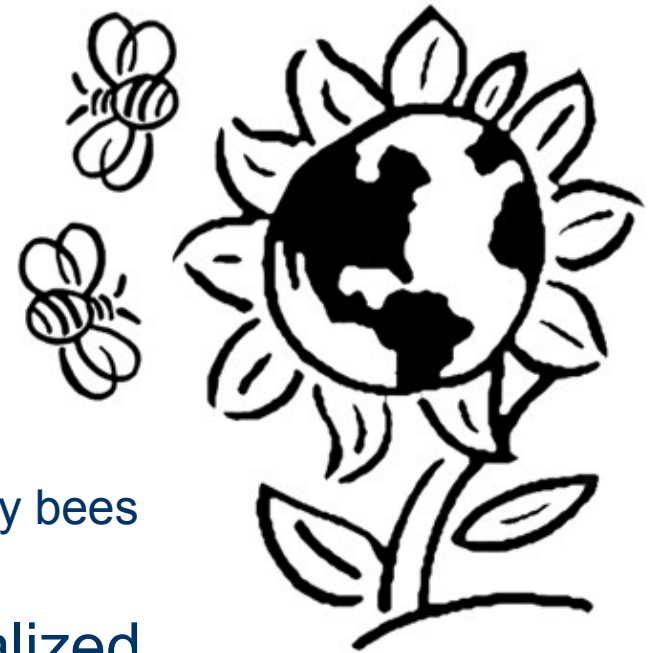


PERSPECTIVE

Sustainable Business

Thrive in the “honey bee economy”

- Operate on renewable energy
 - Nectar and honey
- Natural interdependencies
 - 2 million flowers pollinated for 1 pd. honey
 - 1/3 of human diet based on crops pollinated by bees
- Industrious and efficient, but decentralized
- Have fun (they dance a lot)

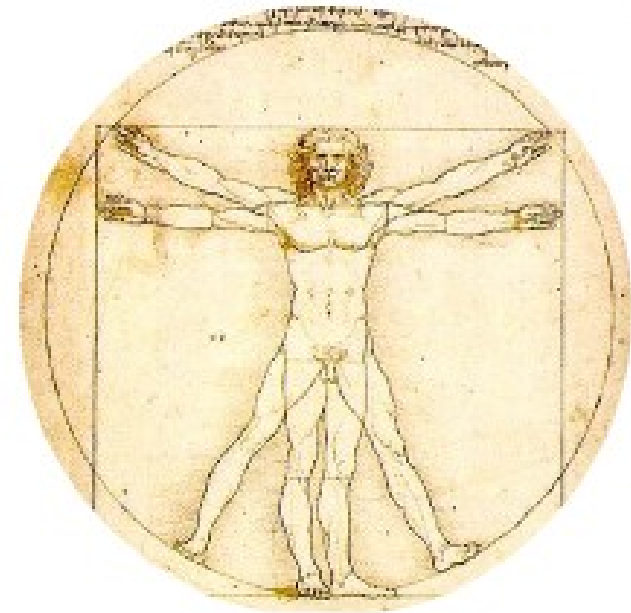


PERSPECTIVE

Sustainable Business

Serve conserving customers, not “consumers”

- Awareness building about human impacts on the planet
- Change how we live, work, eat, play
- Change in consciousness influences our lifestyle, workstyle and spending



PERSPECTIVE

What's your Earth Mission?

Springboard from which your business, livelihood and life launch forward

- Respects nature
- Fair trade, not free trade
 - Fosters socially just relationships with all life
- Build community wealth in a living economy



Wealth without purpose is poverty

PERSPECTIVE

What's your Earth Mission?

Ecopreneurs use business to implement their Earth Mission

- Turn passions & purpose into enterprise
 - Resource Revival transforms junk bike parts into practical gift items
- Generate (some) profits to run business
 - Not run business to exclusively earn profits
 - Patagonia: “inspire & implement solutions to the environmental crisis”



PERSPECTIVE

Fill ECONomical Niches

For many ecopreneurs...

small is a competitive advantage

- Better, not bigger
- Success based on values
 - Qualitative measure, not strictly quantitative
- Shift from competition to collaboration



ECOPRENEUR PROFILE

JDI Enterprises, Inc.

Nano-corporation that super-sizes quality of life & care for environment and people

Inn Serendipity Bed & Breakfast

- Completely powered by wind & sun
- Serve vegetarian breakfasts
 - Organic ingredients 100 feet from back door



ECOPRENEUR PROFILE

JDI Enterprises, Inc.

Inn Serendipity Woods cabin

- Recreational cabin
 - Revenues to support sustainable forestry
- Depreciation
 - Business expense
 - “Phantom income” that comes from this tax break
- Amortization
 - “Income” from tenant pays down mortgage



ECOPRENEUR PROFILE

JDI Enterprises, Inc.

Freelance writing & photography

- Select clients or publications that reflect values
 - Mother Earth News, Natural Home, Hobby Farms
- GreenOptions media
 - Lisa's blog: greenoptions.com/author/lisakivirist
 - John's blog: greenoptions.com/author/johnivanko

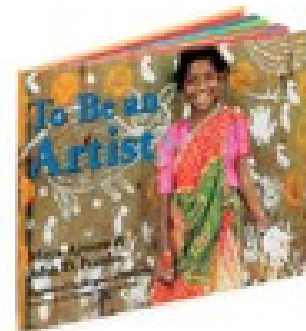
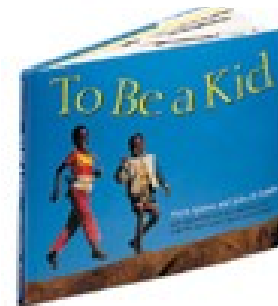
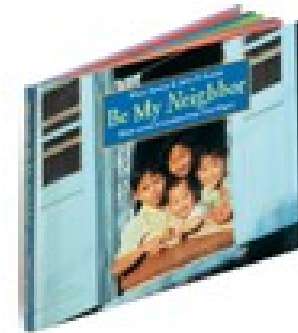


ECOPRENEUR PROFILE

JDI Enterprises, Inc.

Authoring books & speaking

- Non-profit partnerships
 - Award-winning multicultural children's books
 - Supports Global Fund for Children
- Work with EcoSpeaker
 - Share experiences & story
- New Society Publishers
 - Use 100% post-consumer waste paper, processed chlorine free & Old Growth free



ECOPRENEUR PROFILE

T.S. Designs

Ecopreneur: Eric Henry

- T-shirt company with a triple bottom line
 - 95% US-made, organic cotton shirts
- REHANCE process for printing
 - Created better product
 - Print in fabric, not on it
- Wear values on sleeve
 - Brand both substance & message

Clothing Facts	
Amount Per Shirt	
% Daily Values	
Sweatshop Labor	0%
Pesticides Used	0%
Plastic Prints	0%
Harsh Resins	0%
Certified Organic Cotton	100%
Water Based Inks	100%

tsdesigns.com
printing t-shirts for good™
© 2007

ECOPRENEUR PROFILE

World of Good Inc.

Ecopreneur: Priya Haji

- Hybrid for-profit & non-profit
- Commerce that alleviates poverty & improves the environment
- Create “community” of supporters for business
 - Bring fair trade to your retail space

worldofgood.com
an  community

Connect to
people and
ideas to make
change through
commerce.



www.ecopreneuring.biz

ECOPRENEUR PROFILE

Renewing the Countryside/Green Routes

Ecopreneurs: Jan Joannides & Brett Olson

- Hybrid non-profit & for-profit
- Books to foster change
- Green Routes sustainable travel portal



www.ecopreneuring.biz

ECOPRENEUR PROFILE

GreenOptions Media

Ecopreneur: David Anderson

- Network of environmental blogs
- Use technology to link creative community
 - Web 2.0 technology
 - Skype for telephone
- Bloggers working from anywhere
 - And everywhere



EAT. DRINK. BETTER.
The world of food, from the farm to your table.

ECOPRENEUR PROFILE

Groundswell Farm

Ecopreneur: Zoe Bradbury

- Reflect growth in young women farmers
- Focus on local, seasonal foods
 - Niche crops
- Partners with family business
- Blogs about farm life



ECOPRENEUR PROFILE

Small Potatoes Urban Delivery (SPUD)

Ecopreneur: David Van Seters


- Grocery delivery service
 - Delivery by alternatively fueled vehicles
- Tap Internet as tool
 - Customer calculate cost & energy savings
 - View reduction in emissions by using service
- Address several trends at once:
 - Local food
 - Organic, pasture-raised, fair trade
 - Climate change



**Free delivery
on most orders**



www.ecopreneuring.biz



Solving Problems, Sustainably

Group Action - Defining Earth Mission

1. What's your Earth Mission

- Simple statement that reflects your values
- Guides your enterprise

2. Short description (1 - 3 sentences)

- Unique features
- What ECOnomical niche does your enterprise fill?



Solving Problems, Sustainably

Defining Earth Mission - Example

Earth Mission:

Restore the planet by transforming the way we do business.

Short description (ECOpreneurship):

- Part small business manifesto, part personal finance primer, ECOpreneurship is essential reading for anyone who dreams of a livelihood based on independence, creativity, passion and a commitment to making the world a better place.
- Unique features: better, not bigger; integrate workstyle and sustainable lifestyle; make a meaningful life, not earn a living
- Niche: First entrepreneur book NOT devoted to making people millionaires

Green Business Administration

Structuring the Business

- NO personal liability protection
 - Sole proprietors
 - General partnerships
- Personal liability protection
 - C corps
 - S corps
 - Limited Liability Company (LLC)



Green Business Administration

Based on Abundant Renewable Energy

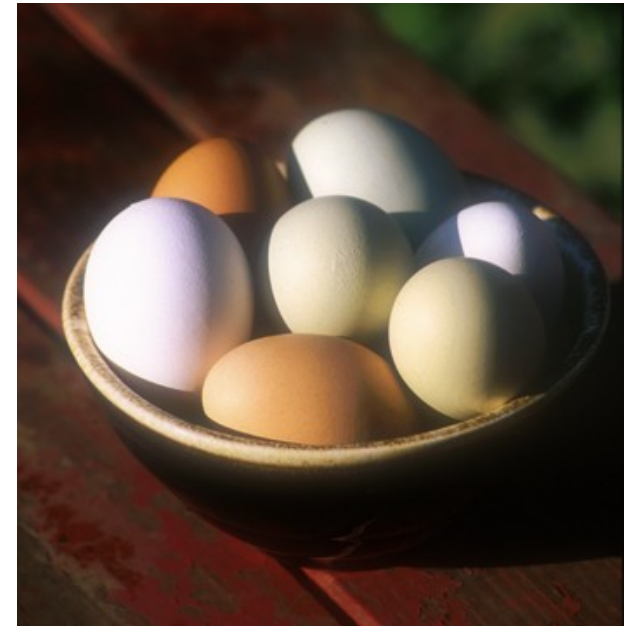
- Work from home office!
- Energy efficiency & conservation
 - What has 120% guaranteed return on investment?
- Generate own electricity
 - Wind or solar, purchase GreenTags or Green Energy
- Use renewable energy for heating
 - Geothermal, solar thermal
- Use biofuels



Green Business Administration

Multiple Economies of Ecopreneurship

- Household
 - Self-sufficiency & self-reliance
 - Energy, food, childcare
- Barter
- Reuse
 - Freecycle.org, craigslist.org
- Volunteer & gift
- Cooperative
- Harvest
 - Wind, sun, wood, Internet



Green Business Administration ECOnomics:

Keep it Local

- Join the Small Mart revolution
 - Support Main Street, not malls
- Buy local & sell local
 - Avoid rising transportation & energy costs
- Doing business with neighbors
 - More money circulating in the community



Green Business Administration

Mind Your Own Business

- Track & deduct business expenses
 - Reduce taxable revenues to business
- Maximize revenues, not income
 - Corporations pay taxes on profits, not revenues
 - Employees pay taxes on income
 - Income & payroll taxes
 - 82 of the largest US corporations paid NO federal income tax in 01-03, including Disney, ATT, Time Warner



Green Business Administration

Mind Your Own Business

- Reducing your taxable income
 - Triple net lease
 - 1031 Starker Exchange (real estate)
 - Depreciation
 - Amortization
- Trend toward sub-contracting for projects
- Profits support Earth Mission





Green Business Administration

Mind Your Own Business

\$35,000 Income

- Employee of “killer corporation”
- Transform human/natural capital into wealth for few shareholders

As individual, pay taxes on income:

- Fed taxes - \$5,250
- State taxes - \$1,050
- Social Security - \$2,450
- Health insurance - \$3,500
- Property/liability insur. - \$3,000

NET Income \$19,750

\$35,000 Business Revenues

- Ecopreneur of small business that thrives in restoration economy
- Earn revenues for owner

As individual, pay taxes after business exp.

- Fed taxes - \$750
- State taxes - \$100
- Social Security - \$300
- Health insurance - \$100
- Property/liability insur. - \$400

NET Income \$33,350



Green Business Administration

Mind Your Own Business

\$35,000 Income

Live to work & earn a living

- If carry mortgage
 - Earn money to pay bank #1
- If car purchased with loan
 - Earn money to pay bank #2
- If carry balances on credit card
 - Earn money to pay bank #3

National dis-savings rate

\$35,000 Business Revenues

Make a living & live the “good life”

- Use revenues to make the world a better place
- Invest in the future, not save for it
 - Renewable energy systems
 - Tax credits, depreciation
 - Sustainable transport
 - Tax credits, depreciation

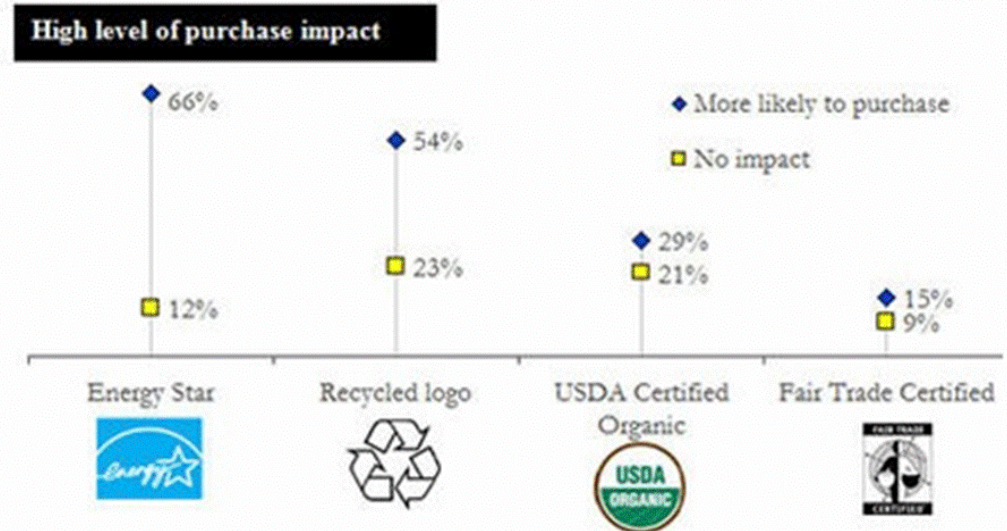
Green Business Administration

Marketing to Conserving Customers

- Cultural Creatives
 - 50 million people changing the world
- Travel Green Wisconsin 
- Seeking certified products
 - Energy Star & Fair Trade

Green Labels Positively Impact Purchase Behavior

% General population indicating the impact of label/certifications on product/services



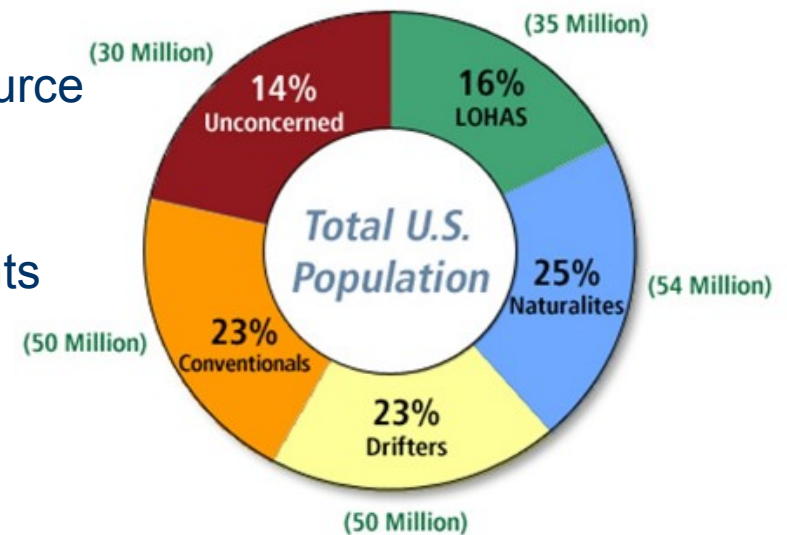
Source: Natural Marketing Institute's 2007 LOHAS Consumer Trends Database™
© Natural Marketing Institute (NMI), 2008

Green Business Administration

Marketing to Conserving Customers

Lifestyles of Health & Sustainability (LOHAS)

- Sustainable economy
 - Green building, renewable energy, resource efficiency
- Healthy lifestyles
 - Organic food, personal care, supplements
- Ecological lifestyles
 - Ecotourism, ecological home products, organic/recycled fiber
- Alternative healthcare
 - Naturopathy, complimentary medicine
- Personal development
 - Yoga, spas, mind, body & spirit



Green Business Administration

Marketing to Conserving Customers

“7 Ps” of Marketing, not 4

1. Product

- How do you treat nature, vendors, employees?
- Eliminate waste

2. Price

- The premium goes to nature, employees or community
- Return on Environment



Installing one kilowatt* of solar electric will result in reducing emissions over the course of the 25 year expected life of the panels, by the following amounts:

carbon dioxide	49,500 pounds
nitrous oxides	125 pounds
sulfur dioxide	400 pounds

Green Business Administration

Marketing to Conserving Customers

“7 Ps” of Marketing

3. Place (distribution)

- How can you showcase your community?

4. Promotion (PR & advertising)

- Tell your unique story
- Let your customers be your ad/PR agency

5. People

- Go beyond “transactions”, create experiences
- Follow the “80-20 rule”



Green Business Administration

Marketing to Conserving Customers

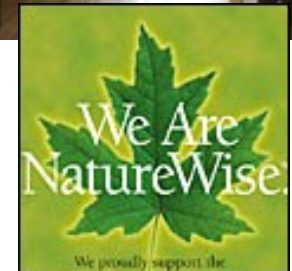
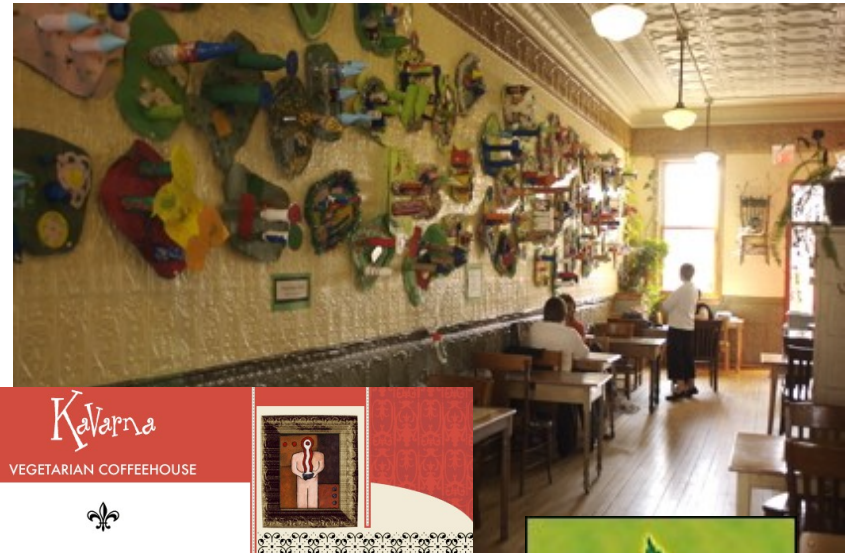
“7 Ps” of Marketing

6. Partnerships

- Networking (non-profits)
- Cause-related marketing

7. Purpose

- Celebrate your passion & purpose
- Sell steak, not sizzle
- Authentic & real deal





Green Business Administration

Money Matters

- Poor returns when investing in mutual funds
 - Age 25 - 64, for 40 years

	Mutual fund company	Investor
Returns	80%	20%
Risk	0%	100%
Capital	0%	100%

Source: Why we want you to be rich, by Donald Trump and Robert Kiyosaki

- Ecopreneurs invest for the future
 - Provide rich quality of life without exploiting people and planet
 - Put money to work, rather than work for money

Green Business Administration

Money Matters

- True cost of house financed with “death pledge” of mortgage (unless turning positive cash flow)

	15-Year Mortgage	30-Year Mortgage
Monthly payment	\$899	\$665
Number of payments	180	360
Total paid during mortgage	\$161,820	\$239,400
Principal paid	\$100,000	\$100,000
Interest paid	\$61,820	\$139,400

- Now, try selling your house for what you paid for it
 - Including your interest payments paid to the bank
 - Plus your repairs & maintenance

Web of Relationships

Technology, Information & Global Commons

- Knowledge & information society
 - Ideas and knowledge workers
- Innovation economy
 - Clean Tech or greentech breakthroughs
 - Durable economy where there is no waste
 - Service economy where there are no products
- Internet-based global commons
 - Content by clients or customers everywhere
 - 152 million US Internet users
 - 147 million unique eBay customers





Web of Relationships

Technology, Information & Global Commons

Identify your NIR: Needs, Interests & Resources

- Assess technology needs of enterprise
 - What kind & how much?
- Examine interests
 - How much time do you want to be behind a monitor?
- Review resources of time & money
 - Explore Web 2.0 options
 - Blogs, YouTube, Wiki, social networking

Blending Family, Friends & Fun Healthcare, Homecare & “Retirement”

- Good health & well-being focus
 - Control of schedule = prioritize fitness
 - Organic food is a bargain, really
- Tap into state-sponsored healthcare
 - Until national/state program offered
- Family Integration
- Rethink “retirement”
 - Reverse mortgage, rental property




Blending Family, Friends & Fun

Define “Good Life” on Your Terms

- How do you define “good life”?
 - Place-based
 - Quality of life
 - Health & well-being
- Happiness not based on money
- Currency based on joy, satisfaction, friendships, meaningful work






Solving Problems, Sustainably

Group Action - 2 Sessions

1. Break into four groups of 6 - 8
 - Two ecopreneurs to volunteer challenges/problems
 - One note taker for each session
2. Describe business problem to group (3 min.)
3. Group clarifies with questions (5 min.)
4. Group discussion with ecopreneur to listen only (12 min.)
 - Advice
 - Connections
 - Contacts



Solving Problems, Sustainably

Group Action - Business Buddy & Mentors

- Select an ecopreneur business buddy
 - Exchange contact information
 - Agree to e-mail or call to check up on progress
 - 1 month & 6 months
- Seek out mentor in business or industry you share
 - Could be retired or in business
 - Could be MREA fair exhibitor or presenter
- Plot one goal by 8/1

RESOURCES

EcoSector.com

- Ecopreneur portal:
 - Map, blog, logo,
 - YouTube video
 - Product shots
 - Free to submit
- Your profile:
 - Possibly secure funding
 - Sales leads
 - Share experiences
 - Announce new product



SEARCH » PROFILE

Key Words | Map | My Favorites | Events & Help-Wanted back

Inn Serendipity
Add to Favorites

John Ivanko & Lisa Kivirist
co-innkeeper and author
Inn Serendipity
7843 County P
Browtown WI 53522

608-329-7056

Email Inn Serendipity
www.innserendipity.com
John's blog Lisa's blog

Focus: Ecotourism destination featuring organic vegetarian cuisine, providing a refuge for those interested in owning a green business and living sustainably.

Short Description: Completely powered by the wind and sun, the award-winning Inn Serendipity Bed & Breakfast in southwestern Wisconsin features hearty, seasonal vegetarian breakfasts mostly prepared with ingredients from the Inn's organic gardens.

Seeking: Ecotravellers, looking to make the most of a better place.

member blog

Green Options » John Ivanko

Diversification and Filling Ecological Niches: Green Businesses Own a Portfolio of Enterprises

[1] The more income-producing and complementary projects my wife and I have in our commercial business, the more

RESOURCES

- Co-op America Business Network
 - Green Pages, coopamerica.org
- Midwest Renewable Energy Association
 - Educational resources, the-mrea.org
- GreenOptions.com
 - Practical online resource for going green



RESOURCES

Renewing the Countryside

www.renewingthecountryside.org



AWARENESS

- Sharing stories
- Illuminating issues
- Building interest
- Making connections

SUPPORT

- Exploring new models
e.g. "green-tourism"
- Developing
media campaigns
- Strategic marketing

RESOURCES

- Model examples
- Marketing tools
- PR assistance
- Online resources

RESOURCES

Books by Lisa Kivirist & John Ivanko

- *ECOpreneuring*
 - Pragmatic how-to guide to launching or greening your enterprise
- *Rural Renaissance*
 - Practical guide to greening operations
- *Edible Earth*
 - Simple vegetarian cookbook
- *Renewing the Countryside: Wisconsin*
 - Inspiring stories of rural ecopreneurs

