

## INTERNATIONAL GREEN BUSINESS SCHOOL “ECO-TALK 2021”

### *Intensive school and mentoring program*

Week/Months Block titles	Date and time (Almaty time)	Topics	Format and ZOOM link	Experts/lecturers
<b>Intensive school (2 - 27 August 2021)</b>				
<b><u>Week 1</u></b>  Intro to project management, green business modeling and start-ups	<b>2 August</b> 16.00 (Almaty)	Introductory lecture on green business and start-up development	Webinar (2 hours)	<b>Dace Helmane</b> , leading expert in green business development
	<i>Self-study</i>	<i>Intro to project management;</i>  <i>Green Business modeling</i>	<i>Recorded material (lecture, presentation, test, homework) (2 hours)</i>	<i>Dace Helmane, leading expert in green business development;</i> <i>Anatoly Krutov, project management specialist</i>
	<b>4 August</b> 16.00 (Almaty)	Practical training sessions on green start-up planning (Part 1)	Practical webinar (1,5 hours)	<b>Dace Helmane</b> , leading expert in green business development
	<b>5 August</b> 16.00 (Almaty)	Practical training sessions on green start-up planning (Part 2)	Practical webinar (1,5 hours)	<b>Dace Helmane</b> , leading expert in green business development
<b><u>Week 2</u></b>  Marketing;	<b>9 August</b> 16.00 (Almaty)	Introductory lecture on essential marketing skills in green start-ups	Webinar (2 hours)	<b>Inna Matveyenko</b> , business development specialist
	<i>Self-study</i>	<i>Market analysis and testing;</i>	<i>Recorded material (lecture,</i>	<i>Inna Matveyenko, business development specialist,</i>

Effective teams; Water resources		<i>Marketing and sales basics;</i>  <i>Overview of water resource management in CA;</i>	<i>presentation, test, homework) (2 hours)</i>	<b>Daiva Matoniene, expert in green finance, Shuhrat Mukhamedzhanov, expert in water resources management</b>
	<b>10 August</b> <i>16.00 (Almaty)</i>	Product development	Practical webinar (1,5 hours)	<b>Inna Matveyenko, business development specialist</b>
<b>12 August</b> <i>16.00 (Almaty)</i>	Customer development	Practical webinar (1,5 hours)		
<b>13 August</b> <i>16.00 (Almaty)</i>	Effective teams and communications	Practical webinar (1,5 hours)		
<b><u>Week 3</u></b>  Budgeting; Time management; Circular economy	<b>16 August</b> <i>16.00 (Almaty)</i>	Introduction to budgeting for start-up development	Webinar (2 hours)	<b>Daiva Matoniene, expert in green finance</b>
	<i>Self-study</i>	<i>Circular economy overview in Central Asia;</i>  <i>Time management skills;</i>  <i>Financial opportunities in project management;</i>  <i>EU Green Deal</i>	<i>Recorded material (lecture, presentation, test, homework) (2 hours)</i>	<b>Sandugash Abduzhalilova, circular economy expert,</b>  <b>Inna Matveyenko, business development specialist,</b>  <b>Anatoly Krutov, project management specialist,</b>  <b>Vladislav Bizek, environmental policy expert</b>
	<b>18 August</b> <i>16.00 (Almaty)</i>	Practical budgeting skills for start-ups (Part 1)	Practical webinar	<b>Daiva Matoniene, expert in green finance</b>

			(1,5 hours)	
	<b>20 August</b> 16.00 (Almaty)	Practical budgeting skills for start-ups (Part 2)	Practical webinar (1,5 hours)	<b>Daiva Matoniene</b> , expert in green finance
<b>Week 4</b>				
Green investment and funding opportunities; Strategic business planning; Presentation skills; Renewable energy	<b>23 August</b> 16.00 (Almaty)	Introductory lecture on green business financial sustainability	Webinar (2 hours)	<b>Daiva Matoniene</b> , expert in green finance
	<i>Self-study</i>	<i>Green investment opportunities overview in CA;</i>  <i>Presentation skills;</i>  <i>Overview of renewable energy in Central Asia</i>	<i>Recorded material (lecture, presentation, test, homework) (2 hours)</i>	<i>Daiva Matoniene, expert in green finance,</i> <i>Siyavush Zakirov, public speaking coach,</i> <i>Nikolay Chuchvaga, renewable energy expert</i>
	<b>24 August</b> 16.00 (Almaty)	Start-up fundraising and grant opportunities;	Practical webinar (1,5 hours)	<b>Daiva Matoniene</b> , expert in green finance
	<b>26 August</b> 16.00 (Almaty)	Strategic planning and sustainable business	Practical webinar (1,5 hours)	<b>Dace Helmane</b> , leading expert in green business development
	<b>27 August</b> 16.00 (Almaty)	Presentation skills – tasks for mentoring period	Practical webinar (1,5 hours)	<b>Siyavush Zakirov</b> , public speaking coach
<b>1-week break (30 August – 3 September 2021)</b>				
<b>Mentoring program (6 September – 29 October 2021)</b>				
<b>2 months</b>		Further developing and testing the business plans	3 practical mentoring	<b>Dace Helmane</b> , leading expert in green business development,

			sessions in small groups; individual consultations (each 1,5 hours)	<b>Daiva Matoniene</b> , expert in green finance, <b>Inna Matveyenko</b> , business development specialist
		Preparing individual presentations	3 practical mentoring sessions in small groups; individual consultations (each 1,5 hours)	<b>Siyavush Zakirov</b> , public speaking coach, <b>Inna Matveyenko</b> , business development specialist
<b>Presentation day semi-final (10 November 2021)</b>				
<b>Presentation day final (14 December 2021)</b>				