



Are you wanting to start a business?

Are you already a small business owner but want to explore new markets?

Are you a farmer and looking for a way to increase revenue?

Local Green Business Opportunities Capacity Building Workshop May 2nd - 3rd

Location: Alfred State College, School of Applied Technology Wellsville Campus
2530 South Brooklyn Ave, Wellsville NY 14895

Free of Charge
Space is Limited

To register contact Roxanne Jedraszczak at
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Understanding Green Business can be the launch pad for a new business idea or a new way to boost an existing business. Accord Corporation and EcoVentures International in partnership with Energy \$mart and Alfred State are providing a two-day Green Business Training for aspiring entrepreneurs and existing businesses in Allegany County.

Why Green Business?

Green business is a growing movement that intersects across sectors and industries. Demand for green products and services is growing exponentially and companies big and small are paying attention, developing new product lines, and bringing innovation to the table. Green businesses operate in ways that solve, rather than cause, both environmental and social problems. These businesses adopt principles, policies, and practices that improve the quality of life for their customers, their employees, communities, and the environment. Green business can:

- Lead to new opportunities
- Add value to current products and services
- Access new markets
- Tap into new sources of local, state, and federal funding
- Take advantage of consumer preference for environmentally friendly goods
- Preserve limited natural assets on which businesses and communities depend for business and quality of life



Green Business Capacity Building Sessions

Friday, May 2nd (Limited space available)

Day One will introduce the fundamental characteristics of green business concepts and provide focused sessions on green business supply and demand across industries. Green business and green technology experts will present and work with participants to explore immediate opportunities and linkages to growing, green industries in Allegany County. Expert sessions will focus on:

- “Buy-Local” Marketing, Distribution, and Retail Strategies
- Agroforestry Products and Niche Market Opportunities
- Community Biogas and Manure Management
- Water Purification Technologies
- Algae Production and the Biodiesel Industry
- Wind Energy and Opportunities for Small Businesses
- Green Building Practices and Green Construction

Through participatory sessions with green business and technology experts, learn to identify and assess hidden business opportunities related to a specific industry and understand methods to translate these new skills to any industry.

Saturday, May 3rd (Unlimited space available)

Day Two runs in conjunction with the Allegany County Going Green Festival where participants will have the opportunity to interact with residents, community members, and existing green businesses. Green Business Exhibitors will provide more opportunity to network, develop green business ideas, and foster potential partnerships. Sessions will provide a forum to interact with community members in order to further assess local demand for green products and services to feed into the development of your green business idea. Topics for day two will include:

- What is Green? Understanding Green Terminology
- Save Money, Save the Environment - Opportunities for Energy Efficiency at Home
- A Green Workforce – What are the Green Collar Jobs for the Future
- Available Grants and Tax Incentives for Going Green at Home and In Your Business
- Choosing The Green Business Idea Right For You

Day Two will conclude with an information session on a Green Business Plan Competition being coordinated by Accord Corporation and EcoVentures International.