



**YEPA Workshop 2**  
**Green entrepreneurship for young entrepreneurs**  
**AGENDA | 16 October 2023 | Group A**



# Green entrepreneurship by young entrepreneurs

## YEPA Online Workshop Series | 16 October 2023

### About the OECD-EU Youth Entrepreneurship Policy Academy (YEPA)

The OECD-EU Youth Entrepreneurship Policy Academy (YEPA) is a peer-learning network that seeks to strengthen youth entrepreneurship policies in the European Union (EU). This new initiative aims to strengthen youth entrepreneurship policies and programmes by raising knowledge about the barriers faced by young people in entrepreneurship and facilitating exchanges between policy makers, experts and young entrepreneurs on “what works” in youth entrepreneurship policy. This new initiative builds on an existing collaboration on [inclusive entrepreneurship](#) and [social entrepreneurship](#) undertaken by the European Commission and the OECD, which includes the award-winning report series [The Missing Entrepreneurs](#).

### About Workshop #2: Green entrepreneurship by young entrepreneurs

This workshop is the second workshop in a series of six thematic workshops that will occur over the next three years as part of the YEPA initiative. The 3-hour online workshop will explore how inclusive entrepreneurship policies can support the road to sustainability and tap into the potential of young entrepreneurs to drive the green transition. The workshop will feature a panel discussion with young green entrepreneurs who will speak to their own experience in starting their entrepreneurship activities. It will also include case study presentations by YEPA participants and presentations by experts on green entrepreneurship by young entrepreneurs. There will also be time to raise questions, debate key issues and share your knowledge and expertise, notably during an interactive breakout session. The workshops vary slightly across the different country groups as co-hosts have identified different priority areas and case studies for the workshops.

### How participants can prepare for the workshop

Participants are expected to prepare for the workshop by:

- Review the discussion note
- Prepare something to share from their country (e.g. a new development, a good practice example)
- Consider how public policy plays a role in supporting and promoting green entrepreneurship in your country
- Reflect on examples of successful green entrepreneurs and their impact in your country
- Prepare a question on something that they want to learn

For more information, please contact [Helen.Shymancki@oecd.org](mailto:Helen.Shymancki@oecd.org) or [EMPL-YEPA@ec.europa.eu](mailto:EMPL-YEPA@ec.europa.eu).

## Agenda for Workshop #2: Green entrepreneurship by young entrepreneurs | Group A

Workshop host: Finland

### 10:00 – 10:15 Welcome

European Commission **Brigitte Fellahi-Brognaux**, Head of Unit for Inclusive and Social Entrepreneurship, DG EMPL

OECD **Jonathan Potter**, Head of Entrepreneurship Policy and Analysis Unit, Entrepreneurship, SME and Entrepreneurship Division, OECD CFE

### 10:15 – 11:00 Panel discussion with young entrepreneurs

Finland Introduction by **Jani Lehto**, Chief Specialist, Ministry of Economic Affairs and Employment of Finland

OECD Moderation by **Helen Shymanski**, Junior Policy Analyst, SME and Entrepreneurship Division, OECD CFE

Switzerland **Marc Vetter**, 4QT

Slovak Republic **Terka Pažinová**, Fluf

### 11:00 – 11:10 Q&A

### 11:10 – 11:25 Presentations of issue note

OECD Presentation by **David Halabisky**, Youth entrepreneurship co-ordinator, Entrepreneurship, SME and Entrepreneurship Division, OECD CFE

### 11:25 – 11:35 Q&A

### 11:35 – 11:45 Break

### 11:45 – 12:15 Rotating breakout session 1

Participants will be divided into 2 rotating breakout groups. Each session will last 30 minutes and follow a similar structure:

- 5-minute introduction by moderator
- 10-minute presentation
- 5-minute Q&A
- 10-minute discussion

#### Developing green skills among young entrepreneurs

Denmark **Carina Lomberg**, Head of Studies MSc Technology Entrepreneurship, DTU Science Park

#### Financing and supporting green entrepreneurship

Finland **Reijo Munther**, Head of EU Initiatives, Business Finland

### 12:15 – 12:45 Rotating breakout session 2

Participants will be divided into 2 rotating breakout groups. Each session will last 30 minutes and follow a similar structure:

- 5-minute introduction by moderator
- 10-minute presentation
- 5-minute Q&A
- 10-minute discussion

#### Developing green skills among young entrepreneurs

Denmark **Carina Lomberg**, Head of Studies MSc Technology Entrepreneurship, DTU Science Park

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Finland **Reijo Munther**, Head of EU Initiatives, Business Finland

### 12:45 – 13:00 Take-away lessons and next steps

European Commission **Julien De Beys**, DG EMPL