

REAL EXAMPLES OF YOUNG ENTREPRENEURS

Example 1: Daniel Flynn

Daniel Flynn founded 'Thankyou Water' and chooses to donate a percentage of the profits from his business to a cause he is passionate about. When Daniel Flynn was a university student, he learnt that Australia spends an incredible \$600 million on bottled water every year, while much of the developing world still does not have access to clean water.

He decided to start a bottled water company that redirected 50% of its profits to clean water projects overseas. Three years later Daniel's water and other products are stocked in more than 2,000 outlets across Australia, including Coles, Woolworths, 7/11 and Australia Post. To date Thankyou Water has helped over 78,000 people gain access to clean water.

More information: thankyou.co

Example 2: Sam Prince

Sam Prince is a young entrepreneur who, by the age of 21, was already a medical doctor and philanthropist. In 2005, Sam founded Zambreros, a quick service restaurant franchise that sells healthy Mexican food to support humanitarian projects in Africa, Asia and America.

This unique burrito chain ensures that for every meal sold in one of their restaurants, another is given away in a developing country. Through this Plate4Plate initiative, Zambreros has provided over 3 million meals for people in need.

More information: <http://plate4plate.zambrero.com/get-involved/>

Example 3: Reese Fernandez

Reese Fernandez co-founded Rags2Riches, a business that creates luxury handbags from recycled materials and gives women of lower socio-economic backgrounds the opportunity to earn a fairer income.

Rags2Riches Inc. is a for-profit social enterprise based in Manila, Philippines, creating eco-ethical fashion and home accessories out of upcycled scrap cloth, organic materials and indigenous fabrics by working with skilled workers living in the poorer communities across the country.

More information: rags2riches.ph/pages/about-us

Discussion questions:

Which of these examples do you think has the biggest 'people' impact? Why?

Which of these examples do you think has the biggest 'planet' impact? Why?

Which one do you find the most appealing? Why?

Do these examples give you any ideas for how you could make your business have a positive social or environmental impact?



BUSINESSES CAN DO GOOD FOR PEOPLE AND THE PLANET

People

- Create a product or service that improves the lives of customers (e.g. Red Balloon: www.redballoon.com.au)
- Donate some of the profit to a charity (e.g. Thankyou Water: thankyou.co)
- Help unemployed people to earn a living by turning their skills into a viable business (e.g. Streat: www.streat.com.au)
- Create employment opportunities for a local community (e.g. Rags to Riches: rags2riches.ph)
- Use healthy produce (e.g. Josh's Rainbow Eggs: joshsrainboweggs.com.au)

Planet

- Use recycled materials to create a product (e.g. Sanuk's Yoga Mat Flip Flops: www.sanuk.com/women-sandals-yoga-mat)
- Use biodegradable products (e.g. Ethical Coffee capsules: www.ecocaffe.com.au)
- Reduce the amount of electricity, gas or water used by the business (e.g. Carbon Neutral Energy: www.powershop.com.au)
- Minimise the amount of waste created through making your product or delivering your service (e.g. sustainable packaging: www.biopak.com.au)
- Reduce 'travel miles' required to make or deliver your product, thus reducing transport emissions (e.g. Qantas: Fly Carbon Neutral program)
- Repair or revitalise the land you are using (e.g. mining companies: rehabilitating the land)

\$20 BOSS BUSINESS IDEAS FOR A BETTER WORLD

Example 1: Baaa Sheep Manure - Tasmania

Georgia, Grace, Declan and Jack established their enterprise Baaa Sheep Manure. Repurposing a product that would otherwise go to waste, the students helped to ensure their local community wasn't wasting their waste. Selling bagged sheep and cow manure sourced from local shearing sheds, Baa Sheep Manure was enormously popular, selling over 360 bags of manure. The group made a net profit of over \$1600.

Example 2: B.M Tie Dye - Victoria

Lucinda, Mitchell, Grace, Kiarna, Rachel and Ashlee established their social enterprise with the express purpose of empowering and inspiring young people in their community to help tackle suicide. Selling handmade tie-dyed products like socks and t-shirts at their school, the group made over \$670 in profit, a portion of which was donated to Suicide Prevention Australia in line with their enterprise promise.

Example 3: M.E.G.A Clean - New South Wales

Eden, Abenezzer, Martin and Guot created their social enterprise to fill a gap in the local market for reasonably priced cleaning service and address water shortages in poverty stricken countries at the same time. Establishing the business from resources the group already had at home to provide cleaning services like car and window washing, the group donated much of their \$1475 in revenue to the Jacob's Well Appeal, which provides aid to children in third world countries.

For more information see: www.fya.org.au/20-boss-awards

