



Organisation of  
Eastern Caribbean States



# Eastern Caribbean Green Entrepreneurship Initiative

## MENTORSHIP PROGRAM

### Application Guidelines

Mentorship is one of the most critical components for the success of any entrepreneurship development program. The Global Green Growth Institute (GGGI) and their partner, the Organisation of Eastern Caribbean States (OECS) Commission, have learnt this from years of building on their Global Greenpreneurs program, and experience in supporting competitive businesses in the Eastern Caribbean region, respectively. Furthermore, the initial stakeholder mapping and consultation with business support organisations, entrepreneurs and national governments, under the Eastern Caribbean Green Entrepreneurship Initiative, has only served to validate this belief.

As such, the Eastern Caribbean Greenpreneurs Incubator Program seeks to address, in a holistic manner, the needs of entrepreneurs in the region by integrating a Mentorship Program as part of this initiative. Therefore, identifying appropriate mentors for the programme is critical in the process and GGGI's responsibility in establishing a pool of competent mentors, training them and maintaining a strong bond with these resourceful persons must be a priority.

#### What is a MENTOR?



A trusted and experienced advisor who guides a less experienced person/entrepreneur by building trust and modeling positive behaviors. A mentor is dependable, engaged, authentic, and tuned in to the needs of the mentee.

At the Global Green Growth Institute, we believe that Green Entrepreneurs are uniquely positioned as drivers of innovation, holding the keys to unlocking a transition to a green and sustainable future for our planet, but they cannot do it alone!

Recognizing the amazing power of a network, GGGI seeks to develop relationships with dynamic, experienced business persons in the private sector, as well as knowledgeable persons within the public sector who are willing to share their time and experiences as mentors. As a mentor, your **voluntary** commitment to guide an entrepreneur ultimately helps increase the resource capacity of GGGI in responding to entrepreneurs' needs.

Participants in this program are passionate about helping Green Entrepreneurs realize their entrepreneurial potential by facilitating access to technical, financial and social assistance geared towards the development of viable business thereby contributing to the growth and development of the national economy! So, apply today to be a MENTOR!

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## Our Commitment to Social Inclusion

*Beyond our goals to strengthen the capacity and empower green entrepreneurs and their businesses, create opportunities for more sustainable, green jobs in the Eastern Caribbean, and connect entrepreneurs to an ecosystem of business development support, we are equally committed to the prioritization of women entrepreneurs and green job creation for women, youth, and persons with disabilities.*

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### I. The Eastern Caribbean Greenpreneurs Incubator Program

The Mentorship Program forms part of our Eastern Caribbean Greenpreneurs Incubator - a free, carefully curated training program, designed to support green entrepreneurs to build robust and sustainable business models, and the skills, tools, and confidence to implement them for success. The program will culminate in a business plan competition that will provide seed funds to winning teams.



Virtual Training



Mentoring



Networking



Pitch Competition

**Orientation** - As Eastern Caribbean Greenpreneurs, you will begin your journey with a virtual orientation session to meet other program participants from your country and region, while learning the program track, setting expectations, and meeting your mentor.

**12-Week Virtual Training** - Orientation will be followed by 12-weekly online training built around the lean startup canvas through participatory webinars and online assignments – each module dedicated to one step of building out your business model.

**Mentorship Program** - Based on business needs and preferences, each Greenpreneur will be assigned a mentor who will act as a ‘sounding board’ and support to guide them through the process of building out their business models.

**Networking** - During and beyond the program, Eastern Caribbean Greenpreneurs will have on-going opportunities to engage with like-minded entrepreneurs and supporters of green enterprises in the Eastern Caribbean region and beyond, providing opportunities for professional development, brand-building and awareness, and more.

**Pitch Competition** - The final pitch competition involves requesting the teams to put together their business plans and pitches. This includes three main components:

- The Lean Canvas: This contains all core information about the business model on a single sheet.
- A video pitch and slide deck: This is how the teams communicate their vision, unique value, and feasibility in a compelling way.
- Financial and impact forecasts, including a Theory of Change: This allows teams to provide more detailed information about the sustainability of their model and the impact they want to make.

The competition serves to demonstrate the entrepreneur/teams’ growth throughout the program and gives them the opportunity to compete for small-scale seed funding.

## **II. Commitments as a MENTOR**

1. A willingness to mentor on a voluntary basis.
2. Participation in a 2.5 hour mentorship training session.
3. An initial commitment as a mentor for a period of 4 months.
4. Agreement to work with at least one (1) team for the stipulated duration.
  - a. Please note that one team may comprise up to a maximum of 5 members.
5. Commitment to dedicate a minimum of 4.5 contact hours working directly with the team during the program.
  - a. There is no maximum number of contact hours.
6. Acceptance of joint responsibility with the mentee(s) for arranging appropriate meeting times, and purpose of meetings.

7. Confidentiality of all information of a business or personal nature shared between you and the mentee(s).

### ***III. What is the Role and Expectations of the MENTOR?***

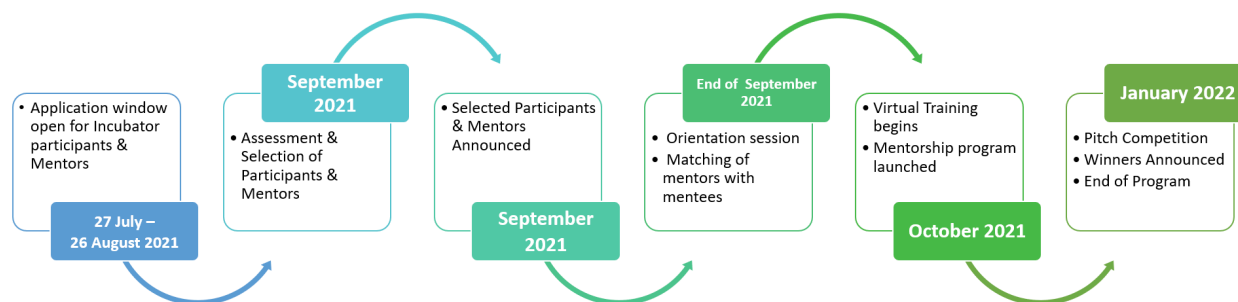
- Establish and maintain contact with the entrepreneur/team.
- Develop an intimate understanding of the entrepreneur/team's enterprise operations or idea.
- Identify the strengths and weaknesses of the entrepreneur/team's business or idea.
- Assess the entrepreneur/team's development level and provide counseling where necessary.
  - Coach the entrepreneur/team through problem-solving and decision-making alternatives chosen by the entrepreneur/team.
  - Develop an understanding of the entrepreneur/team's personality(ies) and capability(ies).
- Share experience and give directions as the need arises.
- Channel the entrepreneur/team towards valuable resources.
- Facilitate networking opportunities where possible.
- Liaise with GGGI, as needed, on matters relating to the assigned mentee.
- Inform GGGI appropriately, if you become unable to continue in the mentoring role permanently or temporarily.
  - If you do not wish to terminate the relationship with GGGI, you may request status as a "temporarily inactive mentor". When you are ready to return, status may be reactivated.
- Once the relationship with your team has formally ended, you may accept or volunteer to work with another team or you may terminate the mentoring relationship with GGGI.
- Assignment of mentee(s) by GGGI from pool of successful applicants. Matches will be made on the basis of complementary strengths of the mentor and the weaknesses of the entrepreneur. Some consideration is given to the nature of the business operation of the entrepreneur.

\*This section drew heavily on information available at this handbook, which is recommended for further guidance.

Ministry of Education, and Human Resource Development - Dominica Youth Business Trust  
*Mentorship Handbook:*  
[Microsoft Word - dybt\\_mentorship\\_handbook.doc](#)

### ***IV. Program Timeline (\* dates and timelines may be subject to change)***

The 2021 Eastern Caribbean Greenpreneurs Incubator Program is planned to run from October 2021 to January 2022.



## V. Eligibility Criteria

The following criteria must be met for applications to be assessed for the Mentorship Program. Please ensure that you meet the criteria listed below before completing the application form:

- Must have at least 3 years of professional experience in a leadership role.
- Must be at least 21 years old.

## VI. Assessment Criteria & Selection

The Mentorship Program is focused on supporting green entrepreneurs to grow, generate positive environmental and social impact. Mentors for the Eastern Caribbean Incubator will be assessed against the following broad criteria as demonstrated through submitted applications:

- Green business focus
- Entrepreneurial mindset
- Access to networks and resources
- Business Experience / Knowledge
- Business Management

Applicants will be selected from the applications received based on alignment with selected Incubator participants.

The Selection Committee consists of four individuals, including representatives from GGGI, the OECS Commission, and an external regional body.

## VII. General Reminders when Applying

- Please ensure you meet all the Eligibility Criteria before applying.

- Please be sure to answer all the questions marked with an asterisk (\*) in the application form and submit all required documentation, also marked with an asterisk (\*).
- Please honour the submission deadlines.
- Applications received after the deadline will be kept as part of a pool of potential mentors for future initiatives.
- GGGI reserves the right to end the relationship immediately in the case that false or misleading information was provided by applicants.

## ***VIII. Contact Us***

For more information, questions, or concerns, please contact a member of the GGGI Caribbean Team:

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