



The Local GREEN-BLUE Enterprise Radar

A tool for small and micro-community enterprises
Developed by the Caribbean Natural Resource Institute



Who is it for?

The Local Green-Blue Enterprise Radar is designed to be used with **local community small and micro enterprises** (SMEs), including community organisations operating revenue-generating streams as part of their work, particularly those based on the use of goods and services from natural resources.

What is the purpose?

The Local Green-Blue Enterprise Radar is a **self-assessment tool** to help local community SMEs assess where their business is in delivering 'triple-bottom line' benefits. This analysis can generate ideas on how to improve business performance as well as being 'green/blue' (i.e. delivering social and environmental benefits). This can help SMEs improve their businesses and can be used to monitor changes within businesses to guide learning over time. Entrepreneurs adjust and change their perception on 'green/blue' thus leading to new, improved and innovative methods of operating their enterprise. They build understanding and capacity to contribute towards advancing sustainable development and 'green and blue economies' from the ground up.

What does it show?

The Local Green-Blue Enterprise Radar is a visual representation of **economic** wellbeing and viability, **social** inclusion and equity, **environmental** sustainability and good **governance** within an enterprise. Specific indicators are used to explore each dimension.

How is it used?

A facilitated process based on appreciative inquiry is used to help community entrepreneurs create their own radar. The exercise is usually done as a focus group with members of the enterprise.

1. First, a circle is drawn on a sheet of paper. Then it is segmented into four sections. Each quadrant represents one of the dimensions – economic, social, environmental and good governance – that will be explored by the SME. Each section is labelled in relation to the four dimensions explored.

2. Within each quadrant, individual lines are drawn from the centre of the circle to its edge representing each of the indicators assessed within that dimension. These are then labelled.
3. The facilitator uses probing questions to help members of the enterprise assess how they think that their SME is performing for that indicator. For example, within the environmental dimension, if the question is asking about their water efficiency, the SME members discuss among themselves what practices, promotions or products and services they provide to efficiently use the water available to them.
4. The participants collaborate and discuss among themselves the answers to each question related to their organisation before ranking their SME's performance for that indicator.
5. Once members of the enterprise have agreed how they can rank their performance for that indicator, the ranking is indicated by them marking a point on the line corresponding to how they think the SME is performing in relation to that question. The closer the point is to the edge of the circle, the better the enterprise is doing in that area.
6. Members of the enterprise then discuss and explore what more they can do to improve performance of their SME to rank themselves higher on the radar for that indicator. The facilitator encourages brainstorming, sharing of ideas and debate. External resource persons observing the process may be useful to help the entrepreneurs explore new ideas and opportunities.
7. This process is repeated for each indicator for the four quadrants (dimensions) within the circle.
8. Once all indicators have been assessed, the points are joined by a line. The inside of the line can be filled in with a different colour for each quadrant (or dimension).
9. At the end of the process, members of the SME reflect on the final presentation of the radar. They discuss how the areas inside of the line that are shaded demonstrate where the SME is strong and is delivering 'triple bottom line' benefits as a green-blue enterprise. Outside of the shaded area and within the circle represents opportunities for growth.



What are the benefits?

The Local Green-Blue Enterprise Radar is simple and easy to create. It requires minimal resources (paper, markers, colours). It is visually easy to understand and analyse. Time taken to build the radar is minimal. It captures the wealth of local knowledge in community entrepreneurs and helps them to celebrate their achievements, while identifying opportunities for growth. It facilitates knowledge exchange and collective capacity building. It helps local community entrepreneurs to understand their role in 'green and blue economies' that are environmentally sustainable and inclusive.



The Local Green-Blue Enterprise Radar is being developed by CANARI through an action research and learning process working with entrepreneurs and support agencies in the Caribbean. Their input and guidance during piloting is shaping how the Radar can become a useful tool for SMEs. CANARI is creating a toolkit for facilitators to use the Radar. This will contribute to CANARI's work to promote SMEs as a pathway for transformation to more environmentally sustainable, inclusive and resilient economies in the Caribbean.



European Union

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