



Call For Expression of Interest
2022 Columbia University Rural Green Business Development Forum
Application
Deadline April 1, 2022

Program Overview

Columbia University, located in the heart of New York City, has been a center for research, innovation and teaching for over 250 years. Many farms and dairies in communities surrounding larger cities provide healthy, high-quality products with minimal negative environmental impact produced in sustainable enterprises that enrich their communities as they serve their customers. Green, low-carbon, circular and sustainable practices in accord with the UN 2030 Agenda for Sustainable Development are also being promoted in China. The Columbia University Rural Green Business Development Forum will provide an effective platform for entrepreneurs building sustainable enterprises in Tibetan communities to exchange and improve upon best practices for rural green business development with their counterparts in the United States.

This exchange program will take place from May 2022-2023 in a series of online and in person facilitated events as well as study tours on the plateau and the surrounding regions. The organizers are seeking qualified applicants from Tibetan communities who wish to build on as well as share their expertise in this field. Applicants must be professionals, 25 to 40 years old at the time of participation in the program, who are currently employed and have two or more years of relevant professional work experience. Travel expenses will be provided for the forum.

In order to help focus the forum on the needs of the participant for maximal effectiveness, please answer the following questions to the best of your ability in any language (Tibetan, Chinese, or English):

- 1.) Describe briefly your enterprise and the community it serves. This may

include but not be limited to: the scope and scale of the enterprise (number of people involved, gross/net revenues), years of operation, markets and marketing channels, any ESG (environmental, social, governance) metrics that are tracked, etc.. Please include a link to your enterprise website or any communication tools you use.

2.) Describe your vision for the development of your enterprise and what you see as the main challenges you face in reaching these goals over the next five years. These may include but are not limited to: organizational capacity development, opening new markets, expanding existing marketing channels, access to capital, keeping up with government policy and regulations, developing the story around your products, tracking impact on your resource base, community relations, etc..

3.) Please rank the following topics in order of their importance to your endeavor and feel free to add any other topics of interest:

Regenerative agriculture
Regenerative husbandry
Integrated pest management
Integrated veterinary management
Financial planning
Environmental sustainability planning and monitoring
MarketingBrandingCustomer service
Market research
Resiliency
Barter
Community farming
Community husbandry
Organic certification
Carbon accounting
Renewable energy
Recycling and composting
Zero waste practices
Food justice
Other
Other
Other

4.) Do you anticipate you would face any difficulty in taking part in online

discussions over the next 18 months? Would you be available to travel to Chengdu and take part in study tours in August 2022? Would you be willing to host experts and other enterprise leaders at your facility?

5.) Do you know other green enterprise professionals who might be interested in this forum or subsequent exchanges or networks?

Each EOI (expression of interest) will get a reply as it is received. Please send your answers to these five questions with your contact information to greenbusiness2022@yahoo.com. We regret that we will not be able to interview every applicant. Successful applicants will be notified April 15, 2022.