



GREEN UP YOURSELF TRAINING MODULE

Training module for the promotion of
employability and green entrepreneurship
of young rural people in the EU.



Co-funded by
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GREEN UP YOURSELF

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Introduction



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Purpose



The objective has been to develop a training module aimed at young people living in rural areas, for the promotion of their employability and green entrepreneurship in the EU. This Module is also useful for professionals working in the training of young people in these fields.

The Module has been developed taking into account the training needs of young people, taking into account the competences defined in GreenComp and EntreComp, the identification of potential green employment niches, the compilation of the training offer and the Good Practices already existing in this field in the EU.

For this purpose, research was carried out in each of the participating countries, through the collection of secondary sources and good practices on green entrepreneurship in the EU, surveys and semi-structured interviews addressed to young people and youth professionals, as well as representatives of companies, public administrations and Third Sector.

This Capacity Building Module has been based on the results of the research and includes the necessary contents for young people from rural environments, as well as professionals working with young people, to acquire the necessary knowledge, competences and skills to promote their employability, as well as to boost their entrepreneurship in green sectors.

Training Module Structure

This Green Entrepreneurship and Skills Training Module is structured in 6 modules:

1. Introduction to environmental sustainability
2. Green employment as an alternative
3. What is green entrepreneurship?
4. Resources to start my green business in the EU.
Part 1: my business idea
5. Resources for starting my green business in the EU.
Part 2: Guidelines for developing my green business plan
6. Digital skills and tools for entrepreneurship





Module 1

Introduction to environmental sustainability



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Unit 1

What is environmental sustainability? Why is it important



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Module learning objectives

Upon the completion of the Module learners should:

- Define the concept of environmental sustainability and explain its significance in addressing global challenges.
- Identify and describe major environmental challenges faced by the world today, such as climate change, deforestation, and pollution.
- Understand the concept of green transition and its importance in achieving environmental sustainability.
- Define the concept of a circular economy and its advantages over a linear economy.
- Recognize the importance of individual and collective environmental awareness in driving sustainable behaviors.



Environmental Sustainability



- Environmental sustainability is the balanced interaction between human activities and Earth's ecosystems to maintain long-term ecological health.
- It emphasizes responsible use of natural resources to preserve ecosystem functions and biodiversity for future generations. Assessment methods include ecological footprint, carbon footprint, and biodiversity indices.



Historical Context

- Early Roots: Environmental sustainability originated in the conservation movements of the early 20th century.
- 1970s Milestones: The concept gained global prominence in the 1970s through events like the first Earth Day and the United Nations Conference on the Human Environment.
- Brundtland Report: Published in 1987, this report introduced the term "sustainable development" and connected environmental sustainability to economic and social well-being.
- International Accords: Since the Brundtland Report, several global agreements, such as the Kyoto Protocol and the Paris Agreement, have aimed to implement environmental sustainability on a global scale



Sustainability Framework: Three Pillars



Economic Sustainability

Objective: Build a resilient and equitable economy

Key Points: Minimize environmental impact and resource depletion in production and consumption

Social Sustainability

Objective: Establish a just society with social equity and inclusion

Metrics: GINI coefficient, Human Development Index (HDI), Social Capital

Environmental Sustainability

Objective: Conserve and manage Earth's natural resources

Best Practices: Circular economy, renewable energy, sustainable agriculture

Urgency for Environmental Sustainability



The Anthropocene Epoch

Impact: Human activities causing accelerated climate change, mass extinctions, ecosystem degradation

Consequences

Biodiversity: Threat to various species

Human Societies: Affects public health, economic stability

Imperative for Action

Ethical Obligation: Responsibility to planet and future generations

Pragmatic Necessity: Mitigate risks for long-term viability of civilization and Earth

Video:

What is Environmental Sustainability?

 Click on the video icon to watch it



Unit 2

Environmental Challenges: An Overview



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Environmental Challenges



- **Anthropogenic Factors:** Human activities leading to environmental degradation.
- **Climate Change:** Scientific evidence, global impacts, and mitigation strategies.
- **Resource Scarcity:** Focus on non-renewable resources like fossil fuels and rare earth elements.
- **Ecosystem Disruption:** Habitat loss, invasive species, and their cascading effects.
- **Societal Implications:** How environmental challenges affect human societies, including health and migration.



Human Activities & Environmental Degradation



Key Drivers

- **Industrialization:** Significant contributor to pollution
- **Deforestation:** Affects ecosystems and biodiversity
- **Urban Sprawl:** Leads to soil, air, and water pollution.

Consequences

- **Pollution Types:** Air, water, soil
- **Ecosystem Impact:** Loss of biodiversity

Planetary Boundaries

- **Concept:** Quantifies safe operating limits for human activities
- **Objective:** Maintain ecosystem health and stability

Climate Change: The IPCC & Global Impacts



IPCC Findings

- **Scientific Evidence:** Human activities are the primary driver
- **Global Impacts:** Rising sea levels, extreme weather, ocean acidification

Mitigation Strategies

- **Renewable Energy:** Transition from fossil fuels
- **Sustainable Agriculture:** Adopt eco-friendly practices

International Cooperation

- **Key Accord:** Paris Agreement
- **Objective:** Foster global commitment to mitigate climate change



Resource Scarcity: Economic & Technological Challenges

Over-Extraction & Consumption

- Non-Renewable Resources: Fossil fuels, rare earth elements, minerals
- Outcome: Resource scarcity

Economic Implications

- Commodity Prices: Increasing costs
- Trade Balances: Negative impact on economic stability

Technological Challenges

- Sustainable Advancements: Hindered by scarcity

Emerging Concepts

- Peak Oil: Point of maximum extraction
- Resource Nationalism: National control over resources to secure supply



Ecosystem Disruption: Causes & Consequences

Habitat Loss

- **Sources:** Urbanization, agriculture, deforestation
- **Outcome:** Ecosystem disruption

Invasive Species

- **Impact:** Further disrupts native ecosystems

Cascading Effects

- **Food Webs:** Disruption leads to extinction of native species
- **Ecosystem Services:** Alters water purification, climate regulation

Urgency for Action

- **Objective:** Mitigate habitat loss and manage invasive species to preserve ecosystem balance and services



Environmental Challenges: Social Implications



Public Health

- **Pollution Types:** Air and water
- **Health Impact:** Diseases like asthma, waterborne illnesses

Migration & Social Unrest

- **Triggers:** Resource scarcity, climate-induced changes
- **Consequences:** Social unrest, conflict

Environmental Justice

- **Concept:** Addresses unequal impact on marginalized communities
- **Objective:** Equitable distribution of environmental benefits and burdens



Key Takeaways

Environmental challenges span climate change, resource scarcity, and ecosystem disruption. Societal impacts include public health, migration, and social equity, making sustainability both an ethical obligation and a pragmatic necessity.

Video:

How to turn climate anxiety into action

 Click on the video icon to watch it



An ethical must, a pragmatic necessity.

Unit 3

Pathways to Green Transition



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Conceptual Framework: Understanding Green Transition

Definition

- **Green Transition:** Systemic shift to eco-friendly, sustainable practices across economic sectors

Foundations

- **Sustainable Development:** Balances economic growth, social equity, environmental protection

Guiding Structure

- **UN Sustainable Development Goals (SDGs):** Serve as roadmap for transition



Energy Transition: From Imperative to Opportunity



Transition Goals

- **From:** Fossil fuel-based systems
- **To:** Renewable sources (solar, wind, hydro)

Economic Opportunity

- **Innovations:** Smart grids, energy storage, decentralized systems

Equitable Access

- **Energy Democracy:** Advocates for equal access to clean energy



Sustainable Agriculture: Innovations for Long-term Productivity



Beyond Tradition

- **Advanced Techniques:** Incorporating technology into farming

Techniques & Technologies

- **Precision Agriculture:** IoT sensors for optimal resource use
- **Agroforestry:** Combines trees with crops
- **Vertical Farming:** Maximizes yield per square foot

Objectives

- **Long-term Productivity:** Without compromising environmental health and biodiversity



Policy and Governance: Multi-layered Roles in Green Transition

International Bodies

- **United Nations, World Bank:** Provide frameworks and funding

National Governments

- **Policies:** Carbon pricing, renewable energy mandates, sustainability certifications

Local Communities

- **Participatory Governance:** Ensures an inclusive and equitable transition

Video:

The Blind Spots of the Green Energy Transition | Olivia Lazard | TED

 Click on the video icon to watch it



Policy and Governance: Multi-layered Roles in Green Transition

International Strategies

- **Global Agreements:** Paris Accord, SDGs
- **Funding Mechanisms:** Green bonds, climate funds

National Approaches

- **Legislation:** Environmental Protection Acts
- **Incentives:** Tax breaks for sustainable practices

Community Engagement

- **Local Initiatives:** Community solar projects, waste management programs
- **Public Awareness:** Education campaigns, public consultations



Unit 4

The Circular Economy: A Sustainable Alternative to Linear Models Exploring Definitions, Comparisons, Benefits, and Implementation Strategies



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Definition: Understanding the Circular Economy

Alternative Model

- **Aim:** Decouple economic growth from resource consumption and environmental degradation

Core Focus

- **Design Principles:** Eliminate waste through product and system design
- **Resource Management:** Continual reuse and recycling

Closed-Loop System

- Creates a **self-sustaining cycle** of resource usage



Definition: Comparison with Linear Economy - The Traditional Model

Linear Economy

Model: 'Take, make, dispose'

Characteristics:

- Unsustainable
- Constant extraction of finite resources

Consequences:

- Environmental degradation
- Waste generation



Benefits of Circular Economy - Environmental Advantages

Environmental Benefits

- **Waste Reduction:** Minimizes waste generation
- **Lower Emissions:** Reduces greenhouse gas emissions
- **Resource Conservation:** Preserves natural resources



Benefits of Circular Economy - Economic Advantages

Economic Benefits

- **Cost Savings:** Efficient resource utilization
- **Innovation:** Stimulates sustainable technologies
- **Job Creation:** New markets in recycling and refurbishment



Implementation of Circular Economy - Stakeholder Roles

Multiple Stakeholders

- **Businesses:** Product redesign, take-back schemes
- **Governments:** Policy enactment, tax incentives
- **Civil Society:** Public awareness, grassroots initiatives



Implementation of Circular Economy - Business Strategies



Business Practices

- **Durability and Recyclability:** Redesigning products
- **Take-back Schemes:** Encouraging consumer returns
- **Sustainable Supply Chains:** Optimization for environmental impact



Implementation of Circular Economy - Policy and Global Frameworks

Government and Global Initiatives

- **Policies:** Extended producer responsibility, tax incentives
- **Public Awareness:** Government-led campaigns
- **Global Framework:** United Nations' Sustainable Development Goals (SDGs) as guiding structure



Unit 5

Fostering Environmental Awareness: Public Perception, Education, and Accountability



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Public Perception of Environmental Issues - Factors Influencing Perception

Influencing Factors

- **Education:** Level of knowledge on environmental issues
- **Cultural Background:** Ethical and societal beliefs affecting perception
- **Media Influence:** Role of news and social media in shaping opinions



Public Perception of Environmental Issues - The Dual Nature of Awareness

The Awareness Spectrum

- **Growing Global Awareness:** Increasing concern for climate change, biodiversity loss, and resource depletion
- **Misconceptions and Apathy:** Areas where awareness is low or incorrect



Public Perception of Environmental Issues - Impact on Society

Societal Impact

- **Policy Decisions:** Public opinion shapes environmental policies
- **Consumer Behavior:** Influences sustainable purchasing choices
- **Corporate Initiatives:** Drives business sustainability efforts



Education and Outreach - The Pillars of Awareness



Foundations of Awareness

- **Formal Education:** Integration of environmental studies in curricula
- **Informal Education:** Community workshops, webinars, citizen science projects



Education and Outreach - The Role of Organizations

Organizations as Catalysts

- **Non-Governmental Organizations (NGOs):** Pivotal in driving outreach initiatives
- **Community-Based Organizations:** Local impact, global change
- **Scientific Communities:** Dissemination of research findings to the public



Role of Media

The Double-Edged Sword

Traditional vs. New Media

- **Traditional Media:** Newspapers, Television for in-depth analysis and expert opinions
- **Social Media:** Democratizes information but risks misinformation



Role of Media

The Challenges of Democratization

Risks and Rewards

- **Misinformation / "Fake News":** Democracy of information comes at a cost
- **Polarization:** Media channels can amplify existing beliefs, dividing public opinion



Role of Media

The Importance of Media Literacy

The Necessity of Discernment

- **Media Literacy:** Critical in evaluating information credibility
- **Fact-Checking:** Essential for verifying information before sharing
- **Public Responsibility:** Collective vigilance against misinformation



Personal Responsibility Beyond Simple Actions

Understanding Ecological Footprint

- **Recycling & Energy-Efficiency:** Entry points into sustainability
- **Ecological Footprint:** A holistic measure of individual impact



Personal Responsibility Choices and Actions

From Diet to Community Involvement

- **Plant-Based Diet:** A choice with substantial environmental benefits
- **Community Projects:** Engaging locally for broader impact
- **Sustainable Travel:** Opting for public transport or electric vehicles



Personal Responsibility

The Power of Public Awareness



Campaigns and Community Platforms

- **Earth Day:** An annual event focused on global ecological awareness
- **Plastic-Free July:** A campaign to reduce plastic waste
- **Personal Empowerment:** Platforms to inspire individual and collective action

Video:

*His Holiness Pope Francis |
Our moral imperative to act on
climate change*

 Click on the video icon to watch it





 Green Up
yourself 

Practical Exercise



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Material resources:

- Internet access
- Pre-developed online carbon footprint calculator
- Spreadsheet software (Excel or Google Sheets)

Time: 20 minutes.

Exercise description.

Name: Carbon Footprint Calculator
Understanding and Reducing Your Carbon Footprint

Learning objective: Deepen understanding of climate change and its anthropogenic factors.

Competences: Analytical thinking, Digital literacy, Personal responsibility

Process

- Introduction: Importance of carbon footprint.
- Access Calculator: Use a reliable online tool.
- Data Entry: Fill in personal data.
- Analysis: Note down results.
- Discussion: Share findings.
- Reflection: Input results in a shared spreadsheet.

Learners will understand their individual carbon footprints and identify ways to reduce them.

Next Steps/Follow-up Activities:

Encourage participants to implement the identified reduction strategies and reassess their carbon footprint periodically.



The logo for 'Green Up yourself' features a stylized white human figure with arms raised, positioned to the left of the text. The text 'Green Up' is on the top line and 'yourself' is on the bottom line, with a small green leaf icon at the end of the word 'yourself'.

Practical Exercise



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Material resources:

- Internet access
- Virtual meeting platform with breakout room functionality
- Prepared material or fact sheets on renewable energy sources (solar, wind, hydro, etc.)

Time: 30 minutes.

Exercise description.

Name: Renewable Energy Debate
Understanding and Reducing Your Carbon Footprint

Learning objective: Educate participants about the advantages and disadvantages of various renewable energy sources, and encourage critical thinking and public speaking skills through a structured debate.

Competences: Critical thinking, Public speaking, Scientific literacy

Process

1. **Introduction (3 minutes):** Briefly introduce the concept of renewable energy, outlining its importance in the transition to sustainable practices.
2. **Resource Detection (3 minutes):** Participants should identify resources on renewable energy sources through a web search
3. **Group Formation and Topic Assignment (4 minutes):** Divide participants into small groups and assign each a renewable energy source to advocate for. Place groups in virtual breakout rooms.
4. **Research and Discussion (7 minutes):** Groups use the fact sheets and any additional internet research to understand the pros and cons of their assigned energy source.
5. **Debate Preparation (3 minutes):** Each group prepares a brief presentation advocating for their renewable energy source, focusing on benefits and addressing disadvantages.
6. **The Debate (7 minutes):** Reconvene in the main room. Each group has 1-2 minutes to present their arguments.
7. **Question and Answer Session (2 minutes):** Open the floor for questions from other participants to each presenting group.
8. **Closing Remarks (1 minute):** Summarize the points raised during the debate and emphasize the importance of diversified energy sources for a sustainable future.

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Module 2

Green employment as an alternative



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- [Unit 4](#): Green entrepreneurship kit: my green competences, selecting a green work context, personal branding, customers and market niche, first approach to my green business idea.

Module learning objectives

- To understand the concept of green employment
- To define the green jobs
- To increase knowledge, skills and attitudes related to European Sustainability Competence Framework, *GreenComp*
- To increase knowledge about the impact of the transformation to a greener economy on jobs
- To identify emerging opportunities in the green sector
- To learn step-by-step framework for transforming a green business idea into a viable business plan.



Unit 1

What is green jobs?



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Green jobs address the two defining challenges of the 21st century

- Averting dangerous climate change and environmental degradation
- Pressing need to deliver social development and decent work for all



Environmental and Social challenges



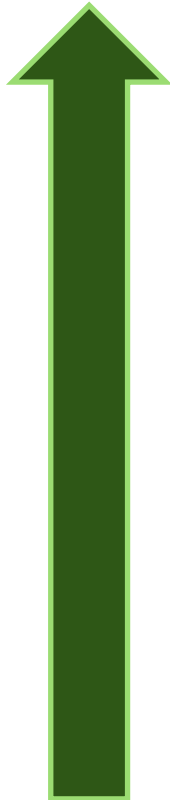
Environmental challenges

Have far-reaching implications in terms of livelihoods and labour market dynamics

- **Climate change** (sea level rise, increase in extreme weather events - storms, floods, droughts, water fall patterns, etc.)
- **World population increase:** 1 bn 1900 to 9 bn 2050
- **No access to potable water:** nearly 900 million people
- **No access to reliable energy:** 3 billion households
- Nearly $\frac{3}{4}$ of world's poorest **depend on environment** as a significant part of their daily livelihood

Social challenges

- **Unemployed:** 205 million globally. Of these, nearly 40 per cent are between 15 and 24 years of age. One in five workers in extreme poverty. Only one in five working-age population have access to comprehensive social protection systems.



✓ Environmentally
sustainable

✗ Decent

✓ Environmentally
sustainable

✓ Decent

✗ Environmentally
sustainable

✗ Decent

✗ Environmentally
sustainable

✓ Decent



Green
Jobs



Climate change/environmental degradation

- Measures for climate change adaptation
- Policies for climate change mitigation
- Protecting environmental resources



Employment and social challenges

- Changing employment needs
- Decrease poverty and environmental degradation
- Increasing renewable energy use
- Just transition

Green Jobs



Can be defined from two perspectives

- related to the output (products and services)
- as well as the process (or production) of an economic activity.

GREEN EMPLOYEES can enter into an overtly 'green' business sector, providing green and environmentally friendly products and services (e.g. waste management)

GREEN JOBS consider both aspects in their business models, creating additional decent employment through the use of more environmentally friendly processes, while reducing the overall environmental impact as a result of people or companies using the final product or service.

Far-reaching transformation



Responding to these challenges requires a far-reaching transformation to the way we produce, consume and earn a living .

The key element of this shift to a sustainable, low-carbon economy is...

GREEN JOBS

Environment



Social impact

Economy

What do, Green Jobs” mean?

Green jobs are jobs which are friendly for the nature and for the Earth.

Green jobs are employment opportunities that have a positive impact on the environment which aim to reduce the consumption of resources, minimize pollution, and contribute towards sustainability

Green jobs can span a variety of different sectors, starting from renewable energy to sustainable transport and eco-friendly agriculture



Green Jobs ILO/UNEP definition



Employment created in economic sectors and activities, which reduces their environmental impact and ultimately brings it down to levels that are sustainable

Green Jobs = Environmentally Sustainable + Decent



Fighting against unemployment

GREEN Jobs can form an integral part in the Fight against youth unemployment due to the low entry-level requirements for young people in many sectors and their generally strong interest in **GREEN business** solutions and sustainability considerations.



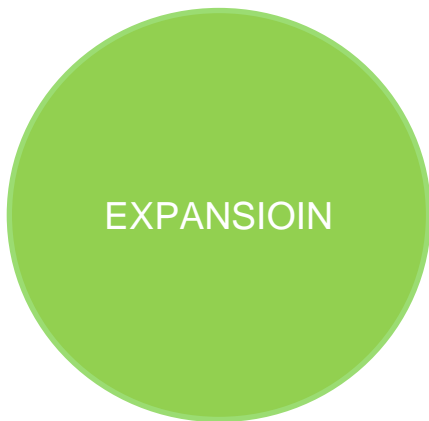
What are the benefits of Green Jobs



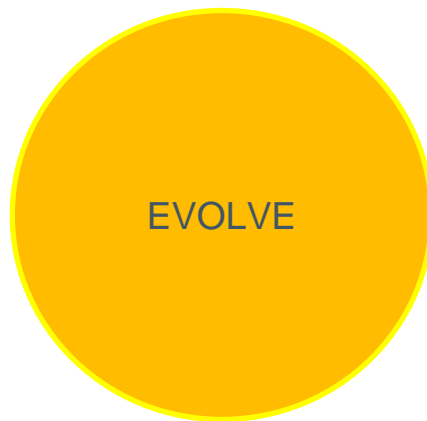
- They contribute to environmental preservation and fight climate change
- Countries can become more economically competitive (boosts economy)
- Opportunity to create new jobs, of retraining the unemployed, in a time of economic downturn
- Promoting the use of domestic renewable energy resources and advanced technology

Broader dimensions of energy and resource efficiency, poverty eradication, social equity and human wellbeing.

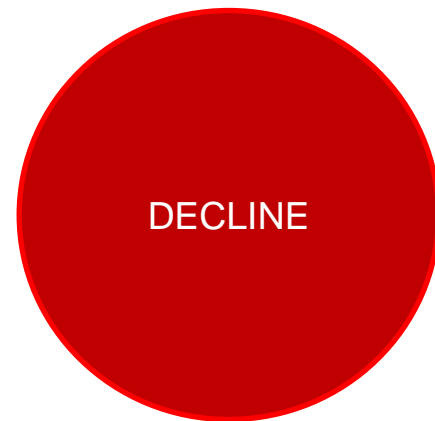
Green jobs in economy sector



Recycling, organic
agriculture, eco-
tourism ...



Construction,
manufacturing,
animal husbandry
and farming...



Fossil fuels...

Facts to consider



- Green employment is **indispensable** for employment creation and GDP growth
- SMEs are highly interlinked within value chains, creating significant **spill-over effects**
- Green employment can **best be supported through interventions** at various levels, using broad choice of instruments
- The **youth can be well targeted**, since entry requirements are low and willingness for environmentally protection is high

Examples of green jobs

- Installers of Solar Panels
- Green Construction and manufacturing
- Environmental Engineer
- Careers in the agricultural sector
- Green transportation professionals
- Manufacturer of fuel efficient car
- Sustainable farmer
- Farmer in agro-forestry
- Workers in certified forestry
- E-Waste collector
- Architects and engineers designing
- Renewable technologies and energy
- Efficiency products



Unit 2

Green skills: GreenComp



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What GreenComp is?

GreenComp describes a set of **sustainability competences** which can help learners think, plan and act with empathy, responsibility, and care for the planet



Sustainable Development Goals



What is GreenComp and its aim



Learning for the green transition

- *GreenComp* responds to the growing need for people to **improve and develop the knowledge, skills and attitudes** to live, work and act in a sustainable manner.
- The aim of *GreenComp* is to **foster a sustainability mindset** by helping users develop the knowledge, skills and attitudes to think, plan and act with empathy, responsibility, and care for our planet.
- European sustainability competence framework *GreenComp* describes knowledge, skills and attitudes that **promote ways to think, plan and act with empathy, responsibility, and care for our planet**. *GreenComp* is a **wide-ranging and comprehensive presentation of competences** built on previous research and negotiated among a wide range of experts and stakeholders.

Sustainability competences

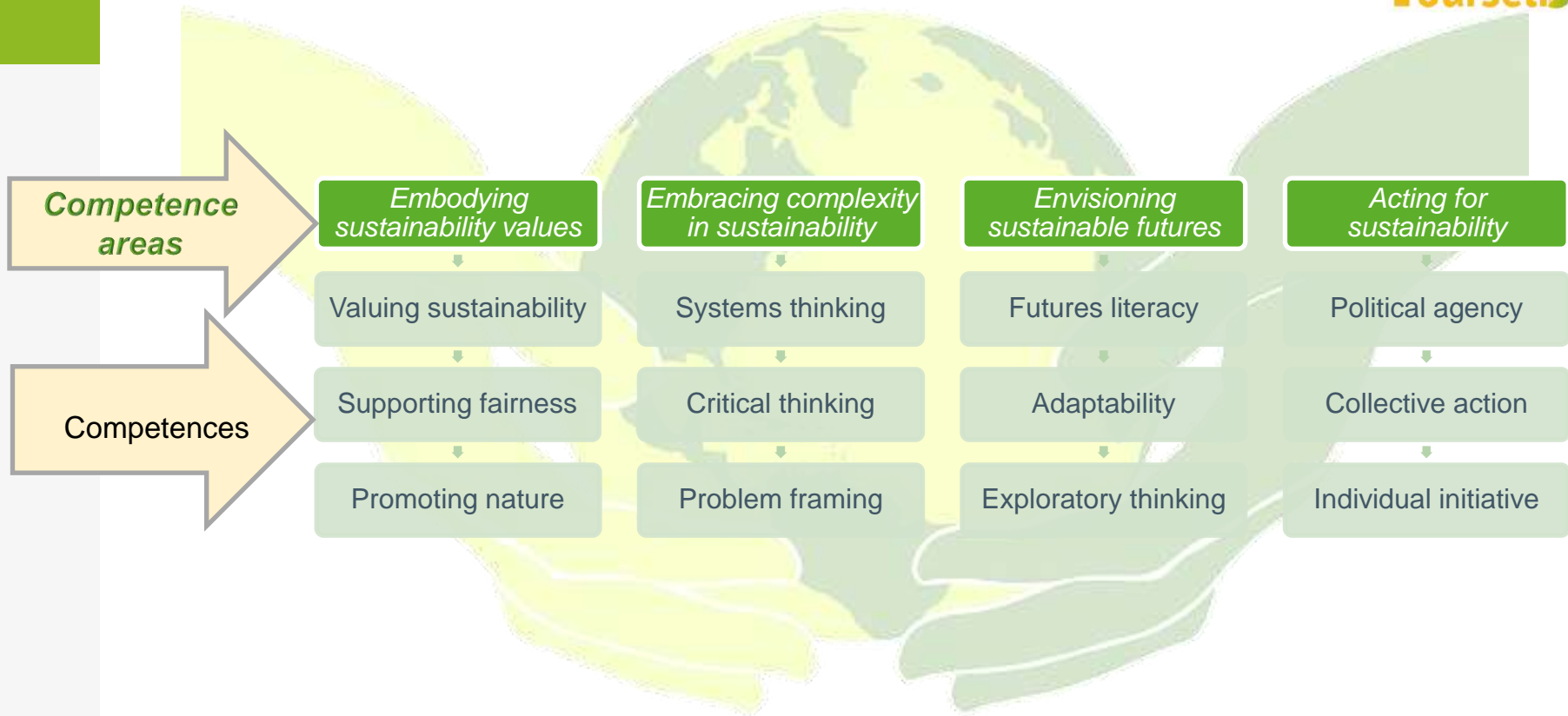


A **sustainability competence** empowers learners to embody sustainability values, and embrace complex systems, in order to take or request action that restores and maintains ecosystem health and enhances justice, generating visions for sustainable futures.

Learning for environmental sustainability aims to nurture a sustainability mindset from childhood to adulthood with the understanding that humans are part of and depend on nature.

Learners are equipped with knowledge, skills and attitudes that help them become agents of change and contribute individually and collectively to shaping futures within planetary boundaries

Sustainability competences



The visual representation



<https://mappa.fi/sv/greencomp-roadmap/>

Embodying sustainability values



Advocates equity and justice for current and future generations, while supporting the view that humans are a part of nature

Valuing sustainability - To reflect on personal values; identify and explain how values vary among people and over time, while critically evaluating how they align with sustainability values

Supporting fairness - To support equity and justice for current and future generations and learn from previous generations for sustainability

Promoting nature - To acknowledge that humans are part of nature; and to respect the needs and rights of other species and of nature itself in order to restore and regenerate healthy and resilient ecosystems

Embracing complexity in sustainability



Systems thinking - To approach a sustainability problem from all sides; to consider time, space and context in order to understand how elements interact within and between systems

Critical thinking - To assess information and arguments, identify assumptions, challenge the status quo, and reflect on how personal, social and cultural backgrounds influence thinking and conclusions

Problem framing - To formulate current or potential challenges as a sustainability problem in terms of difficulty, people involved, time and geographical scope, in order to identify suitable approaches to anticipating and preventing problems, and to mitigating and adapting to already existing problems

Envisioning sustainable futures



Futures literacy - To envision alternative sustainable futures by imagining and developing alternative scenarios and identifying the steps needed to achieve a preferred sustainable future

Adaptability - To manage transitions and challenges in complex sustainability situations and make decisions related to the future in the face of uncertainty, ambiguity and risk

Exploratory thinking - To adopt a relational way of thinking by exploring and linking different

disciplines, using creativity and experimentation with novel ideas or methods

Acting for sustainability



Political agency - To navigate the political system, identify political responsibility and accountability for unsustainable behaviour, and demand effective policies for sustainability

Collective action - To act for change in collaboration with others

Individual initiative - To identify own potential for sustainability and to actively contribute to improving prospects for the community and the planet



Unit 3

Emerging opportunities in the green sector



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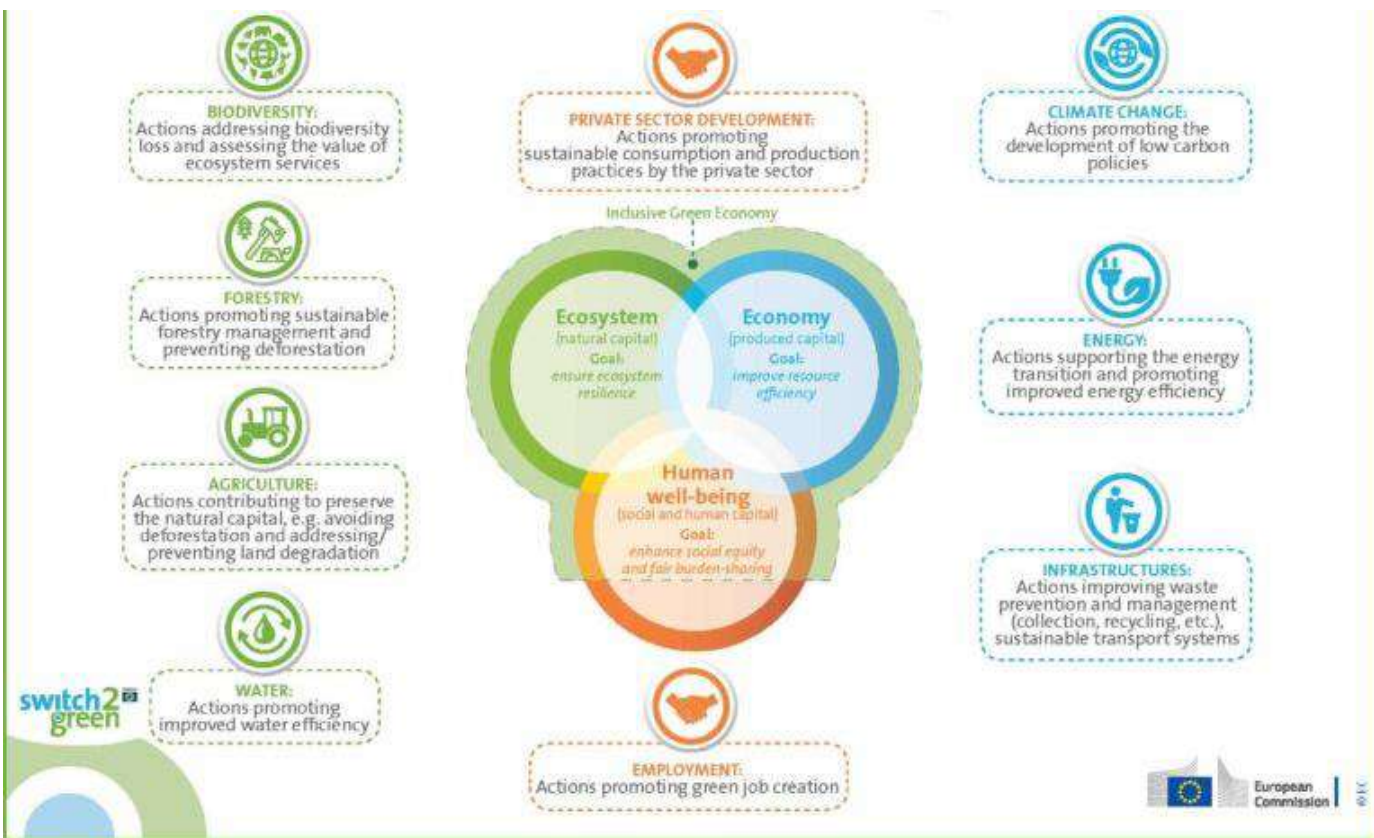
Green Sector

Green sector - Opening up new markets by stimulating demand for green goods, services and technologies.

“The green sector offers enormous potential for job creation and we have to make sure Europe can harvest its benefits in full.”

Connie Hedegaard, Former European Commissioner for Climate Action





Green Sector



According to the **United Nations Environment Program**, “work in agricultural, manufacturing, research and development (R&D), administrative, and service activities that contribute(s) substantially to preserving or restoring environmental quality.

Specifically, but not exclusively, this includes jobs that help protect ecosystems and biodiversity; reduce energy, materials, and water consumption through high-efficiency strategies; de-carbonize the economy; and minimize or altogether avoid the generation of all forms of waste and pollution.”



Waste Management

Potential for decent work promotion and green business development across the waste hierarchy, with a focus on **waste collection, sorting and recycling.**



Circular Economy

Shaping the transition to a greener, job rich and socially just economy.

Circular economy allow people to harnessing the emerging opportunities related to it and will enhance their professional profile by acquiring new skills with an increasing demand in the future.



Sustainable Agriculture



One of the emerging opportunities in the green sector is sustainable agriculture. Both organic and vertical farming are growing.

Sustainable food production and distribution are increasingly a preferred option for the public.



Renewable Energy

Solar, wind and sustainable energy resources in general are on a high demand, thus jobs in research, development and maintenance in this field are growing as well.



European policies require ever higher recycling rates and set increasingly stringent eco-design criteria.

Ecodesign has expanded from packaging to building roofs to various products.



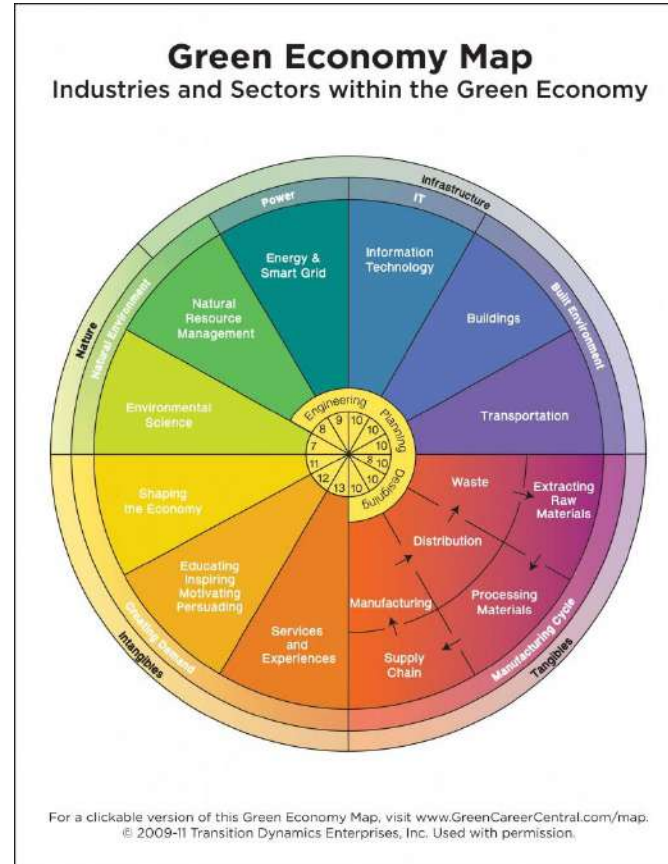
Green Architecture

Green architecture employs technological innovation to minimise the adverse effects of designing, constructing and operating a building on the natural environment and living communities, ensuring their quality of life for many years to come.



Let's think

- Renewable energy systems
- Green building
- Agriculture
- Fashion
- Transportation system
- Public sector
- Climate change adaptation
- Waste reduction and management
- Education
- Consulting and Research
- Non-Profit sector



Unit 4

Green entrepreneurship kit: my green competences, selecting a green work context, personal branding, customers and market niche, first approach to my green business idea.



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Are you looking for the dream job in sustainability, climate change, and the green economy, but it's hard to know where to start.

Let's try it !!!

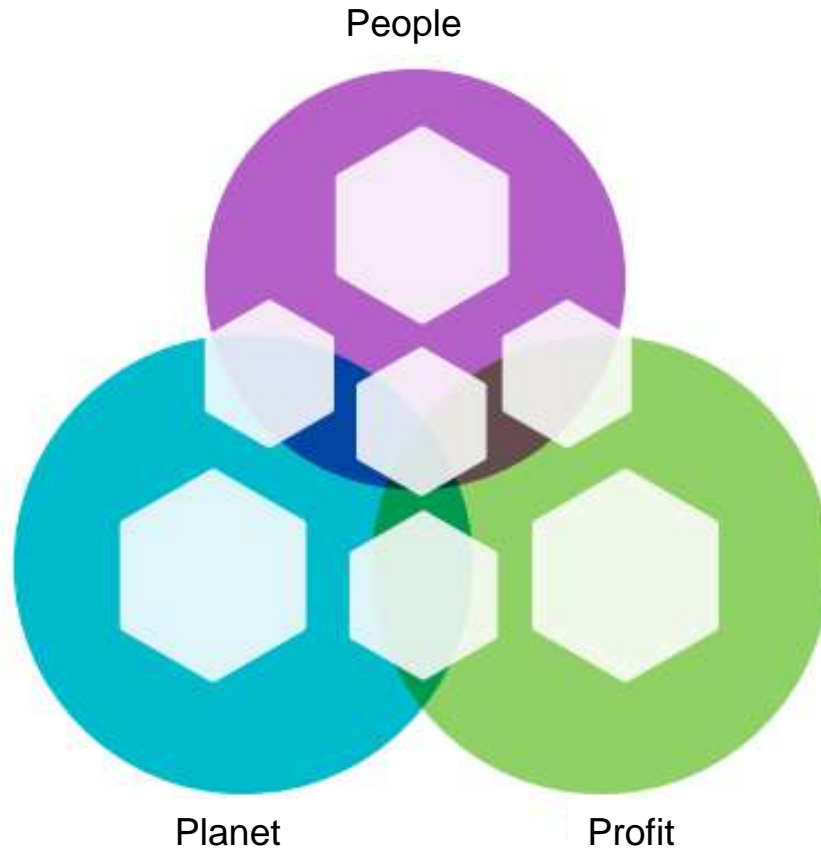
My Green Competences

Transitioning to green entrepreneurship requires insightful planning and strategy.

What needs to be done is:

- Skill assessment, knowledge, and passion for sustainability.
- Identifying the areas of knowledge in which one can make a difference in the green sector.





Personal Branding

Eco-friendly business – it need to get out the message that your business is

**GOOD FOR THE ENVIRONMENT,
GOOD FOR THE PLANET.**

You need to remind potential customers

“why”: why do you do what you do?



Customers and Market Niche

- Define your target audience and their sustainability preferences.
- Identify a market of opportunity (niche) that aligns with your business idea.



First approach to my green business idea

- Develop a detailed business plan for your green idea.
- Consider funding options, partnerships, and initial steps of how to launch your business





 Green Up
yourself 

Practical Exercise



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Material resources:

- Internet access
- Virtual meeting platform with breakout room functionality

Time: 30 minutes.

Exercise description.

Name: Four words

Learning objective: Illustrate the challenges and opportunities of learning and sharing with others. Using a think, match, share approach, participants reflect on their own on the four main characteristics of Green Jobs before engaging in dialogue and negotiation to agree on the four words as a whole group.

Competences: Critical thinking, communication, negotiation.

Process

1. Tell the group that we are going to explore the key characteristics of the green jobs. It is going to challenge us as individuals and as a group. We will reflect on these challenges after the exercise.
2. Ask the participants to, on their own, think of four words that are 'the four most important characteristics of green jobs'. It is very important that the group do not use sentences or phrases.
3. After the group have four words each, put the group into pairs and ask each pair to agree on just four words for 'Green jobs is...'
4. After the pairs have done this, ask them to find another pair to form a group of four; again they must agree just four words between them.
5. Repeat this process until there are just two large groups in the virtual room and each has just four words.
6. Now give these two large groups ten minutes to agree on the final four words that will represent the whole group's judgement of the key characteristics of the green jobs



The logo for 'Green Up yourself' features a stylized white figure with arms raised, resembling a person or a plant, positioned to the left of the text. The text 'Green Up' is in a bold, sans-serif font, and 'yourself' is in a smaller, lowercase sans-serif font. A small green leaf icon is placed at the end of the word 'yourself'.

Practical Exercise



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Material resources:

- GreenComp
- Internet access
- Virtual meeting platform with breakout room functionality
- Prepared material

Time: 30 minutes.

Exercise description.

Name: Sustainability competences

Learning objective: Strengthening the skills of participants to identify the 12 sustainability competences in practice related to GreenComp.

Competences: Understand the concept of sustainability competences. Ability to identify key sustainability competences

Process

- Introduction (3 minutes): Briefly introduce the exercise. Explain to the group that they are going to take part in a competition between two teams, Split the group into two teams and give the text to read.
- Give each team 15 minutes to read the text and identify the sustainability competences in the text
- Ask each team to give themselves a name, and then write the two team names on the top of a virtual with a line down the middle to divide them. This is to record the scores
- A person from one team will read the text and emphasized the identified sustainability competences, and the other team' members confirm or disagree
- The same with the second group – one person read the text and emphasized the identified sustainability competences, and the other team' members confirm or disagree
- The point is awarded if the identified sustainability competence is correct
- Winner is the team with more awarded points



 Green Up
yourself 

Practical Exercises



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Exercise description.



Name: Green' Problem tree

Learning objective: The problem tree identifies the core problem, the effects of the core problem and the underlying issues that contribute to the current state. Participants reflect on the problems they will address through their green businesses by identifying and mapping the causes of the problem before finally re-imagining the causes as targets for green action.

Competences: Business planning and management, Problem identification and analysis, Planning and management, Identify objectives.

Competences:

- Business planning and management,
- Problem identification and analysis,
- Planning and management,
- Identify objectives.

Material resources:

- Active Citizens ToolKit
- LAG AGRO LIDER non-formal education program

Time: 50 minutes.



Process



Material resources:

- Active Citizens ToolKit
- LAG AGRO LIDER non-formal education program

Time: 50 minutes.

- Share with the group: we're now going to reflect on the environmental problems we've identified. Show an image of a problem tree. (5 minutes)
- Share with the group: problem trees are a simple way of showing the causes and effects that create a specific problem. Writing a problem tree breaks the problem down into manageable chunks. It helps you to identify possible areas for action.
- Problem trees often suggest that there are linear cause and effect relationships leading to the problem, whereas in most cases the reality is more complex.
- Share with the group: The first step is to agree the broad problem or issue to be analysed. Ask each group to agree a broad definition of the problem. (10 minutes)
- Ask each group to write the problem they have identified in the centre of the tree (virtual board).
- Each group should discuss and identify the causes of the problem on separate pieces of virtual card or sticky notes and place them around or beneath the problem. Share with the group that as ideas of causes emerge they can be rewritten and rearranged. Share with the group that this will require dialogue and teamwork skills, especially because the reality is more complex – there is no right answer. (30 minutes)
- Remind the group to consider how the problem they want to address might be experienced differently by women and men, girls and boys, and other social groups within the community.
- Invite each group to give a short presentation of their problem tree and invite feedback from the group on whether they feel this is an accurate representation and areas they might change.

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Module 3

What is green entrepreneurship?



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Welcome to Module 3: Green Entrepreneurship!



The primary aim of this module is to introduce learners to the exciting world of green entrepreneurship. It aims to help them understand the importance of environmental sustainability and how it can open up new avenues for employment and business opportunities within the green sector.

Throughout this journey, various aspects will be explored, starting with a broad understanding of entrepreneurship itself. It aims to equip learners with the knowledge and skills necessary to identify green job opportunities and innovative business ideas.

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- [Unit 1](#): What is entrepreneurship and entrepreneurship with impact
- [Unit 2](#): Rural Entrepreneurship and Examples of Rural Entrepreneurship projects.
- [Unit 3](#): Sustainable development objectives and entrepreneurship.
- [Unit 4](#): Entrepreneurial competencies (Entrecomp)

Unit 1

What is Entrepreneurship & Entrepreneurship with Impact



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What is Entrepreneurship?



- **Creating Something New and Useful**

It's about making things that are fresh and helpful.

- **Taking Risks and Working Hard**

Entrepreneurs spend time and effort to make their ideas real. They take chances, like planting a new crop.

- **Bringing Financial and Personal Freedom**

It can lead to making money and having more control over your life

- **Innovation, Risk-Taking, and Value Creation**

It's like inventing, daring to try new things, and making something that's valuable for others or your community.

Why is Entrepreneurship Important?

- Innovation
- Job Creation
- Economic Prosperity
- Positive Social Influence
- Fostering Individual Talent



Types of Entrepreneurship



Social Entrepreneurship

- Social entrepreneurs start businesses with a mission to address social issues, like poverty or education.
- They aim to make a positive impact on society while also sustaining their ventures.

Green Entrepreneurship

- Green entrepreneurs are all about sustainability and environmental protection.
- They build businesses that minimize harm to the planet and even work to restore it.

Entrepreneurship with Impact

- Impact-driven entrepreneurs combine social and environmental goals with business.
- Their focus is on creating positive change while running a successful enterprise.

Entrepreneurship with Impact...



Impact-driven entrepreneurship prioritizes both profits and positive societal and environmental impacts.

These entrepreneurs establish businesses with a mission to address key social or environmental issues, using their expertise and resources to drive positive change.



Defining Green Entrepreneurship



- Green entrepreneurship is more than just having eco-conscious employees. It's a broad term that covers various activities in business.
- In essence, green entrepreneurship means creating and running businesses that are not only profitable but also have a positive impact on the environment and society.
- These businesses go beyond being eco-friendly at the surface; they are deeply committed to finding innovative ways to protect the planet and make the world a better place through their operations.

The journey of green entrepreneur Nour Kays, founder of NK by NourKays

Video:

The journey of green entrepreneur Nour Kays, founder of NK by NourKays - Lebanon.

Click on the video icon to watch it 



Unit 2

Rural Entrepreneurship and Examples of Rural Entrepreneurship projects.



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Defining Rural Entrepreneurship



- **Rural entrepreneurship** refers to the practice of establishing and managing businesses in rural or non-urban areas.
- It encompasses a wide range of economic activities, from **agriculture and agribusiness** to **manufacturing, services, and technology ventures**.

Objectives of Rural Entrepreneurship

- The primary aim of rural entrepreneurship is to **stimulate economic growth and development in rural communities**.
- It seeks to **enhance the quality of life for rural residents** by creating employment opportunities, increasing income levels, and reducing poverty.

Defining Rural Entrepreneurship



Key Characteristics

- Entrepreneurial ventures in rural areas often **focus on leveraging local resources and traditional knowledge**.
- These businesses may **address unique rural needs**, such as food security, rural healthcare, or infrastructure development.

Diversity of Rural Enterprises

- Rural entrepreneurship is not limited to farming; it **encompasses a wide array of ventures**, including small-scale manufacturing, crafts, tourism, and service-oriented businesses.

Defining Rural Entrepreneurship



Livelihood impacts:

- It helps keep skilled individuals and talents in their rural communities, preventing the migration of people to cities in search of better job prospects.
- The income generated from local businesses makes rural areas less economically vulnerable, improving overall resilience to economic challenges.
- Rural entrepreneurship often involves businesses that embrace local traditions and cultures, preserving the unique identity of rural communities.
- By reducing the need for rural-to-urban migration, rural entrepreneurship contributes to the sustainability and vitality of rural communities.

Why Rural Entrepreneurship Matters



- Fighting Poverty and Unemployment
- Boosting Foreign Trade
- Keeping People in Rural Areas
- Fighting Social Problems
- Using Local Resources Smartly



Challenges in Rural Entrepreneurship

- Limited access to capital
- Insufficient infrastructure
- Limited market opportunities
- Seasonal and weather-related challenges



Unit 3

Sustainable development objectives and entrepreneurship.



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Towards the 2030 Agenda For Sustainable Development



- The 2030 Agenda for Sustainable Development enshrines **17 Sustainable Development Goals (SDGs)** and 169 targets to be achieved by 2030
- The Sustainable Development Goals, which officially came into force on 1 January 2016, are a **universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone**
- They encompass **five broad areas**: People, Prosperity, Planet, Peace and Partnerships (the “5Ps”).
- The **17 Goals are all interconnected**, and in order to leave no one behind, it is important that we achieve them all by 2030
- They are non-binding in nature, but they **symbolize an unprecedented opportunity to set the world on a sustainable course and ensure a life of dignity for all.**

SUSTAINABLE DEVELOPMENT GOALS



Learn more about the SDGs [here!](#)



Sustainable Entrepreneurship



- The Sustainable Development Goals (SDGs) are a set of 17 global goals adopted by all United Nations Member States to address urgent global challenges, including poverty, inequality, climate change, environmental degradation, peace, and justice.
- Entrepreneurship plays a pivotal role in achieving these goals.
- The alignment between entrepreneurship and SDGs is not coincidental but rather a strategic partnership.
- Understanding this alignment is crucial for entrepreneurs, investors, policymakers, and society at large. It encourages sustainable business practices, fosters innovation, and accelerates progress toward a more equitable and resilient world.

Elements of Sustainable Enterprises

- Reduced Energy Consumption
- Waste Reduction
- Using Sustainable Materials
- Supporting Local Suppliers
- Urban Mobility – Transportation



Benefits of sustainable businesses

- **Owners:** Cost savings, enhanced reputation, better investment access, compliance
- **Employees:** Job satisfaction, professional growth, safer workplaces
- **Customers:** Access to eco-friendly products, socially responsible choices
- **Environment:** Smaller carbon footprint, resource conservation, climate change mitigation



Sources of financing for sustainable businesses

- Many **grants and awards** from government agencies, non-profits, and foundations offer initial financial support to kickstart sustainability projects
- **To secure grants and awards** Assess the eligibility criteria and application process for each to ensure your business qualifies. Then, craft a strong application that highlights your sustainable business model.



Sources of financing for sustainable businesses



- An **impact investor** can be an individual or an organization with a goal of making a positive impact on society and the environment while also making a financial return on their investments.
- To **attract impact investments**, start by clearly defining your mission and impact goals. This helps identify investors who align with your values and business model. Impact investors often look for businesses led by dedicated teams with sustainability expertise.

Sources of financing for sustainable businesses

- **Crowdfunding platforms** are websites where people, businesses, or groups can gather money for a particular project from many individuals, often making small donations. Some crowdfunding platforms concentrate on environmental or social causes, like Kickstarter, Indiegogo, or GoFundMe.
- **To succeed in crowdfunding**, follow these steps: explain your project's purpose, funding goal, and timeline, highlighting its sustainability aspects.



Unit 4

Entrepreneurial competencies (entrecomp)



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European Entrepreneurship Competence Framework

Video:

*European Entrepreneurship
Competence Framework*

Click on the video icon to watch it 



Core Entrepreneurial Competencies



- Opportunity Recognition and Innovation

Entrepreneurs have a special knack for spotting opportunities where others might not.

They come up with fresh, new ideas that can meet people's needs or solve problems.

Being Innovative, they think creatively to turn these ideas into something real and valuable.

- Creativity and Problem-Solving

Creative thinking is a key strength of successful entrepreneurs.

They see challenges as opportunities and can find unique solutions.

When problems arise, entrepreneurs use their creativity to overcome them.



Core Entrepreneurial Competencies



- **Risk-Taking and Decision-Making**

Entrepreneurs aren't afraid to take calculated risks to achieve their goals.

They assess the pros and cons carefully before making decisions.

Even when faced with uncertainty, they make choices that move their businesses forward.

- **Initiative and Self-Motivation**

Entrepreneurs are self-starters; they take the initiative to make things happen.

They set goals, stay focused, and work tirelessly toward achieving them.

Self-motivation keeps them going, especially during tough times.

Personal Qualities for Entrepreneurship

- **Self-Confidence and Resilience**

Entrepreneurs believe in themselves and their ideas

Resilient individuals bounce back from setbacks and learn from failures.

- **Adaptability and Flexibility**

Entrepreneurs adjust to changes in the market, technology, or customer needs.

Being open to different approaches allows entrepreneurs to pivot when necessary, making it easier to seize new opportunities.



Interpersonal Skills for Effective Entrepreneurship



- **Communication and Networking**

Entrepreneurs must convey their ideas clearly to team members, investors, and customers. Effective communication fosters understanding and alignment.

- **Teamwork and Collaboration**

Successful entrepreneurs know the importance of teamwork and collaboration. They assemble a talented and diverse team, fostering a collaborative atmosphere where everyone's contributions are valued.

- **Leadership and Management**

Entrepreneurs must lead by example and inspire their teams. Strong leadership motivates employees and helps steer the business toward success.

Continuous Learning



- **Lifelong Learning in Entrepreneurship**

In the ever-evolving landscape of entrepreneurship, continuous learning is not just beneficial – it's imperative.

- **Openness to New Ideas and Feedback**

Entrepreneurs thrive when they remain open to new ideas and feedback.

- **Seeking Knowledge and Improving Skills**

Successful entrepreneurs are avid knowledge seekers.

- **Adapting to Changing Business Environments**

Adaptability is a hallmark of entrepreneurial success.



Developing Your Entrepreneurial Competencies



- Online Courses and Workshops:

Platforms like Coursera, edX, and LinkedIn Learning offer a wide range of courses, from business strategy to creativity and innovation. **Resources:**

- [Coursera's "Entrepreneurship Specialization"](#)
- [Workshop format](#)
- [Entrecomp Framework](#)

- Mentorship and Networking Opportunities:

Seek guidance from experienced mentors and expand your network within the entrepreneurial community. Mentorship provides invaluable insights, while networking opens doors to collaborations and partnerships. **Resource:** [LinkedIn](#)



 Green Up
yourself 

Practical Exercise



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Exercise description.

Name: Are You Ready To Become An Entrepreneur?

Learning objective: Evaluate personal qualities / abilities necessary to become an entrepreneur , Identify the most important abilities that people should develop in order to be an entrepreneur

Competences: Better understand how people develop specific attitudes, knowledge and skills necessary for entrepreneurship.

Process



- Introduction (5 minutes): Begin by introducing the concept of entrepreneurship and its importance, especially in rural areas. Explain that the activity aims to help participants assess their entrepreneurial potential and identify areas for development.
- Competency Exploration (10 minutes): Provide a list of entrepreneurial competencies and qualities, similar to the EQ test areas (e.g., opportunity recognition, risk-taking, creativity, leadership, adaptability, problem-solving). Explain each competency briefly.
- Self-Assessment (10 minutes): Provide a series of questions or scenarios related to each competency. For example:
 - *"Think about a time when you identified a problem or opportunity in your community. How did you respond, and what actions did you take?"*
 - *"Describe a situation where you had to take a risk or make a significant decision. How comfortable were you with it?"*
 - *"Reflect on your ability to work in a team. Can you provide an example of a successful collaborative project?"*

Material resources:

- Digital devices for participants to record their responses

Time: 30 minutes.



Process (continuation)



Material resources:

- Digital devices for participants to record their responses

Time: 30 minutes.

- Participants should record their responses for each question or scenario.
- Discussion (5 minutes): Encourage participants to share their responses in small groups or pairs. Discuss the competencies or qualities they believe they excel in and areas they may want to improve. Facilitate a group discussion on the importance of these competencies in entrepreneurship.
- Personal Action Plan (5 minutes): Ask participants to reflect on what they've learned about their entrepreneurial potential. Have them write down one or two actionable steps they can take to further develop their entrepreneurial competencies.
- Wrap-up (5 minutes): Conclude the activity by summarizing the key takeaways and encouraging participants to continue exploring and developing their entrepreneurial potential.



 Green Up
yourself 

Practical Exercise



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Exercise description.

Name: Building an Ethical and Responsible Business

Learning objective: This activity will help participants to better understand ethical and responsible approaches and principles that one company / one entrepreneur should follow. Participants in this activity will build their own imaginary companies with their policies and responsibilities towards all relevant actors in the local community and compare it with The Ten Principles UN Global Compact.

Competences: Understand the responsibilities of entrepreneurs and companies towards various stakeholders. Explore ethical principles that guide responsible business practices. Create an imaginary company with ethical policies aligned with the UN Global Compact's Ten Principles.

Process

- Introduction :Begin by welcoming participants and introducing the topic of building an ethical and responsible business.
- Understanding Responsibilities: Discuss the concept of responsibility in business. Highlight that businesses have responsibilities to various stakeholders, including customers, employees, suppliers, and the community.
- UN Global Compact :Share a link or reference for participants to access the Ten Principles online.
- Group Activity: Divide participants into small groups, Instruct each group to create an imaginary company with a specific business idea or industry. Ask each group to discuss and define their company's policies and responsibilities towards stakeholders, including customers, employees, suppliers, and the community.



Material resources:

- Presentation slides
- chat or discussion,
- <https://www.oecd.org/daf/inv/mne/48004323.pdf>
- <https://unglobalcompact.org/what-is-gc/mission/principles>

Time: 30 minutes.



Process (continuation)



Material resources:

- Presentation slides
- chat or discussion,
- <https://www.oecd.org/daf/inv/mne/48004323.pdf>
- <https://unglobalcompact.org/what-is-gc/mission/principles>

Time: 30 minutes.

- Group Discussion: Ask each group to present a summary of their imaginary company's policies and responsibilities.
 - *Encourage discussion and questions from other groups.*
- Reflection (5 minutes):
 - *Open the floor for reflections and insights from participants.*
 - *Encourage participants to share what they learned about ethical and responsible business practices.*
 - *Discuss the impact of such practices on society and the business itself.*

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Module 4

Resources to start my green business in the EU.
Part 1: my business idea



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Unit 1

What is a business idea? Exploring the unknown



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The business idea

A **business idea** is a concept that can be used for financial gain that is usually centered on a product or service that can be offered for money. An idea is the first milestone in the process of building a successful business.

- The characteristics of a promising business idea are:
- Innovative
- Unique
- Problem solving
- Profitable
- Understandable

A business idea is often linked to its creator who needs to identify the business's value proposition in order to launch to market and establish competitive advantage.

(Wikipedia)

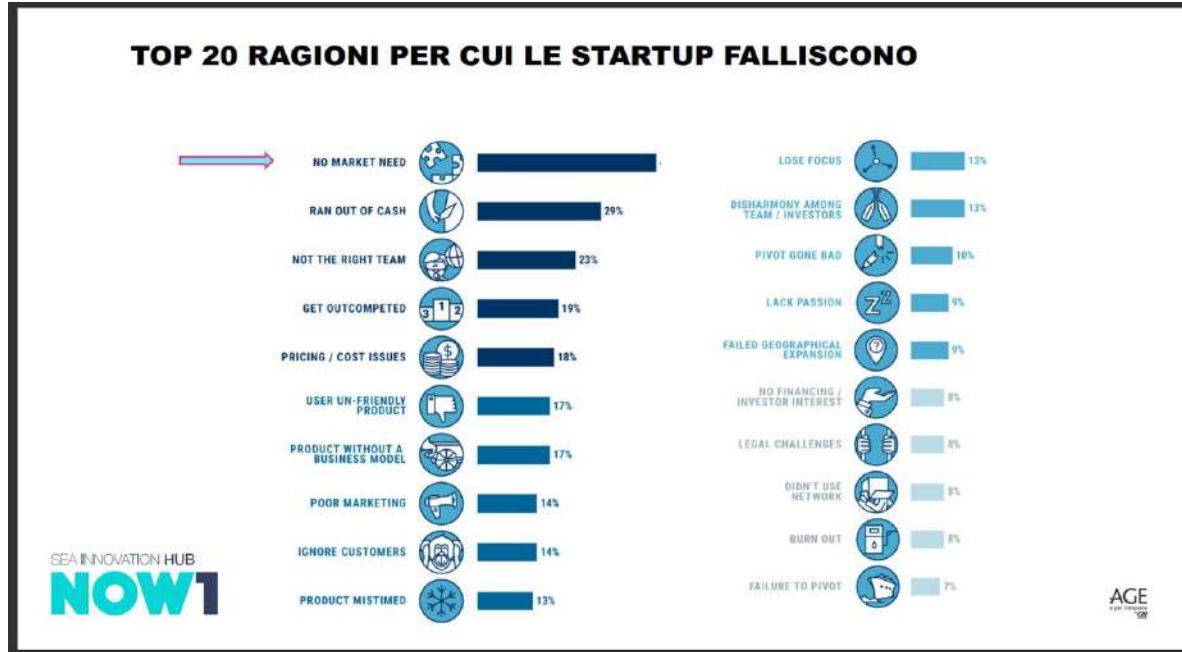


Creating a business
idea is very difficult

92% of business ideas fail within their first years

WHY?

Business idea background



Top 20 reasons why start-ups fail

Source: AGE e per innovare, picture included in the PPT "From Zero to start-up: first steps to turn an idea into a business".

D.Scalia

Business idea background



The way to get ideas is not to try to think of ideas. It is to look for valuable problems you can solve and that the market (still) Will have tomorrow

The importance to find the right problem

Unit 2

Mega trends: Current and future trends and innovation potential



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Mega trends and local needs

Demographic change

- **Growing global population:** 3.0 Billions in 1960; 7.5 Billions in 2017 and 9.0 Billions in 2037
- **Increasing migration stream & declining population in the West:** we are witnessing an unprecedented flow of “economic migrants” from West to East in search of opportunities for growth and a better quality of life. The effect of this is that the **United States and Europe, no longer exclusive poles of attraction**, will compete with other continents to attract investment and young talent.
- **Aging population**



Video: *Human Population Through Time*

Click on the video icon to watch it 



Mega trends and local needs

Individualisation reaches a new stage

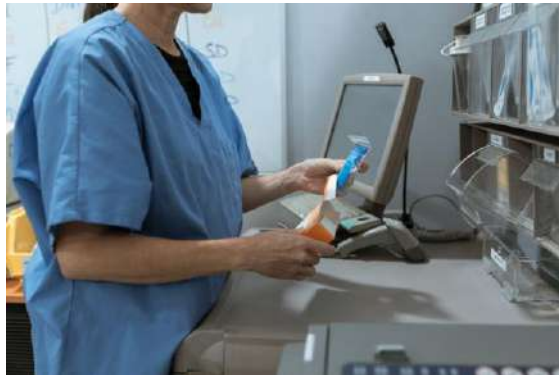
- Individualism as a global phenomenon: from.... 6 degrees apart...to 1 degree apart
- A new form of social communication: changing relationships due to social media
- Complex biographies and identities
- From mass markets to micro markets



Mega trends and local needs

Digital culture:

- Web 4.0
- Big data
- Smart cities
- Digital medicine



Mega trends and local needs

Changes in gender roles

- Breakdown of traditional gender roles
- Increasingly important role of women in the workplace
- Appreciation of social skills
- Growing importance of a healthy work life balance
- New family structures and lifestyles



Mega trends and local needs

Climate change

- **A world of scarce resources:** the scarcity of natural resources could become one of the major causes of conflict between countries finding it difficult to guaranteeing the well-being of their citizens.
- **Environment:** the concentration of CO2 in the earth's atmosphere will continue to increase. This snapshot of the future is contained in the European Commission's Green Paper on urban transport, which shows that traffic in cities today generates 40% of CO2 emissions
- **Transition from linear to circular economy:** new industries and business models aiming at improving the environmental impact by reducing the dependence of economic activities on fossil fuels (oil, coal and gas) and increasing the use of energy from renewable sources (e. g. solar, wind, geothermal) are emerging.



Mega trends and local needs

New consumption patterns

- **Polarisation of wealth:** And so today, almost 50% of the world's wealth is in the hands of 1% of the population and 86% of global wealth (240 trillion dollars) is owned by 8.6% of the adult population (425 million people).
- Third world countries enjoying greater prosperity and catch-up consumption in newly-industrialised countries
- Sustainable consumption in the west (eco-bio-fair trade)
- Growing importance of collaborative consumption: from sell to lease business model



Unit 3

The design thinking approach

Turning an idea into business, using the design thinking approach



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What is design thinking

Design Thinking is an interactive process that uses empathy to understand the user at the heart of the product or solution that's being developed.

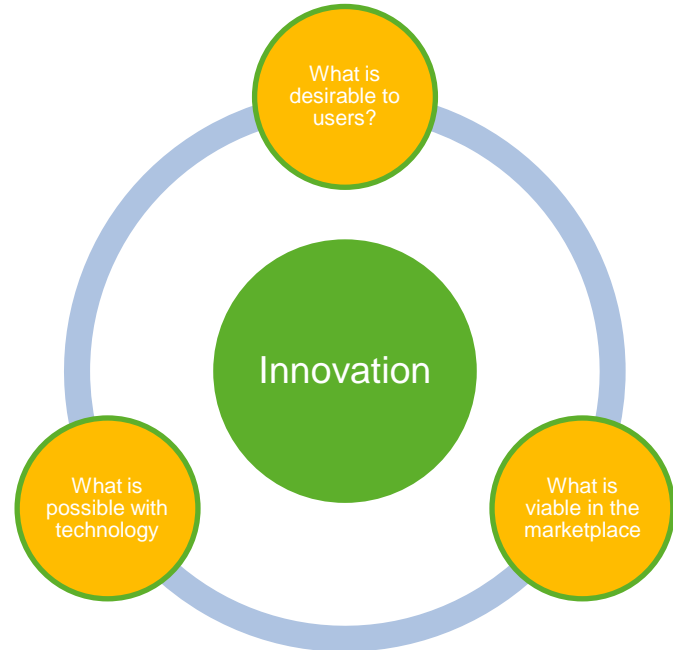
It is a solutions-based approach that allows people to generate a diverse and creative set of ideas that can be prototyped, tested and improved upon quickly. For these reasons, it is frequently used by teams looking to innovate and solve complex challenges.



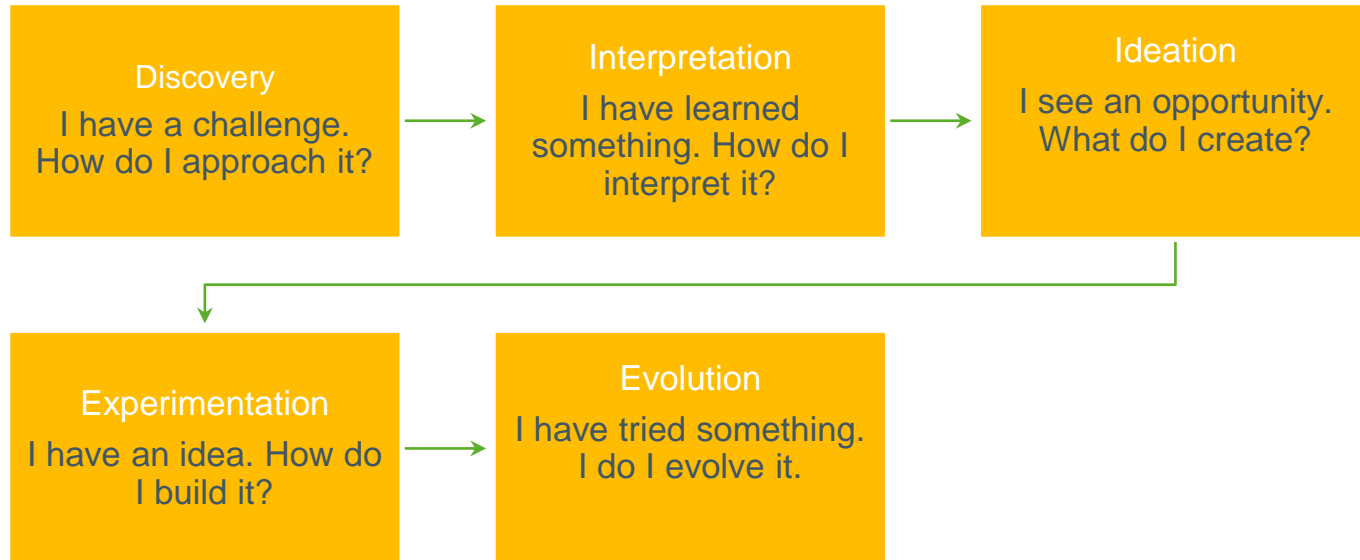
The design thinking methodology

The goal of design thinking is to achieve:

- Culture of constant innovation according to the users/market needs
- Ability for modification



The design thinking process



Discovery and scouting needs

The purposes of the **research phase** is to understand the needs, barriers and constraints of our market and users

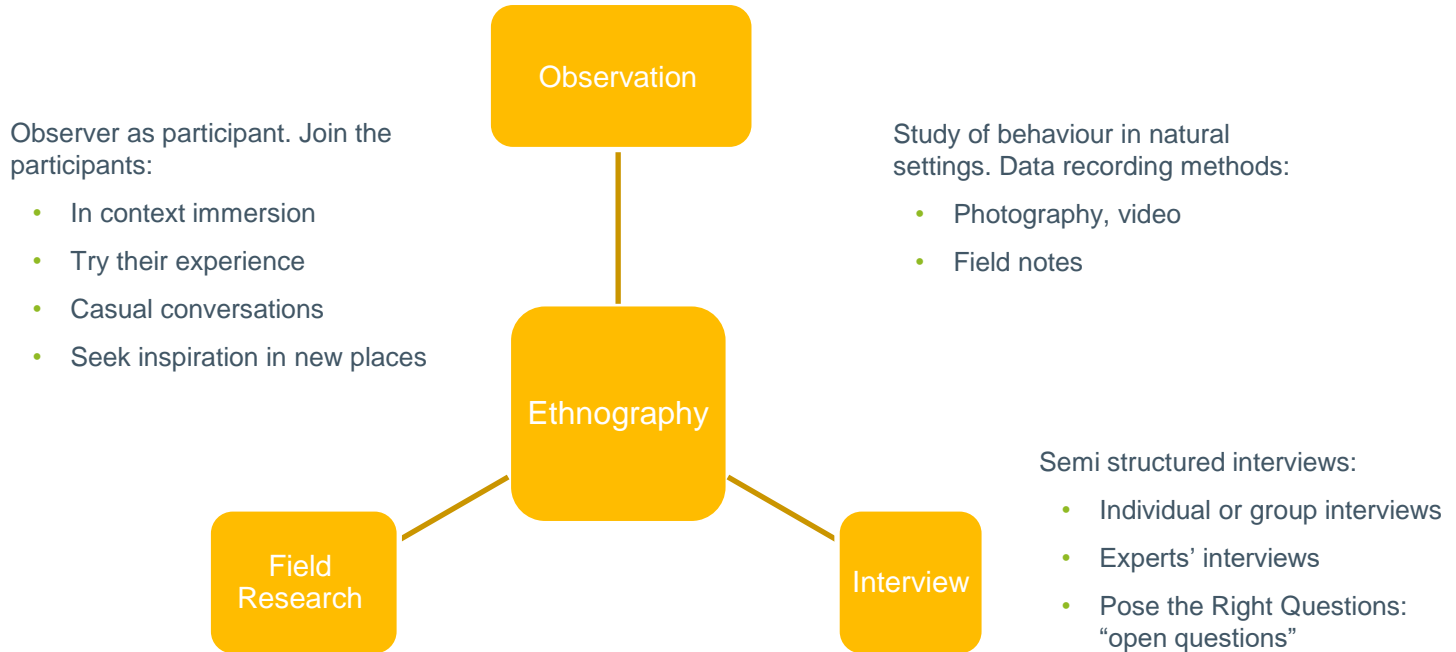
- Without judgment
- Without assumptions



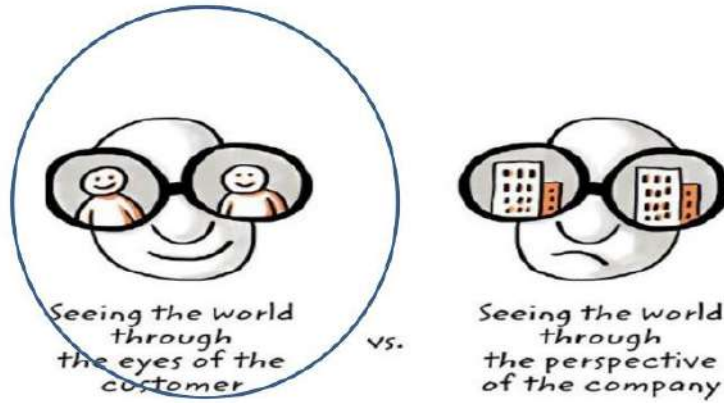
If I'd asked my customers what they wanted, they'd have said a faster horse

Henry Ford.

Qualitative methodology



The researcher's behaviour



Seeing the world through the eyes of the customer

VS

Seeing the world through the perspective of the company

- Empathy & feel their experience
- Genuine curiosity and interest in participants
- Building rapport and trust

Unit 4

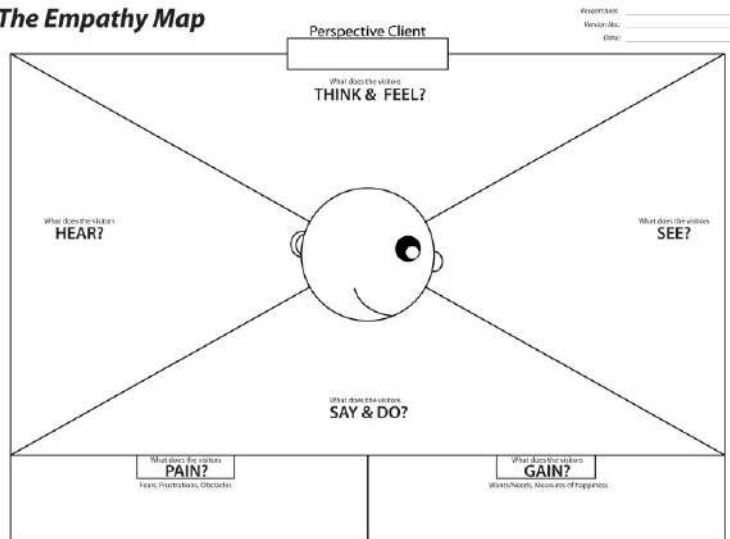
Users' analysis: Empathy map VS persona mapping



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Empathy map VS persona mapping

The Empathy Map



Empathy map

Source: <https://workingincontent.com/resources/user-centered-content>

CUSTOMER PERSONA



Jennifer D. Gephart

Age: 32
 Occupation: Finance Project Manager
 Education: MBA
 Location: Austin, TX
 Status: Single

Interests Cycling, kayaking in Lake Fork, comedy shows, fine dining with friends, volunteering at the local animal shelter.	Goals Better communication across various departments Clear defined due dates and accountability for tasks Do more with less money	Pain Points/Frustrations Clunky or slow communication Disorganized work environment Lack of accountability in tasks across team members
Motivations Recognition from board, supervisors and peers Personal reward from successful deals Opportunity for raise or promotion Satisfying clients and delivering optimal results	Challenges Increase revenue fast Increase sales team productivity Delays or slow communication	Needs & Expectations Slack integration All-in-one project management tool that has clear due dates for projects Gantt charts Notifications for easy and quick coordination.
Technology & Social Media She uses Apple devices Browses on her phone but makes more action decisions on her desktop Uses Instagram, Facebook, LinkedIn, and Twitter	Content-Type Preferences Wall Street Journal Forbes Fortune Business Week The Economist Trade Publications Bloomberg New York Times	Brands & Influences Slack Google Apple Amazon Microsoft Facebook

Customer persona

Source: <https://openclassrooms.com/en/courses/4555276-conduct-design-and-user-research/4788941-create-personas-and-journey-maps/>

Why using the empathy map tool

The **empathy map** is a collaborative tool that allows a shared exploration of the needs of different consumers.

The empathy map favors the creation of user-centered products and services as:

- It reveals the less explicit knowledge, the “why” behind the actions, choices and decisions of users, highlighting their needs and allowing a design based on real needs.
- It invites to internalize the experiences of the users allowing to go beyond the more generic or superficial information. Paves the way for innovative design.
- It helps to reflect on real and concrete situations and to change solutions quickly based on people's experiences.



Empathy

Deep understanding of the problems and realities of the people you are designing for

Video: *What is an Empathy Map?*

Click on the video icon to watch it 



Empathy map descriptors



THINK AND FEEL -> What is important / What do you want / think? How would you feel to have this product/service?

SEE -> What do you see in other similar products/services? And in your circle of acquaintances?

LISTEN-> What are people around you saying? And public opinion? What do you perceive?

SAYS and DO-> What do you say about this innovation? How do you behave and what do you do? Will you use this product/service? Will you recommend / promote it?

PAIN-> Obstacles - risks - disadvantages in the creation of this product/service. Are you afraid that this innovation will not work?

GAIN-> Benefits - earnings in the creation of this product/service. Do you think this will have a positive impact? Do you think it will help other people?

Persona mapping descriptors

Persona mapping is the creation of fictional, but realistic profiles of our target users. They reflect characteristics like personal attributes, goals, motivations, attitudes and more.

Descriptions include:

- behaviour patterns
- goals
- skills
- attitudes
- background information
- the environment in which a persona operates

Personal information (and picture or avatar)	Interests	Goals	Pain points / frustrations
	Motivations	Challenges	Needs and expectations
	Technology and social media	Content type preferences	Brands and influences

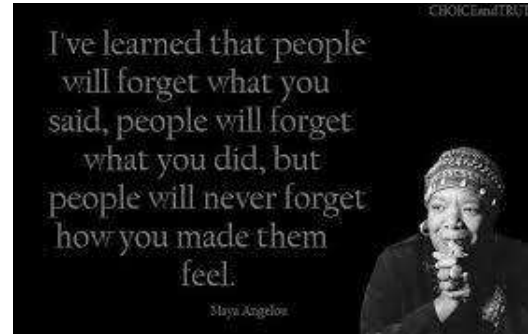
Video: *Creating Personas for User Experience Research*

Click on the video icon to watch it 



Why are these tools important?

- A deep understanding of a target audience is fundamental to create meaningful ideas/solutions.
- Users' personas help team finding the answer to one of their most important questions: “who are we designing for?”
- By understanding the expectations, concerns and motivations of target-users, it is possible to design a product that will satisfy users' needs and therefore be successful.



*Quotation from Maya Angelou
“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*



User experience VS design

Unit 5

Develop your idea
Brainstorming and value proposition



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Brainstorming and idea creation

- **Brainstorming** gives permission to think expansively and without any organizational, operational or technological constraints.
- The practice of generating impractical solutions often sparks ideas that are relevant and reasonable. It may require generating 100 ideas (many of which are silly or impossible) in order to come up with those three truly inspirational solutions.
- During brainstorming, solutions are created with only the customer in mind.



Brainstorming tips



Avoid destructive thinking

Encourage wild ideas

Build on the ideas of others

Stay focused on the topic

Defer judgement

One conversation at a time

Think about trends

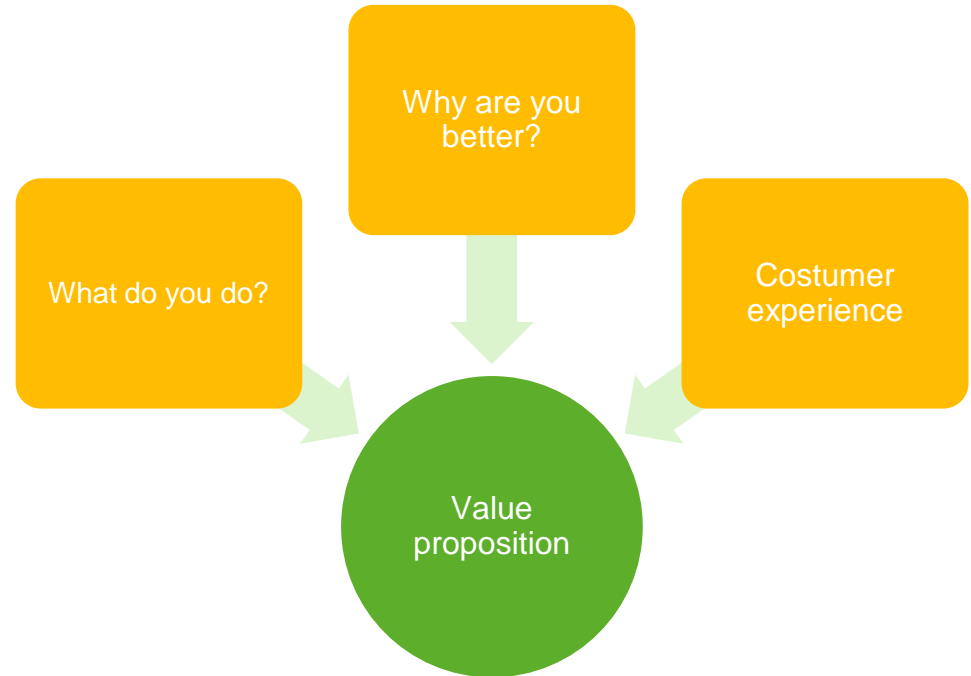
Be visual

Value proposition

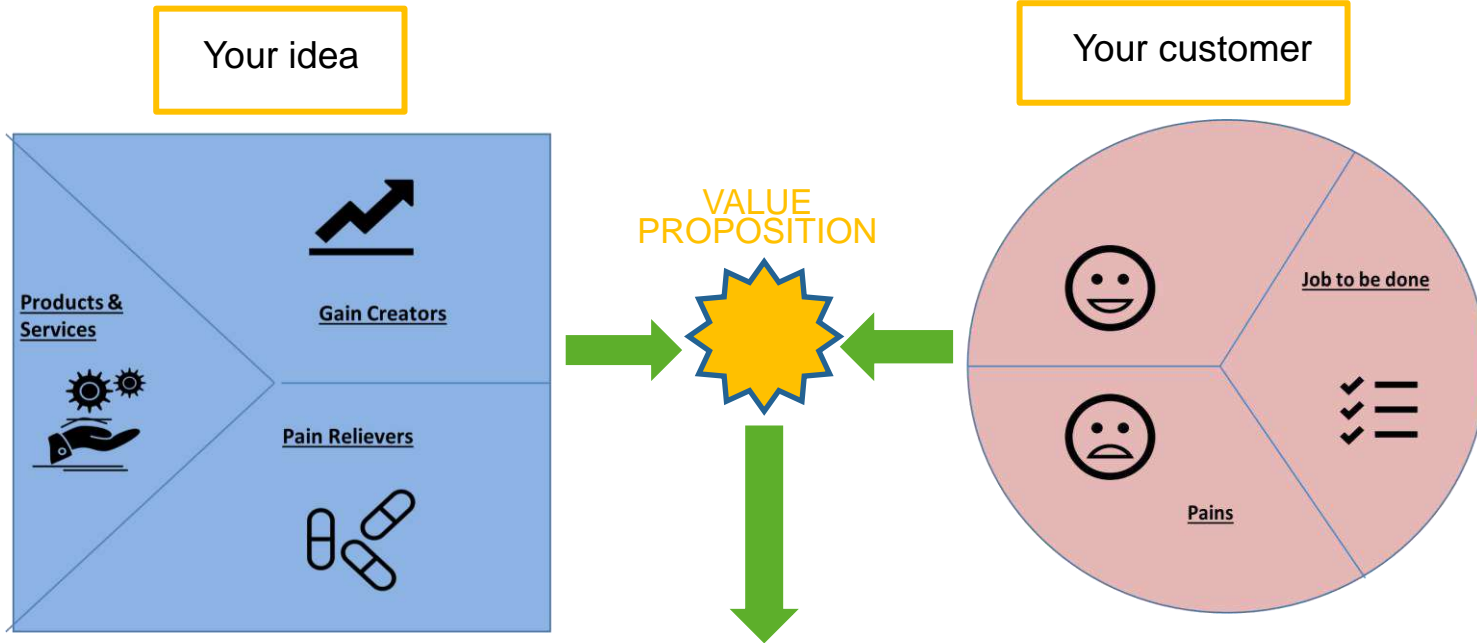
It is a tool to empathise with customers, identify needs and desires in order to understand which products or services they are willing to buy

Video: *Value Proposition Canvas by Strategyzer.com explained through the Uber Example*

 Click on the video icon to watch it



Create your value proposition canvas



Our (product/service) helps (customer segment) who want (job-to-be-done), avoiding/reducing... (pain) and creating/increasing... (gain)

Unit 6

Create your prototype
From an abstract idea to a concrete prototype



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Prototyping

- In every business idea development process is important to build a **prototype** in order to test solutions and learn from feedback. Very important is that visualization of ideas and concepts start to grow from 2D to 3D perspective.
- A prototype is an early sample or model built to test a concept or process (Wikipedia)
- **Prototyping** is about building to think. This means creating the solution so that it can be communicated to others and making the idea better. Prototypes are ALIVE (room for improvement).
- The goal of prototyping is to create experiences to which users can react and give feedback. Prototypes create conversation (discussion with users)



Rapid Prototyping

Low-fidelity (rapid) prototypes play an important role: they allow designers to quickly test ideas to improve the final design

When users look at low resolution prototypes, they see potential

Low resolution rapid prototypes



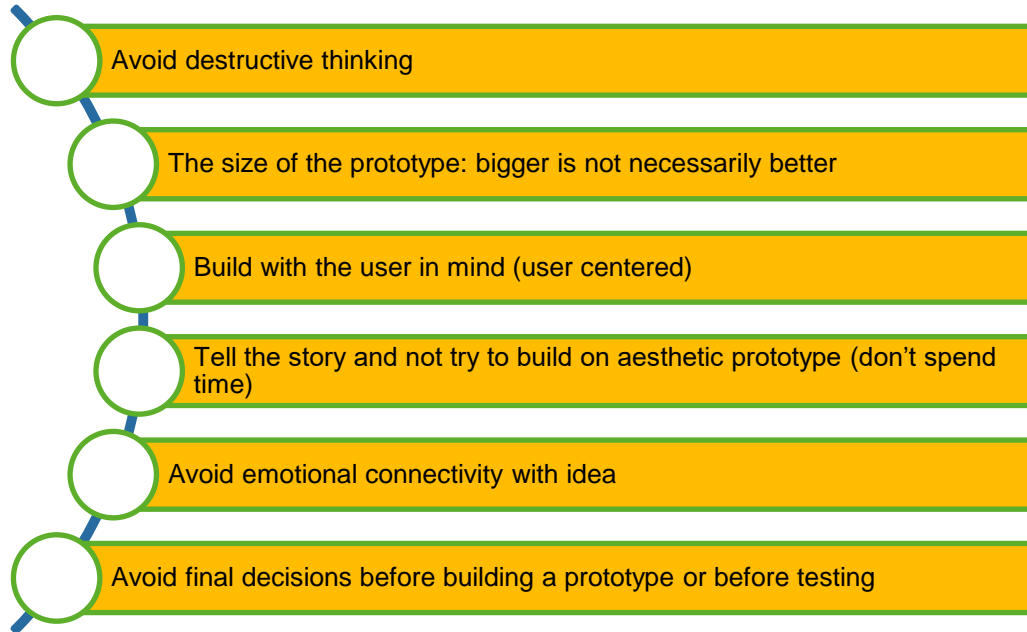
When users look at highly sophisticated prototypes, they see problems

High resolution rapid prototypes



Low resolution VS high resolution prototypes

Rapid prototyping tips

- 
- Avoid destructive thinking
 - The size of the prototype: bigger is not necessarily better
 - Build with the user in mind (user centered)
 - Tell the story and not try to build on aesthetic prototype (don't spend time)
 - Avoid emotional connectivity with idea
 - Avoid final decisions before building a prototype or before testing

What can be a rapid prototype?

- **Sketches:** Use them to communicate and explore ideas early in the design process.
- **Paper prototypes:** Use them to explore novel solutions slightly later in the design process.
- **Wireframes:** Use them to focus on content placement, information architecture and functionality.



What can be a rapid prototype?

- **Lego prototypes:** Use them to explore physical products as well as build empathy through re-enacting user journeys.
- **User experience/Storytelling prototypes:** Use them to mimic complex systems, complex interactivity or future technologies before you spend resources to build them.
- **Others:** examples of services prototyping

Service prototyping



Presenting your prototype

- Choose and connect ideas into a story.
- Define important ingredients “touchpoints”.
- Built your storytelling based on them.





 Green Up
yourself 

Practical Exercise



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Material resources:

- Empty template of the persona mapping
- <https://frescopad.com/persona-map-definition/>
- <https://www.youtube.com/watch?v=u44pBnAn7cM&t=18s>

Time: 45-60 minutes.

Exercise description.

Name: Persona mapping

Learning objective: Acquire knowledge about persona mapping and its descriptors. Think in an empathic way. Learn on how to focus on solutions for users' frustrations and needs. Put empathy into practice. Be think about a "persona" in a deep way

Competences: Contextualizing problems, Creativity

Process

Detail the procedure to solve the exercise. Organise sequentially in bullet points each step in order to carry out the exercise.

1. Reading the slides related to the persona mapping and watch the proposed video
2. Think about your persona
3. Fill in the 10 boxes
4. Present your persona to your peers/trainer



 Green Up
yourself 

Practical Exercise



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Material resources:

- Empty template of the value proposition canva
- <https://www.youtube.com/watch?v=kIWkRiynPAo>

Time: 45-60 minutes.

Exercise description.

Name: Value proposition canvas

Learning objective: Acquire knowledge about Value proposition canva and its descriptors. Think in an empathic way. Learn on how to focus on solutions for users' frustrations and needs. Be able to think about benefits for users'. Be able to define the "value" of a business idea

Competences: Creativity. Thinking systemically. Thinking critically. Contextualising problems. Thinking in an exploratory way. Spotting opportunities. Value ideas.

Process

Detail the procedure to solve the exercise. Organise sequentially in bullet points each step in order to carry out the exercise.

1. Reading the slides related to the value proposition canva and watch the proposed video
2. Start filling in the part related to your costumer
3. Then fill in the part related to your idea
4. Think about your value proposition
5. Present your idea to your peers/trainers (see slide 32)



Module 5

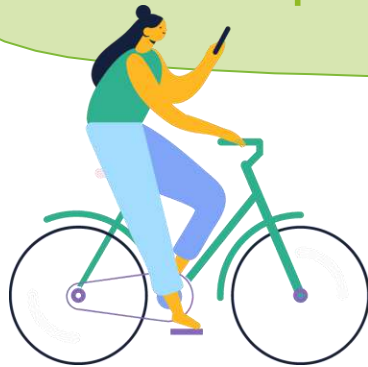
Resources for starting my green business in the EU.
Part 2: Guidelines for developing my green business plan.

Table of Contents

- [Unit 1](#): What is a business model?
- [Unit 2](#): Key models for the development of a Business Plan:
 - Business Model Canvas
 - Lean Canvas
 - Social Lean Canvas
- [Unit 3](#): How to develop my green business model?
 - Social Lean Canvas
- [Unit 4](#): Presentation of my proposal:
 - Elevator pitch
 - Pitch Deck



“The entrepreneur in us sees opportunities everywhere we look, but many people see only problems everywhere they look”



Michael E. Gerber

Unit 1

What is a business model?

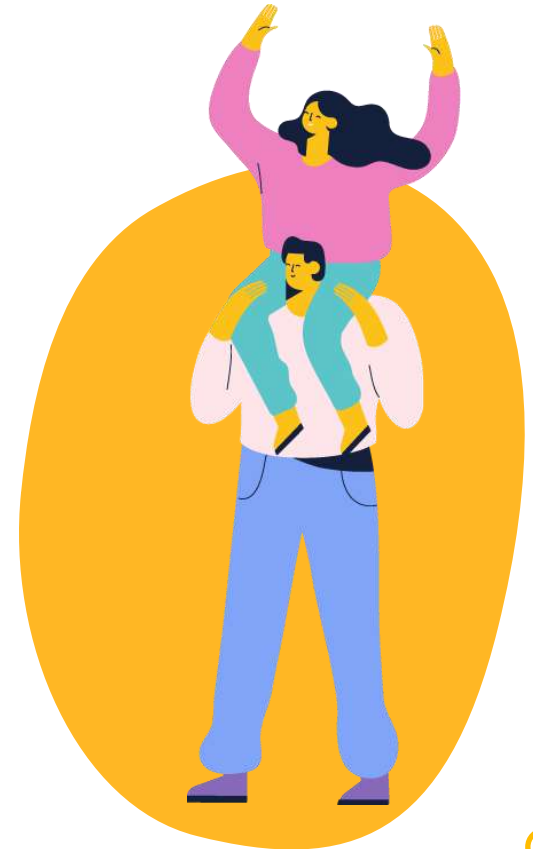


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As an introduction

You have probably at some point had the opportunity to face the big question that many people who want to run their own business ask themselves:

- How do I organise ALL the actions I need to carry out to launch my business IDEA?
- What should I consider to make my business IDEA successful and sustainable?
- What aspects should I consider before launching any sustainable entrepreneurship?



Reflecting on the business model is the best way to adapt to a changing world (Tim Clarks, 2011).

We are facing a **market** that is **turbulent and changing** and this is due to factors beyond our control. For example: an economic recession, drastic demographic changes, environmental factors that have given rise to the **green transition**.

These changes are also beyond the control of companies, and have a major impact on our business models.

The **green transition**, which is a process that responds to the changes needed to control and reverse environmental damage, is requiring companies to make important changes in business models to become more competitive in the market.



Let's define What is a business model?

In very simple words:

A business model is a process that explains how a company or entrepreneurship:

Generates

Captures

Delivers



Value

In our case

Value is closely related to:
Climate change, reducing
carbon footprint,
sustainable and
environmentally friendly
lifestyles.



About the definition

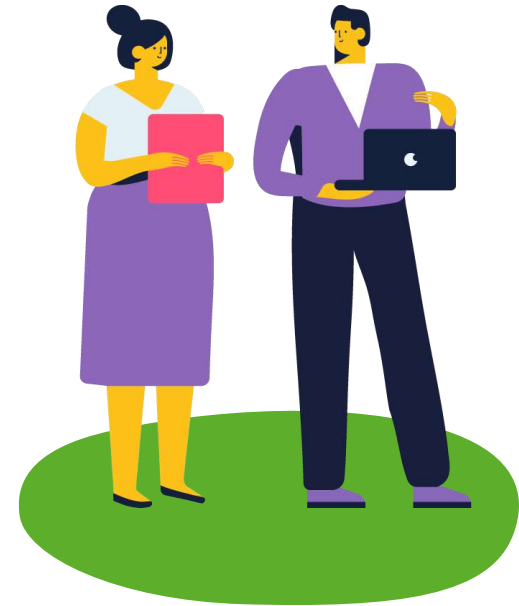
According to Alexander Osterwalder (2010)

Business models can be understood as maps describing the modus operandi of a company.

In the same way that an architect prepares plans for the construction of a building, entrepreneurs design business models to guide them during the creation of a company.

In other words:

It is the process that a company follows to obtain profits and generate a positive impact for sustainable development.



What is the basis of business model design?

The business model is oriented towards or seeks to answer two key questions.

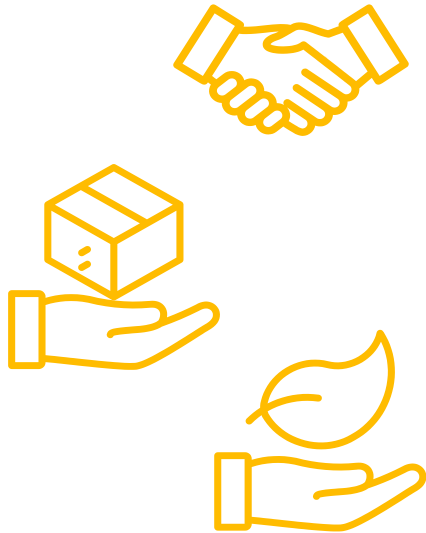
1. Who is the customer (characteristics)?
2. What services does the customer really need (needs)?

That is why business models are designed to generate resources to satisfy the needs of your customer segment.

Covering the real needs and demand of the customer segment is very important because the sustainability of the business depends on it.



Then



With the development of the business model we will support you in identifying and describing in detail:

- the customers of your sustainable or green business idea.
- the tasks or activities that your green business must complete in order to cover the needs of your customers.
- the needs or problems related to environmental degradation that you are concerned about and that could improve conditions for your clients.

Unit 2

Key models for the development of a Business Plan.



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Introduction

As we have seen in the definition, a Business Model is a path or process that describes step by step the key components to create a business that generates resources.

In this section we will explore the three most important models, starting with the Business Model Canvas, which forms the basis for the following two models.

We will emphasise Rowan Yeoman and David Moskowitz's model, as it best fits business ideas linked to sustainability and positive environmental impact.



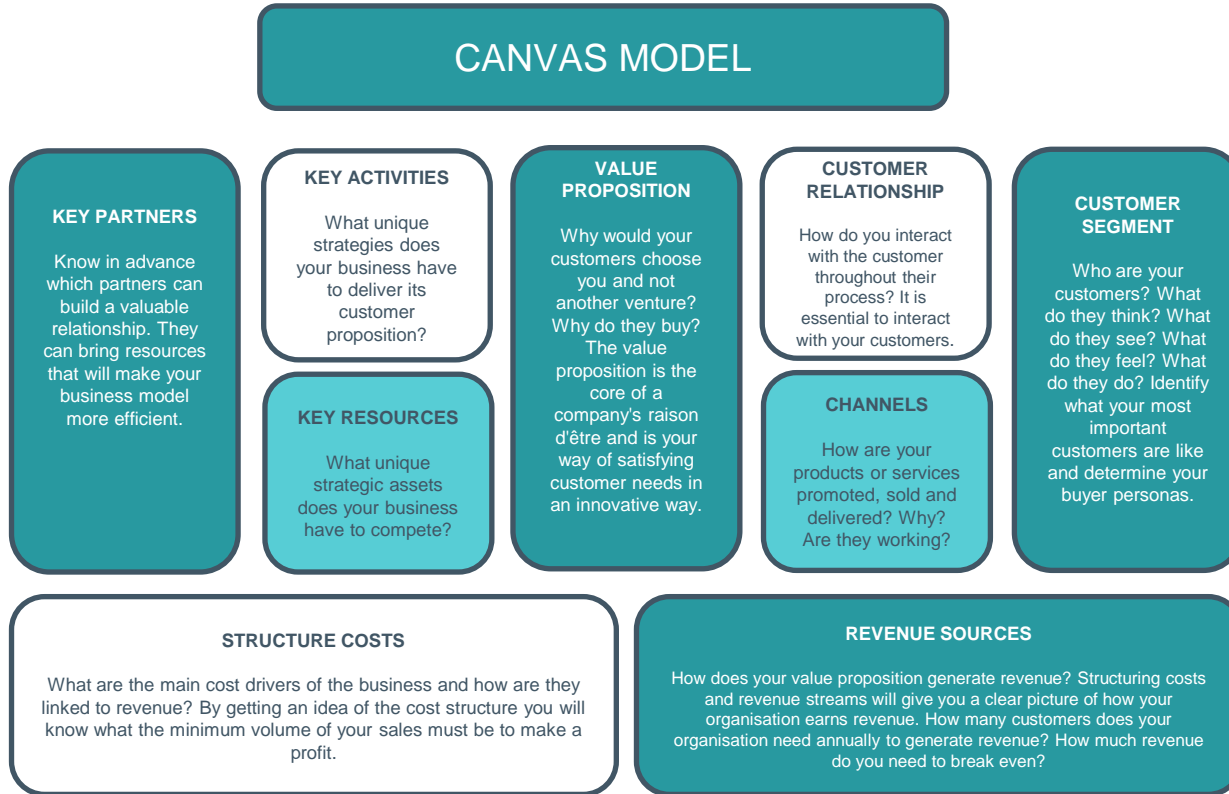
1. Business Model Canvas

Alexander Osterwalder

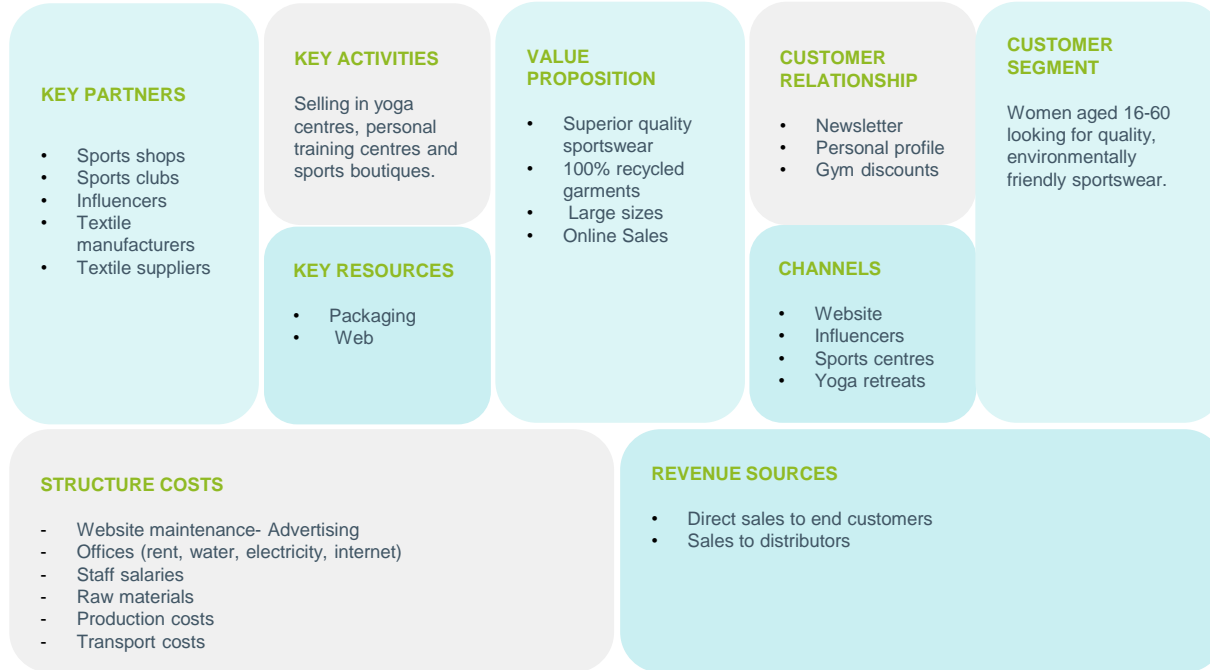


- It is a methodology that develops in a simple and precise way the different aspects of your business idea that are necessary for the correct working of your entrepreneurship.
- It is a model that provides a lot of visibility on: **what you do, how you do it and who you are targeting.**
- It is a tool that allows you to **have a clear global vision of the entrepreneurship** you want to promote.
- It is **presented in a visual way, on a canvas** that allows you to put forward ideas, review them, renew them, move them or change them to find new ways or solutions to the challenges of starting a GREEN business.
- **It uses a systemic methodology**, that is to say that all its components are interrelated.

A canvas of 9 components



An example of this model.

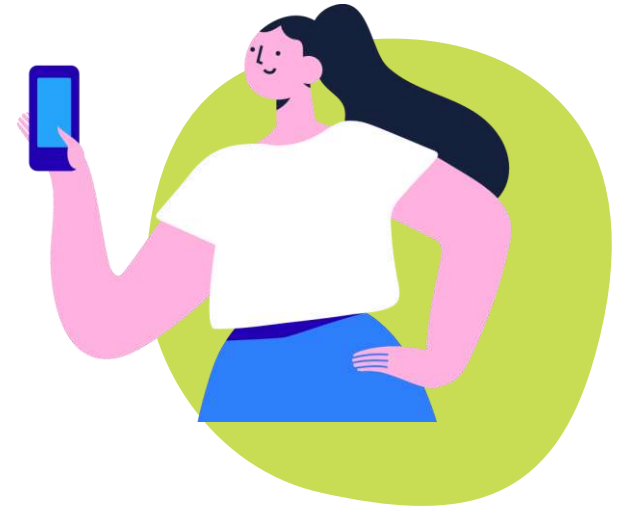


Informative pill:

Video:

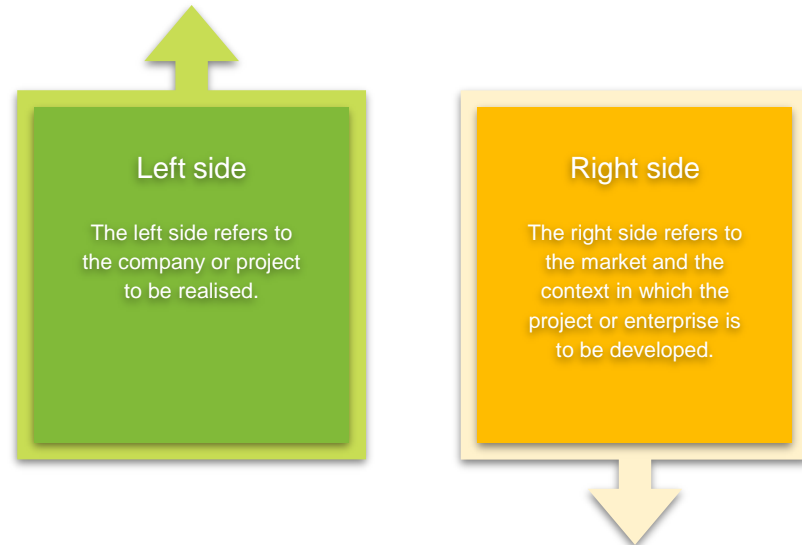
Business Model Canvas Explained

 Click on the video icon to watch it

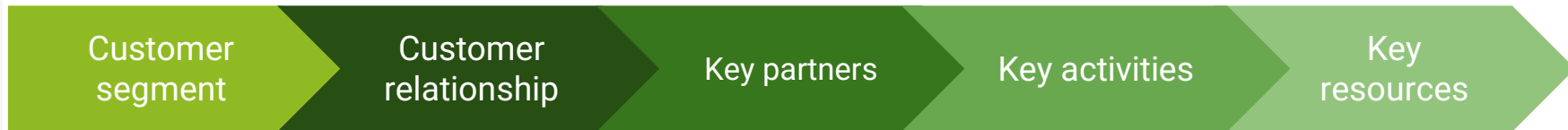


2. Lean Canvas by Ash Maurya

- The Lean Canvas is an adaptation of the Business Model Canvas.
- It is designed by Ash Maurya for entrepreneurs who are in the initial phase of their business and is used to work on the initial idea of a startup.
- The canvas is divided into two parts:



Adaptations of the Lean Canvas blocks to the traditional Osterwalder Canvas Model



This is where the figure of **Early Adopters** is defined.

This means all those people for whom your business idea solves a problem. It is the same as the traditional model: your potential customers.

It becomes a **special advantage**.

It is about reflecting in a sentence what makes your business idea special compared to what is on offer in the market. What do you have that is difficult for your competitors to copy?

It becomes the **problem**

The problem that your product or service solves is the reason for your business idea. It is recommended to detect the 3 main problems of your target audience

It becomes a **solution**

It describes the possible solutions you can provide to solve the problem of your customer segment.

At least 3 characteristics of your product or service are listed.

It becomes **key metrics**.

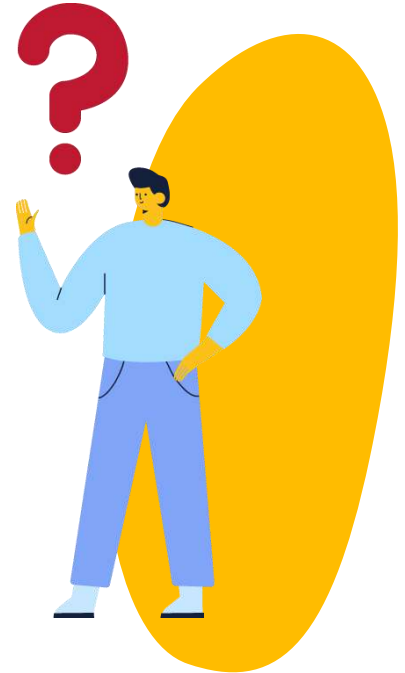
We must establish what activities we want to measure and how. To generate a very small, actionable set of indicators that will then help us make decisions.

3. Social Lean Canvas

Rowan Yeoman & David Moskovitz

Key components of the model

- **Objective:** we must reflect on our **motivation** and what we want to achieve with the development of our green entrepreneurship idea (which can be non-profit or for-profit).
- **Impact:** we must define the impact that the development of our products or services will have on the social and **environmental area**. Measure the impact in relation to the green transition.



Key aspects of this model.

- Tool that allows you to analyse business ideas within social and green entrepreneurship.
- It incorporates the objective or mission: the purpose of your social/green business and the impact it generates on the territory.
- It looks for the triple balance in business: long-term economic profitability, positive social impact and reduction in the negative impact on the environment.



The canvas according to this model

OBJECTIVE				
1 What is the motivation behind the idea and what do we want to achieve with the development of the idea.				
PROBLEM	SOLUTION	VALUE PROPOSAL	DIFFERENTIAL ADVANTAGE	CUSTOMER SEGMENT
3 Identify the three main problems of the collective and find out what alternatives to your idea they are using to solve them.	5 State the 3 most important features of your proposal that will help them solve their problem. KEY INDICATORS 9 Establish what results we want to measure and with what indicators.	4 Make it clear, simple and straightforward what makes your solution special and how you are going to help your customers solve their problem.	10 What makes you special and different, what makes you have a clientele. CHANNELS 6 How will you deliver your solution to your customer segments?	2 Identify and know the customer segments you are going to work with. Identify your Early Adopters to start working with.
COST STRUCTURE		FINANCIAL SUSTAINABILITY		
8 What are the expenses you will generate during the course of the activity.		7 How you will generate income.		
IMPACT				
11 What impact is intended to be generated on the social and/or environmental surroundings.				



Click on the picture

Unit 3

How to develop my green business model?



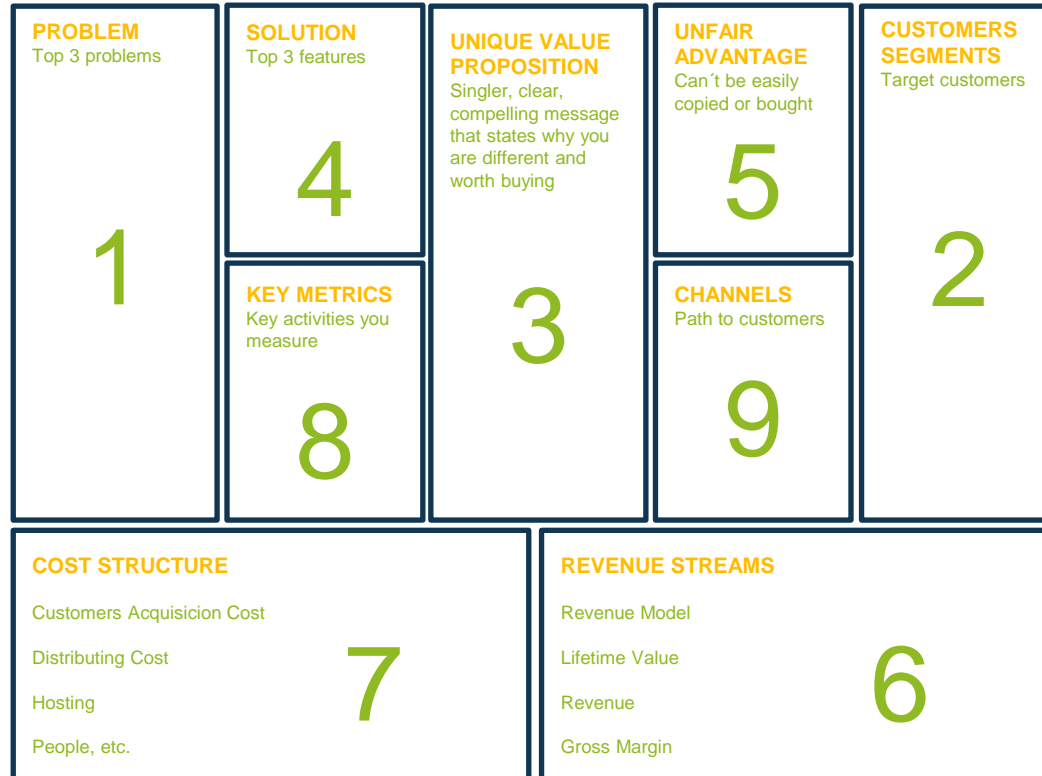
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Introduction:

- To develop the model it is necessary to solve each component in the order indicated in the example canvas below.
- Solving each component implies that you must engage in reflection, research and consultation to answer each of the key questions you will meet in each block.
- One order exception: Items 1 (customer segment) and 2 (problems) can be filled in following this order or in reverse order (first detect problems and then reflect on who "hurts" or who suffers most from these problems).
- **Importantly, the two must meet or correspond.**



Following this order is IMPORTANT



We will walk through each component of the Social lean canvas model following an example.

The idea (issue that needs to be addressed)

The Bohemios Organic

"People who have little time to shop and prefer to consume organic products directly from the producer do not have many options for online shopping. Small producers have to go through very large distribution chains to market their products, and to place their products on the market they have to sell them at a very low price".



0. Objective

Declaration of the aim of my business idea.

What is the reason behind the business idea?

What do you want to achieve with it?

Let's look at this by example:

Create a unique offer for marketing and selling certified organic products online.

- Farmers can market their organic products without intermediaries through fair trade.

1. The problem

We look for a problem to solve: is it urgent, how many people have it, would people be willing to pay for our product or service?

What problem does your customer have that your product/service aims to solve?

List at least three TOP problems / ailments.

Follow the example in Annex 5.3.2.

Let's look at this by example:

Little offer for buying organic products online and direct from the producer.

- Trade chain, which means that producers receive less economic value in the sale of their products.

2. Customer segment

To work on this component, design thinking tools such as the person diagram or the empathy map are used.

Who is your Early Adopter?
For whom are we generating this business idea?
For whom are we creating value?

Let's look at this by example:

We have two customer segments

- Consumidores de productos orgánicos sin tiempo para compra en establecimiento.
- Productores de alimentos orgánicos.

3. Value proposal

In a short and clear sentence explain to your customers: how your product or service solves their problems, why they should choose your initiative, and what benefit they get from your product or service.

What are you going to offer to solve the problems detected in your customers?
What are the benefits of our business idea?

Let's look at this by example:

Consumers of organic products without time for in-store shopping.

- Easy and safe shopping on the platform.
- Guarantee on organic products.
- Proximity to the producer.

Organic food farmers.

- Fair Trade.
- 24/7 support on the app.
- Effective communication tools for safe and secure selling.

4. Solution

Identify and list the three main features of your product/service that serve to solve or address the "ailments" of your customer segment.

What key activities does our value proposition require, what about our channels, what about our financial sustainability?

Let's look at this by example:

The Bohemios Organic: a marketplace platform that connects consumers of organic products directly with organic producers:

- Direct sales from the farmers.
- Online sale of organic products.
- Reduction of the distribution chain.

5. Differential Advantage

Highlight mainly what makes you special compared to the rest of your competitors.

What is it about you that makes it so difficult to copy to your competitors? Generally this is discovered over time, at first it may be a little difficult to define what your competitive advantage is. If you don't know, or you are not sure, you can leave the space blank, or write why you think you stand out?

Let's look at this by example:

- A marketplace that guarantees the quality of its products.
- Unique in the market that directly connects producers with consumers.
- A commercial space that raises awareness of the value chain in organic production.

6. Financial Sustainability

Indicate the different incomes you will have.

How are you going to make money?
What will your customers pay you for?
What profit margin will you make?

Let's look at this by example:

Consumers of organic products.

- 15% of the total amount per order.
- Organic food farmers.
- Retention of 10% of sales revenue.

7. Cost structure

Analyse the costs that your company will have.

What costs will your business idea have?

What costs will be associated with the procedures, activities and resources you will need to get your business idea off the ground?

Let's look at this by example:

- Payment platforms such as paypal.
- Website hosting.
- Whatsapp for companies.
- Chat bot.
- Legal company (legal assistance services).
- Money available for payment to shipping services.
- Human resources (assistance to clients and producers)
- Advertising space on social media

8. Key metrics

These are numerically expressed values used to analyse the performance of a specific action or process within a company.

Define indicators for decision-making on the path of your business proposal. For initial proposals it is important to focus on indicators that measure:

- Total sales volume
- Customer capture
- Customer retention

Let's look at this by example:

- Number of consumers registered in the app.
- Number of producers affiliated to the app.
- % of organic products purchased from the platform per month.

9. Channels

Resources used to promote our value proposition.

By what channels do we bring our business idea to the customer segment?
What is needed to make our customers aware of our value proposal?
What kind of channels work best?

Follow the example in Annex 5.3.10.

Let's look at this by example:

Consumers of organic products

- Information about the app : benefits, selection of producers and products, delivery options, etc.
- Management of communication with producers.
- Information on social media and advertising.

Organic food farmers.

- We reach the customer through the platform.
- Communication channels with producers.
- Social media and advertising management.

10. Impact

What changes or improvements my business idea promotes to environmental protection and sustainable development.

How does my business idea benefit my customers and their environment?

Identify how my proposal impacts in terms of sustainable development.

Let's look at this by example:

- Promotes responsible consumption. It reduces the consumption of single-use materials and the generation of waste.
- Promotes fair trade and income distribution for small and medium-sized organic farmers.



Unit 4

Presentation of my proposal. Good ideas need to be communicated. How do I show my business model?



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Communication of entrepreneurial projects:



Effective communication and clear presentation of an entrepreneurial project are fundamental to the success of any enterprise.

We must therefore be able to communicate ideas clearly and concisely in order to capture the attention of investors, potential customers and other relevant stakeholders.

There are a large number of tools and resources available to help us communicate and present projects successfully. In this module, we will take a look at some of them.

What skills and competences are needed?

1. Ability to summarise and simplify complex information.
2. Ability to convince and motivate the audience.
3. Ability to adapt the communication to the specific audience.

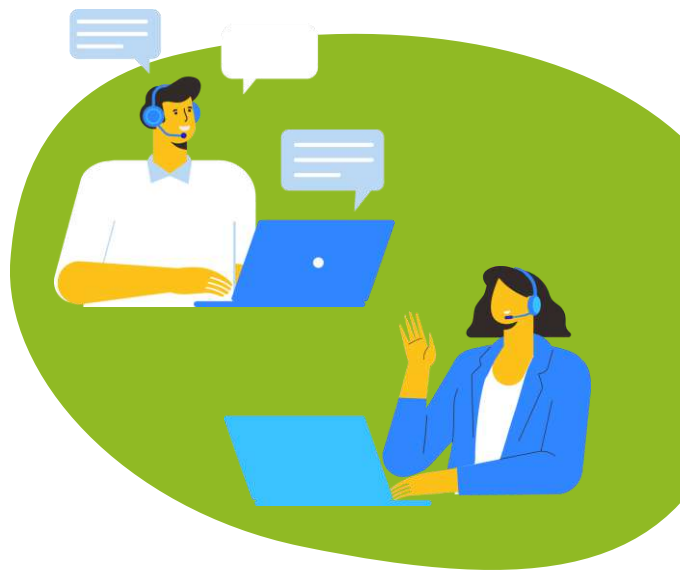


Elevator Pitch. What is it?

The name refers to the time we will have for our presentation speech. It is similar to the short conversations we can have in a lift (30 - 60 seconds).

Therefore, the key is to be direct, precise and enthusiastic when communicating our business model, and to do so in no more than 30 seconds.

WATCH OUT, you never know where and when you will have the opportunity to impress with your transformative initiative in the green sector, to get the support or investors you need.



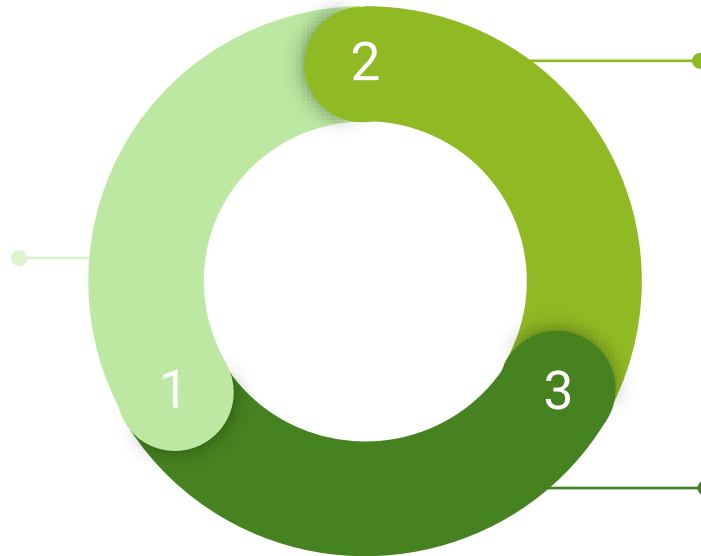
How to prepare an elevator pitch?

Preparation

First, be clear about what you are going to communicate. To do this, it is essential that you know your business model in detail. Answer these key questions: Who are you? What does your company do? What is your differential value? Why should they invest in you?

It is important to be transparent, clear and concrete. For example, don't say that you produce computers. Be clearer: "I have created the world's first 100% green computer".

Do not use technical words in your speech, as potential clients and investors often do not know your sector in depth. You need to communicate your message to them in a clear way.



Testing

Once the speech is done, repeat it as many times as you need to learn and adopt it. Time and adjust so that you can deliver your ideas with impact.

Being natural is essential, so that it doesn't sound like an automated message, so adopt your speech so that you can reproduce it with total openness and naturalness.

Presentation

When presenting your pitch to a potential client or investor, remember that the most important thing is to create good impression, to cause a feeling of "I want to know more".

Pitch Deck. What is it?

It is the documentary complement to the presentation speech (elevator pitch).

Pitch deck is a marketing technique. It consists of a visual representation (video, interactive ppt, digital presentation) in order to present your entrepreneurial project.

The aim is to convince those who can invest or partner in the entrepreneurial business.



How to create a Pitch Deck?

- Make sure you have a clear and precise idea about your entrepreneurship and its impact.
- Present a clear vision of how you will help solve the problem you identified.
- Explain how your entrepreneurship is so unique and different from others already existing in the green sector.
- Provide a plan on how you will earn income and what will make it sustainable.
- Include data and statistics on the sustainable development goals you will impact, to support your arguments and demonstrate the need.
- Make your speech visually appealing and easy to follow, using graphs and charts.
- Try to be very visual and restrict the number of sentences you use.
- Practice your speech before presenting it and be prepared to answer questions and discuss details about your entrepreneurship.

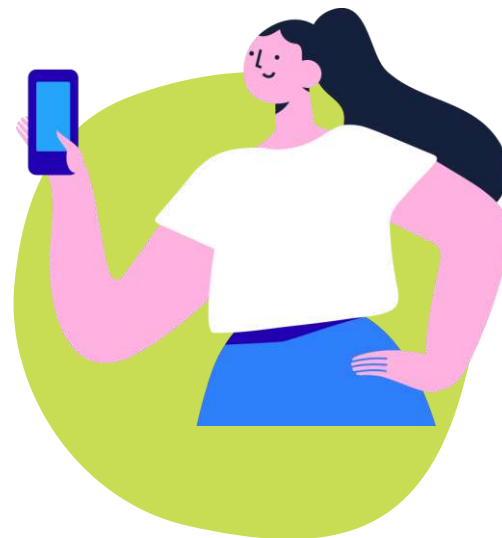


Informative pill:

Video:

Elevator Pitch by Alicia Ro.

 Click on the video icon to watch it





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Practical Exercise



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Exercise description.

Name: A canvas painting green.
Developing my business idea.

Learning objective: Students identify the key aspects of each component of the "Social Lean Canvas" business model based on the green or sustainable business idea they have generated in training module 4.

Competences: Innovation, Creativity, Resilience, Social Responsibility

Material resources:

- Downloadable "Social Lean Canvas" canvas
- Digital post-it.

Time: 30 minutes

Process

1. To develop the model you will need to write down your green business idea, depending on how you have developed it in the exercises of training module 4.
2. Download the "Social Lean Canvas" [here](#).
3. Using the digital post-it notes write your ideas on each of the components of the canvas.
4. Remember that order is important, so fill in each component according to the order we have shown you in the example.



 Green Up
yourself 

Practical Exercise



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Material resources:

- Word document templates
- (Canva, Genially, Power point)

Time: 30 minutes.

Exercise description.

Name: Communicating your idea.
Prepare your elevator pitch.

Learning objective: Develop the participants' presentation speech of their green business model.

Competences: Innovation, Creativity, Resilience, Communication.

Process

Write your presentation speech according to the following structure:

1. Start with a surprising statement.
2. Explain who you are and what your initiative is.
3. Indicate what needs or problems you cover with your green business idea.
4. Say what solutions you provide.
5. Confirm the main benefits that someone would get from your business idea.
6. Explain why you are the right person (or your project is the right project).
7. Finish with a call to action.

Once you have written down your ideas you will organise them into an infographic. You decide the design.

For the development of the infographic you can use tools such as: Canva, Genilly, power point, prezzi etc.

Additional Resources.

Going deeper into the topics.



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For further information

- How to create your first PITCH DECK ?:
<https://www.youtube.com/watch?v=5nomvwcPwak>
- The sustainable canvas: a new canvas for the circular economy, 2019: <https://eco-circular.com/2019/10/28/el-canvas-sostenible-un-nuevo-lienzo-para-la-economia-circular/>
- Business Model Canvas vs. Lean Canvas vs. Value Proposition Canvas:
https://www.youtube.com/watch?v=hByOlb_CmEE
- Elevator pitch: what to say when you have 30 seconds to make an impact?: <https://www.becas-santander.com/es/blog/elevator-pitch-ejemplos-tienes-30-segundos.html>
- Lean Canvas Example:
<https://www.youtube.com/watch?v=2nW9lg-fenY>
- How to integrate the Sustainable Development Goals into a business model:
https://www.elespanol.com/enclave-ods/semanales/20220124/integrar-objetivos-desarrollo-sostenible-modelo-negocio/644185751_0.html
- Business Model Canvas Explained:
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

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- María Alonso. Modelo Canvas: para qué sirve y cómo hacerlo paso a paso. En: <https://asana.com/es/resources/business-model-canvas>
- José María Bolufer de Francia -Business. Model Canvas Sostenible: mejora el mundo, mejora tu negocio. En:<https://www.telefonica.com/es/sala-comunicacion/blog/business-model-canvas-sostenible-mejora-el-mundo-mejora-tu-negocio/>
- Manuel Aguirre. El canvas sostenible: un nuevo lienzo para la economía circular. En: <https://eco-circular.com/2019/10/28/el-canvas-sostenible-un-nuevo-lienzo-para-la-economia-circular/>
- Elevator pitch o cómo convencer a un inversor en 30 segundos. En: bit.ly/43HCmfF
- Tu modelo de negocio. Tim Clark, Alexander Osterwalder y Yves Pigneur. Editorial Deusto. 2012.
- Alexander Osterwalder e Yves Pigneur. Generación de Modelos de Negocio. Un manual para visionarios, revolucionarios y retadores. Editorial Deusto. 2011
- Ash Maurya. Como crear tu Lienzo Lean. En: www.innovacion-sistematica.net



Module 6

Digital skills and tools for entrepreneurship



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- [Unit 5](#): Design applications: WordPress, Wix, Canva
- [Unit 6](#): Social networks: WhatsApp Business, LinkedIn

Unit 1

What is a Digital Skill?



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What is a Digital Skill?

It refers to a **person's ability** to effectively and efficiently use digital devices, applications, tools, and platforms to access, manage, analyze, and communicate information.



Use of digital skills



- **Communication:** Using digital skills to facilitate communication through email, messaging apps (WhatsApp, Slack...), video conferencing tools (Zoom, Google Meet...) and social media platforms.
- **Collaboration:** Collaboration with team members and stakeholders by using different collaborative tools (Google Workspace, Microsoft Teams,...) – These tools improve efficiency and productivity.
- **Project Management:** Utilizing project management tools (Trello, Asana, Monday.com) helps to plan, organize and track projects to ensure smooth workflow and timely completion.

Use of digital skills



- **Content Creation and Design:** Applying digital skills to create and design visual content (using tools like Canva) helps to enhance marketing efforts, presentations, and brand representation.
- **File management and Sharing:** The use of file storage and sharing tools (Dropbox,...) ensures efficient collaboration and information accessibility.
- **Networking and Professional Development:** Employing digital skills to network, build professional connections, and access educational resources and opportunities using platforms like LinkedIn.

Use of digital skills



- **Remote Work and Entrepreneurship:** Digital tools can enable remote work and entrepreneurship by leveraging digital skills to communicate, manage projects, conduct meetings, and coordinating business operations.
- **Adaptability and Learning:** Develop a mindset of continuous learning and adaptability to keep up with evolving technologies, enhancing one's digital skillset to remain competitive in the digital landscape.

In summary, digital skills are essential abilities that empower individuals to effectively use digital tools and technologies for various purposes, including communication, collaboration, project management, content creation, networking, and professional growth. These skills are critical for success in the modern digital age.

Video:

Why Digital Skills Matter | David Timis

 Click on the video icon to watch it



Unit 2

What are Digital Tools?



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What are Digital Tools?



A **digital tool** is a software-based application, platform, or program that is designed to assist individuals, businesses, or organizations in performing specific tasks, achieving goals, or enhancing productivity in the digital environment.

These tools **leverage digital technologies to provide functionalities and features** that streamline processes, communication, data management and collaboration.

What are Digital Tools?

Digital Tools are fundamental instruments that harness the power of technology to streamline tasks, enhance collaboration, and enable individuals and organizations to achieve their objectives efficiently and effectively in the digital age.



Unit 3

Online collaboration tools for remote work: Google Workspace, Microsoft Teams, Trello, Slack, Dropbox, Monday.com, Asana



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The Use of Google Workspace in Entrepreneurship

- **Real-Time Document Collaboration:** Utilizing Google Docs, Sheets, and Slides for real-time collaboration on documents, spreadsheets, and presentations among team members.
- **Video Conferencing:** use Google Meet for virtual meetings, presentations, and discussions with team members, clients, or stakeholders.
- **Email and Communication:** Leverage Gmail for professional email communication within and outside the organization
- **Team Collaboration:** Utilizing Google Drive to store, access, and share files with team members, ensuring easy collaboration on projects.

Strengths:

- Seamless integration of various communication and collaboration tools.
- Real-time collaboration on documents.
- Scalable for businesses of all sizes.
- Enhanced security features for data protection.

Weaknesses:

- Interface might be overwhelming for new users initially.
- Learning curve for understanding the full suite of applications.

The Use of Microsoft Teams in Entrepreneurship:

- **Chat and communication:** utilizing the chat feature for quick and direct messaging among team members.
- **Video conferencing:** host virtual meetings, webinars, and video conferences using Microsoft Teams, allowing for effective remote communication.
- **Document Collaboration:** Collaborate on documents, spreadsheets, and presentations in real-time using Microsoft Office applications within Teams.
- **Integration with Other Tools:** Integrating with other Microsoft applications for a seamless workflow and enhanced productivity.

Strengths:

- Comprehensive collaboration hub integrating communication and productivity tools.
- Tight integration with Microsoft Office suite.
- Extensive customization and third-party app integration.

Weaknesses:

- Some features can have a learning curve for new users.
- Might require a Microsoft-centric system for maximum effectiveness.

The Use of Trello in Entrepreneurship:

- **Project management** - utilize Trello boards to manage projects, tasks, and progress in a visual and organized way.
- **Task assignment** - assign tasks to team members, set due dates, and monitor progress using Trello cards.
- **Workflow visualization** - design workflows and visualize the progress of tasks from start to completion, enhancing project transparency.

Strengths:

- User-friendly interface, easy to set up and use.
- Flexible task and project management with a visual approach.
- Integrations with various apps and tools.

Weaknesses:

- Advanced features may require a paid plan.
- Not as suitable for highly complex or large-scale projects.

The Use of Slack in Entrepreneurship:

- **Team communication** - communicate with team members and clients in real-time using channels and direct messaging. Utilize Trello boards to manage projects, tasks, and progress in a visual and organized way
- **File sharing** - share files, documents, and collaborate on them directly within Slack.
- **Integration with other tools** - integrate with various third-party tools to centralize notifications and workflow.

Strengths:

- Instant and efficient communication with team members.
- Extensive integrations with other apps and services.
- Highly customizable with a range of plugins and add-ons.

Weaknesses:

- Information can become scattered in numerous channels.
- May require active management to prevent communication overload.

The Use of Dropbox in Entrepreneurship:

- **File storage** - store, access, and share files securely with team members, clients, or partners using Dropbox.
- **File collaboration** - collaborate on files, provide feedback, and track changes within shared folders.
- **Backup and recovery** - use Dropbox for backing up critical business data and enabling easy recovery in case of loss.

Strengths:

- User-friendly file storage and sharing.
- Real-time collaboration on files with team members.
- Easy accessibility and synchronization across devices.

Weaknesses:

- Limited collaboration features compared to specialized project management tools.
- Pricing may increase with storage requirements.

The Use of Monday.com in Entrepreneurship:

- **Project management** - use boards and columns to manage projects, tasks, and deadlines in a visual and organized manner.
- **Task assignment and tracking** - assign tasks to team members, set priorities, and track progress using the platform.
- **Workflow automation** - automate repetitive tasks and processes to streamline workflows and improve efficiency.

Strengths:

- Highly customizable and visually appealing interface.
- Effective project tracking and progress visualization.
- Integration with various apps and tools.

Weaknesses:

- Costs can escalate for larger teams or advanced features.
- Learning curve for complex setups and configurations.

The Use of Asana in Entrepreneurship:

- **Task and project management** - utilize Asana to create and manage tasks, projects, deadlines, and priorities effectively. Asana is a web and mobile ,work management‘ platform designed to help teams organize, track and manage their work.

Unit 4

Communication tools: Skype, Google Meet, and Zoom – Tools that offer video conferencing.



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The Use of Skype in Entrepreneurship:

- **Remote Meetings** - conduct remote meetings with team members, clients, or stakeholders, allowing for real-time communication and collaboration.
- **Interviews and Hiring** - use Skype for remote job interviews and candidate assessments, streamlining the hiring process, especially for remote or international candidates.
- **Client Communication** - engage with clients via Skype to provide updates, consult on projects, and discuss requirements, building strong client relationships.
- **Collaboration with Remote Teams** - connect with remote team members or freelancers for project discussions and updates, fostering collaboration and teamwork.

Skype – use in entrepreneurship



Strengths:

- User-friendly and widely used.
- Supports video, voice, and text communication.
- Cost-effective for one-on-one or small group meetings.
- International calling capabilities.

Weaknesses:

- Limited to 50 participants in a group call (free version).
- Some features may require a subscription.
- May not have as many integrations as other platforms.

The Use of Google Meet in Entrepreneurship:

- **Team Meetings** - host team meetings and discussions, ensuring remote and distributed teams stay connected and informed.
- **Client consultations** - arrange virtual consultations with clients or potential customers to discuss requirements, proposals, or presentations.
- **Webinars and training** - conduct webinars, training sessions, or workshops for employees or clients using the webinar feature in Google Meet.
- **Integration with Google Workspace** - seamlessly integrate with Google Workspace, making it easy to schedule and join meetings directly from Google Calendar.

Strengths:

- Integration with Google Workspace and other Google apps.
- High-quality video and audio.
- Secure and privacy-focused.
- Live captioning and translation capabilities.

Weaknesses:

- Advanced features may require a subscription.
- Not as many third-party app integrations compared to some other platforms.

The Use of Zoom in Entrepreneurship:

- **Team Meetings and Collaborations** - host virtual team meetings, brainstorming sessions, and project collaborations with remote or distributed teams.
- **Client Presentations** - conduct client presentations and pitches, showcasing products, services, or project proposals.
- **Webinars and Training** - organize webinars, product demos, and training sessions, engaging with a larger audience for educational purposes.
- **Interviews and Onboarding** - conduct job interviews, onboarding sessions, and orientation for new hires, especially in remote or hybrid work setups.

Strengths:

- Wide range of features, including breakout rooms, polling, and whiteboarding.
- High-quality video, audio, and screen sharing capabilities.
- Integrations with various apps and platforms.
- Recording and transcription options for meetings.

Weaknesses:

- Free version has time limits on group meetings.
- Security concerns in the past (improved with updates).
- Pricing can be a bit high for smaller businesses.

Entrepreneurs can strategically choose and utilize these communication tools based on their specific needs, team dynamics, and the nature of their business interactions. Each tool offers unique features and benefits, catering to different aspects of communication and collaboration.

Unit 5

Design Applications: WordPress, Wix, Canva.



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The Use of WordPress in Entrepreneurship:

- **Website Creation:** WordPress is primarily known as a content management system (CMS) used to build websites. Entrepreneurs can use it to create professional websites for their businesses, showcasing products, services, and company information.
- **Blogging:** WordPress is renowned for its blogging capabilities. Entrepreneurs can run blogs to share industry insights, updates, and engage with their audience.
- **E-commerce:** With the help of plugins like WooCommerce, entrepreneurs can turn their WordPress site into an e-commerce platform to sell products or services online.
- **Customization:** WordPress offers a wide range of themes and plugins, allowing entrepreneurs to customize their websites to match their brand identity and meet specific business needs.
- **SEO Optimization:** WordPress has built-in SEO tools and plugins that help entrepreneurs optimize their websites for search engines, enhancing online visibility.

Strengths:

- Highly customizable with a vast library of themes and plugins.
- Great for content-heavy websites and blogs.
- Excellent for SEO optimization.
- Supports e-commerce functionality.
- Offers scalability for growing businesses.

Weaknesses:

- Requires some technical knowledge for advanced customization.
- Security and maintenance are essential to prevent vulnerabilities.

The Use of Wix in Entrepreneurship:

- **Website Building:** Wix is a user-friendly website builder that entrepreneurs can use to create professional-looking websites quickly.
- **E-commerce:** Wix offers e-commerce templates and features, making it suitable for entrepreneurs looking to start online stores.
- **Online Presence:** Wix provides tools for entrepreneurs to manage their online presence, including domain registration, hosting, and SEO.
- **Templates:** Wix offers a wide variety of templates for different business types, helping entrepreneurs get started with their online presence.
- **Mobile Optimization:** Wix automatically optimizes websites for mobile devices, ensuring a seamless user experience across platforms.

Strengths:

- Extremely user-friendly with a drag-and-drop interface.
- Offers a variety of templates for different industries.
- Handles hosting and domain registration.
- Mobile-responsive design.
- Suitable for small businesses and startups.

Weaknesses:

- Limited advanced customization compared to WordPress.
- May have limitations for highly complex websites.
- Limited SEO capabilities compared to dedicated SEO platforms.

The Use of Canva in Entrepreneurship:

- **Graphic Design:** Canva is a versatile graphic design tool that entrepreneurs can use to create various marketing materials, including social media graphics, presentations, flyers, and more.
- **Branding:** Canva allows entrepreneurs to design and maintain a consistent brand identity by creating branded templates for marketing materials.
- **Content Creation:** Entrepreneurs can design engaging content for their social media channels, blogs, and websites, helping to attract and retain customers.
- **Collaboration:** Canva offers collaboration features, making it easy for entrepreneurs to work with teams, designers, and content creators.
- **Cost-Effective:** Canva offers a free version and a paid Pro version, making it cost-effective for businesses of all sizes.

Strengths:

- User-friendly interface, no design experience required.
- Offers a wide range of templates and design elements.
- Supports collaboration with team members.
- Cost-effective, with a free version available.
- Enables quick and efficient design for various marketing materials.

Weaknesses:

- May not be suitable for highly complex design projects.
- Limited in advanced design capabilities compared to professional design software.
- The free version has limitations on features and access to premium elements.

Entrepreneurs can leverage these design applications to create and manage their online presence, marketing materials, and branding, enhancing their business visibility and engagement with their target audience. The choice among these tools depends on specific needs, budget, and the entrepreneur's level of design expertise.

Unit 6

Social networks: WhatsApp Business, LinkedIn.



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The Use of WhatsApp Business in Entrepreneurship:

- **Customer Communication** - use WhatsApp Business to communicate with customers in a direct, immediate, and personalized manner. Share updates, answer queries, and provide customer support.
- **Promotions and Marketing** - utilize WhatsApp Business to send promotional messages, product updates, offers, and announcements to your customer base. This can help in targeted marketing and engagement.
- **Appointment Scheduling** - streamline appointment bookings and scheduling by using WhatsApp Business to confirm, reschedule, or cancel appointments with clients or customers.
- **Customer Feedback** - gather feedback from customers about your products or services using WhatsApp Business. It's a convenient way for customers to express their opinions.
- **Order Confirmations and Tracking** - confirm orders, provide tracking information, and keep customers updated about their purchases, enhancing their overall experience.

WhatsApp Business



Strengths:

- Direct and immediate communication with customers.
- Can create broadcast lists to reach multiple contacts simultaneously.
- Offers a business profile with essential information.
- Integration with business tools and APIs.
- Wide user base, making it a popular messaging platform.

Weaknesses:

- Can be time-consuming for managing large volumes of messages.
- Limited automation capabilities in comparison to other platforms.

LinkedIn– use in entrepreneurship



The Use of LinkedIn in Entrepreneurship:

- **Professional Networking** - connect with other professionals, entrepreneurs, potential partners, and clients to expand your network and foster collaborations.
- **Business Promotion** - use LinkedIn to promote your business, share updates, articles, and insights related to your industry, and showcase your products or services.
- **Recruitment** - post job openings, search for potential candidates, and vet their profiles to find the right talent for your business.
- **Content Sharing** - share valuable content, thought leadership pieces, case studies, and whitepapers to establish your expertise and engage with your audience.
- **Joining Groups** - participate in industry-specific groups to discuss trends, challenges, and solutions with peers, gaining valuable insights and knowledge.

Strengths:

- Professional networking and relationship-building platform.
- Allows targeted advertising to reach specific professional demographics.
- Great for personal and brand reputation building.
- Enables content sharing and engagement within a professional context.

Weaknesses:

- Frequent updates and engagement are often necessary to maintain visibility and relevance.
- Can be time-consuming to sift through a large number of connection requests and messages.

Entrepreneurs can effectively utilize WhatsApp Business for direct customer communication, promotions, and feedback, while LinkedIn offers a platform for professional networking, business promotion, and industry engagement. Combining both can create a robust digital presence and networking strategy for your entrepreneurial venture.



 Green Up
yourself 

Practical Exercise



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Exercise description.

Name: The use of LinkedIn for Networking

Learning objective: This challenge allows participants to actively engage with LinkedIn, specifically focusing on how to optimize their profiles to enhance their entrepreneurial brand and effectively utilize social networking for their professional advancement.

Competences: Optimize your LinkedIn profile to leverage the power of social networks for entrepreneurial success and professional networking.

Process

1. Entrepreneurial Branding (10 minutes): Participants should think about their entrepreneurial brand and how do they want to be perceived professionally in the online space.
2. Profile Creation and Branding (10 minutes): Participants should create or update their LinkedIn profiles with a focus on entrepreneurial branding. Prompt them to:
 - *Craft a compelling headline that showcases their entrepreneurial venture or aspirations.*
 - *Write an engaging summary that tells their entrepreneurial story, highlights their vision, and emphasizes skills related to entrepreneurship.*
 - *Showcase their entrepreneurial experience, projects, and achievements.*
 - *List skills relevant to their entrepreneurial journey.*
 - *Leverage the education section to demonstrate their learning and expertise in entrepreneurship or related fields.*

Material resources:

- Computer

Time: 30 minutes.



Process (continuation)



Material resources:

- Computer

Time: 30 minutes.

3. Social Networking Task (5 minutes): Participants should follow at least three relevant influencers or organizations related to their entrepreneurial interests or industry to enhance their LinkedIn feed.
4. Connecting and Engaging (5 minutes): Participants should engage with a recent post from one of the influencers or organizations they followed by commenting with valuable insights or asking a thoughtful question.
5. Review and Feedback (5 minutes): In pairs or small groups, participants can review each other's profiles and provide constructive feedback on how to enhance their entrepreneurial brand and networking effectiveness.
6. Reflection (5 minutes): Participants should reflect on how optimizing their LinkedIn profile and engaging with relevant content can contribute to their entrepreneurial journey and networking efforts.



 Green Up
yourself 

Practical Exercise



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Material resources:

- Computer
- Hypothetical Business Scenario

Time: 30 minutes.

Exercise description.

Name: Slack-Powered Marketing Strategy Hack

Learning objective: These challenge-style exercises are designed to energize and engage participants, encouraging them to quickly apply their knowledge and creative thinking within a time constraint. By centering the challenges around Slack, participants will refine their skills in digital tool selection and marketing strategy development in an exciting and competitive environment.

Competences: Devise a dynamic digital marketing strategy using Slack.

Process

1. Business Scenario Recap and Slack Ideas (5 minutes): Quickly recap the hypothetical business scenario and brainstorm ways to integrate Slack into the digital marketing strategy for seamless communication, collaboration, and real-time updates.
2. Marketing Strategy Sprint (10 minutes): Develop a dynamic digital marketing strategy for the hypothetical business, emphasizing the strategic use of Slack for effective communication and collaboration among team members.
3. Quick Pitch (5 minutes): Prepare a brief pitch to present your strategy, highlighting how Slack enhances communication and collaboration within the team and supports the marketing efforts.
4. Presentation (up to 10 minutes): Present your strategy to the group or facilitator, focusing on the utilization of Slack and its impact on the digital marketing approach.





Example of Hypothetical Business Scenario



Material resources:

- Computer
- Hypothetical Business Scenario

Time: 30 minutes.

EcoSolutions - Driving Sustainable Futures

EcoSolutions is a forward-thinking green entrepreneurship venture that focuses on developing innovative and sustainable solutions to address environmental challenges. The company is committed to promoting a circular economy, minimizing waste, and utilizing renewable resources.

Key Details:

1. *Business Name: EcoSolutions*
2. *Industry: Green/Eco-Entrepreneurship, Sustainability, Clean Technology*
3. *Mission: To pioneer environmentally friendly technologies and services that foster a sustainable future, reduce carbon footprints, and positively impact communities.*
4. *Target Audience: Individuals, businesses, and communities looking to adopt eco- friendly solutions and reduce their environmental impact.*

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