



MANUAL FOR YOUTH WORKERS AND LEADERS

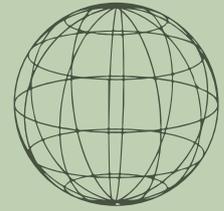
ON GREEN ENTREPREUNERSHIP



Funded by the
European Union



EUROPEAN FUTURE
GREEN & SUSTAINABLE

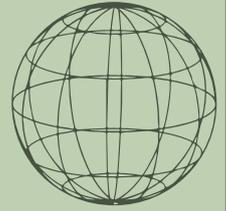


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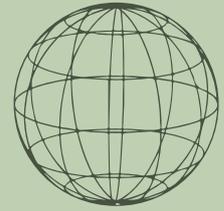
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GREEN ENTREPRENEURSHIP ENCOMPASSES A VARIETY OF BUSINESS TYPES, EACH FOCUSING ON DIFFERENT ASPECTS OF ENVIRONMENTAL SUSTAINABILITY. HERE ARE SOME COMMON TYPES:

1. **RENEWABLE ENERGY.**
2. **CLEAN TECHNOLOGY (CLEANTECH).**
3. **SUSTAINABLE AGRICULTURE.**
4. **ECO-FRIENDLY PRODUCTS.**
5. **GREEN BUILDING AND CONSTRUCTION.**
6. **ENVIRONMENTAL CONSULTING AND SERVICES**
7. **CIRCULAR ECONOMY INITIATIVES.**
8. **SUSTAINABLE TOURISM AND HOSPITALITY.**
9. **GREEN FINANCE AND INVESTMENT.**
10. **SOCIAL ENTERPRISES WITH ENVIRONMENTAL FOCUS.**

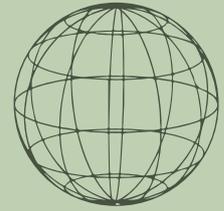




INTRODUCTION

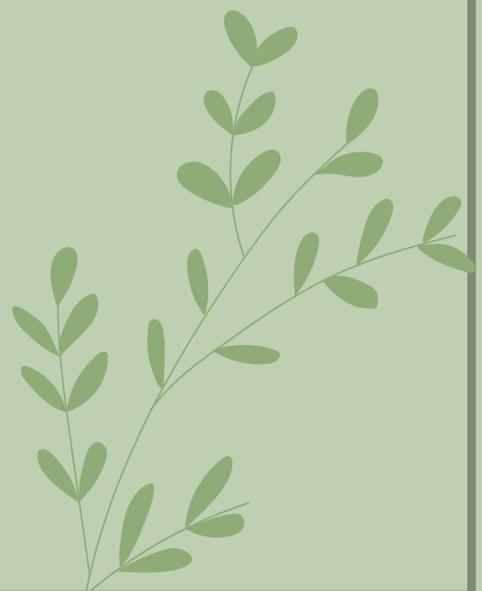
We would like to invite you (click on underlined words) to watch and listen to podcasts, watch the study visit after movie, check the online youth conference and read this manual about green entrepreneurship. We create it during the Training Courses on this topic. The project "European Future- Green & Sustainable" aims to strengthen the capacities of transnational structured cooperation among organisations from different regions: West (France), East (Poland), South (Spain), North (Sweden), North East (Lithuania), South East (North Macedonia, Serbia and Bulgaria).

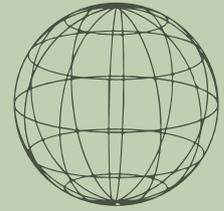




It addresses environmental and social problems and needs through the realization of innovative ideas which have a positive effect on the natural environment.

The project aims to raise the capacities of youth organizations to cooperate in the field of green entrepreneurship with the goal to empower young people to look for green and sustainable responses to current problems present in their communities and countries.





CHAPTER 1: EXPLORING SUSTAINABLE ENTREPRENEURSHIP

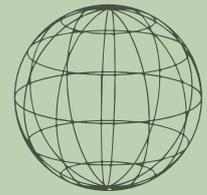
Green entrepreneurship refers to the practice of starting and managing businesses that prioritize environmental sustainability. These businesses focus on creating products, services, and processes that have minimal negative impact on the environment or even contribute positively to environmental conservation. Green entrepreneurs often innovate in areas such as renewable energy, waste reduction, eco-friendly products, and sustainable agriculture. They aim to balance profit generation with environmental stewardship, aiming for long-term sustainability and social responsibility.



Sustainable entrepreneurship involves creating and managing a business that not only generates profit but also considers its impact on the environment, society, and economy in the long term. Here are some fundamentals to consider:

1. Purpose-driven Mission: clear and meaningful purpose beyond profit maximization
2. Triple Bottom Line Approach: people, planet, and profit
3. Innovation and Adaptation
4. Stakeholder Engagement: to understand their needs and perspectives.
5. Resource Efficiency: Optimize the use of resources such as energy, water, and raw materials to minimize waste and environmental footprint.
6. Transparency and Accountability: Be transparent about your business practices, performance, and impact. Hold yourself accountable for achieving sustainability goals and regularly report on progress.
7. Long-term Thinking: Take a long-term perspective in decision-making, considering the potential impacts of your actions on future generations. Prioritize sustainability over short-term gains.





THE SIGNIFICANCE OF SUSTAINABLE ENTREPRENEURSHIP:

**ENVIRONMENTAL
IMPACT**

**SOCIAL
IMPACT**

**ECONOMIC
IMPACT**

**CONSUMER
AWARENESS
AND BEHAVIOR**

**POLICY
INFLUENCE**

**COLLABORATION
AND
PARTNERSHIPS**

**LONG-TERM
RESILIENCE**

**GLOBAL
IMPACT**

CHAPTER 2: DESIGNING LEARNING ACTIVITIES

1. Interactive Workshops.

- a. **Sustainable Business Models:** Teach about different sustainable business models and how they contribute to environmental conservation.
- b. **Design Thinking for Sustainability:** Engage students in brainstorming and prototyping eco-friendly products or services
- c. **Green Marketing:** Explore strategies for promoting environmentally friendly products and services to consumers.

2. Group Discussions:

- a. **Environmental Ethics:** Discuss the ethical considerations of entrepreneurship in the context of environmental sustainability.
- b. **Case Studies:** Analyze real-world examples of successful green businesses and discuss the strategies behind their success.
- c. **Current Events:** Debate pressing environmental issues and brainstorm entrepreneurial solutions.



3. Hands-on Projects:

- a. **Upcycling Workshop:** Encourage students to repurpose waste materials into new products through hands-on crafting sessions.
- b. **Garden Design and Maintenance:** Develop a school or community garden to teach students about sustainable agriculture and urban gardening.
- c. **Renewable Energy Prototyping:** Guide students in building small-scale renewable energy projects such as solar-powered chargers or wind turbines.

4. Field Trips:

- a. **Visit to Sustainable Businesses:** Organize trips to local eco-friendly businesses, such as organic farms, green tech startups, or fair trade cooperatives.
- b. **Nature Excursions:** Take students on hikes or nature walks to observe ecological systems and discuss the importance of preserving natural habitats.
- c. **Recycling Facilities Tour:** Arrange visits to recycling centers or waste management facilities to learn about the lifecycle of materials and the importance of waste reduction.



5. Simulation Games:

- a. **Eco-Business Simulation:** Facilitate a simulation game where students run their own green businesses, making decisions about production, marketing, and sustainability practices.
- b. **Climate Change Negotiation:** Role-play international climate change negotiations to help students understand the complexities of global environmental governance.
- c. **Sustainable City Planning:** Challenge students to design and plan a sustainable city, considering factors such as transportation, energy, and waste management.

6. Online Resources and Challenges:

- a. **Virtual Tours:** Explore virtual tours of sustainable facilities, renewable energy installations, or eco-friendly architecture.
- b. **Online Competitions:** Participate in green entrepreneurship competitions or challenges that encourage students to develop innovative solutions to environmental problems.
- c. **Webinars and TED Talks:** Watch and discuss online seminars and talks by experts in green entrepreneurship and environmental innovation.



7. Guest Speakers:

- Entrepreneurs: Invite successful green entrepreneurs to share their stories, challenges, and insights with the students.
- Environmental Experts: Bring in scientists, environmentalists, or policymakers to discuss the latest research and policies related to sustainability.
- Social Entrepreneurs: Introduce students to social entrepreneurs who are using business as a force for positive environmental change.



1 EXAMPLE

Brainstorming Activity: Green Genie (Time: 30 minutes)

- **Learning Objectives:** Spark creative thinking and generate green business ideas.
- **Materials:** Large sheet of paper, markers, pictures or magazine clippings representing sustainability themes (optional).

Instructions: Pose a scenario: "Imagine you have a magic green genie who grants wishes for sustainable businesses." Participants write down their business ideas on the paper, adding details like target audience and environmental impact. (Variations: Use pictures or prompts to inspire ideas, have participants vote on the most interesting concepts).



2 EXAMPLE

Skill-Building Activity: Market Research Mission (Time: 45 minutes)

- **Learning Objectives:** Develop market research skills and understand customer needs for sustainable products/services.
- **Materials:** Worksheet with market research questions (e.g., What are consumers' biggest environmental concerns? What sustainable features would they pay extra for?), access to online resources or time for interviews (optional).
- **Instructions:** Divide participants into groups, assigning each a specific product category (e.g., clothing, food). Groups research target customers, answering the worksheet questions. They then present their findings to the class, discussing potential green business opportunities. (Variations: Conduct mock interviews with classmates playing the role of potential customers).





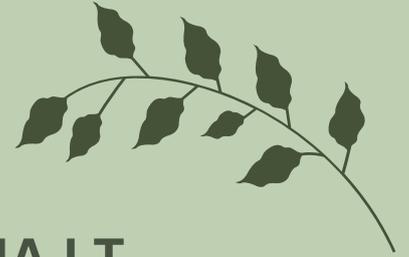
CHAPTER 3: BEST PRACTICES FROM DIFFERENT COUNTRIES

BULGARIA: WWW.HARMONICA.BG

HARMONICA FOODS is a company that produces high **QUALITY** products **MADE** only from **BIO** materials. they focus on running their business in an ethical way and never break their moral values. They have achieved great success in the Bulgarian market and should be an example for other green businesses.

They are a certified B Corp, Great Taste Producer, and organic food pioneer in Bulgaria. Beside they are crafting our products with organic and regenerative farming methods, minimal processing, clean labels, and a focus on local sourcing. That is recognised in the community and they are recipients of many awards.





LITHUANIA: WWW.AROMAMA.LT

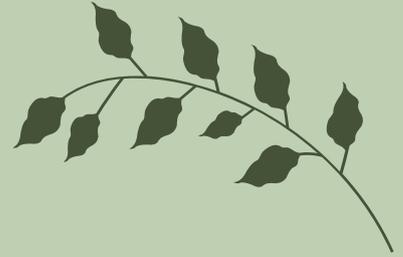
A Lithuanian company that manufactures and sells aromatherapy products (like essential oils, carrier oils, room sprays, facial serums, and bath and body products (possibly) and distribute all that to individuals and families interested in natural and holistic wellness practices. They use high-quality ingredients in order to make safe and effective products, so that they are affordable.

They also reduce sustainable packaging (made from recycled materials or biodegradable), support local businesses (the company sources its ingredients and packaging from local businesses whenever possible). This helps to support the local economy and reduce the company's environmental footprint.

Educates customers about sustainability.



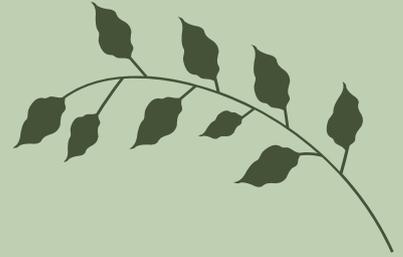
LITHUANIA: VINTED



Vinted is a leading online marketplace for buying, selling, and swapping second-hand clothing, accessories, and footwear. Founded in Lithuania in 2008 by Milda Mitkute and Justas Janauskas, Vinted has quickly become one of Europe's largest platforms for pre-loved fashion. Users can list their items for sale, set prices, and negotiate directly with buyers, promoting sustainability and the circular economy.

With millions of users across Europe, Vinted offers a user-friendly platform for decluttering closets, finding unique fashion items, and saving money. The platform's secure payment system and buyer protection features ensure a safe and trusted shopping experience, while also reducing waste and extending the lifecycle of clothing.



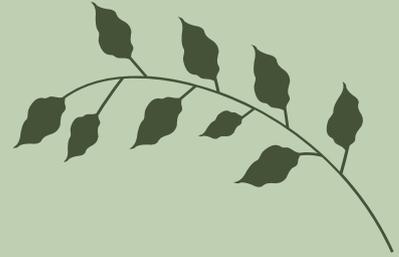


POLAND: NAGRAMY.PL

A chain of stores offering zero waste products (food, cosmetics, cleaning products and more). Customers use their own packaging to fill them with products.

The Na Gramy store is the only store of this type in Poznan. In addition beside products sold by weight, it also offers products from local eco-entrepreneurs.



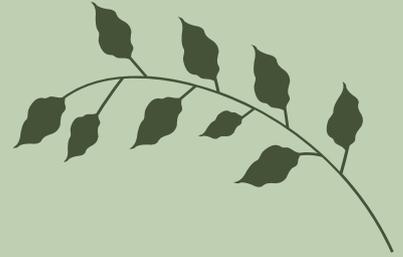


SERBIA: E-RECIKLAZA.COM

E-Reciklaza is a leading company in the field of recycling of electrical and electronic waste. Company's mission is to remove all EE waste from nature in a safe, efficient and socially responsible manner.

Services: Collecting Sector (collecting of electrical and electronic waste on the territory of the Republic of Serbia from legal entities, individuals and other), Recycling Sector (Recycling of the waste), Sector of Sales and Logistic (sells recyclates gained from the recycling process to the domestic and foreign markets) and finance and Legal Sector (deals with economic and legal issues).





SWEDEN: MATSMART

Matsmart is a Swedish online marketplace founded in 2013 by Karl Andersson and Ulf Skagerström. They sell surplus and short-dated food products at discounted prices, reducing food waste and promoting sustainability.

Matsmart works with suppliers to purchase excess inventory and items close to expiration, offering discounts of up to 70%. The company has expanded across Europe, attracting environmentally-conscious consumers seeking affordable groceries while combating food waste.



Chapter 4: Materials and Resources

Starting a green (sustainable) business means combining caring for the environment with creating new and exciting companies. It's a big change in how we do business, pushing entrepreneurs to explore new opportunities and overcome new challenges. To do well in this field, entrepreneurs can use lots of helpful online tools made just for green businesses. These tools help connect new green business owners with useful information, tips, and connections needed to succeed in a fast-changing business world. From learning about how to be more environmentally friendly to practical tips for running a green business, these tools give a clear path to success in the green business world. Also, the mix of technology and sustainability has opened up exciting new possibilities.



Besides learning and using new tech, online resources for green businesses also create a community of people and organizations who care about the same things. Chat forums, online discussions, and events hosted by these websites create great chances for teamwork, making friends, and learning together. Entrepreneurs can share ideas, learn from each other, and work together to make the world greener and create stronger businesses. In short, starting a green business is more than just making money; it's about caring for the environment, being responsible, and making smart business choices. By using the tools and ideas from online resources, entrepreneurs can head towards success in a green business world, leaving a positive impact for future generations and making the world a better, greener place.



Understanding sustainability is crucial for success in green business. The United Nations has set up a plan called the Sustainable Development Goals (SDGs) to help countries tackle major issues like climate change, poverty, and pollution while also taking care of the planet. You can learn a lot about these goals and how they apply to businesses by visiting the UN's official website at un.org/sustainable-development. They provide a wealth of resources, reports, and information that can inspire businesses to adopt sustainable practices and make a positive impact on the environment and society. It's like a roadmap for businesses that want to do good things while also doing well. By exploring the SDGs, businesses can find opportunities to innovate, create eco-friendly products and services, and contribute to building a more sustainable future for everyone.



For entrepreneurs who want to learn more about sustainability in business, there are helpful websites like the World Economic Forum (weforum.org) and the Global Reporting Initiative (globalreporting.org). These websites have easy-to-understand articles, research papers, and tools that can help businesses understand how well they're doing with sustainability. They also talk about ways businesses can improve and show off their sustainability efforts to others. Plus, they have discussions and events where people can talk about how to run a business in a sustainable way and come up with new ideas. It's like a one-stop shop for businesses that want to be eco-friendly and make a positive impact on the world. By using these resources, entrepreneurs can gain valuable insights, connect with like-minded individuals, and stay updated on the latest trends and best practices in sustainable business.



Green entrepreneurs need to build skills in areas like managing sustainable supply chains, using renewable energy, embracing circular economy practices, and designing eco-friendly products. Luckily, there are online learning websites like Coursera ([coursera.org](https://www.coursera.org)), edX ([edx.org](https://www.edx.org)), and FutureLearn ([futurelearn.com](https://www.futurelearn.com)) that offer easy-to-follow courses and certifications in sustainability, environmental management, and green business strategies. For instance, you can take courses like "Sustainable Business Strategy" from the University of Cambridge or "Circular Economy" from Delft University of Technology. These courses give you practical knowledge and insights that are super helpful for running a green business.



It's essential for green entrepreneurs to stay in the loop with the latest trends and advancements in the sustainable business sector. Platforms like **GreenBiz (greenbiz.com)** and Sustainable Brands (sustainablebrands.com) are your go-to sources for curated news articles, reports, and case studies on sustainable business practices, eco-innovation, and corporate sustainability efforts. They also offer opportunities like webinars, conferences, and networking events where green entrepreneurs can connect, collaborate, and stay ahead of the curve. These platforms are like your green business news hub, keeping you informed and empowered to make sustainable decisions that drive positive change.



Entrepreneurs can also benefit from joining online communities and forums focused on sustainable entrepreneurship. Platforms like Eco-Entrepreneurship Network (ecoentrepreneurship.org) and Sustainable Startups Community (sustainablestartups.org) provide opportunities for networking, knowledge sharing, and accessing resources specific to green business ventures.

To sum it up, tapping into the abundance of online platforms and resources dedicated to sustainability is key for entrepreneurs aiming to build businesses that make a real impact while being environmentally conscious. By diving deep into knowledge, honing skills, and building connections within the green entrepreneurship community, entrepreneurs can be catalysts for positive change and play a vital role in shaping a more sustainable future.



ONLINE COURSE ON ECO-ENTREPRENEURSHIP AND CIRCULAR ECONOMY

Here, you can find the online course which was made by some of our partners during the Erasmus+ KA2 project “Eco-Entrepreneurship & Circular Economy: On the Path to Sustainable Change”



[HTTPS://WWW.ECOCIRCULARENTREPRENEURS.COM/UDEMY-COURSE](https://www.ecocircularentrepreneurs.com/udemy-course)

ECOPOL BOARD GAME

Designed to be engaging, educational, and inspiring, the board game made during the same project as the previously mentioned online course will bring you into the world of eco-entrepreneurship and the circular economy.



[HTTPS://WWW.ECOCIRCULARENTREPR
ENEURS.COM/BOARD-GAME](https://www.ecocircularentrepreneurs.com/board-game)

PODCASTS

The training courses included a segment on podcasts where participants engaged in discussions about the medium's influence on promoting awareness of green entrepreneurship among youth. They formed groups to brainstorm and develop podcast scenarios, focusing on sustainability themes. These scenarios were then brought to life through role-playing, with participants contributing to scriptwriting and recording. The podcasts created were diverse in themes, reflecting the group's collective creativity and commitment to environmental advocacy.



PODCASTS

This activity not only served as a creative outlet but also as an educational tool, amplifying the importance of green entrepreneurship and sustainability. During the training courses, in total 10 podcast were created, edited and uploaded to the Youtube channel and the Website and promoted via social media to reach the wider audience.



INTERCULTURALISM

We had a chance to organise intercultural nights, where participants presented customs, traditions, music, dances, food and drinks from their respective cultures.



INTERCULTURALISM

This activity provided an opportunity for the attendees to share and celebrate their diverse heritages, promoting intercultural understanding and appreciation among the group. It served as a platform for exchange, where participants could experience different traditions and deepen their social connections in a relaxed and informal setting.



PARTNERS



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