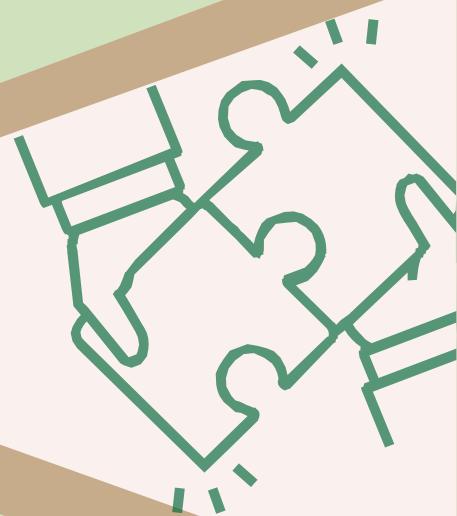




Eco-entrepreneurial skills Framework



**Co-funded by
the European Union**

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

EcopreNEETs: Boosting the eco-preneurial skills of NEETs"

Project number: 2022-2-FR02-KA220-YOU-000098683

Project Information	
Project Acronym	EcopreNEETs
Project Title	Boosting the Eco-preneurial Skills of NEETs
Project Reference	2022-2-FR02-KA220-YOU-000098683
Project Duration	31.03.2023-30.03.2025
Project website	https://ecopreneets.erasmusplus.website/

Project Partners
Ligue de l'Enseignement Nouvelle-Aquitaine (LENA)
ATERMON B.V
Learning Seed
Ecocenter Alapítvány
DIGICULT

REVISION HISTORY

Version	Date	Author	Organisation	Action	Pages
1	16/06/23	LENA	LENA	C	

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

Purpose of the eco-entrepreneurial skills framework

This eco-entrepreneurial skills framework follows on from the drafting of the EcopreNEETs white paper, which helped to:

- draw up an overview of the situation regarding NEETs, employment and entrepreneurship (whether 'green' or not), and existing public policies in our different countries;
- meet and interview the people involved: NEETS, the target audience; social workers/youth workers, to get their professional view of the needs and characteristics of NEETS; eco-entrepreneurs, to hear about their experiences and get their advice;
- draw up a range of recommendations based on the general findings and the interviews conducted, not only for the project's work packages (MOOC for training in eco-entrepreneurial skills, train the trainers and EcopreNEETs incubators) but also for the project's overall working method, quality assessment, communication and dissemination strategy.

By fulfilling all the above objectives, this white paper should facilitate the creation of the eco-entrepreneurial skills framework, the starting point for the construction of MOOCs, the next stage of our project.

This framework must include:

- the main pillars of the MOOC
- the learning objectives per learner profile.

Forecast training program

The programme aims to equip NEETs with the knowledge, tools and resources they need to set up their own eco-business. Through a combination of self-paced learning modules, interactive exercises and practical work, the training programme 'aim will be to develop skills needed to thrive in the emerging green economy.

The training programme could be divided as follows:

Module 1: understanding eco-entrepreneurship (Introduction to eco-entrepreneurship and its significance / identifying market opportunities in the green sector / case studies/testimonies of successful eco-entrepreneurs ...)

Module 2: sustainable business models (exploring different sustainable business models/ understanding the triple bottom line: People, Planet, Profit/ incorporating sustainability into business operations...)

Module 3 : defining the project (Workshop to define personal aspirations / evaluating the feasibility and potential impact of your ideas / market research and validation strategies)

Module 4: business plan for eco-entrepreneurs (creating a comprehensive business plan with a focus on sustainability/ financial forecasting and budgeting for green businesses / accessing funding and support for eco-entrepreneurial ventures)

Module 5: sustainable product development and design (integrating sustainability into product development processes / eco-design principles and practices / life cycle assessment and carbon footprint analysis...)

Module 6: digital skills for eco-entrepreneurs (master basic digital skills / adopt the proper digital reflexes for a professional activity / know the compulsory administrative procedures / cybersecurity...)

Module 7: marketing and branding for green businesses (developing a compelling value proposition for your eco-entrepreneurial venture / sustainable marketing strategies and green branding techniques / building customer relationships and leveraging social media...)

Module 8: operations and supply chain management (implementing sustainable practices in operations and supply chain / resource optimisation and waste management / ethical sourcing and supplier relationships...)

Module 9: financial management and impact measurement (financial management for eco-entrepreneurs / impact measurement and reporting frameworks/ social and environmental return on investment (SROI) ...)

Module 10: legal and regulatory considerations (understanding environmental regulations and compliance / intellectual property protection for sustainable innovations / legal structures for social and eco-entrepreneurial enterprises...)

Module 11: scaling and growth sustainable strategies (strategies for scaling up your eco-entrepreneurial venture / collaborations, partnerships, and alliances for growth / scaling sustainably without compromising your values...)

Method

According to the recommendations, the method could support interactive learning, with videos, quizzes and readings via an easy-to-access online platform accessible at any time. Learners could do the training at their own pace.

Assignments and assessments: Practical work, case studies and quizzes to put the knowledge acquired into practice.

Community support: Participate in discussion forums and get in touch with other participants to share ideas, ask for advice and encourage collaboration.

Resources and tools: Access additional resources, including templates, guides and recommended reading, to enhance the learning journey.

Related to Work Package 4 (NEETs incubator) and in order to get advices and create a network, experienced eco-entrepreneurs and industry professionals could be invited to speak, Q&A sessions and one-to-one consultations.

Duration

The program is designed to be completed within a flexible timeframe, allowing the learner to progress at its own pace. On average, participants complete the program in approximately **xxx** weeks, dedicating around **xxx** hours per week.

Certification

Upon successful completion of the training program, learners will receive a certificate recognising their achievement, and open badges recognising their skills.

Eco-entrepreneurial skills framework

Through this training course, NEETs will have the opportunity to develop a range of skills, including both technical know-how and interpersonal skills. Here is a list of skills participants can expect to develop:

Technical know-how

- **Market research and analysis:** how to conduct market research, identify trends, assess customer needs, and analyse competition within the green sector. It helps to make informed decisions and identify viable business opportunities.
- **Project management:** defining project goals, creating project plans, setting timelines, allocating resources, and monitoring progress. It helps to manage tasks, deadlines, and stakeholders to ensure the successful execution of the eco-entrepreneurial initiatives.
- **Business planning and financial management:** creating comprehensive business plans, financial forecasting, budgeting, and managing financial resources effectively for eco-entrepreneurial ventures.
- **Sustainable product development:** eco-design principles, sustainable materials, and production processes. It allows developing the ability to integrate sustainability considerations into product development.
- **Marketing and branding:** how to develop effective marketing strategies tailored to sustainable businesses. It includes brand positioning, message development, and utilising digital marketing channels to reach the target audience.
- **Digital skills:** gain proficiency in various digital tools and platforms necessary for eco-entrepreneurs. This includes skills related to administrative tasks, social media marketing, online communication, data analysis, and e-commerce.
- **Legal and regulatory compliance:** understanding of the legal and regulatory aspects specific to eco-entrepreneurship. It allows navigating environmental regulations, intellectual property protection, and choosing appropriate legal structures for the ventures.

Soft skills

- **Communication:** enhance the verbal and written communication skills, enabling to effectively articulate ideas, pitch the business concepts, and engage with stakeholders such as customers, investors, and partners.
- **Networking:** develop skills in building relationships, fostering partnerships, and leveraging networks to support the eco-entrepreneurial ventures.
- **Problem solving and critical thinking:** allowing analysing complex situations, identifying creative solutions, and making informed decisions for the business.
- **Adaptability and resilience:** navigate the challenges and uncertainties associated with eco-entrepreneurship; learn to embrace change, learn from failures, and persist in the pursuit of the goals.
- **Leadership and management:** acquire foundational leadership and management skills, enabling to effectively lead teams, inspire others, and create a positive work environment within the eco-entrepreneurial ventures.
- **Collaboration:** ability to work effectively in teams, build strong relationships, and create synergistic partnerships.

By developing these skills, NEETs will be equipped with a well-rounded skill set that empowers them to embark on eco-entrepreneurship journeys successfully, giving them autonomy, restoring their self-confidence, to contribute to the green economy, and create positive change in the world



For more information:

<https://ecopreneets.erasmusplus.website/>



**Co-funded by
the European Union**

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

EcopreneNEETs: Boosting the eco-preneurial skills of NEETs"

Project number: 2022-2-FR02-KA220-YOU-000098683