

Annex III
Description of the steps

Activity title	Integrating Eco-Entrepreneurship
Topic	Integrating Eco-Entrepreneurship into Future Project Support
Aim	The aim of the session is to prepare those trainers who assist these young people. The goal is to equip these trainers with methods and strategies to support and aid NEET youth in accessing online learning opportunities. Throughout the session, participants will be introduced to various techniques and approaches aimed at enhancing NEET youths' participation, motivation, and learning outcomes in online courses. The detailed session plan is designed to help trainers understand and implement these methods and strategies effectively in supporting NEET youths' online learning journey.
Target group	The target group for this session is trainers or educators who provide support and guidance to youth. These trainers play a crucial role in assisting young people who may face challenges in accessing traditional education or employment opportunities. The session aims to equip them with the knowledge, skills, and strategies necessary to effectively support NEET youth in accessing and benefiting from online learning initiatives.
Duration	3 hour
Needed materials	Location Projector Laptop Papers Writing instruments

Steps for implementation

Session Overview: / 10 minutes

The 'Integrating Eco-Entrepreneurship into Future Project Support' session will start with a short introduction, where all participants will be introduced together to the general information they need to know about the topic.

Then a brief outline of what will be covered in this section will be given. This will be presented to the participants using a Power Point presentation.

The frame will be constructed as follows:

- Reminder
 - Overview of eco-entrepreneurs from different perspectives
- A detailed understanding of being an Eco-entrepreneur
 - Joint team task
 - Brainstorming session
 - Idea sharing
 - Presentation
 - Case Studies Analysis
 - Analysis Framework
 - Presentation
 - Q&A session
- MOOC support methodologies
 - Deeper understanding of the topic
 - Guided discussion, sharing opinions
 - Small group experience sharing
 - Joint solution finding and planning - Brainstorming
 - Small group project work

After a brief introduction and according to the lesson plan, we will go through the topics in turn and give participants a deeper insight. A Power Point presentation will be prepared to make it easier to understand and absorb the topic visually.

Reminder / 20 minutes

/ 10 minutes / A 10-minute presentation will start with an introduction to the eco-entrepreneurs mentioned earlier, their importance and their role in environmental and social terms. The lecturer is free to introduce the topic, but it is important to review the following concepts:

- Defining the concept of eco-enterprise
- Why is eco-enterprise important in today's world?

Features of eco-businesses

- Sustainability and environmental protection

- Social responsibility
- Innovation and renewal

The role of eco-business in addressing environmental challenges

- Climate change and greenhouse gas reduction
- Conservation and sustainable use of natural resources
- Waste management and recycling

The role of eco-enterprises in addressing societal challenges

- Reducing social inequalities
- Creating jobs and supporting local communities
- Training and education to reduce the ecological footprint

/ 10 minutes / In the next 10 minutes, we will introduce the participants to the MOOC, give them an insight into its meaning, types and a more detailed insight into the project material.

We will start by explaining what a MOOC is, as follows:

MOOCs, or Massively Open Online Courses, are a major online education initiative offering a wide range of subjects. These courses can cover computer science and programming, business and entrepreneurship, languages and humanities, health and psychology, arts and culture.

MOOCs usually provide an interactive learning environment, including videos, lectures, readings and practical exercises. This allows participants to learn at their own pace and convenience.

Courses often include expert knowledge and experience, as well as the latest research on the subject. They also offer students the opportunity to interact, for example in forums where they can share their thoughts and experiences with other participants.

MOOCs are usually free or available at a low cost, which contributes to a wide access to education. This means that anyone can participate in these courses worldwide, regardless of educational or financial background.

The MOOC produced within the project covers the following topics:

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...)

Available at the following link after registration:
<https://ecopreneets.erasmusplus.space/>

Some of the most popular MOOC sites below are very good examples of how useful they can be for learning:

- MOOC courses are usually published on large educational platforms. The two largest of these are Coursera, and Edx (www.edx.org).

- What are the most popular MOOCs? The topics on self-improvement and the soft skills mentioned above are very popular. Also high on the list are IT courses, entrepreneurship and language exam preparation courses. And the top US universities include Harvard, Duke, Princeton, Johns Hopkins and many more. There are some courses that are not bound to a specific date. They can be started at any time, for example at www.udacity.com, which is also free and allows you to go at your own pace. The disadvantage is that there is less interaction, as fewer students take the course at the same time.

ecological educational videos from around the world: [HERE](#)

A detailed look at being an Eco-entrepreneur / 70 min

The next 70-minute session will require more participation from participants. To start, the facilitator should form groups of 3-5 participants. It is important to keep the groups as diverse as possible, as this will make the discussions really interesting and varied.

The groups have been formed, the facilitator assigns 3-5 questions on paper to each group, along with when to start talking about eco-businesses. The purpose of this is to share their experiences, opinions, and thoughts with each other.

First of all, they will have to talk about different professions, opportunities and case studies.

The facilitator selects 3-5 of the following questions and topics for each group:

- What eco-entrepreneurial professions do you know about?
- Can you identify promising sectors within eco-entrepreneurship?
- Have you come across inspiring case studies of successful eco-business ventures?
- Sustainable energy: Design, installation and maintenance of solar, wind or hydropower systems.
- Environmentally friendly architecture and design: Design and construction of green buildings, energy efficiency consulting, use of natural materials in construction.
- Waste management and recycling: Waste collection, processing and recycling, trade in recyclable materials.
- Sustainable agriculture and food production: Organic farming, organic farming, local food production and sales.
- Green technology and startup companies: Development and marketing of environmentally friendly technologies, applications and services.
- Sustainable fashion and textile industry: Eco-friendly clothing design and production, use of organic and recycled materials in the production of clothes and accessories.
- Ecological tourism and hospitality: Operation of sustainable travel destinations and accommodation, protection of local cultures and natural environment.

The groups are given 15 minutes to talk through these, and then a further 5 minutes to put together a short presentation on the topic they have covered. (It is not important to stick to the traditional presentation style here. Once they have put together their summary of the topic, 1 person from each group will stand up to give a 5 minute presentation to the other groups. In doing so, they briefly share with other participants all the knowledge and experience that has emerged in that group.

At the end of each presentation, participants will have 3 minutes to ask questions, share ideas and express their views on the topic.

If nobody asks a question after a presentation, the facilitator must ask at least one question to start the discussion.

Case Studies Analysis / 50 minutes

In this session, you will be working in small groups to analyze inspiring case studies of successful European eco-businesses. Each group will be assigned

a different company to evaluate. Your task is to use a structured analytical framework to understand how these companies integrate sustainability into their business models and operations. This exercise will help you gain insights into practical applications of eco-entrepreneurship principles and prepare you to apply similar strategies in your own projects.

Inspiring case studies of successful European eco-businesses and their websites:

1.Ecover (Belgium): Ecover is a Belgian company that produces sustainable cleaning products. Their products are made from organic and natural ingredients and use environmentally friendly packaging. [Ecover website](#)

2.Olio (United Kingdom): Olio is an app that helps people share their excess food with each other to reduce waste. This initiative is having a significant impact on reducing food waste in the UK and across Europe. [Olio website](#)

3.Ecoalf (Spain): Ecoalf is a Spanish company that makes high-quality clothing and accessories from recycled materials such as plastic bottles and fishing nets. Ecoalf is at the forefront of sustainable fashion and environmental innovation and social responsibility. [Ecoalf website](#)

4.Tesla: Tesla is a company that offers electric vehicles and clean energy solutions. Although it was founded in the United States, it has had a significant impact on the uptake of electric vehicles and the development of alternative energy solutions in Europe. [Tesla website](#)

5.Fairphone (Netherlands): Fairphone is a Dutch company that produces ethical and environmentally friendly mobile phones. Their aim is to improve supply chain ethics in the electronics industry and reduce electronic waste. [Fairphone website](#)

Framework

Score cases 1-5.

The following analytical framework can help you to evaluate the selected case studies, with a particular focus on the mission and vision of the business, environmental impact, sustainability practices, revenue model and scalability:

1.Mission and vision of the company:

-What are the objectives and values of the enterprise?

-How does the mission and vision of the company fit in with the sustainability objectives?

-What strategies does the enterprise use to achieve its mission and vision?

2.Environmental impact:

-What positive impacts does the business have on the environment?

- How does the company measure and monitor its environmental impact?
- What plans does the company have to further reduce or compensate for environmental impacts?

3.Sustainability practices:

- What sustainability practices does the company apply in its production processes, procurement and product life cycle?
- How does the enterprise integrate environmentally friendly technologies and solutions into its day-to-day operations?
- What partnerships has the company developed to achieve its sustainability goals?

4.Revenue model:

- What is the revenue model of the business?
- How does the company's revenue model reflect its sustainability goals and values?
- What opportunities exist to diversify the revenue model and make it more sustainable?

5.Scalability:

- How scalable is the business model and its activities?
- What growth strategies is the business using to achieve sustainability goals and market growth?
- What challenges might the enterprise face in scaling up and how does it address these challenges?

An in-depth analysis of these factors can help to build a comprehensive picture of the company's sustainability performance and future prospects.

MOOC support methodologies / 50 minutes

10 minutes / The facilitator gave a comprehensive presentation to the participants, providing insights into MOOC support methods specifically designed for NEETs. The presentation will cover technical, motivational and pedagogical aspects of MOOC support and aims to provide participants with a deeper understanding of effective strategies to support NEETs with online learning.

The lecture, which will be given in 10 minutes, can be delivered freely, with the how and the exact modality to be chosen by the trainer to suit the participants. However, it is important to present the following questions and topics:

1.Accessibility and flexibility: the methodology should ensure access to educational materials and support resources via the Internet, taking into account the different situations and circumstances of NEETs. Flexible timetables should be provided to ensure accessibility for those who work part-time or have other commitments.

2. Personalised support. This may include mentoring, personal counselling and online or offline group work.

3. Increasing motivation and engagement: the methodology should include elements that help to increase the motivation and engagement of NEETs to participate in the educational process. This could be for example a reward system, encouraging community participation or setting targets.

4. Developing a supportive community: it is important that the MOOC support methodology provides opportunities for NEET learners to participate in a supportive community where they can get help from each other and from trainers. This community can boost motivation and help learners to overcome any difficulties they may encounter.

5. Career-oriented content and support: it is important that the MOOC support methodology includes content and support that helps NEET learners to build their careers and re-enter the labour market. This could be for example career guidance, practical skills development or networking opportunities.

6. Recognition of learning outcomes: it is important that the MOOC support methodology recognises and values the achievements of NEETs, for example in the form of certificates or other forms. This can help motivate and reinforce learner engagement in the educational process.

7. Taking these factors into account, an effective MOOC support methodology for NEET learners can be developed to help them achieve their educational and professional goals

10 minutes / After the presentation, the trainer again divides the participants into groups of 3-5 and encourages active listening and respectful communication within the group.

The aim of the discussion is for each participant to share their personal experiences of NEETs, how they have experienced online learning initiatives succeeding, how they can be supported and their personal successes in this area. Each participant will have about 5 minutes to share their experiences, focusing on specific cases where they have been supported, faced challenges or achieved positive results.

The moderator can help participants with questions if he/she feels that the participant needs it.

He/she can help participants with the following requests (which are given to each group moderator on paper by the facilitator):

- Can you share a specific example of how you have supported a NEET in an online learning environment?
- What challenges did you encounter during the support process and how did you address them?

- What strategies or interventions have you found most effective in supporting NEETs in online learning?
- Reflecting on your experiences, what strategies have you found effective in maintaining engagement and participation among NEETs in online learning environments?
- Could you share an instance where you had to adapt your support approach to accommodate the unique learning preferences or challenges of a NEET participant? How did you tailor your support to meet their needs?
- Thinking back on your interactions with NEETs, what are some common misconceptions or barriers they face when it comes to accessing and benefiting from online learning opportunities?
- Have you encountered situations where technology limitations or access issues hindered a NEET's ability to fully participate in online learning? How did you navigate these obstacles to ensure inclusivity and equity?
- In your experience, what role do mentorship and peer support play in enhancing the online learning experience for NEETs? Can you share an example where collaborative learning or mentorship significantly contributed to a NEET's academic or personal growth journey?

15 minutes / Following the group discussion, participants will reconvene to brainstorm together on how to support NEETs in the online learning environment, common challenges and possible solutions. The facilitator will lead the brainstorming session, encouraging participants to build on each other's ideas and think creatively about solutions. The joint discussion here is informal, but requires the active involvement and guided questions of the facilitator to ensure an effective and meaningful conclusion.

The facilitator should lead the group through the following 4 aspects:

1. Identifying the challenges

1.Access and tools: Not all NEET young people have the right tools and access to online learning, so it can be important to provide them with the right tools and internet connection.

2.Motivation and commitment: many NEET young people may lack motivation and commitment to online learning. It may be important to provide them with motivational tools and a supportive environment.

3.Digital competences: Not all NEET young people have the necessary digital competences for online learning. NEETs may not have the necessary digital skills to develop their digital skills.

4.Social support: some NEET young people may lack social support and incentives to learn. It may be important to create an online community space where support and motivation can be accessed.

5. Mental health: NEET young people can often suffer from mental health problems, which can affect access to and participation in online learning. It may also be important to provide them with psychological support.

6. Personalised support: as each NEET young person is in a unique situation, it may be important to provide them with personalised support and mentoring to help them succeed in online learning.

2. 2. Optional solutions:

1. Mentoring programmes: ongoing mentoring and support can help NEET young people find the direction and motivation to learn online. Mentors can set goals, offer advice and help to overcome difficulties.

2. Interest groups and clubs.

3. Online mental health support: provide online mental health support and resources for NEET young people to manage stress, emotional support and improve their overall wellbeing.

4. Project work and work experience: offer project work and work experience opportunities that can help NEET young people develop real-life skills and learn about industries.

5. Volunteering opportunities: offer NEET young people online volunteering opportunities that can help them to connect with the community, develop leadership skills and build confidence.

6. Digital mentoring and support: organise online workshops, trainings and briefings to develop digital skills and learn effective online learning techniques.

3. Solutions evaluation and refinement

1. Data collection and analysis: it is important to collect data on NEET young people's access to, participation in and effectiveness of online learning. Data analysis can help to identify areas where further improvements are needed.

2. User feedback. User feedback will help to identify strengths and weaknesses.

3. Pilot programmes: launch pilot programmes to test different support solutions in small groups. Such small scales can shed light on effectiveness and failures.

4. Studies and research: understand the needs and challenges of NEET young people in the field of online learning. Such studies and research can provide a comprehensive picture of the situation.

5. Assessment and monitoring: conduct regular assessments and monitoring to track the online progress of NEET young people.

6. Continuous development and customisation: be open to continuous development and customisation of solutions, taking into account the needs and feedback of NEET young people.

4. Action planning

1. Setting goals: identify the specific goals and outcomes we want to achieve by supporting NEET young people in online learning. Be measurable and relevant to the objectives of the support programme.

2. Develop detailed plans: develop detailed plans and strategies on how we will achieve the goals set. Identify concrete steps and timeframes for implementing the activities.

3. Identify resources and tools: Identify the necessary resources, including material resources, people, time and technology, needed to implement the support programme.

4. Responsibilities and delegation: define responsibilities and delegate tasks to the right people to implement the programme effectively.

5. Communication plans: develop an effective communication plan on how we will inform NEET young people about support opportunities and the programme agenda.

6. Monitoring and evaluation: establish monitoring and evaluation mechanisms to track the effectiveness and efficiency of the programme. Ensure that the grant programme is regularly evaluated and refined to increase effectiveness.

7. Flexible adaptation: make plans flexible and be ready to adapt to possible changes or challenges during implementation.

8. Stakeholder involvement: it is important to involve NEET young people and other stakeholders in the process of action planning to ensure the relevance and effectiveness of the programme, tailored to their needs.

15 minutes / Participants are again divided into smaller groups of 3-4 people by the facilitator. Their task will be to brainstorm on how to increase NEETs' participation, motivation and learning outcomes in online courses. To do this, they will have to develop a practical and innovative approach and strategy.

In order to enhance participation, motivation and learning outcomes in online courses, the following practical and innovative approaches and strategies

should be considered by the participants and can be communicated to the participants by the facilitator:

Personalised learning experience: design and tailor online courses to meet the specific needs and preferences of NEETs, allowing them to progress at their own pace and focus on their areas of interest.

Interactive content and tasks: use interactive and preparatory tasks that encourage participants to engage and actively learn. For example, exercises, playful quizzes, group work and case studies can be incorporated.

Mentoring and support: Provide access to mentors or tutors who can help NEETs with course-related issues and encourage and support them in the learning process.

Communication and community support: create online communities or forums where participants can share experiences, ask questions and encourage each other. Such communities can boost motivation and help people to collaborate.

Evaluation and feedback: provide regular and constructive feedback to NEETs on their performance and progress. This will give them the opportunity to improve and motivate them to continue learning.

At the end of the session, the groups present their ideas to the larger group for feedback and discussion.

1. What are the specific needs and preferences expressed by NEET young people regarding the online learning environment and MOOC support strategies?

2. What practical and innovative approaches could be used to improve NEET young people's engagement, motivation and learning outcomes in online courses?

3. How do you plan to break participants into groups to work together effectively in developing MOOC support strategies?

4. How do you plan to present your ideas to the larger group at the end of the session to generate more effective feedback and discussion?

5. How do you plan to collect and structure the feedback received from participants during the small group session to use it to refine and develop MOOC support strategies?

Method

All of this helps the participants to quickly catch up on the topic, to understand it in an interactive way, and to clarify any questions they may have.