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GREEN GENESIS STARTUP

Green economy, and entrepreneurship Program

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Partners



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Introduction

to the course, and program - By CO-LABORY

Summary

Becoming the world's first climate-neutral continent by 2050 is the greatest challenge, and opportunity. The green economy is a complex process. It not only represents the transition from a traditional economy to a greener one, but it presupposes a radical change in the structure, culture, and practices that characterize societies; it is a crosscutting challenge, and an opportunity for the recovery of Europe.

Attention to environmental sustainability increasingly represents the new frontier of European employment. The increase in the demand for experts in the various areas of environmental sustainability is already significantly characterizing the labor market, and will be progressively more so in the future. The need for green skills, and the adoption of new technologies in the field of sustainability represents a fundamental aspect of economic growth on a global level.

Green startups find their natural outlet in different sectors. However, there is an untapped potential to take a path that can create other green jobs. Green companies need qualified personnel to expand their markets, and often fail to meet their demand.

A consortium of six organizations from Romania (Asociatia uzinaduzina), Italy (Co-labory), Cyprus (CCIF), Grece (INNOVATION HIVE), Spain (ACD LA HOYA), Croatia (Udruga Murtila), reviewed international studies on the behavior of young people towards the environment, and their knowledge of the green economy, noting the importance of creating "young green entrepreneurs" who can enter the constantly evolving world of work.

Continuous learning is beneficial for acquiring new skills or sharpening existing ones because that specific outcome becomes a lifestyle so hard it can be forgotten. In addition, training is about feeding the brain, and the person as a whole. Consequently, training people on a common interest topic needs to be done by organizations with a holistic approach, rather than one-off activities, at three different levels: strategic, tactical, and operational. The main goal of our project, and this Result is contributing to entrepreneurship development, and creating new job places.

The current program (GreenCamp) helps youth organizations to equip young people with skills, and knowledge in areas such as Green economy, and entrepreneurship, Ecological Transition, Circular economy, Funding sources for green businesses at the European level, Reality experience, practical training - work on real projects project-based learning, and solving real problems.

It does so at the strategic planning level but also the tactical intervention level.

Moreover, the program sets out a methodology to operationalize the strategy at the activity level, through non-formal education activities, and tools, with examples of good practices across Europe. It offers young people the opportunity to train independently.

This opportunity is reached through a set of practical solutions: capacity building of partner organizations, design of the open, innovative accelerated educational program for green, and entrepreneurship skills, and mentorship, an online mentorship platform for young people who will need support in further development of their business ideas in the green sector.

At the end of this Program, the young people will gain green knowledge, and skills to start their own business or find a job in the green sector; new, and existing entrepreneurs will gain practical advice from mentors for taking their business up to a new level; the organizations from different sectors will have practical, tested acceleration program for green, and entrepreneurship skills for creating new job places, and economic growth.

The effects of the transition to sustainability will be pervasive in the economy, and society, with important transformations in the labor market. On the one hand, new opportunities will open up for emerging sectors that deal with the production of renewable technologies, and sustainable products, and services, which will be able to express a need for Green Jobs.

On the other hand, the production sectors responsible for releasing most of the emissions, and exploiting most of the natural resources risk reeling part of the workforce in them engaged.

A report from the International Labor Organization (ILO, 2018) estimates that achieving the goal set by the Paris Agreement would result in the creation of 24 million jobs, and the destruction of 6 million by 2030, with a net effect of the energy transition equal to 18 million positions at level global, with differentiated results according to the countries, and production sectors.

The employment effects of the change to renewable energies depend on several structural factors that characterize the local labor market. To promote mobility, reconversion, and retraining of the workers concerned, it is essential to maximize the positive effects on growth, and the employment of energy, and inquiries on the labor market.

From this perspective, to seize the opportunities of the green economy, it will be essential to know how to evaluate which professional skills will be necessary to accompany, and accelerate the transition process.

In this regard, education, and vocational training systems will have to support workers, and companies through the revision, and integration of current training curricula, the definition of new standards, and the introduction of mechanisms for recognizing acquired qualifications, and new professional roles.

Under the leadership of President von der Leyen, the Commission has, with the European Green Deal, presented an ambitious strategy to deliver on sustainability, and the transformational changes needed across our economy, and society. Sustainable development is a core principle of the European Union, and having on the UN's Sustainable Development Goals is a priority objective for the Union's internal, and external policies. By aligning action across a range of policy areas, including energy, environment, mobility, and agriculture, the EU aims for a green transition that is just, and inclusive. Like all sectors, education, and training must also take action to respond to the climate emergency, and planetary crisis – in terms of its operations and, crucially, how it prepares learners for the future.



The European Education Area Communication, the European Green Deal³, and other vital initiatives recognize the crucial role of education, and training for the green transition. Learners of all ages need to develop the knowledge, skills, and attitudes to live more sustainably, change consumption, and production patterns, embrace healthier lifestyles, and contribute – individually, and collectively – to the transformation of our societies. Achieving this requires a lifelong learning approach to learning for environmental sustainability with hands-on, engaging, and action-based ways of learning which foster (i) knowledge, understanding, and critical thinking (cognitive learning); (ii) practical skills development (applied learning);, and (iii) empathy, solidarity, and caring for nature (socioemotional learning). Interdisciplinary approaches are needed to help learners understand the interconnectedness of economic, social, and natural systems.¹

In this context, the effort undertaken by our project becomes even more critical. The Program examines the innovative strategies of companies that focus on the Green Economy, the skills that young people need to be able to enter the world of work, and practical activities that support young people in opening a green business²

Green skills

Climate action is already providing the jobs, and opportunities of the future.

Transitioning to a climate-neutral economy will trigger a fundamental transformation across many sectors. New jobs will be created, while some jobs will be replaced, and others redefined.

We need to:

promote, and support
green employment



address the skilling,
and reskilling of
workers



anticipate changes
in workplaces of the
future



Source: <https://www.ETF.europa.eu/en/projects-campaigns/campaigns/skills-green-transition-0>

1. <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52022DC0011&from=EN>

2. LE COMPETENZE GREEN (ANALISI DELLA DOMANDA DI COMPETENZE LEGATE ALLA GREEN ECONOMY NELLE IMPRESE, INDAGINE 2020) https://www.anpal.gov.it/documents/552016/586456/Competenze-Green_2020.pdf/6fb1ef56-8d89-170f-3c8e-e027b0bc6bbd?t=1619084619574

The Climate Pact will continue the EU's work in this area, and actively support labour organisations, educational bodies, and public authorities to help those seeking employment in the green economy.³

Green skills are the knowledge, abilities, values, and attitudes needed to live in, develop, and support a sustainable, and resource-efficient society.

The need to transition towards more environmentally sustainable modes of production, and consumption has become imperative, for developed as well as for developing countries.

Sustainable Development Goal 9 includes the target of upgrading infrastructure, and retrofitting industries to make them sustainable, with increased resource-use efficiency, and greater adoption of clean, and environmentally sound technologies, and industrial processes by 2030.

Sustainable Development Goal 12 includes the target of achieving the sustainable management, and efficient use of natural resources by 2030.

The transition to a low-carbon, resource-efficient economy requires systemic changes that will result not only in new products, and services, and changes in production processes, and business models.

This greening of the economy will inevitably change the skills required, and the tasks involved in many of the current occupations.⁴

GreenComp

the European sustainability competence framework

GreenComp is a reference framework for sustainability competencies. It provides a common ground to learners, and guidance to educators, advancing a consensual definition of sustainability as a competence entails.

It responds to the growing need for people to improve, and develop the knowledge, skills, and attitudes to live, work, and act sustainably. It is designed to support education, and training programs for lifelong learning. It is written for all learners, irrespective of age, and education level, and in any learning setting – formal, non-formal, and informal.

Sustainability competencies can help learners become systemic, and critical thinkers, develop agency, and form a knowledge basis for everyone who cares about our planet's present, and future state.⁵



Source: GreenComp Cover © EC2022

3. https://europa.eu/climate-pact/about/priority-topics/green-skills_en

4. <https://www.unido.org/stories/what-are-green-skills>

5. https://joint-research-centre.ec.europa.eu/greencomp-european-sustainability-competence-framework_en

Objectives: Purpose of the program

The main goal of this Program (Genesis Startup Camp) is to equip young people with skills, and knowledge in the green sector, and entrepreneurship.

The target group is young people (18-30) who need to acquire specific skills in the green sector to work in it (as an entrepreneur or worker). It combines experience from the business, educational, non-profit, and public sectors to design the best program that leads to new job places, and new green entrepreneurs.

The unemployed young people with this Program can have a chance to find a job in the green sector, and become new green entrepreneurs. The program's curriculum is adapted to the target group's needs. One of the main characteristics is the usage of practical, innovative methods, a combination of theory, and practice, and an acceleration pace.

The participants in this program will have a unique chance to be part of Genesis Startup Camp, which will give a new direction to their carrier perspectives. Moreover, the program is applicable in any other country, and easily adaptable to their economic conditions through strong cross-sector cooperation, and building the capacities of the organizations included.

Research, Open Educational Tools, Project-Based Learning, and Games were the main methods applied.

The Program deepens the following topics:

-  Ecological Transition;
-  Circular economy as a development opportunity for companies, and green jobs;
-  Green Entrepreneurship (including how to pitch an idea);
-  Funding sources for green businesses at the European level;
-  Reality experience component - practical training - working on real projects, project-based learning, and solving real problems.

Each of these topics has been analyzed from a practical, and theoretical point of view. There is a short introduction to the topic for each topic, and a deepening of the key learning content. You can also find recommendations or suggestions for further reading, and a final self-assessment quiz.

Each topic also has six reference case studies, a success story to draw inspiration from, from the six partner nations.

To learn the contents provided practically, and interactively, at the end of the program, you will find suggestions on how to set up a Workshop with young people.

Ecological Transition





Introduction: What is ecological transition?

Ecological transition is a concept that aims to rethink a new social, and economic model, and act in order to respond intelligently to all of today's ecology workers' challenges. It aims to rebuild the way we live, work, and produce in a new ecological way to reduce our environmental impact on our Planet.

Key Learning Content:

This topic's main goal is to define the steps towards ecological transition. Also, to answer the question: of what an individual can do about it, and what jobs, and businesses are part of the ecological transition towards climate neutrality, and sustainable development.

Preservation of nature, renewable natural resources, water, forests, soil, and sea, is the basis of sustainable, and inclusive growth, food production security, and poverty reduction. Drinking water, clean air, and healthy terrestrial, freshwater, and marine ecosystems enable people in the EU to lead a healthy, and productive life, realize their potential, and contribute to society because, without a healthy ecosystem, this is not possible.

Europe is exposed to high risks from climate change. The consequences of extreme weather events, droughts, floods, rising sea levels, soil erosion, and air pollution point to reducing the risk of negative consequences caused by climate change, and increasing resistance to them. Sectors considered particularly sensitive to climate change are water management, agriculture, forestry, energy, and tourism, biodiversity, natural terrestrial, and marine ecosystems, coastal, and urban areas, and human health are also at risk.

Although greenhouse gas emissions are gradually decreasing, the intensity of greenhouse gas emissions in the economy is still high. In addition to traffic, energy production, waste disposal, and inefficient use of energy in the building sector are significant sources of greenhouse gases.

By fulfilling the goals of the transition to low-carbon development, environmental protection, and reducing the risk of climate change in a manner consistent with the implementation of the European Green Plan, it will contribute to achieving climate neutrality, and meeting the goals of sustainable development from the United Nations Sustainable Development Program 2030.



Research material

In this chapter, from all mentioned above, we will define five subchapters, and main subjects, and discover green business in each sector:

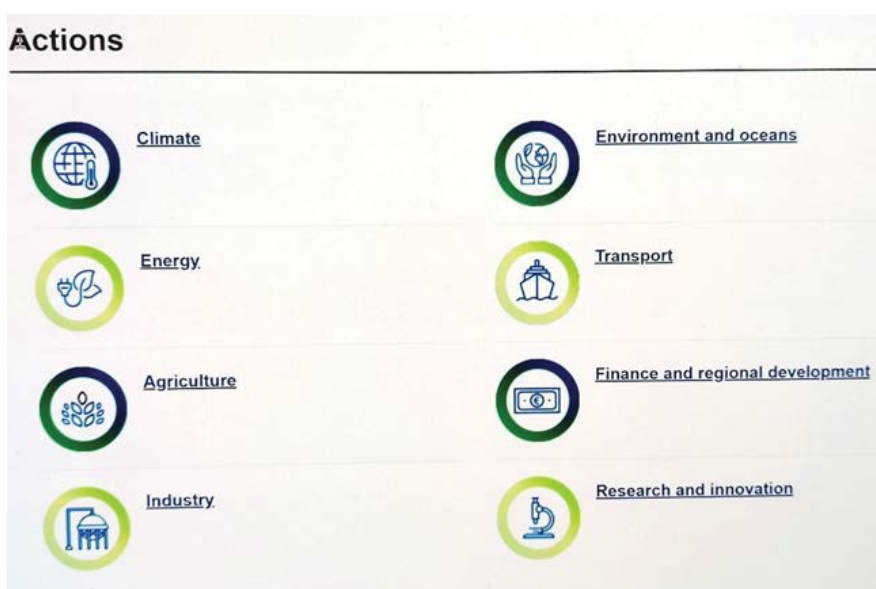
1. Sectors, and actions of ecological transition

Priorities of policy implementation in the field of the sustainable environment:

- increasing efficiency in municipal waste management, and preparing for the transition to a circular economy
- quality, and sustainable water management
- reduction of air pollution, and greenhouse gas emissions
- risk prevention, promotion of resilience, and adaptation to climate change
- development of circular management of space, and buildings
- development of green infrastructure in urban areas, and creation of green cities
- preservation, and improvement of biodiversity, and sustainable management of ecosystems, natural resources, and biodiversity.

Implementation priorities in the field of energy policy:

- promotion of energy transition, and renewable energy sources
- promotion of advanced biofuels, and electricity, and hydrogen from renewable energy sources
- increasing energy self-sufficiency, and efficiency, and transition to clean energy
- introduction of advanced digitized energy systems, networks, and energy storage
- decarbonization, removal, storage, and recovery of carbon dioxide
- research, development, and application of new technologies
- investments in clean technologies related to hydrogen
- energy renovation of buildings, and suppression of energy poverty



2. Protection of natural resources: Biodiversity, and fresh air, clean water, healthy soil.

The European Green Deal aims to make Europe climate neutral by 2050. To make this objective legally binding, the Commission proposed the European Climate Law, which also sets a new, more ambitious net greenhouse gas emissions reduction target of at least -55% by 2030, compared to 1990 levels.

Significant economic benefits to EU countries come through nature, for example, through tourism or agriculture. The loss of biodiversity, and functional ecosystems would cause incalculable damage to the economy, and population. Preserving, and improving biodiversity, increasing natural capital, preventing pollution, and protecting the environment are top priorities for economic development in ecological transition. The environment is, therefore, an integral, and inseparable part of economic development.

By horizontal policies for strengthening education, and training, special attention will be paid to improving vocational education for occupations in agriculture, and aquaculture to strengthen skills related to modern, ecologically sustainable production, and aquaculture, including bio-economy, and the use of digital technology. Training agricultural producers, and aquaculture producers, especially young people, and women, will be encouraged to increase knowledge, and skills related to increasing the quality, intensity, and sustainability of production, financial literacy, accounting, and digital skills. This includes greater availability of advisory services related to the challenges of agricultural production, and aquaculture challenges.

Keywords:

protecting the biodiversity of one place, ecological farming, protecting water supplies, sustainable tourism

3. Healthy, and affordable food, and longer-lasting products that can be repaired, recycled, and re-used

The link between healthy people, healthy societies, and a healthy planet puts sustainable food systems at the heart of the European Green Deal, the EU's sustainable, and inclusive growth strategy. It is designed to boost the economy, improve people's health, and quality of life, and care for nature.

The European agriculture, and food system, supported by the Common Agricultural Policy, is already a global standard regarding safety, security of supply, nutrition, and quality. A shift to a sustainable food system can bring environmental, health, and social benefits, and offer fairer economic gains.

The Commission presented the 'farm to fork' strategy in May 2020 as one of the key actions under the European Green Deal. Contributing to achieving climate neutrality by 2050, the strategy intends to shift the current EU food system towards a sustainable model.

Food is a social, cultural, and health good that connects people of different cultural, social, and economic characteristics with local communities, and their diversity, and food production is part of the food system, which is extremely important for the sufficient supply of food to the population. The food production sector is also multifaceted with other production, and service sectors, from biotechnology, pharmaceuticals, packaging, logistics, and transport through the ICT industry, education, tourism, and health to the cultural, and creative industry.

Keywords:

-farm to fork, connecting family farms with inhabitants of big cities, repair, reuse, recycle

4. Energy efficiency, and self-sufficiency, the transition to clean energy

The production, and use of energy account for more than 75% of the EU's greenhouse gas emissions. Decarbonizing the EU's energy system is, therefore, critical to reaching our 2030 climate objectives, and the EU's long-term strategy of achieving carbon neutrality by 2050. Also, U's new growth strategy aims to transform the EU into a fairer, and more prosperous society, with a modern, resource-efficient, and competitive economy, with no net emissions of greenhouse gases by mid-century.

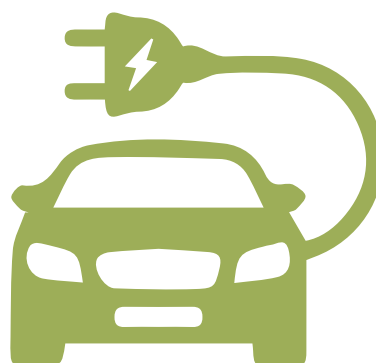
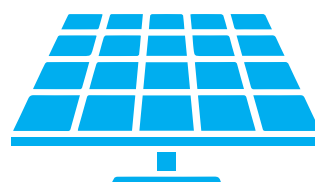
With transport contributing around 5% to EU GDP, and employing more than 10 million people in Europe, the transport system is critical to European businesses, and global supply chains. At the same time, transport is not without costs to our society: greenhouse gas, and pollutant emissions, noise, road crashes, and congestion.

Based on the connection between energy policy, and reducing the carbon intensity of the economy, and society, the goal is to ensure an affordable, safe, and high-quality energy supply that will contribute to reducing the use of fossil fuels, and greenhouse gas emissions, and mitigating the risk of climate change.

Ecological transition in this sector refers to the green transformation of the villages, and cities to self-sustainable houses, solar panel fields, green transportation, etc. Also, these investments will be the driver of balanced, and sustainable regional development, and innovations that bring economic changes, high-quality services, and products, income, business models, and opportunities to increase companies' competitiveness, and meet the population's needs.

Keywords:

green self-sustainable houses, transportation, electric cars, green travel, solar panels, energy efficiency



5. Best practices

Becoming the world's first climate-neutral continent by 2050 is a once-in-a-lifetime opportunity to modernize the EU's economy, and society, and re-orient them towards a just, and sustainable future.

Examples of good practices:

- Green network of activist groups
 1. <https://www.zmag.hr/en/>
 2. <https://udrugavestigium.wixsite.com/vestigium/english>
- Cities toward ecological transition
 3. **City of Zagreb – Garbage solution** <https://zgvrecice.cistoca.hr/>
- Sustainable tourism:
 4. <https://ecobnb.com/>
 5. <http://www.odrzivi.turizam.hr/default.aspx?id=10>
- From farm to fork
 6. <https://www.consilium.europa.eu/en/policies/from-farm-to-fork/>
- Sustainable development:
 7. Sustainable development video: <https://www.odraz.hr/multimedia/video-gallery/sustainable-development-whats-that/?lang=en>



Summary, and Recommendations

All of the ecological transition priorities, and actions that are defined (and we all need to act to achieve its goals) must not forget about main accelerator - people, especially youngsters. In the following chapters, you will learn more about future-proof jobs, and skills training for the transition.

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<https://www.consilium.europa.eu/en/policies/from-farm-to-fork/>
 National strategies 2030: **Croatian** <https://hrvatska2030.hr/>

Circular Economy





Introduction: What is the circular economy?

The circular economy is a new model of production, and consumption that guarantees sustainable growth over time. With the circular economy, we promote the optimization of resources, the reduction in the consumption of raw materials, and the use of waste, recycling it or giving it a new life to turn it into new products.

Therefore, the circular economy aims to make the most of the material resources available to us by extending the life cycle of products. The idea arises from imitating nature, where everything has value, and everything is used, where waste becomes a new resource. In this way, the balance between progress, and sustainability is maintained.

Key Learning Content

There is only one planet, Earth, yet by 2050, the world will be consuming as if there were three
1. Global consumption of materials such as biomass, fossil fuels, metals, and minerals is expected to double in the next forty years²; annual waste generation is projected to increase by 70% by 2050³.

As half of total greenhouse gas emissions, and more than 90% of biodiversity loss, and water stress come from resource extraction, and processing, the European Green Deal⁴ launched a concerted strategy for a climate-neutral, resource-efficient, and competitive economy. Scaling up the circular economy from front-runners to the mainstream economic players will make a decisive contribution to achieving climate neutrality by 2050, and decoupling economic growth from resource use while ensuring the long-term competitiveness of the EU, and leaving no one behind.

To fulfil this ambition, the EU needs to accelerate the transition towards a regenerative growth model that gives back to the planet more than it takes, advance towards keeping its resource consumption within planetary boundaries, and therefore strive to reduce its consumption footprint, and double its circular material use rate in the coming decade.

For business, working together on creating the framework for sustainable products will provide new opportunities in the EU, and beyond.

This progressive, yet irreversible transition to a sustainable economic system is an indispensable part of the new EU industrial strategy. A recent study estimates that applying circular economy principles across the EU economy has the potential to increase EU GDP by an additional 0.5% by 2030 creating around 700 000 new jobs⁵. There is a clear business case for individual companies too: since manufacturing firms in the EU spend on average about 40% on materials, closed loop models can increase their profitability, while sheltering them from resource price fluctuations.

Building on the single market, and the potential of digital technologies, the circular economy can strengthen the EU's industrial base, and foster business creation, and entrepreneurship among SMEs. Innovative models based on a closer relationship with customers, mass customisation, the sharing, and collaborative economy, and powered by digital technologies, such as the internet of things, big data, blockchain, and artificial intelligence, will not only accelerate circularity but also the dematerialisation of our economy, and make Europe less dependent on primary materials.



Research material

The European Commission presented in March 2020 the Circular Economy Action Plan which aims at more sustainable products, waste reduction, and empowering citizens (such as the "right to repair"). Special attention is given to resource-intensive sectors such as electronics, and ICT, plastics, textiles or construction.

In February 2021, the Parliament voted on the circular economy action plan, and called for additional measures to move towards a carbon-neutral, sustainable, toxics-free, and fully circular economy by 2050. These should include stricter laws on recycling, and binding targets for 2030 to reduce the ecological footprint of material use, and consumption.

In March 2022, the Commission unveiled the first package of measures to accelerate the transition to a circular economy, as part of the circular economy action plan. Proposals include the promotion of sustainable products, empowering consumers for the green transition, the revision of the regulation on construction products, and a strategy on sustainable textiles.

What is the difference between the circular economy, and the linear economy?

Until now we have applied linear production models, i.e. we extract, produce, consume, and discard. The society in which we live means that the pace of consumption is accelerating, a model that is fast but not very sustainable for the planet.

The circular economy establishes a more sustainable model of production, and consumption, in which raw materials are kept longer in the production cycles, and can be used in a recurrent way, thus generating much less waste. As its name suggests, the essence of this model is that resources are kept in the economy for as long as possible, promoting that the waste we generate can be used as raw material for other industries.

What are the benefits of the circular economy?



It protects the environment

It reduces emissions, minimises the consumption of natural resources, and reduces waste generation.



Benefits the local economy

It can benefit the local economy by encouraging production models based on the reuse of nearby waste as raw material.



Promotes employment

Stimulates the development of a new, more innovative, and competitive industrial model, as well as increased economic growth, and employment.



Promotes resource independence

The reuse of local resources can lead to less dependence on imported raw materials.

What are the principles of the circular economy?

Most of us are familiar with the 3R rule, which is essential for sustainable development, and preserving the environmental balance: reduce, reuse, and recycle. In other words, what we take from nature returns to it when its useful life is over, in a cyclical, and environmentally friendly way. But did you know that there are four other rules? These 7Rs are the necessary steps to achieve a circular economy:

Redesign: think, and design products so that their manufacturing process consumes fewer raw materials, extends their useful life, and generates less waste (or at least waste that is easier to recycle). This increases environmental friendliness.

Reduce: change our consumption habits towards a more sustainable model. If we reduce consumption, we avoid the generation of waste, the use of raw materials and, therefore, reduce the impact on the environment.

Reuse: We extend their useful life by reusing or repurposing products.

Repair: until now, when a product broke down, we tended to replace it. However, repairing it is cheaper, and avoids using new raw materials, saves energy, and does not generate environmental waste.

Renovate: update old objects so they can be reused as vintage, such as furniture.

Recycle: promote best practices in waste management, and use what is possible as raw material for the manufacture of new products.

Reclaim: give new uses to products that are going to be discarded, such as using plastic bottles to create watering systems, flower pots or bird feeders.



Summary, and Recommendations

The transition to the circular economy will be systemic, deep, and transformative, in the EU, and beyond. It will be disruptive at times, so it has to be fair. It will require an alignment, and cooperation of all stakeholders at all levels - EU, national, regional, and local, and international.

Therefore, the Commission invites EU institutions, and bodies to endorse this Action Plan, actively contribute to its implementation, and encourages Member States to adopt or update their national circular economy strategies, plans, and measures in light of its ambition. Furthermore, the Commission will recommend

including the circular economy among the topics for discussion on the future of Europe, and a regular theme of citizens' dialogues.

Measures such as waste prevention, eco-design, and re-use could save EU businesses money while reducing total annual greenhouse gas emissions. Currently, the production of the materials we use daily is responsible for 45% of CO₂ emissions.

Moving towards a more circular economy could generate benefits such as reducing pressure on the environment, improving the security of the supply of raw materials, and stimulating competitiveness, innovation, economic growth, and employment.

It can also provide consumers with more durable, and innovative products that deliver monetary savings, and a higher quality of life, e.g. if mobile phones were easier to disassemble, the cost of remanufacturing could be halved.

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Green Entrepreneurship





Introduction: What is Green Entrepreneurship

Green entrepreneurship refers to consciously addressing environmental, and social problems, and needs, and the effort to provide innovative entrepreneurial ideas that aim to solve these problems. Green entrepreneurship could be a new business paradigm, consisting of the topics of entrepreneurship in general, with aspects of environmental, and welfare economics. In a simpler definition, green entrepreneurship refers to businesses that value their environmental impact deeply and, with thorough planning, have found ways to be viable profitably while protecting the environment.

Key Learning Content

One of the main goals of this topic is to highlight the differences between conventional entrepreneurship, and green one. The core difference between conventional, and green entrepreneurship is the logic before the value creation.

Conventional entrepreneurship contributes to economic growth, and regional development, while green entrepreneurship refers to businesses that attempt to minimize the business environmental impact, and consider sustainability measures. In a more general way, the sole purpose of conventional entrepreneurship is value creation. In contrast, in green entrepreneurship, the business's economic aspect also serves as the means to achieve environmental profit.

A green entrepreneur can make their business "green" or enter a "green business." In other words, green entrepreneurship could be the technology used for production in any economic sector that firms are active. In this case, our attention is restricted to parts of the economy producing specific output types. The former is sometimes referred to as a process approach in defining green business, while the latter is an output approach.

Some of the key learning contents of this unit are:

- ✓ The definition, goals, objectives, and examples in the form of case studies regarding green entrepreneurship
- ✓ The definition of green business ideas
- ✓ The understanding of the conventional, and the sustainable market
- ✓ The definition of value propositions
- ✓ The outline of all the tasks, and resources needed to be generated, innovated, to manage the value delivered to customers
- ✓ The understanding, and delivery of the know-how to develop a business plan, as well as financial management
- ✓ The delivery of pitch deck ideas to potential investors, and customers

These contents, once developed, can be explained as an introduction to green entrepreneurship, and the basic principles regarding sketching out a green business idea, and its plan, as the effort towards making a positive impact with green business ideas, the process for identifying potential investors, and customers, the market analysis, the attempt of depicting the green business idea into context, the solutions towards the problem of acquiring financial resources to fund or invest to the idea, and the general logistics, meaning the management, scaling-up, and communication of the green business idea.

That knowledge, and expertise will support young people in their attempt to integrate circular economy strategies into their business idea. Still, they will also become more innovative, and better equipped to launch their Circular start-up or spin-off, and other initiatives in response to current or future needs and, ultimately, boost Europe's growth, and competitiveness.

After gaining this essential knowledge of how to develop a start-up integrating principles of the Circular Economy, young people, through experiential learning, and collaborations with established start-ups, will be prepared to commercialize their idea, and understand the competitive landscape of the business sector.

To summarize, the topic aims to introduce green entrepreneurship to young people, demonstrate its benefits, and explain step-by-step the process of generating, developing, and commercializing a sustainable business idea, and plan, highly motivating them to start their own green business.

Research material

The topic regarding green entrepreneurship could be divided into five sub-chapters to approach, at least superficially, its basic principles.

These chapters could contain the following:

1. Introduction to green, and sustainable business/Distinction from conventional entrepreneurship

(Business initiatives, the connection between CE, and business models, how we can create a CE business model, how we can transform an already existing business model to circular, what is a green, and innovative start-up)

2. Pitching yourself, and your idea

(Explanation of business plans, how to develop one, thinking outside the box, management)

3. Policy, and regulatory environment/Funding opportunities

(Legal framework/ national, and EU initiatives / support for innovative green potential)

4. Marketing strategies

5. Best practices

The topic of green entrepreneurship is getting more, and more spread, and new initiatives are being published quickly.

Regarding the research material, our survey could commence from educational material already developed in the scope of European programs.

An excellent example of such could be the GD HIVE project, whose main objective is to provide young people with new knowledge, competencies, and skills related to the European Green Deal, and the Circular Economy so that they could be allowed to acquire new knowledge, and improve their skills, and better understand, and share the importance of green economy, circular economy, business, and innovation. Within the implementation of the project, an e-platform was developed, containing all the educational material on the topic of green entrepreneurship, Green Deal, and Circular Economy.

Find out more at:

<https://greendeal-hive.eu/en/projekt>
<https://gd-hive-hub.eu/login/index.php>

Moving on content-wise, one could opt for the STARTAB Entrepreneurship Program, which Corallia delivers with the support of Prince's Trust International, and it is offered free of charge to young people aged 18-35.

Participants can develop a business idea through a specialized Workshop, and then attend a 4-day interactive, and free Entrepreneurship Course, where through workshops, they explore the practical side of starting, and running a business, and decide if self-employment is right for them. After the 4-day Entrepreneurship Course, those participants who wish to proceed receive mentoring guidance for up to 12 months to develop, design, and test their business idea, and then mature their business plan.

The stages of the program are 6: the Information session, the stage of development of the business idea, the Explore Entrepreneurship Course, the Next Step Mentoring stage, the Launch your business step, and last, the Grow your business stage.

You can find out more at:

<https://startab.gr/en/about-en/>

Still, exciting initiatives are being provided by the Center of Sustainable Entrepreneurship Excelixi of the Piraeus Bank Group, providing training programs, consulting services, certifications, innovation, and entrepreneurship services, and organizing relevant events.

The Center of Innovation & Entrepreneurship aims to actively support actions, and initiatives that contribute to promoting innovation in the critical sectors of the Hellenic economy, where Excelixi focuses its activities. Moreover, it supports the development of entrepreneurship in the country, especially for young people, by providing consulting services for startups like mentoring, implementing EU co-financed programs, specialized events, etc.

Find out more at:

<http://www.excelixi.org/>



In order for everyone interested, and especially young people, to enhance their knowledge, they could consult the European Pact for Sustainable Industry by CSR Europe, which aims at scaling up the impact of individual efforts made by companies, industry federations, and EU leaders towards a Sustainable Europe 2030.

At the SDG Summit 2021, CSR Europe inaugurated the first edition of the European Sustainable Industry Barometer.

Having formed a strong alliance, the European Pact for Sustainable Industry has set some milestones, starting from the rollout of the European Sustainability Industry Strategy by 2024.

Moving on, the goal is that by 2030, 10.000 companies will be engaged in the sector, and cross-sectoral collaboration, and by 2024, EU policymakers will implement an inclusive level playing field.

The steps to accomplish these milestones are the following:

- The improvement of the Sector Intelligence
- The engagement with the Commission
- The visibility, and recognition of the Pact, and its objectives.

You can find out more at:

<https://www.csreurope.org/the-european-pact-for-sustainable-industry#achievements>

Summary, and Recommendations

To summarize what has been aforementioned, the shift of a business towards sustainability should be regarded as the outcome of the collaboration of three variables: the consumers, the government initiatives, and legislation framework, and the commitment of the business itself.

Going green can deliver great benefits to businesses. First, it can minimize costs since most of the work could be delivered digitally, improving efficiency, and minimizing the 'error factor'. Furthermore, it can develop healthy workplaces, improve the business reputation, and reinforce the customers' loyalty to the business.

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Funding sources for green businesses at European level



Introduction:

In the EU territory, the EU laws make up the main framework, and the objectives both at EU, and at National actions. With the new Commission, the Green Deal has been enacted as a group of regulations, and directives with the aim of comprehensively guide the MS (Member States) actions for the Green Transition. While the scope of the Green Deal is very wide, this topic will focus on the Circular Economy Action Plan both as law, and in its potential applications.

Key Learning Content

The EU is an international organization, the laws create legal effects, and are obligatory, differently from other organizations such as the UN. Its legal acts, moreover, enjoy a prominence over national law of its Member States: this means that EU regulations, directives, and all other legislative acts become an integrant part of each MS' legal body. Through EU law, European institutions aim at giving a shared path to MS with regards to the subjects in which the EU has competence.

The EU is also a political organization, and especially with regards to confronting, and tackling climate change, it aims at spearheading the transition to a carbon-neutral, fully green economy: it already has pledged to become the first climate-neutral continent by 2050, and EU law is the first instrument to guide MS' actions to a shared goal. One of these instruments is the EU Green Deal.

Through the December 2019 Communication for the EU Green Deal, the European Commission pledged to take all necessary actions to become the first climate-neutral continent, investing a huge portion of the EU budget to finance green projects in each sector of our lives, from transports to food supply chains, to energy to industry, and agriculture, and to update, and develop a comprehensive, and strict EU law on the same subjects. Moreover, the EU Green Deal has developed a Climate Pact to allow people, communities, and organizations to participate in pledges, and actual activities to spread awareness, stimulate actions in the green transition field, and develop good practices in the context of a greener economy. The same will be done in the field of rural, and urban renovation through the New European Bauhaus, which will sustain local initiatives.

The EC already started to adopt **Proposals** for projects under the Green Deal, using among others the funds from the Next Generation EU, enacted in response to the Covid-19 pandemic.

One of the main subjects which are to be mastered by countries, and citizens in the near future to allow a green transition, and a more sustainable future, as well as reaching the objective of being the first climate-neutral continent, is the Circular Economy: as a macro-subject, it covers many aspects of the routine of consumers, producers, companies, and individuals, as well as each aspect of the products we use, and consume. To guide the theoretical, and practical making of a successful circular economy, the EC has developed the Circular Economy Action Plan (CEAP).

The main aim of the CEAP is to set the main principles on each subject, and the ways on how to follow them: the EU industrial strategy aims at decoupling economic growth from resources use, softening the pressure on intensive extractive actions, as well as stimulating businesses into embracing innovative methods, and at the same time strengthen the EU industrial base, especially regarding SMEs.

To this extent, the CEAP starts from designing a more sustainable product policy framework which will require more sustainable product design, while empowering consumers with new rights regarding their products, such as the right to repair, and to more information on how to find, and use spare parts not to waste products bought, and finally addressing circular production methods

The CEAP is mainly focused on critical product sectors such as energy, textiles, ICT, furniture, and intermediary products, but its scope goes beyond them, especially when addressing supply, and value chains, which have also suffered under the Covid-19 pandemic.

The CEAP also addresses waste management, and disposal, with a focus on aiming to uniform symbols, colours, and practices on recycling to allow European citizens to have the best practices, and a unique recycling system in each country. In addition, it addresses the problem of electronic wastes, and secondary raw materials, to implement not only recycling but also reuse of expired, and packaging.

Research material

Eco-innovation, and green technologies are key to Europe's future, and at the heart of the European Union's policies. The EU's economic prosperity, and well being is intrinsically linked to its natural environment, and the global demand for renewable energy, and resource-efficient solutions will be a source of jobs, and economic growth in the years to come.

In fact, Europe's green industries are already booming; the environment industry sector grew by more than 50% between 2000, and 2011, one of the only economic sectors to have done well since the 2008 financial crisis. More than 3 million people already work for eco-industries in the EU, and European businesses supply a third of the global market for green technologies — a market worth €1 trillion today, and expected to double in five years. Eco-innovation therefore has great potential as a driver of jobs, and growth.

The Juncker Commission's **top priority** is to get Europe growing again, and create new jobs. Within one year from taking office, an **Investment Plan** has been launched with the aim of removing obstacles to investment, and making smarter use of new, and existing financial resources. Under it, the **European Fund for Strategic Investments (EFSI)** supports strategic investments in infrastructure, education, research, and innovation, as well as risk finance for small businesses.

Smart, sustainable, and inclusive growth is the focus of the **Europe 2020 Strategy**. As recalled by the Flagship initiatives For a Resource Efficient Europe, and Innovation Union, eco-innovation is vital for delivering the Strategy's objectives. In December 2011, therefore, The European Commission adopted the Eco-innovation Action Plan (EcoAP), intending to accelerate the market uptake of eco-innovation by addressing its barriers, and drivers.

The EU's 7th Environment Action Programme (7EAP) set out a vision of "living well within the limits of the planet", including the need to "turn the Union into a resource-efficient, green, and competitive low-carbon economy", by 2050. Meeting these objectives will require new technologies, and approaches to business, while these innovative ideas will, in turn, make European companies more competitive, and help drive their growth.

The EcoAP is, therefore, an important element of the European policy framework for sustainable consumption, and production. It reinforces initiatives such as the Eco-Management, and Audit Scheme (EMAS), the EU Ecolabel, the Environmental Technology Verification (ETV) scheme, and the Product Environmental Footprint pilot. Since its adoption, EcoAP has been targeting innovative SMEs. In fact, it recognizes innovative front-runner businesses with the European Business Awards for the Environment (EBAE), it opens up **funding opportunities** under COSME, Horizon 2020, and the LIFE programme, and builds on the Enterprise Europe Network (EEN) for business matchmaking. Recently, EcoAP efforts have been strengthened by the **Green Action Plan for SMEs**.

The European Commission, and Member States provide for European governance of eco-innovation policies with a dedicated High-Level Working Group comprised of representatives from the national environment, research, and industry ministries. Many useful tools have been developed to raise awareness of eco-innovation, including the **Eco-innovation Fora**. An Eco-innovation Scoreboard gathers data on eco-innovation performance across the EU, and beyond, thus helping to monitor, and evaluate progress made since 2010. Country profiles complement the analysis by providing contextual information, regulatory developments, and best practices on eco-innovation at the national level.

With the adoption of the European Green Deal, the EU has put forward a clear roadmap with the ambition to become the world's first climate-neutral continent by 2050. The Green Deal is now the new growth strategy for Europe.

→ The support mechanisms and financial resources for eco-innovation have never been so massive, with the NextGenerationEU 2021-2027 :

→ [Horizon Europe](#) €95.5 billion



Horizon Europe is the EU's €95.5 billion research and innovation framework programme running from 2021- 2027. It supports top researchers, innovators and citizens to develop the knowledge and solutions needed for a sustainable, fair and prosperous future for people and our planet.


Horizon Europe will leverage synergies across the EU funding programmes.

→ [LIFE](#) €5.4 billion, [Innovation Fund](#) are also available to finance "close-to-market" breakthrough and demonstration projects



The **LIFE Programme** is the only EU funding programme entirely dedicated to environmental, climate and clean energy objectives. With a budget of around €5.4 billion for the 2021-2027 period, LIFE will support actions in the areas of:

- Nature and biodiversity
- Circular economy and quality of life
- Climate change mitigation and adaptation
- Clean energy transition



The **Innovation Fund (IF)**, financed from revenues from the EU Emissions Trading System, may amount to around €10 billion for the period up to 2030. It contributes to greenhouse gas (GHG) reduction by focusing on:

- Innovative low-carbon technologies and processes in energy intensive industries (steel, cement, glass, chemicals, paper, etc.)
- Carbon capture and utilisation (CCU)
- Construction and operation of carbon capture and storage (CCS)
- Innovative renewable energy generation
- Energy storage

- o The **Important Projects of Common European Interest (IPCEI)** , as well as industrial alliances and **European partnerships**, will see increased participation of SMEs, and start-ups.
- o In the **National Recovery, and Resilience Plans** of Member states, 37% of expenditures will be earmarked for climate-related spending
- **Eco-innovation is often place-based, and emerges from the interaction between various stakeholders. The diffusion of best practices also spills over via value chains. This is now fully recognized in the Commission's toolbox (in which the Green Deal is always mainstreamed):**
 - o **European institute of Innovation, and Technology (EIT)**, and its Knowledge & innovation Communities (KICs) including **InnoEnergy, Climate-KIC, EIT Raw Materials**
 - o **Regional Smart Specialization Strategies**
 - o **European Cluster Collaboration Platform**
- **In the new competitive landscape, businesses can distinguish themselves best by embracing DG ENV's existing instruments:**
 - o Any company can be certified **EMAS**, obtain the **EU Ecolabel** for their products, secure an **ETV Environmental Technology Verification** for their breakthrough innovations
 - o Their representative organizations are now invited at the heart of the governing bodies (for instance: EuroChambres seating at the **European Ecolabelling Board**)
- **For companies transitioning to a sustainable business model, a set of incentives, and supporting tools is put in place:**
 - o The smooth access to **sustainable finance** will be increasingly dependent on the compliance with taxonomy objectives (see the new user-friendly "**Taxonomy Compass**" available online), and the 'do no significant harm' principle;
 - o As of 2022, the EEN Sustainability advisors (**tendering in progress**) will come into play to accompany SMEs in their green transition. The next generation of online calculators for '**organisation environmental footprint**' based on JRC methodology can also be expected;
 - o Any unfair competition coming from "greenwashing" will be checked with a new Commission **initiative on Green claims**.

Summary, and Recommendations

It's essential to keep in mind the EU Green Deal, and the CEAP as they put down the EU strategy for the future green transition and, in particular, for developing an efficient circular economy. Following these guidelines, youth entrepreneurs can adapt their business plans to tackle today's challenges, and build a better tomorrow.

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Reality experience component - practical training

Introduction

Talking about the green economy can be sometimes daunting, and too theoretical, a better alternative might be to just take some real-life examples and, through analyzing them, to get to the core of the problem. This is what we will try to do in the following pages, looking to see how through trying to fix issues from the immediate surroundings, some initiatives managed to become excellent examples of green economy businesses.

Key Learning Content

The main goals of this framework, is to provide some examples of how different initiatives managed to use real world problems to their advantage, and to provide value either from materials that are usually considered waste or by providing an infrastructure that solves a deeper problem for a huge number of people. Many theoretical resources can introduce a beginner to the green economy topic. But we would like to provide some examples that can be used as a practical approach to practice it.

In this chapter, you will learn about two initiatives that use modest resources (paper, and wood) as the base for high-end, and luxury interior design creations. Both 7Lamps, and Moth have the same goal: to transform residues of low value into beautiful objects that can be used to improve a space.

Another initiative presented is having a more systemic approach to a much bigger problem: how to bring value to the people living in remote villages in Romania through sustainable tourism. The answer provided is the infrastructure for a new walking path in Europe, inspired by other trails like [Camino de Santiago](#) or [Appalachian Trail](#). This type of systemic approach to a much larger social issue through building a whole infrastructure from scratch is possible only through focusing the resources, and the support of a wide variety of partners from companies, organizations, private persons, and official institutions. It is not the easiest to implement, but it embeds a much deeper approach to what a green economy initiative should look like.

Research material:

Research material

Opening a new business or starting a new organization with some friends has the same starting point: you see a problem, and think you might be able to offer better solutions than the ones already available. Sometimes you understand that this might help others, and they might be ready to pay for your solutions; sometimes, you know that people might not even realize that they have a problem, and you might be faced with apathy, suspicious faces, or even backlash. But once you see a problem that brings a lot of pain for the ones around you, or you just know deep in your heart that your solution could bring something good around you.

A green business should solve not only people's problems but also help nature to heal or, at least, to decrease the burden on the environment. For example, a young entrepreneur used recycled paper to create a lamp: half globes of pulp paper were created for restaurants, bistros, cafes, cinema entrance halls, or tea houses from all over Romania. Designed by an architect, the [7Lampi](#) (7 Lamps) project is an excellent starting point for understanding how to find real-life solutions that impact the environment.

Another example that goes along the same topic of recycling ready-found materials, and turning them into something more valuable is the [Moth concept tables](#). The entrepreneur who started the business was fascinated by the imperfections found in wood pieces, and started looking for interesting but disregarded pieces in the ‘throw away’ pile from the wood-cutting factories or remaining from the old houses. He cleans the wood with his team, adds colored resin, and puts them on their feet. The results are some high-end pieces that would fit in any contemporary living room.

Recycling, and upcycling are a few easy-to-implement solutions, and with a bit of talent, and some space for a workshop, it's easy to start a green business along this line. A much more difficult endeavor is to build something that impacts thousands of people's lives, and will hopefully grow over several generations. There are a few very famous walking routes worldwide: Camino de Santiago, The Appalachian Trail or the Shikoku buddhist temple pilgrimage route (See more on https://www.academia.edu/37661281/Drumuri_care_re_unesc_Via_Transilvanica).

The team acknowledges this inspiration: “Spain's pilgrimage paths inspired us, as well as long-distance trails in the United States, and India. We see that such trails influence cultures, form communities, and contribute to the development of the areas they traverse.”

- <https://www.viatransilvanica.com/en/concept>

Building from scratch the infrastructure for a new walking route was an endeavor born out of many passions that intersected: the love for extreme sports, the love for Romanian villages, the inspiration of the other walking routes from all over the world, and mostly, the deep love for nature. Having a beautiful natural landscape, Romania struggled for many years to find a good balance between an increase in tourism, and the need to preserve the rawness of the remote villages. Via Transilvanica wants to provide a way that allows true nature lovers to explore around 1400 kilometers of well-marked walking paths on foot, by bike, or on horseback.

The initiative was started in 2018 with the aim of mapping, and preparing 1000 kilometers of paths, and four years later, it was officially launched with a total of almost 1400 kilometers. The initiative managed to gather much support from private persons, organizations, and companies from all over Romania. It is a perfect example of how you can build an initiative around natural resources in a sustainable way (“The road is marked with specific identification elements, made of sustainable materials which will allow the traveler to navigate along the way.” <https://www.viatransilvanica.com/en/concept>) not only at the level of materials used but also by emphasizing the small local economies from the villages along the path. Those villages will be the most direct beneficiaries of the incoming tourists as they provide accommodation, and locally grown food.

As we said in the beginning, not always a need obvious for those with it. In the Via Transilvanica case, the people from the villages were not sure they could provide services for tourists, nor could they have brought, and attracted the tourists by themselves. The resources they can provide are among the most natural, and green you could imagine, yet they couldn't transform them into value by themselves. In the beginning, some of them were reticent, not quite understanding why people from big cities would be interested to passing through their villages, but they quickly saw that there was a lot of potential to improve their income by offering passengers services.

Summary, and Recommendations

To summarize, sometimes solving real-world issues in a green way means recycling, and upcycling modest materials (paper or wood), and transforming them into something more desirable or even luxurious.

Other times a constant, and stubborn approach to solving a problem that might not be fully visible to the beneficiaries is the way to provide a long-term sustainable solution. The first one might be more approachable by individuals, and small teams; the second one implies attracting higher support from individuals, organizations, and companies.

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7Lamps

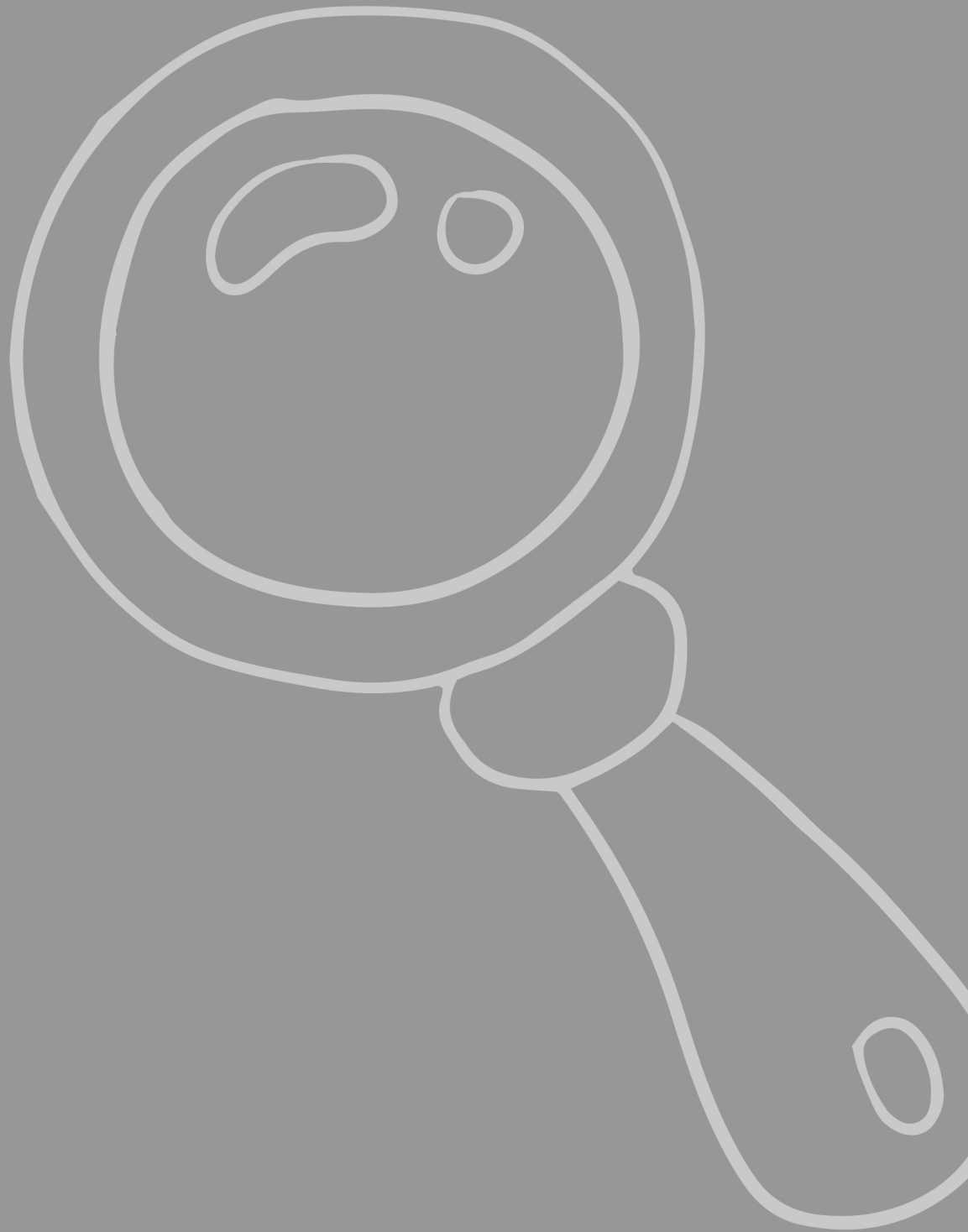
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Ecological Transition Case Studies





The Cyprus Buffer Zone as a Socio-Ecological Landscape



Aim of the case study

In this case study, we will concentrate on information concerning effective administrative approaches, and co-management practices in the Buffer Zone that contribute to the conservation of biodiversity, and traditional sustainable landscapes. In the first part, the Buffer Zone is examined as a shelter of endangered flora, and fauna species, while in the second part, farming, and grazing are addressed as practices that contribute to the conservation of heritage landscapes, which are otherwise increasingly reduced in non-Buffer Zone areas due to mass tourism, and property development.

The Case Study

The limited human activity for forty consecutive years transformed the Buffer Zone into a sanctuary of wildlife. Less human encroachment in the area resulted in reduced habitat fragmentation, which created the necessary conditions for nature to reclaim space, and for endangered species to proliferate. These were the results of the first biodiversity survey in the Buffer Zone that was funded by the United Nations Development Program (UNDP) in 2007. A network of 18 experts, and field assistants from the Greek-Cypriot, and Turkish-Cypriot communities recorded plant, mammal, bird, reptile, amphibian, and invertebrate species to develop a species inventory (Gücel et. al 2008). Eight diverse habitat types were selected as fieldwork sites, in which researchers set traps to catch invertebrates, live traps for small mammals, and infrared cameras for photographing mammals. Not only fauna benefitted from the Buffer Zone but also endangered flora species. Some of the rare plants that found shelter, and proliferated in the Buffer Zone are the *Mandragora officinarum* (Gücel et. al 2008), the endemic *Tulipa cypria* (Cyprus tulip), and *Ophrys kotschyi* (Kotschy's orchid) (Jarraud 2008, p.9).

According to the Habitats Directive, Article 6, all European Union member states should take the necessary measures in order to ensure the protection of ‘species, and habitats at a favourable conservation status’ (Kadis et. al 2010, p.115). To this end, the UNDP, and the European Commission funded another project of Greek-, and Turkish-Cypriot scientists, with the overall objective of cooperating in the conservation of endemic, rare, and threatened plants identified in the Buffer Zone.[vi] For this purpose, the experts established two Plant Micro-Reserves[vii] (PMRs) in the Buffer Zone, near Mammari, and Denia villages.[viii] The experts developed an inventory of the endemic, targeted plants, and on-site management plans of the PMRs. In addition, the ex-situ conservation of the rare plants contributed to the enrichment of the existing populations of targeted taxa. Another success story that enhances multi-perspectival sustainability is the effective co-management of farming, and grazing activities in the Buffer Zone. The farming permit allows Cypriots from both sides of the divide to cultivate their land or rent it to someone else from their community or the other community. Usually, Greek Cypriots are allowed to farm or graze southern from the UN ‘patrol line’ within the Buffer Zone, and Turkish Cypriots on the northern side of the line, but there are exceptions to this rule. In addition, UNFICYP defines their areas as ‘mix farming areas’. Specifically, in the Buffer Zone area between the villages of Lympia, Lourountzina, Potamia, and Dali, the UN has chosen to have only a scarce, and light-hand administration of the activities that take place. In fact, the locals in this area requested the UN not to enforce the ‘permit system’ in that part of the Buffer Zone, as a collaboration between Greek-Cypriots, and Turkish-Cypriots at the local level is excellent.

Key Take-Aways

This case study offers to young people very important Take-Aways such as:

- Co-management
- Biodiversity
- Recovery

Learning Outcome

The Cyprus Buffer Zone provides a good – though not unproblematic – example of a socio-ecological production landscape. Whereas in both parts of divided Cyprus, unsustainable development models, and environmental exploitation have been prevalent, the Buffer Zone regime has established limitations to human, and economic activity, and to that extent, more sustainable forms of action, and biodiversity protection are more readily pursued or pursued by default. As shown above, agricultural landscapes under severe threat elsewhere due to property development thrive in the Buffer Zone. Moreover, the necessarily more limited human activities in the Buffer Zone have preserved old natural landscapes, and established new ecological safe havens, and green zones, which support more sustainable, and reflexive interactions between people, and nature.

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Reflection

Question 1)

What does buffer zone mean?

An abandoned area between two different countries

A neutral area serving to separate hostiles forces or nations

A neutral area between two different countries governed under the law of the most powerful country

Question 2)

Does the farming permit allow both Greek-Cypriot and Turkish-Cypriot citizens to use the Buffer zone land for agriculture purposes?

Yes, it allows both

No. just Greek-Cypriot citizens

No. just Turkish-Cypriot citizens

Question 3)

What is the main reason for which the Buffer zone area became an optimal environment for many animals and vegetables species?

The limited human activity for forty consecutive years

The natural predisposition of that particular territory

The decisions the government decided to force on that area





Aim of the case study

Vilawatt consists of creating a new joint structure formed by citizens, companies, and the City Council to create an integrated energy operator for more efficient energy management. This collaborative structure will take the form of a Public-Private-Citizen Partnership (PPCP).

This operator will promote the capitalization of savings to finance the comprehensive energy rehabilitation of 3 buildings of 60 dwellings (initially in the Montserratina neighborhood), and will work to strengthen the local economy by creating a local currency.

This way, Viladecans will have a different, fairer, and more accessible energy company., and it will be yours.

The Case Study

Since 2008, Viladecans has been one of the signatories of the Covenant of Mayors, an official commitment, an initiative of the European Union, for member cities to move towards a sustainable energy policy. Faced with the increasing proliferation of greenhouse gases, in 2014 the EU also launched the Covenant of Mayors for Adaptation (Mayors Adapt), in which the member cities (including Viladecans) undertook to take measures in response to climate change.

With these objectives, and commitments in mind, Viladecans was eager to find a way to ensure more efficient energy management, committed to the environment, and the fight against climate change, and with the capacity to combat energy poverty. From this concern, the Vilawatt project was born, an integrated energy operator project with a joint structure comprised of citizens, companies, and the City Council.

This is how Viladecans Town Council presented the Vilawatt project to Urban Innovative Actions (UIA), the European Union initiative dedicated to financing innovative projects proposed by cities with more than 50,000 inhabitants. In November 2016, the UIA finally selected Vilawatt as one of the 18 projects to be funded, out of a total of 378 that were submitted. In the field of the energy transition, the Paris (France), and Gothenburg (Sweden) projects were also selected.

Thanks to this selection, the Vilawatt project is being financed with 4.2 million euros, which, added to the 1.1 million contributed by Viladecans Town Council, has enabled the project's development, which has now become a reality with the creation of the Vilawatt Company.

The project runs for 36 months, from 1 November 2016 to 31 October 2019, with an investment of 4.2 million euros from the European Union, 80% of the total cost (total cost: 5.3 million).

HOW ARE WE DOING IT?

We are creating a local energy operator that will function as an energy trader, and Energy Service Company (ESCO).

The new electricity company has to be operational by July 2018. At this stage, all the preliminary studies enabling the creation have already been carried out:

- Legal studies for the definition of the consortium
- Studies on its economic viability, and the pricing of the operator.
- Definition of the strategy for citizen participation so that all social agents in the city can participate in its creation, and management—initiation of the steps to implement the customer service office.

We promote comprehensive energy renovations of buildings to reduce energy costs. The project will finance the first phase of renovations in homes in the Montserratina neighborhood.

During the project's first months, we have been working based on the call for proposals for the subsidy for the energy renovation of 60 homes, and the selection process has been launched. In January 2018, the period for receiving applications ended, and the communities have already been selected.

We created the local currency 'Vilawatt' associated with the capitalization of citizen energy savings.

The feasibility studies of the currency have been carried out, and the phase of attracting businesses is currently in process.

We are creating learning communities on energy transition issues. The spaces will allow us to work on improving electricity consumption habits, and bring to the table issues central to Vilawatt, such as renovations, sustainable construction, or local currency, so that all the city's agents can contribute their opinion.

So far, four main learning spaces have been defined:

- People's VILAWATT space
- VILAWATT space for professionals
- VILAWATT space for commerce
- VILAWATT space for schools

WHO MAKES IT POSSIBLE?

The driving force behind the project, and main partner is Viladecans Town Council. We are working with nine public, and private partners, specialists in each phase of the project.

Ubiquat Technologies - Partner in charge of the odyssey of the local energy currency.

Cercle Gespromat - Partner in charge of the management of social mediation, and the legal, financial, and technical aspects related to the renovation of buildings.

EGM Estalvi & Eficiència energètica - Local energy consultancy that will be in charge of the study, and analysis of data to create an energy information system

LIMA - Entity that promotes sustainable construction, and will contribute its experience in low environmental impact building design.

VIGEM, and VIMED - As municipal companies, they will support the management, and technical implementation of the project.

CÍCLICA - Cooperative society that will support specific activities related to community involvement.

Agència d'Ecologia Urbana de Barcelona, a key partner in the definition, and implementation of the local energy operator.

Institut Català de l'Energia, which will help define the energy-saving contract model.

Key Take-Aways

We can learn from this case study that young people understand that if many people come together with a common goal, many things can be done, especially when discussing change, and benefits for all participants.

This case study shows us that the ecological transition is possible with the help of many.



Learning Outcome

When many people with the same ideas come together, with the need to work on the ecological transition, and thus be able to provide access to clean, and cheaper energy to citizens, who in turn will be active agents of the New Energy Model, saving energy, and producing, managing, and consuming renewable energy, this is what this good practice teaches us.

There are ten reasons to copy this good idea:

1. it is the first of many steps towards the ecological transition.
2. electric energy is renewable
3. it is yours
4. the more we are, the better conditions we will get.
5. the savings are reinvested
6. it promotes local commerce
7. it educates in the ecological transition
8. it is fair, and accessible
9. the contact will always be personal
10. we are showing that change is possible

Contact

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Reflection

1. Which is the total cost:

- 5.3 Millions
- 10 millions
- 2 millions

2. Which spaces VILAWATT offer:

- Professionals
- Commerce
- Schools
- All are correct

3. Where was the Vilawatt project presented?

- Urban Innovative Actions (UIA)
- International competition of environment
- Circular economy awards





ΔΗΩ
ΙΝΣΤΙΤΟΥΤΟ
ΟΙΚΟΛΟΓΙΚΗΣ ΓΕΩΡΓΙΑΣ

Aim of the case study

The aim of the DIO case study is to motivate young people to turn towards the agricultural sector, to promote ecological agriculture through research, education, and innovation, as well as the sustainable land management.

The Case Study

The Institute of Ecological Agriculture DIO, is a non-profit character. They aim to scientifically support, and promote ecological agriculture in Greece through documentation, research, dissemination, and awareness-raising activities. The Institute has a wide field of activity that approaches issues of ecological agriculture from technical, and social aspects. The Institute will function as a reference point for stakeholders (agencies, individuals, producers, research centers, etc.). for ecological agriculture by offering consulting services, training, and knowledge to producers, and companies.

The action areas are:

The concentration of scientific knowledge, and technological development produced, and created in the country, and abroad, and are related to ecological agriculture, and its adaptation to the data of the Greek agricultural practice. Data collection, and research on the problems that conventional agriculture creates in the environment, and humans.

The Institute will promote cooperation with civil society organizations in developing, and transition countries. Also, it will promote programs that aim to improve these countries' social, and economic situations. Within the framework of these collaborations, they try to implement programs in emergency humanitarian, environmental protection, agricultural production, organic agriculture, and food safety.

Coordinating role:

The Institute is a reference point for stakeholders, and individuals, encouraging contacts, and collaborations between scientists, research centers, ecological networks, etc. The Company is non-profit, so no profit distribution is made to its members.

Key Take-Aways

The key benefits young people can benefit from within this case study example are:

- The gathering of scientific knowledge regarding ecological agriculture
- The getting to know the technical development in the field
- The social aspect of ecological agriculture
- The familiarization with alternative ecological agricultural methods
- The access to a vast network of scientists, research centers, ecological networks, that DIO collaborates with
- The participation in relevant programs, seminars, workshops, and meetings, lectures
- The access in relevant bibliography, information resources

Learning Outcome

Young people will have a hands-on experience on the field of ecological agriculture, since the services that the DIO Institute provides combine both the development or enhancement of the theoretical, scientific, academic knowledge on the subject, as well as the real-time experience in workshops, and actual implementation of ecological methods in agriculture.

Contact

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Reflection

Questions for reflection:

1. In relation to which origin of resources was the background of the importance of Sustainable Development first formulated?

- A) sustainable management of forests
- B) sustainable management of agricultural land
- C) sustainable management of waters

The correct answer is A.

2. According to the national legislation published in 2020, all municipalities in Greece must produce certified compost from appropriate waste fractions.

- A) The law has already been enforced and applied
- B) The law has not yet been enforced and applied

The correct answer is B.

3. Ecological agriculture does not stand for...

- A) The use of alternative innovative agricultural methods
- B) The use of eco-friendly materials and resources
- C) Agriculture is ecological by definition

The correct answer is C.





Sustainable tourism - only way for sustainable islands development: Island Movement



Aim of the case study

In this part young people will discover how ecology transformation on islands can make a change toward sustainable tourism, and in that way bring benefit to environment protection, and climate change.

The Island Movement is a Croatian association representing inhabitants, and admirers of the Croatian islands who use their knowledge, experience, and passion to support, help, and promote the sustainable development of Croatian islands.

The Island Movement network is focused on creating self-sufficient island communities which understand, and articulate their needs, are informed about opportunities, and possibilities, and actively participate in their community, and decision-making processes.

The Case Study

„Croatia – country with 1000 islands“ was a promo sentence from the Croatian Tourist Office. Islands main financial income comes from tourism, and most islands are developed tourist places in contrast with parts, as they had stopped in time with beautiful nature, and „Robinsons“ tourism. But, along with the benefits of tourism, there are bad sides to it – primarily pollution, and the problem of mass tourism.

Pokret otoka (Island Movement) is a significant movement for islands. Employees, volunteers, and experts of the Island Movement association use the Island Movement platform to contribute to the sustainable development of islands by organizing educational programs, and providing logistical, and professional support to islanders, and island institutions.

By facilitating networking, and creating support programs, the Island Movement association aims to create high-quality cooperation among island communities, and then connect them with best practices, and other island communities on the European level.

“The virtual, and physical platform is formed as a place for people who are eager for positive social changes.”

Through the platform, and by cooperation with other associations, and individuals, the Island Movement association provides opportunities to acquire new knowledge, and skills, build self-confidence, and find like-minded people, and partners to support developing, and implementing project ideas in the local community. The island movement network offers possibilities, and tools for sustainable development, and transition towards a more responsible society.





The expert members of the Island Movement association act in the field of sustainable development, and financing, strategic planning, rural development, and sustainable energy transition. Thanks to their expertise, the association successfully operates on most of the Croatian inhabited islands.

From its inception until today, the association has achieved exceptional results in environmental protection, education, and connecting the community with local governments, and decision-makers. The focus of further development is to continue with education, and encourage the island communities to actively engage in processes that directly affect their rights, and lives.

The Island Movement association is the official regional partner of the Clean Energy for EU Islands Secretariat, and is recognized nationally, and internationally as one of Croatia's leading organizations for island development.

Through the platform, and cooperation, they work towards a self-sufficient island community that understands, and articulates its needs, is informed about opportunities, and possibilities for progress, and actively participates in decision-making. With its employees, and volunteers, the Movement is a platform through which they want to contribute to the sustainable development of islands by organizing educational programs, and logistical, and professional support to islanders, and island institutions. Thanks to their expertise, they successfully operate on most inhabited Croatian islands. In previous years, they have achieved exceptional results in the field of environmental protection, education, and raising awareness of citizens about the functioning of local governments, and their active involvement in processes that directly affect the rights, and lives of islanders

Key Take-Aways

-  **nature protection**
-  **sustainable tourism**
-  **ecological transition on islands**
-  **movement**
-  **civil activity**



Learning Outcome

In this sector youngsters will gain knowledge of experience in movements that started as a group of people who wanted to make a better life for their island. From that step, they built a community recognized in Croatia, and internationally. Youngsters will be able to think about their ideas in the field of sustainability in the field of tourism, and responsible behavior in environmental protection, and climate change.

Contact

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Reflection

1. Islands main finance income is from

- a) tourism
- b) transportation
- c) sport

Correct a)

2. The Island Movement association is the official regional partner of?

- a) LIFE
- b) the Clean Energy for EU Islands Secretariat
- c) Croatian Woods

Correct b)





Borgo Peccioli – Belvedere SPA

www.transizioneecologicaitalia.it/borghi-sostenibili-lesempio-di-peccioli/



<https://www.youtube.com/watch?v=AFQ24ExgiWc>

<https://www.youtube.com/watch?v=QlmtxABf77bQ>

Aim of the case study

The objective of this case study is to demonstrate that the ecological transition can become successful if carried out in harmony with the environment, landscape, and local communities.

The Case Study

Among the Pisan hills, in the iconic Tuscan landscape of historic villages, agricultural fields, woods, cypresses, there is a highly effective laboratory of environmental, economic, and social resilience. It is the village of Peccioli - "Orange Flag" TCI - where the themes of the circular economy, environmental sustainability, and renewable energy sources in harmony with local populations have been affirmed for about twenty years. The starting point? A landfill of municipal solid waste has been transformed from a critical issue into an opportunity, at the same time, for landscape, and economic regeneration.

Five thousand inhabitants, and a careful, and determined municipal administration have built together, since 1997, the so-called "Peccioli System", with the activation of an ad hoc company (the Belvedere Spa company) for the management of the landfill, and the related environmental recovery set up on reuse, and correct reorganization of available resources: not only waste (treated in disposal lots, purification plants, biomethane, and cogeneration), not only renewable sources (between photovoltaic, and wind) but also the landscape itself, remodeled between mitigation works, and land art up to the creation, on the site of the landfill, an arena for events, and shows, including sculptures, and colored frescoes (by Naturaliter, Staino, Tremlett). Thus reactivating, and enhancing ecosystem services, and related benefits (habitat, regulation, production, culture, well-being, safety).

Peccioli's greatest masterpiece was created by a handicap, that is, from one of the most impressive landfills in Tuscany, transforming itself into a model of resilience, and sustainability. From the disposal, treatment, and recycling of waste, the country has succeeded in obtaining beauty, art, and culture, three of the founding pillars of our magazine. So much so that it is called "the Peccioli system", in which there are also two open-air theaters. The Green Triangle Amphitheater, and the Fonte Mazzola Amphitheater host cultural initiatives, shows, and events.





All this was possible thanks to the foresight of the town's mayor, Renzo Mascelloni, and his fellow citizens who, inspired by consolidated models of Nordic countries, created Belvedere Spa, a company with innovative management that uses cutting-edge technology. The company is 64% owned by the Municipality, while the remaining percentage is the prerogative of 900 small Pecciolese shareholders involved in the project. Their main objective is to "promote the development of the Municipality of Peccioli, its territory, and its economy".

The fact is that today, the landfill can recycle unsorted waste, and generate energy. It is a circular economy model, but not only, given that the plant also produces wealth. 4-5 million euros invested in sustainability, culture, art, and architecture, technological innovation, and welfare. It is the demonstration by the local administration that it is possible to address delicate issues by finding new solutions.

The project, in addition to limiting the plant's environmental impact, served to redesign the Green Triangle area, a nicer way to define the large landfill. The Peccioliper Foundation was thus established, created precisely to enhance the territory, combining culture, and art with the economy.

In this perspective, two open-air theaters were built: the Fonte Mazzola Amphitheater, which owns the structure of the ancient Greek theater, and can accommodate up to two thousand people, and the Green Triangle Amphitheater, located inside the landfill, built with eco-friendly materials and, thanks to the most advanced bio-building techniques, with the utmost respect for the environment, home to concerts, and permanent art installations.

Key Take-Aways

-  **Recovery**
-  **Innovation**
-  **Enhancement of sustainable resources**
-  **Cooperation between institutions, and citizens**

Learning Outcome

Through this case study, it is possible to recognize the advantages of the recovery, and innovation of the most forgotten areas of the cities. As we have been able to learn from the previous paragraphs, in Peccioli, they have practically transformed their landfill; in their strong point, in fact they produce renewable energy from the waste that arrives here, and even, thanks to the creation of an amphitheater, the landfill itself is a place of social congregation for the whole community that can enjoy in the middle of nature, events of any kind, such as concerts, exhibitions, theatrical performances etc.

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Reflection

Questions for reflection:

1. What is the Peccioli village?

- A landfill renovation project, thanks to funds from the PNRR (False)
- A small town of 5,000 inhabitants, which thanks to the cooperation between institutions, individuals and citizens, has made its landfill its strength and tourist destination. (True)
- The name of an eco-sustainable village on the outskirts of Pisa. (False)

2. What recognition did Borgo Peccioli receive?

- Green Flag (False)
- Blue Flag (False)
- Orange Flag (True)



3. Borgo Peccioli has received which of these awards:

- Tourist-environmental quality recognition conferred by the Italian Touring Club to small towns in the Italian hinterland that stand out for their excellent offer and quality hospitality. (True)
- Recognition conferred by the Foundation for Environmental Education on European coastal resorts that meet quality criteria relating to bathing water parameters and the service offered, taking into account, for example, the cleanliness of beaches and tourist landings. (False)
- Recognition of quality intended for facilities / locations that are destined to invest in hospitality and services, in favor of "tourism of movement", especially to the smaller ones in the hinterland and coastal strips. (False)

4. In what year did the Peccioli community, together with the administration, begin to work to bring about this change?

- 2010 (False)
- 2015 (False)
- 1997 (True)

5. Thanks to the construction of what, has the Peccioli landfill also become a venue for exhibitions, concerts and shows?

- Amphitheater (Vero)
- Stadium (False)
- Luna park (False)



<https://roundme.com/tour/462275/view/1583720>

https://www.youtube.com/watch?v=_MhPoU3nsJM

Aim of the case study

In this case study we will learn how a very modest material, the straw, can become the main ingredient of a passive (very low energy loss) house. The houses with straw walls from the BioBuilds company are certified by **The Passive House Institute** from Germany for their energy efficiency.

The Case Study

The main motivation for starting the BioBuild project was health. The kids of the founder of BioBuilds had respiratory problems, so he decided to build a house with very few chemical elements, and good air inside. The goal was for the indoor air in a house to be at least as healthy as the air outside, being filtered from allergens, and dust. He also wanted to obtain a passive house with very little energy consumption for heating, and ventilation. The company now builds prefab houses with walls made from compressed straw, and thanks to the ventilation system, all the air in the house is changed once every 120 minutes while keeping the ideal temperature, and humidity.

The straw walls are a very good example of ecological transition. The construction sector generates 39% of all CO₂ emissions; their production process makes prefab houses very sustainable. Having a Biobuild prefab Straw house means saving 20 tons of CO₂e during construction thanks to natural materials such as wood, and straw that store CO₂e, and because it is a prefabricated dwelling. In addition, you will save 250 tons of CO₂e throughout the house life due to the low energy demand, only 10% of the consumption of a typical home.

Another critical aspect of the prefab BioBuilds houses is that it takes just five months from starting the production of the walls to the moment when the house can be raised, and installed on the land. This further reduces the energy, and CO₂e by eliminating the time spent on increasing the house with concrete brought from a remote place to the site or by multiple means of transporting other materials. So logistically, it is much more efficient.

The next step for the BioBuilds company is to raise a complex of houses. They have so much faith in their energy efficiency that they offer to the new owners to pay all the bills for the first ten years for water, and electricity.

Key Take-Aways

-  **Renewable material**
-  **Straw walls**
-  **Passive house**
-  **Healthy indoor air**

Learning Outcome

This case study shows that it is possible to come up with highly innovative solutions in a classical industry that takes advantage of new types of processes, and industry standards. All of this can be done while also increasing sustainability, and dramatically reducing the energy consumption of building the house, and living in it.

Contact

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Reflection

1. What is a passive house?

- A house that has no electricity (False)
- A house that is very energy efficient (True)
- A house that is build in rural areas (False)

2. What is the surprise material used by BioBuilds?

- Wood (False)
- Concrete (False)
- Straws (True)

3. How much CO2 emissions are saved in a BioBuild house:

- 20 tons during the building /250 over the lifetime(True)
- 25 tons during the building /390 over the lifetime(False)
- 39 tons during the building /200 over the lifetime (False)

4. What was the main motivation of the founder for creating BioBuilds?

- Wanted to experiment with new materials (False)
- Wanted a bigger house (False)
- Healthy concerns and air quality (True)

5. How much time does it take to completely refresh the air in a passive house?

- 1 hour (False)
- 2 hours (True)
- 3 Hours (False)



Production of technosols from waste, and their application on degraded soils



Minera Los Frailes, S.L. in collaboration with Inproyen Consulting.
<http://www.mineralosfrailes.es>
 Aznalcóllar, Seville Global

Aim of the case study

1. Encourage the creation of alliances with the different waste generation, and management sectors, and with R&D&I institutions, and companies.
2. To improve waste management, providing incentives for its recovery.
3. Recover wasteland by immobilizing pollutants, and minimizing erosion.
4. To generate protection, and economic interest zones in the recovered areas.
5. Improve water management, and treatment, reducing the volume of water to be treated.
6. To recover biodiversity, create new ecological niches.
7. To favor socio-economic development by creating business projects.
8. To fight against climate change by reducing greenhouse gas emissions, and improving the carbon footprint.

The Case Study

Andalusia is an autonomous community of Spain, with a rich multicultural heritage, located in the southwest corner of the European Union, just opposite the African continent. It is the second-largest region in Spain, and one of the most populated in the country.

Andalusia's mining history goes back more than 6,000 years, with copper, and other metals mined in the area since the fourth millennium BC. Today, metal mining is concentrated in the western sector, between the provinces of Seville, and Huelva, where the Iberian Pyritic Belt (FPI), Europe's largest reserve of polymetallic sulfides, runs through.

The IPF is 250 kilometers long, and between 40, and 60 kilometers wide, stretching from south of Lisbon in Portugal to the outskirts of Seville, the capital of Andalusia.

Andalusia is an autonomous Spain community with a rich multicultural heritage located in the extreme southwest of the European Union, just opposite the African continent. It is the second-largest region of Spain, and one of the most populated in the country.

Just 36 kilometers from the city of Seville is the municipality of Aznalcóllar, a town with a mining tradition, with more than six thousand inhabitants, whose metal deposits have been exploited since ancient times.

The Aznalcóllar mining complex, which covers an area of almost 950 hectares, is located at the eastern end of the FPI, and therefore has reserves, and probable resources of approximately 80 million tonnes of polymetallic sulfides (copper, lead, and zinc, as well as gold, and silver). The two mines, Aznalcóllar, and Los Frailes, were partially mined by surface mining methods between 1975, and 2001 when they were closed.

To boost mining activity in the region, and exploit the potential of the existing resources for the benefit of the public, in early 2014 the Andalusian Regional Government launched an international public tender for the reopening of the mine. In addition to the best technical feasibility, the proposals had to comply with maximum safety parameters, and economic, social, and environmental sustainability., and the Grupo México-Minorbis consortium was awarded the mining rights for the exploration, and exploitation of the Aznalcóllar complex.

The project's first phase is the characterization, and diagnosis of the environmental problems, which allows the sectorisation of the risk areas to be established, and the design, and formulation of the required Tecnosoles that allow for more efficient environmental recovery.

The second phase consists of the creation of alliances, and the search for the necessary waste for the elaboration of the Tecnosoles.

The third phase is the application of the Tecnosoles for environmental reclamation with a focus on the generation of conservation/protection zones, re-establishing native vegetation, and zones of economic interest, promoting local socio-economic development.

Throughout the project, local employment is promoted to develop the necessary activities, and alliances are established with universities, research centers, and companies with R+D+i development that contribute to increasing knowledge, improving the efficiency of the recovery process, and disseminating results.

Key Take-Aways

The project will develop different benefits for the community, with a special focus on socioeconomic development, welfare, and wealth generation. After taking possession of the facilities, it is envisaged to employ around a thousand people (young people, and adults from the area) in the research, and implementation.

Several lines of action have been planned to optimize the positive social impact of the mine. For example, part of the profits obtained will be reinvested in promoting activities that will last after the end of the mining operation.

Professional development, training for employability, university collaboration, promotion of entrepreneurship, support for the local economy, adapted agriculture, and improvement of public spaces will be carried out.

Learning Outcome

- Development of products, and goods that replace their materials with more sustainable ones.
- Circularity in production processes.
- Voluntary certifications, eco-labels, and Environmental Product Declarations (EPD) focused on life cycle analysis, eco-design or energy efficiency, allowing consumers to assume responsibility in the circular transition.
- Emissions Waste Biodiversity
- Employment
- Cooperation Sustainable development
- Savings
- Potential Revenues

Contact

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Reflection

1. How many phases does the Cases Study?

- 3
- 7
- 22



2. In which year did the Junta de Andalucía launch an international public tender for the reopening of the mine?

- 2025
- 2014
- 1980

3. How many jobs are provided directly and indirectly?

- 12000
- 1000
- 50



CYPRUS CIRCULAR ECONOMY NETWORK

Circular Economy Thinking for Construction Waste Management in island Regions



Circular Economy Thinking for Construction
Waste Management in Island Regions



CYPRUS CIRCULAR ECONOMY NETWORK
ΔΙΚΤΥΟ ΚΥΚΛΙΚΗΣ ΟΙΚΟΝΟΜΙΑΣ ΚΥΠΡΟΥ

Aim of the case study

This Case Study aims to map the current state of affairs in CDW in Cyprus, highlighting the consequences of non proper management, and new important developments that have been incorporated in the international, and European legislative agenda.

The Case Study

The management of CDW(Construction, and Demolition waste) in Cyprus involves various parties from the public, and private sectors. All the CDW activity in Cyprus is overseen by the Ministry of Agriculture, Rural Development, and Environment. Legally, CDW in the Republic of Cyprus follows two main routes: CDW is either collected, and transported to licensed processing plants or, alternatively, processed on-site.. For the collection/transport network CDW, there are currently 479 carriers, who are licensed to accept, and handle construction waste, and whose license is applicable for only a single waste code as specified in the European List of Waste, Several of these carriers are equipped with mobile crushers, and sieves for processing of CDWs on site. There are currently six licensed processing plants for CDW operating in Cyprus. These units are equipped with CDW reception stations for weight control of the dump trucks, and recording, and initial inspection of the CDWs. Furthermore, they have temporary storage areas, and presorting areas. They have the technical capabilities for smashing, crushing, manual, and magnetic separation, and sieving. They also have storage areas for recycled aggregates/final products. In addition, they operate sanitary landfills for any remaining solid waste resulting from the operations. The recycled end products from the plant operations are sold back to authorized sellers of construction materials. To ensure compliance with legislation, producers of CDW (contractors etc) are required to register or maintain CDW Management Systems.

CDW Management Parties, and Responsibilities:

Owner's responsibility:

The project owner (construction, and demolition) has the full responsibility for managing the produced CDW, and needs prior to the start of any project, to prepare, and maintain a comprehensive management plan within the construction site, which it must include: a) The name, and address of the owner of the project, b) project description, timetables, and a copy of the title deed/lease of land within which will run the project, c) quantification per item that falls within the category of volume or weight of CDW estimated to be produced during the implementation of the technical work or construction, d) management methods to be applied for CDW, e) contracts with waste managers, and f) to lodge a bank guarantee to the competent authority to ensure fulfillment of obligations. No work can start unless an integrated management plan to perform the project cannot start before the preparation of the integrated management plan or the authorization of the management form of CDW in the case where the total mixed, compressed material CDW by volume (by volume) is up to 25 cubic meters

CDW Contractor's Responsibility:

According to legislation, producers of CDW in the construction sector (construction works contractors, demolishers, etc.) are obliged to either be a member of a collective CDW Management Systems (an organization with many participants) or to maintain, and operate a licensed CDW Management System (single entity organization). Contractors' obligations in more detail are as follows: Prepare an Integrated Management Plan for CDW, CDW management costs, quantities, storage period, the collection, and transfer of CDW to a licensed trustee, the rationale behind the management of CDW, and management method, to achieve a high level of material recovery, recycling, and reuse; and to achieve a high degree of cooperation between all actors involved in the management of CDW). Additionally, they are obliged to either be a member of an authorized collective CDW Management Systems (an organization with many participants) or to maintain, and operate an individual licensed CDW Management System (single entity organization). Payment of the guarantee to ensure fulfillment of its obligations is done through the system. The CDW individual or collective management system operator must prepare, and submit a detailed annual report comprising a technical, and financial party by 30 April each year for the previous year. The Secretary keeps a register of CDW producers.

CDW Management Systems:

The CDW Management Systems are non-for-profit private entities owned by one or more contractors. CDW management systems are responsible to:

- 1) ensuring the compliance of their members with the current Legislation
- 2) collecting, and maintaining data records regarding CDW quantities, their collection, transport, disposal, and recycling of waste, and report to the Competent Authority
- 3) promoting waste hierarchy, and achievement of recycling objectives
- 4) rational management of CDW
- 5) achievement of: high-level recovery materials, their recycling, and reuse
- 6) achievement high degree cooperation of all of the involved stakeholders

Barriers to sustainable management of CDW in Cyprus:

In this section, we identify several barriers to sustainable management of CDW in Cyprus. These are the following:

- The regulations for CDW are still in a transition phase.
- There is no strict control, and enforcement of Environmental policy on the precautionary principle, the polluter pays principle, and the principle of co-operation thus involved (producers, distributors, consumers, disposal, and recycling companies, as well as government offices)
- Manufacturers, and distributors most likely are not designing their products in such a way as to minimize the amount of waste produced during manufacturing and, finally, to facilitate an ecological removal of those components of the waste which can no longer be reused.
- The absence of a policy requiring designers, builders, and contractors to use an appropriate percentage of recycled CDW materials
- Underemployment of environmental inspectors/low organizational capacity for implementing, and enforcing the law. Delays in the administration of fines or non-conviction of CDW management rules violators
- The general mentality in the construction sector (and of the general public in Cyprus) is that CDW is not considered a waste stream that requires immediate attention, and treatment. There is the misperception that CDW can be disposed somewhere, and left there since its inert nature makes it harmless for human health, and the environment
- Contractors/owners prefer to avoid the cost of CDW management so they either illegally discharge or reuse on site or prefer to pay the penalties for not complying with the directives, and regulations that force them to manage their produced wastes which in most of the cases are much lower than the cost of managing their produced waste
- The high cost of transport, and disposal in collection areas-General lack of skills, and knowledge to organise effective systems of CDW management
- Lack of knowledge, and understanding by agents, and all agents involved in the construction industry of the law on how to prevent CDW
- Lack of knowledge of the construction industry professionals regarding the implementation of the CDW legislation - No market/no demand for recycled CDW, natural materials are always preferred over recycled materials in the construction works
- No pull effect from market conditions - Lack of incentives for recycling
- • Limited awareness on the issue Publicity - information - knowledge from users, and consumers/Conservative determinations, and clarifications on the responsibility of all those involved in product management, such as material suppliers, producers, importers, traders, distributors, public authorities, local authorities, institutes, and institutions, etc
- There is no official way of estimating the volume of CDW re-used this way on site
- Owners/contractors might consider the gate fee for construction, and demolition at the treatment units in Cyprus expensive

Key Take-Aways

- highlighting the consequences of non-proper management
- introducing new important developments incorporated in the international, and European legislative agenda.

Learning Outcome

The growing world population puts enormous stress on the environment, and natural resources. The intense activities of the construction sector in Europe have been generating huge amounts of construction, and demolition waste (CDW). Our myopic focus on producing, and consuming as cheaply as possible has created a linear economy in which objects are briefly used, and discarded as waste. CDW is considered one of the heaviest, and most voluminous waste streams generated in the EU.

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Reflection

1. What does CDW stand for?

- Controlled Disposition of Waste
- Cypriot Demolition Waste
- Construction and Demolition waste



2. What are “The CDW Management Systems”?

- Non-for-profit private entities owned by one or more contractors.
- Political organization adept to arrange solutions to the CDW issues.
- UE association working on a particular area to provide support to the local manufacturer workers.

3. Has the implementation of a sustainable management of CDW in Cyprus encountered any issues or not?

- No, the CDW management plan works fine, providing many benefits and advantages to local companies.
- Yes, The CDW management has encountered several barriers, thus preventing the success of the plan

ORANGE FIBER



<https://orangefiber.it/it/>
<https://www.youtube.com/watch?v=UYhphZV-R6c>
<https://www.youtube.com/watch?v=EaZ9J2hRgg8>

Aim of the case study

This case study aims to demonstrate that it is possible to create sustainable, and innovative materials for fashion, starting from the by-products of citrus juices, using an innovative, and patented process, and collaborating with industry leaders.

They are bringing sustainable practices to the fashion, and textile industry, helping to shape a new concept of luxury based on an ethical, and sustainable lifestyle.

The Case Study

Orange Fiber is an Italian company that has patented, and produced sustainable fabrics from citrus by-products; born in Catania in 2014 to produce high-quality fabrics for the fashion-luxury segment. They start from the citrus industry's result- everything that remains after the juice production - which otherwise would have to be disposed of with economic, and environmental costs. They transform this by-product into the perfect ingredient for sustainability-conscious brands, and designers through a fully traced, and transparent supply chain.

Every year 700,000 tons of waste deriving from the processing of citrus fruits are produced. What if we don't throw them away?

This is the question posed by the two Sicilian entrepreneurs who have developed a patent that transforms orange waste into silk.

How is it possible?

The fabric is composed of citrus pulp, the wet residue that remains at the end of the industrial production of citrus juice, and that can no longer be used but only thrown away as waste.

Thanks to the nanotechnologies with which to make vitamin clothes, the two entrepreneurs could exploit the pulp's potential for the extraction of citrus cellulose suitable for spinning, thus transforming industrial waste into a material of the highest quality for fashion.

Orange Fiber is one of the precursor examples of that circular economy we have heard so much about recently.

Let's see why Orange Fiber fabric falls within the concept of circular economy:

1. The raw material used is recycled. The citrus fruit pulp derives from the citrus industry, which means that the manufacturing process to get to the finished fabric has a low environmental impact, in all stages of processing, no resources are used for the cultivation of the raw material, no chemical pollutants are used, and the production of waste is almost zero.

2. Apply the economic model of upcycling. The principle according to which the waste from the creation of a product is used to create an entirely different product with a particular name, that is, upcycling is one of the five possible business models for achieving a circular economy. The benefits of upcycling are all in favor of the environment, avoiding using materials, and limiting the pollution deriving from waste disposal. From this point of view, the benefits are not only environmental but also economical; it is well known that waste disposal costs money. The quantity of citrus waste in Italy amounts to more than 700 thousand tons per year, imagine being able to reuse them all instead of disposing of them.

3. The fabric obtained is biodegradable. The life cycle of the clothes created by the Orange Fiber fabric is circular at 360 degrees; after being used, and having reached the end of its life, it can be duly composted without leaving any trace, and without polluting, even the dyes used to give to the fabrics the necessary liveliness are all natural, and non-polluting, in this way they do not pollute either during production or during decomposition.

Key Take-Aways

- Sustainable fabrics,
- Sustainable fashion,
- Circular economy,
- Eco-responsible innovation,
- Nanotechnologies

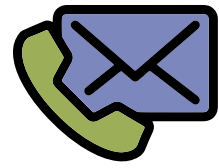
Learning Outcome

Through this case study, you will learn that:

- technology has helped this start-up thanks to an innovative process of extracting cellulose from citrus fruits suitable for spinning.
- Developing innovative, and virtuous companies such as Orange Fiber is essential to reduce future environmental damage.
- Orange Fiber is one of the precursor examples of the circular economy because the raw material used is recycled, it applies the economic model of upcycling, and the fabric obtained is biodegradable.

Contact

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Reflection

1. What is Orange Fiber?

- Orange Fiber is an Italian company that has patented and produces sustainable fabrics from citrus fruit by-products. (True)
- An Italian company that deals with the disposal of citrus waste. (False)
- A company that deals with 0 km production. (False)

2. How many years ago and where was Orange Fiber born?

- In Milan in 2018. (False)
- In Catania in 2014 (True)
- In Palermo in 2016 (False)

3. What is one of the reasons that pushed these two young Italian women to undertake this activity?

- The excessive cost of disposing of citrus waste. (True)
- The minimum quantity of citrus waste produced in Italy. (False)
- The ease of transformation from waste to usable product. (False)

4. How many tons of citrus waste are produced on average in a year?

- 700 thousand (True)
- 450 thousand (False)
- 640 thousand (False)

5. Orange Fiber was born thanks to:

- A mix of angel investor investments, public funds, grants and a crowdfunding campaign. (True)
- Non-repayable public loans. (False)
- Private Investors (False)



Titan Cement Group - Greece



Aim of the case study

The aim of the Titan Cement Group case study is to highlight that even one of the biggest, well-known, and most profitable industries in Greece have marked a significant progress towards applying circular economy models in all of their products life cycle, and is developing synergies of circular economy with other industries, causing a positive impact.

The Case Study

The Titan Cement Group applies the principles of prevention, reduction, reuse, recycling, and recovery to minimize our waste and, at the same time, to use natural resources in our production process efficiently.

Examples of our contribution to the circular economy are:

- Use of waste and other industrial by-products as alternative raw materials and fuels in clinker, and cement production.
- Use of concrete construction & demolition waste as an alternative for aggregates in cement, and concrete production, as concrete is 100% recyclable.
- Use of concrete, a durable and resilient building material that offers improved resource efficiency during a building's use phase.
- Minimization of the waste produced by TITAN Group as part of everyday activities through its collection, storage, and disposal by authorized contractors for recovery, reuse, or recycling.

Furthermore, they participated in joint ventures that directly contributed to the circular economy. These include the GAEA Green Alternative Energy EAD, their Bulgaria-based joint venture with the Evolution Environmental Group, which works with local businesses to explore alternative fuels, waste management, waste use, and environmental protection.

Meanwhile, STET, their Boston-based subsidiary, is the global leader in industrial tribo-electrostatic separation, which beneficiates fine particle materials like fly ash by-products. STET also develops and promotes waterless, energy-efficient, and low-emission technologies.

All these actions and initiatives indicate not only the national positive circular economy impact that this industry has provided to Greece but also the successful, so far, attempts to move these actions to a global scale.

Key Take-Aways

The critical take-aways of this case study are the following:

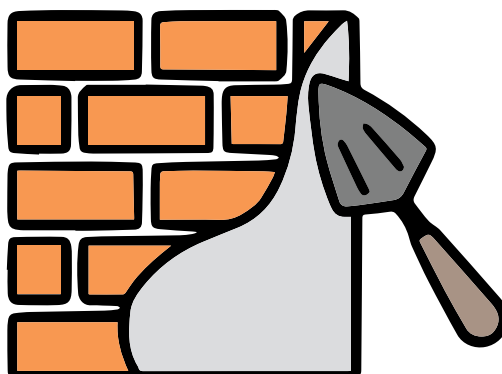
- The commitment to circular economy goes beyond the need for compliance, and should be a voluntary pledge of all industry sectors
- Even the biggest, and most profitable businesses should devote capital for circular transformation, time, and effort for the staff training on this topic, and donations for the support of relevant actions
- Even though the European legislation regarding circular economy has not yet been transferred to national level, with national laws as a total, many industries, and businesses take it as given, and act as if it was mandatory
- Circular economy, and sustainability in general actions enhance the excellent reputation of businesses, which serve as role-models for society, and individuals, and provoke the sentiment of trust from the customers
- Aim of the implementation of these action in the industry is not only to act corporately, but most importantly to raise awareness to the final recipients of the products/services, the general public

Learning Outcome

The learning outcome achieved by the Titan Cement Group case study is that sustainable, and circular behavior should go beyond profit, and obligatory legislation demands. Those businesses and industries that have the power and the means should devote themselves to promoting such principles since they are in a position to provoke the most significant impact, and, for sure, they will benefit from these actions as well, both economically and ethically.

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Reflection

1. What's an example for good practice in CE and under which framework does this make sense in a wider context?

- A) Repair/Reuse of a non-energy consuming or an energy consuming efficient product
 - B) Repair/Reuse of a non-energy consuming or a high energy consuming product
 - C) Repair/Reuse of a non-energy consuming or an energy consuming product
- The correct answer is A.

2. What are the main instruments driven by the EU to meet climate goals?

- A) Policies and market companies
 - B) Policies and market incentives
 - C) Policies and private markets
- The correct answer is B.

3. What answer is true about achieving more sustainable alternatives to existing linear approaches regarding resource systems?

- A) An integrated energy system planned, launched and driven by the EU is a future-proof self-runner
 - B) Top-down approach from EU in the energy sector will change most of the waste problems
 - C) An integrated energy system needs an intensification of collaboration and networking setting links between different sectors and actors
- The correct answer is C.



Food Waste Combat



<https://foodwastecombat.com>

<https://www.facebook.com/foodwastecombat/videos/1607281192673052>

<https://www.youtube.com/watch?v=is17V0j2jYI>

https://www.youtube.com/watch?v=yP22_sb7hD0

<https://www.youtube.com/watch?v=b4bm7dr2TWs>

Aim of the case study

The aim of this case study is to demonstrate that all vegetables deserve love, and what we usually avoid picking in the supermarket, gets thrown away. Choosing to buy from local producers or clean partially damaged vegetables is an excellent way of combating food waste.

The Case Study

Food Waste Combat is a team of gourmet, and enthusiastic NGO people who set out to attack food waste in Romania. They organized information sessions, educational workshops in schools, restaurants, and companies. They also created the Cluj Food Bank, which later became a standalone project.

It all started in 2012, at a wedding, the initiators were baffled, and horrified by the waste of food, becoming aware of it due to that particular context. So they set out to do something about it., and so they did.

They built an army, in the beginning were just a handful of determined gourmands and people who understood the value of being involved in the community, aiming to leave something behind. They laid the foundations of Food Waste Combat, and started spreading the word around them about what waste is, how much is part of our lives, on how we can feed everybody from Cluj Napoca (around half a million people) for 20 years with the food wasted in Romania annually, and many other related issues.

Founding out how much food is thrown away at the hypermarkets and markets in our city, they created the Food Bank. The Food Bank helped children from their social partners to eat better, by redistributing the surplus to them in the summer of 2018. Apart from that, to emphasize how much money could be saved by saving wasted food, they cooked community dinners where they fed 60 people with 25 Euros.

Let's see why Food Waste Combat is an excellent example of circular economy:

1. The primary resources are fresh vegetables that are not in the best shape, otherwise thrown into the garbage. They gave examples about how the food thrown away by the supermarkets can be repurposed, and all the energy behind creating it being recovered. Creating the Food Bank as an intermediate between hypermarkets, and social entities that work with children, they saved around **8.4 tons of food for 300 people in 2018**, for example, and 138 tons for 2500 people in 2020.
2. They created a lot of awareness both at small level, but also among big retailers. Working with retail supermarkets scaled their initiative from workshops, school workshops, and event diners to regional food banks and a **national network** that saves thousands of tons of food each year. The local enthusiasts become the core of a regional social company team with a wide infrastructure for transporting food from supermarkets to social entities.
3. By making the connection between social entities and big retail supermarkets, they managed to impact in a positive way not only the lives of many challenged young people but also of their volunteers. The initial intentions of raising awareness about food waste are making a comeback, this time at a different level and with a much more durable impact. Involving volunteers in the day-to-day activities gives them not only valuable new skills but also an in-depth view of how big the impact of food waste has in general.

Key Take-Aways

- Food waste,
- Upcycling unwanted vegetables,
- Circular, and social economy,
- Redistribution, and logistics,
- Waste awareness

Learning Outcome

Through this case study, you learn that:

- any situation can be the trigger for finding a big problem that needs solving.
- Sometimes, consumers must make thoughtful decisions and not always act on their first instinct.
- food waste is a huge problem that can be solved at different levels.

Contact

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Reflection

1. What is Food Waste Combat?

- A company that sells eco vegetables. (False)
- A social initiative for raising awareness about food waste. (True)
- An NGO that does social work (False)

2. Where did the founders first acknowledge the issue of food waste?

- In farmers markets. (False)
- In supermarkets (False)
- At a wedding (False)

3. How much a food waste dinner cost for 60 people?

- 25 Euros. (True)
- 250 Euros. (False)
- 100 Euros (False)

4. Which are the main beneficiaries of the Food Bank?

- Children and people in difficult situations (True)
- Social NGOs (False)
- Young people from rural areas (False)

5. The Food Bank became a:

- National network. (True)
- Local initiative. (False)
- Regional leader (False)



Humana Nova – re-using textile



Aim of the case study

Production of textile is one biggest pollution problems nowadays. Production of textile produce 20% of total water pollution on our Planet. Leading social enterprise in Croatia is Humana Nova. They are employing marginalized groups, collecting textiles, reusing, and recycling them, and with that process they actively contribute to poverty reduction, sustainable development of the local community, and nature preservation.

The Case Study

Social cooperative Humana Nova is a social enterprise that operates in 3 areas: environmental, social, and economic. They employ people with disabilities and other socially excluded people who at Humana Nova create new values from discarded textile items every day, and make new, high-quality, innovative products.

Since founding Humana Nova in 2011, they have collected more than 2,000 tons of textiles.

Disposing of textile waste reduces the need for landfills, which directly affects climate change (for example, woollen clothes do not decompose, but produce methane, which contributes to global warming).

By recycling textiles, the energy needed for the production process is saved.

Less used energy results in less release of carbon dioxide, and less greenhouse emissions, and gases.

Currently they employ 44 workers, 25 of whom are disabled, and 13 from other socially marginalized groups whose challenges today's society does not have a high-quality response to. Through activities, they actively and directly help socially excluded people, and their families improve their self-confidence and quality of life, and influence not only social acceptance and professional affirmation.

Humana Nova is member of the RREUSE network, a non-profit network that brings together social enterprises active in the field of reuse, recycling or repairs.

NEW VALUES TO OLD TEXTILE

Humana Nova collect textiles that png directly, leave in one of containers or in the recycling yards of local utility companies with which they cooperate.

Usable, i.e. the wearable part of the collected clothing textiles is sold in second-hand shops (RE-USE) where its life is extended. They extract cotton from unusable textiles, which is cut into industrial rags, and re-market them for the industrial sector. They also highlight raw materials for making recycled products. The textile that remains after this separation is processed in cooperation with “Zabok Regeneration”, where it goes into the grinding process, i.e. recycling (RECYCLE). Through such processing, the discarded textile becomes a valuable raw material - to create felt or non-woven textile, which is packed, and “Regeneration” exports to the European Union. In this way, they use all the collected textiles, and round off the process in which discarded textiles get a new function, and people get a chance for a dignified life.

SEWING PRODUCTS FROM RECYCLED OR NEW MATERIALS

Tailor shop, and sewing room in City of Čakovec are a factory of quality and innovative products. In the concern that 17 seamstresses from socially marginalized groups find work in them, it is also a factory of good emotions and gratitude. They sew products from old and new materials from locally procured or ecologically certified materials from other countries, always respecting fair trade rules. This is how quality products for the business sector, and clothes for web shops are created. Other products from web shops are a combination of recycled and new materials. WORKSHOPS, and ORGANIZE ACTIONS

In organizing textile waste collection campaigns, they often cooperate with schools, associations, and local authorities that show interest and desire to make a difference. In educational institutions, kindergartens, and, if desired, in other institutions, Humana Nova holds creative workshops on textile recycling, where it is learned how to recycle textiles and be creative at the same time. In addition, Humana Nova has so far hosted a whole range of organizations and individuals who, by visiting the Cooperative, want to learn more about social entrepreneurship and the work integration of people with disabilities and other socially vulnerable people. They change people's consciousness by inviting them to participate in actions.



Key Take-Aways

- Social enterprise
- Reuse of textile
- Employing woundable persons
- Protection of environment

Learning Outcome

Humana Nova is a social enterprise that is giving young people a great example of a circular economy of reusing textiles, one of the biggest pollution problems of today. By employing the most woundable group of people, the circle is closed.

Social cooperative Humana Nova is a leading Croatian example of a social enterprise for work integration and reuse, recognized in the broader region. Through its activities, the cooperative contributes to building tolerant social relations and the balanced use of resources. Our values of Community, cooperation, reciprocity / Quality, professionalism / Leadership / Courage / Sustainability (economic, social, and environmental) / Acquisition of new skills / Pleasant, and motivating working environment are in the first place.

Contact

<https://humananova.org/>

Social enterprise Humana Nova Čakovec
textile production cooperative

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Reflection

1. Why is it textile production one of the biggest pollution problem?

- a) Production of textile produce 20% of total water pollution on our Planet.
 - b) Production of textile produce 50% of total water pollution.
 - c) Production of textile produce 5% of total water pollution on our Planet.
- Correct answer is a)

2. In which 3 areas Humana Nova operates?

- a) Environmental protection, oceans, biodiversity
 - b) Environmental, social and economic
 - c) Solar panels, textile and electric cars
- Correct answer is b)



3. Make pairs with these words: A) rugs, B) re-use, C) recycle (grinding)

- a) Usable (wearable parts)
- b) Cotton from unusable textile
- c) Textile that remains after separation

Correct answers: a)-B) ; b)-A) ; c)-C)

Production of electric cars: Rimac Automobil i- car manufacturer



Aim of the case study

The aim is to show the story of success of young man starting in a garage, and now one of famous electric car manufacturer which idea is approved by EU as a green business, environmental protection, and fight against climate change.

The Case Study

Rimac Automobili is a Croatian car manufacturer headquartered in Sveta Nedelja, Croatia, that develops and produces electric sports cars, drivetrains, and battery systems. The company was founded in 2009 by Mate Rimac. Rimac Automobili's first model, the Concept One, was the world's fastest-production electric vehicle.

While manufacturing and marketing high-performance vehicles under its brand, Rimac also develops and produces battery packs, drivetrain systems, and vehicles for other companies. The Applus+ IDIADA Volar-E is an example of a product developed for another company. During the 88th Geneva International Motor Show in March 2018, the company unveiled its second model, the Rimac Nevera.

The groundwork for the company was laid in 2007 as a hobby garage activity of Mate Rimac. Working on his own, he converted his **BMW 3 Series (E30)** to incorporate an electric powertrain and subsequently gained attention from the press and investors. A significant part of the early financing came from **angel investors** and the sale of proprietary patents.

Rimac Automobili was founded in 2009 in **Sveta Nedelja**, near **Zagreb**, Croatia, where suitable facilities were rented. When he was 19 years old, Mate Rimac began converting an E30-M3 which served as his first **test mule**: "I owned an old BMW E30 (MY 1984), which I used for drifting, and circuit races. At one of these races, the gas engine suddenly blew up. At that moment, I decided to try building an EV. After one year or so, the car could drive, but I was not yet satisfied with the result. It was heavy, not very powerful, and the range was minimal. For this reason, I started to gather a team of experts to develop our components since I believed that electric propulsion could give much more than what was available on the market. I already had a clear vision of my ultimate goal at that time. Today, hard work is making my dream come true."

In 2018, Volkswagen Group subsidiary Porsche Engineering Group GmbH acquired a 10% stake in Rimac to form a development partnership as part of its electrification process. Mate Rimac commented: "This partnership now is an important step for Rimac on our way to becoming a component and system supplier of choice for the industry in electrification, connectivity, and the exciting field of Advanced Driver Assistance Systems". Hyundai Motor Company and **Kia Motors** jointly invested €80 million in 2019, and announced plans "to collaborate on the development of high-performance electric vehicles. In 2020, Rimac recommended Infinium, the largest Balkan software and design company, to Porsche, which led to the creation of a joint venture Porsche Digital Croatia with an investment of €10 million.

In July 2021, VW Group's **Porsche** and Rimac announced that they have agreed to create a joint venture incorporating Volkswagen's high-performance **Bugatti** brand and Rimac Automobili. The new venture will be called **Bugatti Rimac**. Parent company Rimac Group will have a 55% stake in the joint venture, while Porsche will hold a 45% stake. In June of that year, Porsche stated it was one of the participants in a new €500 million round of fundraising.

Rimac Technology is 100% owned by the Rimac Group. Rimac Technology develops vehicle systems and technologies for many global OEMs. Wikipedia

Key Take-Aways

- **Green business**
- **Story of a success**
- **Electric cars**
- **Entrepreneur**

Learning Outcome

Finishing this part young learners will be able to gain knowledge about a successful entrepreneur in the green sector. Youngsters can see great possibilities in the green sector, as with Rimac automobile's own words: "Making the future exciting. The original idea was to create the most powerful (electric) hypercar. However, the technology we needed didn't exist yet, and the systems that were available simply weren't available to us an automotive startup back in 2009. It was clear we had to create everything ourselves. Ever since, we've been growing the talent, and core competencies in-house." Rimac Automobili.

Contact

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TEL: +38515634592
EU Funded Project

Reflection

1. The groundwork for the company was laid

- a) in 2007 as a hobby garage activity of Mate Rimac
- b) in 2009 by Rimac Family
- c) in 2005 as a team work

Correct answer a)

2. Rimac automobili started with the finances of:

- a) Bank investment
- b) funds of EU
- c) angel investors

Correct answer c)

3. Rimac automobili manufacturing and marketing high-performance vehicles under its own brand, and in 2018 release Rimac Nevera car

- a) True
- b) False

Correct answer a)



Green Evolution SA - Greece



Aim of the case study

The aim of the Green Evolution case study is to present the necessary steps towards developing green businesses and highlight the importance of consulting in the process for the interested party to be updated on the constantly evolving policies, legislative frameworks, national authorities' demands, and bureaucratic procedures.

The Case Study

The Green Evolution green business was founded in 2009 and is one of the few companies in Greece that offers specialized techno-economic services to businesses regarding the calculation and reduction of their carbon footprint, renewable energy, energy saving, and energy efficiency. Although the company had people with specialized scientific knowledge to meet the market's needs, it recruited staff with appropriate financial and legal knowledge. Since initially, the area of carbon footprint calculation and reduction in the company was relatively unknown in Greece; the company has adapted itself accordingly. To survive, it resorted to more traditional routes that continue today, such as biomass studies, etc.

Through its network of partners around the world, Green Evolution can undertake the technical, financial, and legal evaluation of the actual credit production potential of any project in Greece or abroad, as well as the management of rights and emission rights of different markets and origins.

The reasons why such a specialized company is successful lies in the combination of elements:

- (a) innovation: it introduces innovations in the Greek market, such as the measurement of the carbon footprint of a website, both server, and network,
- (b) extroversion: in addition to Greek companies, the company has developed strategic partnerships in the transfer of know-how with large foreign companies, and
- (c) the stable preference, and trust of customers: customers, who remain loyal due to the quality of the services provided, constitute part of the green marketing dynamic.

Key Take-Aways

The key takeaways of the Green Evolution case study are the following:

- Nowadays, one can find specialized businesses in Greece that provide techno-economic expertise, helping with minimizing of the environmental footprint
- Thorough planning requires expertise, specified knowledge, financial, and legal guidance, and in general, consulting
- Innovation is key for the succession of a business, even though it might seem risky at the beginning
- The succession of the business also lies in its most significant part on the various marketing strategies that should be followed
- Green marketing strategies have a positive impression and enhance the customers' trust

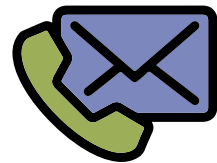
Learning Outcome

The core learning outcome deriving from the Green Evolution case study is that green entrepreneurship is the only way for economically and environmentally viable businesses. The development of green businesses requires careful planning, seeking of the right consulting, trust in experts, acquiring of the proper knowledge, and being constantly up-to-date.

Contact

info@green-evolution.eu

<http://www.green-evolution.eu/>



Reflection

1. Which of the following DOES NOT meet the definition of a green start-up?

- A) The company sponsors green non-profit organizations
- B) The company implements environmentally friendly businesses practices
- C) The company uses environmentally friendly technologies in manufacturing its goods, etc.

The correct answer is A.

2. Which one of the following benchmarking and reporting options is not evidence of business sustainability?

- A) Financial statement
- B) B Corp certification
- C) ESG annual reporting
- D) CSR annual reporting

The correct answer is A.

3. “A visual overview of your entire business on a single canvas” is a description for:

- A) Company's branding
- B) The Business Model Canvas
- C) Online advertising

The correct answer is B.



Aim of the case study

- Encouraging entrepreneurship in rural areas
- Work with animals, and a life cycle, and reuse.
- Creating quality, and organic eggs
- Learning rural entrepreneurship, and animal farming
- Working in direct contact with the business without going through intermediaries.

The Case Study

A spa for hens

Alba de Cerrato, in Palencia, has already made a new inhabitant, a neighbor who has been adapting her schedule to that of her 1,160 hens for three years. A personal commitment takes place on a 12,000 square meters farm, three warehouses, and a new packaging center that will be inaugurated shortly, creating a new job.

When Laura Polo was a child and passed by 'Venta Pepín', on the border between Palencia, and Cantabria, in the Potes area, she used to say: "If one day I have a business, I'm going to call it Pepín", and she did. In 2017 she opened her business, Granja Pepín. A free-range free-range free-range hens, located in the municipality of Alba de Cerrato (Palencia), which has become her commitment.

Laura was born in Palencia. She studied an intermediate degree in Administration and another in Commerce, and Marketing, and worked in commerce, in Palencia, and Bilbao, where she already lived with her partner. Although she liked her job, she had a special sensitivity towards animals that she wanted to develop.

When her partner returned to Alba de Cerrato for work reasons, they thought it was the work, they thought it was the right time to start a business, and they set up the first free-range hens farm in Palencia.

Poultry farmer, and self-taught

For the last three years, she has had to adapt her timetable to that of her hens. Laura starts her day at half past six in the morning, and, on many days, at nine o'clock in the evening, she is still around the animals.

Most of her days are spent on the 12,000 square meters that her father-in-law gave her to set up a farm his father-in-law to set up a farm with three sheds and 1,160 hens.

It was Laura's first time was her first entrepreneurial venture, and she was completely unfamiliar with this world, but she opted for them because she thought they were a simple animal to work with. For this reason, she took several courses on how to join the farm business and on animal welfare, to which he added hours and hours of reading and self-training.

"Training is essential because if you don't acquire a minimum of knowledge, you are very lost in the end", she acknowledges and stresses that "a farm is not the same as having four hens in a pen that you feed, add water, and forget about them. A farm is different; there are a lot of animals, and If you don't manage them well, they can cause problems.

To distinguish himself in the business, he opted for free-range hens, to which he provides the treatment, and living conditions appropriate to their needs, always in line with his defense of animal welfare.

She sells almost all of her products locally. She distributes it herself, twice a week, to local shops, a restaurant, and private individuals.

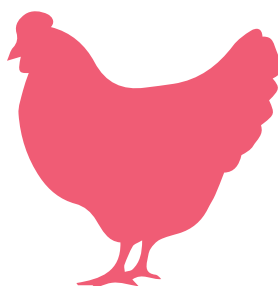
"I go to customers' houses or their work, and I love it when they ask about my chickens.
Consistent and patient

This entrepreneur from Palencia acknowledges that she has not had to suffer the problem of having to buy a house like other villagers because before going to live in Bilbao, together with her partner they bought a small bodega to restore it. Now, they have converted it into a private home, still conserving the cellar.

The winery.

He started the business with the first warehouse that they built themselves, taking advice via the internet. Subsequently, they bought two other mobile warehouses, which they bought from a company in Zaragoza that imports them from France, which is "very well equipped," in Laura's words. "If I had known from the beginning, I would have put them all in the same place," she assures us.

All the investment has been made by herself with her funds. However, she also accessed a grant from the Junta de Castilla y León after setting up the farm for being a woman and having an entrepreneurial project.



Key Take-Aways

- Local products
- KM0
- Innovation
- Rural development, and circular economy
- Green enterprenur

Learning Outcome

It was Laura's first time she had undertaken, and she opted for the chickens because she thought it was a simple a simple animal to work with.

She starts at half past six in the morning, and, on many days, at nine o'clock at night, she is still with the animals.

She intends to set up the packing center with an egg grader egg sorting machine and to leave the motorhome because he has outgrown it.

"When you do what you really like, you are much happier than before.

Contact

<https://www.facebook.com/Granja-Pepin-254284668342631/>

+34 626 73 94 85



Reflection

1. How much working space does she have?

- A) 100000 Square metre
- B) 12000 Square metre**
- C) 1000 Square metre

2. Which animals does she work with?

- A) Dog
- B) Dabiit
- C) Hens/Chicken**

3. How many hens does she have?

- A) 5000
- B) 1160**
- C) 2229



Key Take-Aways

- Local products
- KM0
- Innovation
- Rural development, and circular economy
- Green enterprenur

Learning Outcome

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- C) 2229



KEBE & CIIM: To create a green entrepreneurship observatory



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



CYPRUS
INTERNATIONAL
INSTITUTE OF
MANAGEMENT

Aim of the case study

The goal of this case study is to explain how these two organizations through the Observatory are providing timely information training, technical training, and preparation to the Cypriot companies to face the difficulties of transitioning to sustainable model development.

The Case Study

The Cyprus Chamber of Commerce, and Industry (Keve), and the Cyprus International Institute of Management (CIIM) on Wednesday 16/02/2022 signed a Memorandum of Cooperation, seeking to deepen their partnership, promote sustainable entrepreneurship, and support local businesses.

The memorandum, which Keve president Christodoulos Angastiniotis signed, CIIM director, and dean Theodore Panayotou, entails the creation of an observatory tasked with leading the charge on business activities to the green economy. The two organizations said that the newly-formed observatory would provide timely information and updates, education, and technical training and help Cypriot companies prepare to face the challenges of transitioning to a model of sustainable development.

“Observing international trends for the modernization of economies and evaluating the comparative advantages of our country, we highlighted, in a timely, and convincing manner, the need to emphasize green growth and sustainability,” Angastiniotis said.

“The partnership between the CCCI, and CIIM will strengthen the skills of Cypriot companies for them to take advantage of the opportunities arising from the integration of sustainable development practices in their business strategy,” he added.

On his part, Panayotou said that this development strengthens the collective effort that Cyprus must undertake to move forward.

“This new era is based not only on digital technology, and innovation but also on sustainable development and the promotion of entrepreneurship that is in harmony with the environment and nature around us,” Panayotou said.

Key Take-Aways

- Co-operation
- Sustainable entrepreneurship
- Support local business
- Respect of the environment

Learning Outcome

Learners will learn the importance of Cooperation between important institutions to provide new sustainable entrepreneurship plans to support local companies, and digital innovation, in a way that does not affect the environment.

Contact

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the Cyprus International Institute of Management (CIIM)

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@Email Admissions Office



Reflection

Question 1)

What is the main Goal that KEVE and CIIM want to achieve with their partnership?

- A) To create a common fund to start new companies.
- B) To promote sustainable entrepreneurship and support local businesses.
- C) To find green solutions to the minimise companies impact on the environment

Question 2)

When did the KEVE and the CIIM signed the Memorandum of Cooperation?

- A) 16/09/2022
- B) 16/02/2022
- C) 16/02/2020

Question 3)

What are the names of the KEVE president and the CIIM director?

- A) Christodoulos Angastiniotis, Theodore Panayotou
- B) Theodore Panayotou, Nicos Anastasiades
- C) Ünal Üstel, Christodoulos Angastiniotis



“Zua Drive In”

(<https://www.venetoeconomia.it/2021/09/lagri-drive-in-dei-fratelli-zuanon-premiato-con-loscar-green-di-coldiretti/>)



Aim of the case study

The young Giovanni Zuanon saves the family business with a stroke of genius. After wandering to study in America and returning to Italy immediately after the outbreak of Covid, he had to reinvent his work. The family business is at risk of bankruptcy, but he is winning the "Oscar Verde" award as a young Italian entrepreneur with the best idea and initiative linked to the circular economy in a pandemic period.

The Case Study

In the fields of the upper Padua area, the first agri fast food.

The idea of Giovanni Zuanon who, after an interlude as a chef in the States, returns to Veneto, and transforms the family farmhouse into a burger shop.

It has been recognized as the priority among the Italian experiences that have best overcome the pandemic emergency with a prompt creative reaction and corporate reconversion.

The Antichi Sapori farmhouse has overcome the crisis with the latest generation idea: from producing milk and meat of the highest quality to making peasant snacks with its products. The activity is thus restarted with home deliveries, then the brilliant intuition of bringing customers to taste zero km specialties and craft beer in the countryside, in front of a film, in their car, and in the company of family, and friends without the risk of contagion. An “agri drive-in” that has met with enormous success.

The films projected on the barn wall entertained customers, and guests in the cabins of the cars for a first protected escape during the lock down, in the company of family, and friends without risk of contagion.

An “agri drive-in” that has met with enormous success and has seen its inventor conquer the national podium of the Young Coldiretti Oscar Green.

"Our Giovanni, and all the other young entrepreneurs are the best testimonials of agriculture that look to the future and is not discouraged by difficulties," said Massimo Bressan, president of Coldiretti Padua. "In times of a pandemic, they have been able to steer the helm of the company towards innovation, and sustainability, reinventing their work with home delivery, online sales, use of social media, the study of projects, and tenders to access new resources".

Key Take-Aways

- KM0
- TARGETED INVESTMENTS
- MOTIVATION
- INNOVATION

Learning Outcome

The interesting aspect of this case study is that with the crisis caused by the health emergency, the agricultural sector has become the vital point of reference for the new generations and that companies run by young people have also proved to be the most resilient.

Contact

+39 327 496 5599



Reflection

1. How did young entrepreneur Giovanni Zuanon save the family business?

- By creating a drive-in where those who arrive, in addition to being able to watch a film in the company of friends / relatives, without the risk of covid infection, can enjoy excellent snacks, with products entirely produced from the lands of Giovanni's company. (True)
- By changing the way he works his lands, making him greener. (False)
- Start-up of the home delivery service for its products. (False)

2. What recognition did this young entrepreneur win?

- Green Oscar (True)
- Gold Oscar (False)
- Best idea of green entrepreneurship of 2021 (False)



3. Who is awarded the aforementioned award?

- To the entrepreneur who proves to have achieved the highest turnover of the year. (False)
- To the entrepreneur who demonstrates that he had the idea and the best realization of an activity linked to the circular economy (True)
- To the entrepreneur who hires more staff, training them according to the transition to the circular economy. (False)

4. At what historical moment was this idea born, which turned out to be a stroke of genius?

- During the lockdown for the covid (True)
- Immediately after the lockdown for the covid (False)
- Shortly before the arrival of the covid. (False)

5. All products available in this drive-in are KM0.

- True (True)
- False (False)
- Not everything. (False)

“We Wilder”

www.wewilder.com

wilder



<https://www.youtube.com/watch?v=exz1SH62Qz8>

Aim of the case study

WeWilder is a social enterprise aiming at creating a reviving local community by attracting young digital nomads in the middle of nature. Their mission is to create a blueprint for sustainable development of local communities on the frontline of nature conservation. They do this by working to bring people closer to wild nature and create actual value for people and nature in Armeniș comune and the foothills of the Țarcu Mountains in Romania. Here WWF and Rewilding Europe are working to develop a rewilding landscape with over 100 free-roaming bison.

The Case Study

The initiative aims at offering sustainable eco-tourism accommodation for young nomads from all over the world. Their guests can experience life in a remote Romanian mountain village close to unspoiled nature. To complete the experience, the guests' food is locally produced by the nearby villagers, sustaining the micro-local producers. The guest's accommodation can take place either in newly built huts (like the Muma Hut - Mies Award nominee), or in old, refurbished traditional houses. A team of innovators in sustainable architecture, naturalists, and locals has been working together on the first urban-rural collaboration campus in nature. As they started by connecting under the same umbrella accommodations, serving meals provided in collaboration with locals, and experiences in the wild, the WeWilder Campus was a necessary focalisation for all those activities, as a place of departing in explorations, and a spot to reconvene.

The focus is both on sustaining the local economy by bringing outside visitors in the area and offering an alternative for remote workers to connect back with nature and have a more fulfilling live-work balance. The aim of the new individual cabins with huge windows is for people to reconnect with themselves, nature, and their work.

The WeWork initiative's founders aim to transform the place in Romania's first rural hub, embedding deep green economy principles. By creating demand for local products, and services, from cheese, to apples, and local hospitality, they want to inspire the community further to get involved in green businesses. Thus the WeWilder campus is a model. Once validated, the team intends to learn, refine, and multiply it in other regional priority conservation areas.

- <https://www.wewilder.com/campus>

The full package of experiences offered by the campus so far consists of discovering the bison in their natural habitat either by walking or through e-bikes tours, bear spotting, and outdoor sleeping, brunches, and fine dining with local products, and team buildings.

Key Take-Aways

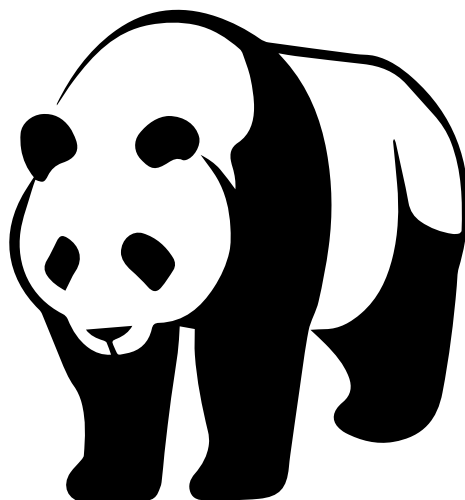
- Sustainable architecture
- Rural hub
- Traditional food
- Nature immersion

Learning Outcome

A very experienced team found an excellent opportunity to use a remote location with unique features (bison roaming free) to build the first Romanian rural hub. The project is well integrated into the natural landscape and fully respects its surroundings, aiming to reinvigorate the local community.

Contact

<https://www.wewilder.com/contact>



Reflection

1. What was the main reason for creating the campus in Armenis?

- The company of free roaming bisons (True)
- The wild nature (True)
- The local community. (True)

2.What part of the initiative gained international recognition?

- Muma Hut / Architecture (True)
- Local food producers (False)
- The local fauna (False)

3.Why is the initiative a green economy model?

- They created demand for local products and services. (True)
- They build new buildings using traditional crafts and sustainable resources (True)
- They wanted to bring more visitors to a remote place (False)

4. Who are the future guest to the campus?

- Remote workers looking to reconnect with nature (True)
- Retired professionals (False)
- Young people with low income (False)

5.The initiative partners with which international NGO:

- WWF (True)
- GreenPeace (False)
- Red Cross (False)



ON - OLTRE NUOVE IMPRESE A TASSO ZERO



<https://www.invitalia.it/cosa-facciamo/creiamo-nuove-aziende/nuove-imprese-a-tasso-zero>

Aim of the case study

"ON - Beyond New zero-interest businesses" is the incentive promoted by the Ministry of Economic Development which supports micro. Small businesses are made up primarily or totally of young people between 18 and 35 years old or women of all ages.

The Case Study

"ON - Beyond New Businesses at zero interest" is the incentive for young people, and women who want to become entrepreneurs. The concessions are valid throughout Italy and provide for a mix of zero-interest financing and grants for business projects with costs up to 3 million euros, which can cover up to 90% of total eligible expenses.

Who is it for?

ON - Oltre Nuove Imprese at zero interest rate is aimed at micro, and small enterprises made up mainly of young people between 18 and 35 years or of women of all ages, throughout the national territory.

Companies with a shareholder structure comprise at least 51% of young people under 35, and women of all ages are eligible. The majority refers to the number of women and/or young people in the shareholder structure and the share capital held. For example, a company consisting only of a man over 35 and a woman/man under 35 will not be eligible for funding; a qualified third person is required.

What it finances

The business project must have at least one of the following characteristics:

- have significant technological and innovative content
- be oriented towards the development of products, services, or solutions in the field of the digital economy, artificial intelligence, blockchain, and the internet of things
- be aimed at the economic exploitation of the results of public, and private research

Key Take-Aways

- Young entrepreneurship
- Idea
- Possibility
- Green Economy
- Revolution

Learning Outcome

From this initiative we want to make it clear that if a young person has an innovative idea that focuses on innovation, and sustainable development, he has the opportunity to see this idea materialize, thanks to public funding.

These loans allow young people to become entrepreneurs and carry out concrete project that respects the environment.

Contact

TEL: 848.886.886

<https://www.invitalia.it/contatti>



Reflection

1. What is "ON"?

- An Italian project that aims to finance young people between 18 and 35 and women, in the implementation of innovative projects. (True)
- A European project, which provides entrepreneur applicants, a mix of a non-repayable loan and a zero-interest loan for the implementation of projects. (False)
- An international project, which aims to finance young people and women within the age of 35, in the creation of green businesses. (False)

2. What are the sectors in which companies can apply for these incentives?

- Industries, services, tourism, sale of goods. (True)
- Sports, construction, services. (False)
- Construction, tourism, secondary sector industries (False)

3. Who are these incentives aimed at?

- Young people between 18 and 35 years old (False)
- Young people between 18 and 35 and women of all ages (True)
- Women between 18 and 35 years old. (False)



4. How are these incentives paid?

- They are paid on the basis of the SAL, for a maximum of 5 tranches. (True)
- 40% of the total is paid, immediately after the approval of the project, and the remaining 60% at the conclusion of the same. (False)
- 100% of the amount due is paid, immediately after the approval of the project. (False)

5. Is there a tutoring service provided by the body that disburses these funds?

- Yes (True)
- No (False)
- Not always (False)



A European Green Deal

Aim of the case study

A European Green Deal

Striving to be the first climate-neutral continent

Climate change, and environmental degradation are an existential threat to Europe, and the world. To overcome these challenges, Europe needs a new growth strategy that transforms the Union into a modern, resource-efficient one. A competitive economy where

- **there are no net emissions of greenhouse gases by 2050**
- **economic growth is decoupled from resource use**
- **no person, and no place is left behind**

The **European Green Deal** is our roadmap for making the EU's economy sustainable. This will happen by turning climate and environmental challenges into opportunities across all policy areas, and making the transition just and inclusive for all.

The Case Study

Actions

The European Green Deal provides a **roadmap with actions** to

- **boost the efficient use of resources by moving to a clean, circular economy**
- **restore biodiversity, and cut pollution.**

It outlines investments needed and financing tools available and explains how to ensure a just and inclusive transition.

The EU will be climate neutral in 2050. To do this, we proposed a **European Climate Law** turning the political commitment into a legal obligation and a trigger for investment.

Reaching this target will require action by all sectors of our economy, including

- **investing in environmentally-friendly technologies**
- **supporting industry to innovate**
- **rolling out cleaner, cheaper, and healthier forms of private and public transport**
- **decarbonizing the energy sector**
- **ensuring buildings are more energy efficient**
- **working with international partners to improve global environmental standards**

The EU will also provide financial support, and technical assistance to help people, businesses, and regions that are most affected by the move towards the green economy. This is called the **Just Transition Mechanism** and will help mobilise at least €100 billion over the period 2021-2027 in the most affected regions.

Key Take-Aways

- SMEs, Large Enterprises, Government, Cities, Communities & NGOs, Knowledge Centers
- Type of funding
- Grant, Loans & Investments
- Project type
- Research, Innovation, Growth, Infrastructure
- Area
- Agriculture, and forestry, Bio-based Industries, Biotechnology, Energy, Environment & Climate Action, Food & Healthy Diet, Funding Researchers, ICT Research & Innovation, Innovation, Oceans, and seas, Research Infrastructures, SMEs, Social Sciences, and Humanities, Society, Transport, Manufacturing

Learning Outcome

The learning outcome of the case study is the recognition of the opportunities, the procedure, and the requirements for the entry in a funding program. Provide financial support and technical assistance to help people, businesses, and regions that are most affected by the move towards the green economy.

Contact

TEL 848.886.886



<https://www.invitalia.it/contatti>https://ec.europa.eu/info/s-trategy/priorities-2019-2024/european-green-deal/delivering-european-green-deal_en

Reflection

European Green Deal is our roadmap for making the EU's economy sustainable?

- A) True
- B) False

The correct answer is A.

Which is the period of the Green Deal?

1. 2021-2027
2. 2022-2030
3. 2021-2031

The correct answer is 1



Will be EU will be climate neutral in 2050?

- A) True
- B) False

The correct answer is A.



EEA Grants - Fund for Youth Employment



<https://eeagrants.org/topics-programmes/fund-youth-employment>

Aim of the case study

“The Fund for Youth Employment was established in 2017 to contribute to sustainable, and quality youth employment in Europe. Unlike the ordinary programs funded by Iceland, Liechtenstein, and Norway, this Fund has a transnational focus – it helps entities across Europe pool their efforts to find new ways of reducing youth unemployment.”

The Case Study

“Almost 10 million young people in Europe, are not employed, educated, or trained. Unemployment among youth is a shared European challenge. It puts young people at risk of poverty, prevents them from fully participating in society, and it can take a toll on their health, well-being, and professional future. The COVID-19 pandemic has seriously affected the labor market possibilities of young people.

Lack of jobs

Despite positive tendencies in recent years, many young European people still struggle to find quality jobs. On average, 16.8% of persons aged between 15 and 24 were unemployed in 2020, a figure even higher in the Euro area.

Risk of social exclusion

Unemployment puts young people at risk of poverty and prevents them from fully participating in society. This can take a toll on their health, well-being, and professional future.

Unequal social, and economic development in Europe

Besides being a waste of human potential, and talent, youth unemployment poses a serious threat to equal social and economic development in Europe.

Discrimination of vulnerable groups

Young people with disabilities, and mental health disorders are especially vulnerable in the job market, as they have usually been unemployed for long periods of time, and discouraged from seeking work. Other minority groups, like disabled people or ethnic minorities, also experience discrimination.”

“Our goal

We aim to combat youth unemployment in Europe.

How?

The €60.6 million Fund for Youth Employment complements the Youth Employment Initiative, which is the main EU funding programme to facilitate the roll-out of the Youth Guarantee –a commitment by all EU Member States to ensure that young people receive a good quality offer of employment, continued education, and apprenticeship.

The 25 projects selected in 2018 with participants from 25 countries aim to enroll 15 000 young people in education or training, support 14 000 young people in active job search, create 3 000 jobs in NGOs, social enterprises, and the ordinary labor market, and help 1 800 young people start up their own businesses. The projects focus on innovation, exploration, transfer of know-how, good practices, and analysis, and research – including translational research.

On 1 September 2020 we launched a new call with €11.5 million available for transnational projects with partners from the 15 Beneficiary States and organizations in Ireland, Italy, and Spain. The funding is reserved for initiatives seeking to ensure access to employment, education, or training for:

- **Young people not in employment, education or training (NEET) who are between 25, and 29 years old, and live in small towns, suburbs or in rural areas;**
- **Young mothers not in employment, education or training (NEET) who are between 25, and 29 years old;; and**
- **Long-term unemployed people who are between 25, and 29 years old. “**

Key Take-Aways

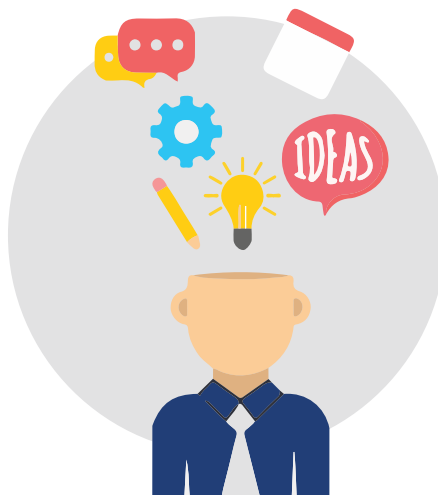
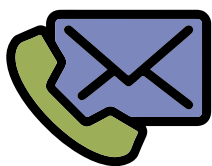
- **Youngsters Not in Employment, Education or Training (NEET)**
- **Social Inclusion**
- **Reducing unemployment for youth**

Learning Outcome

This initiative from EEA Grants aims to reduce unemployment among youngsters, especially for those that face social exclusion. The companies or NGOs can apply for those funds to employ persons from the defined target group.

Contact

<https://eeagrants.org/apply-for-funding>



Reflection

1. How many young people are unemployed at EU level?

- 10 millions. (True)
- 15 millions. (False)
- 20 millions. (False)

2. Who can apply for funding?

- Companies and NGOs emptying young people. (True)
- Families of young unemployed people. (False)
- Schools and universities (False)

3. In how many EU countries is the programme available?

- 7 countries (False)
- 10 countries (False)
- 16 countries (True)

4. How high is the percentage of unemployed young people?

- Around 17%. (True)
- Around 15%. (False)
- Around 20% (False)

5. Where can you find more information about this funding opportunities?

- <https://youthemploymentmag.net/projects/> (True)
- <https://eeagrants.org/topics-programmes/fund-youth-employment> (True)
- <https://eeagrants.org/resources/fund-youth-employment-project-factsheet-rural-action-innovative-and-sustainable> (True)





ODRAZ (ODrživí RAZvoj) Sustainable Community Development from idea to financed projects



Aim of the case study

The aim is to present young people possibilities to get all relevant information about possibilities of funding their ideas, or green jobs, and to get help from professionals in one place.

ODRAZ – Sustainable Community Development is an independent civil society, a non-profit organization gathering professionals from various fields, which design and apply sustainable development concepts for benefit of local communities

The Case Study

ODRAZ team is dedicated to contributing to creation of social, economic, and political environments enabling sustainable development.

ODRAZ encourages, and implement changes leading towards sustainability, operating at various levels, from local to national and international. It cooperates with civil society, public, professional, and business organizations, networks, and experts. Many collaborators, and volunteers take part in its activities, in addition to employees.

HOW THEY OPERATE?

- implementation of non-formal education for sustainable development
- implementation of thematic workshops, consultations, and expert discussions
- implementation of activities, and projects in the field of social innovation
- development, implementation, and promotion of participatory management methods
- encouragement, and support to networking of stakeholders regarding sustainable development issues
- encouraging networking of representatives of cities, and other stakeholders, and transfer of knowledge, and good practice in the field of sustainable mobility
- encouraging the participation of citizens involvement in decision-making processes
- active contribution to shaping, and monitoring of implementation of public policies in areas that are related to ODRAZ's work, and activities
- collecting, exchanging, and publishing of information, and sharing experience
- cooperation with relevant stakeholders in formulating strategic directions, implementing, and monitoring sustainable local, and rural development projects
- strengthening capacities of civil, public, and business sector for multi-sectoral development partnerships
- encouraging media to enhance their interest on sustainable development issues
- contribution to the dialogue with the European institutions on development issues

THEIR ACHIEVEMENTS

91 implemented sustainable/rural development projects with Croatian, and international partners
 655 attendants of ODRAZ's Sustainable Development School
 13.308 participants of thematic workshops, round tables, and other events
 680 members of the Community Network
 more than 215 members of CIVINET Slovenia-Croatia-SEE Network
 33 publications, and manuals
 17 short educational films
 1.656 bulletins e-ODRAZ since 2005
 78 bulletins CIVINET Info since 2013
 more than 100,000 visits of ODRAZ's web site per year, and more than 11.000 followers on Facebook

They are working in three main topics: Sustainable development, Rural development, and Public policies.

They are organizing open access educations, round tables, and other events to help building ideas in named sectors:

ODRAZ school

<https://www.odraz.hr/education/odrazova-skola/?lang=en>

Training programmes

<https://www.odraz.hr/education/training-programmes/?lang=en>

Consultancy

<https://www.odraz.hr/education/advisory-assistance/?lang=en>

Educational package Let's think sustainably

<https://www.odraz.hr/education/educational-package-lets-think-sustainably/?lang=en>



Key Take-Aways

- Founding in green business, and sustainable development
- Education
- From idea to finances
- Example of good practice
- Consulting/advisory

Learning Outcome

Learning outcome from this sector will show youngsters there are different possibilities in finding information about financing t green business, even from independent civil society sector that has already all gathered information about open resources. will be able to find possibilities in finding founding resources themselves, and to get help from professionals.

Contact

ODRAZ
Sustainable community development
Ljudevita Posavskog 2/4
10 000 Zagreb
Croatia
T: +385 (0)1 4655 203 / 202
<https://www.odraz.hr/contact/?lang=en>



Reflection

1. What does ODRAZ means

- a) ODRAZ – Rural development organization
- b) ODRAZ – Institute for sustainable development
- c) ODRAZ - (ODrživi RAZvoj) Sustainable Community Development

Correct answer c)

2. Which three main topic ODRAZ is working with

- a) Sustainable development, Rural development and Public policies
- b) Sustainable development, Maritime development and Public policies
- c) Sustainable development, Rural development and Transportation

Correct answer a)





Aim of the case study

The aim of this case study is to inform young people regarding the variety of funding opportunities that Greece, in collaboration with the European Union provides. One of these opportunities refers to entrepreneurship, especially for young people.

The Case Study

The ESPA 2014-2020 is the primary strategic plan for the country's development with the assistance of significant resources from the European Structural and Investment Funds (ESIF) of the European Union. Through the implementation of ESPA, the aim is to address the country's structural weaknesses that contributed to the emergence of the economic crisis and the problems, both economic and social problems it created. In addition, ESPA 2014-2020 is called upon to contribute to the achievement of the national objectives against the Europe 2020 Strategy. The aim of the Europe 2020 Strategy is to promote growth:

- innovative, with more effective investment in education, research, and innovation
- sustainable, thanks to a decisive transition to a low-carbon economy
- and inclusive, with a particular focus on job creation, and poverty reduction

A key element in the development planning of the 2014-2020 period was the preparation of the national, and regional Research, and Innovation Strategies for Smart Specialisation. Within the framework of these strategies, the country and its regions are called upon to identify those activities in which they have or can build competitive advantages and to focus available resources and efforts on them to achieve significant development results. At the national level, eight sectors have been identified as priority sectors and are expected to contribute more to economic growth. These sectors are:

- Agri-food
- Health
- Pharmaceuticals Information, and communication technologies
- Energy
- Environment and sustainable development
- Transport
- Materials – construction
- Tourism, culture, and creative industries

Key Take-Aways

The key takeaways of the case study are the following:

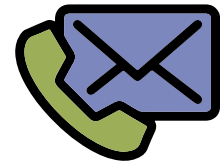
- The promotion of the several funding opportunities to the interested parties
- The explanation of the different programs, and their requirements
- The service as a mediator between national interested parties, and the European Union
- The service of the program as an interchange between national interested parties, and the regional commercial, and entrepreneurial chambers

Learning Outcome

The learning outcome of the case study is the recognition of the opportunities, the procedure, and the requirements for the entry in a funding program. Young people will gather all the necessary knowledge regarding the alternatives they acquire and the steps they need to follow toward starting a business.

Contact

<https://www.espa.gr/el/Pages/default.aspx>



Reflection

1. The national funding programs are limited only to entrepreneurship

- A) True
- B) False

The correct answer is B.

2. National programs are never funded by the European Union

- A) True
- B) False

The correct answer is B.

3. The funding opportunities for Greece until 2027 have not yet been implemented

- A) True
- B) False

The correct answer is A.





CYPRUS RECOVERY, and RESILIENCE PLAN 2021-2026 (RRP)

Κύπρος — το αύριο
ΣΧΕΔΙΟ ΑΝΑΚΑΜΨΗΣ ΚΑΙ ΑΝΘΕΚΤΙΚΟΤΗΤΑΣ



Cyprus Recovery
and Resilience Plan
2021-2026

Aim of the case study

Cyprus's Recovery, and Resilience Plan (the "RRP" or the "Plan") has been prepared based on Articles 4(1), 18(4)(a), and 18(4)(c), and taking into consideration the criteria set out in Article 19(3)(a), and Annex V of the Regulation of the European Parliament, and of the Council establishing a Recovery, and Resilience Facility ("RRF") to obtain financing from this instrument. The strategic objective of the RRP is "to strengthen the economy's resilience and the country's potential for economically, socially, and environmentally sustainable long-term growth and welfare". Specifically, the strategy envisages the transformation of Cyprus into the "Sustainable Business, and Trade Centre of Europe" with a simultaneous diversification of the production base to ensure long-term sustainable development. The development, and utilisation of state-of-the-art technology as well as the promotion of environmental sustainability are key supporting parameters in all individual aspects of the vision, highlighting the level of ambition in terms of the contribution, and future performance of Cyprus in terms of green, and digital transition.

The Case Study

The total budget of the RRP amounts to € 1,233 bln, to be financed through grants of €1,006 bln (at current prices), and additional funding of €227 mln in the form of loan. Cyprus prepared in January 2020 a comprehensive Integrated National Energy, and Climate Plan (INECP). The components included under Policy Axis 2 Accelerated transition to a green economy are aligned with the INECP. The RRP is a key means through which Cyprus will drive forward its green transition by devoting 41% of the estimated cost to climate objectives therefore complying with the draft RRF Regulation. The actions identified incorporate EC's recommendations in order to achieve the energy, and climate targets in 2030, and beyond.

COMPONENT 2.1 Climate neutrality, Energy efficiency, and Renewable Energy penetration: The measures included in this component are part of the key policies, and measures of the National Energy, and Climate Plan (NECP), aiming at the optimal utilization of the national energy, and environmental objectives, considering the “energy efficiency, first” principle, with expected positive effects on growth, job creation, and socio-economic resilience. Specifically, the component aims to improve the environment policy through measures relating to taxation, the opening up of the electricity market, and the facilitation of licensing of renewable energy, and renovation projects. It aims to improve the energy efficiency of the building stock, and other infrastructure, and support green investments in SMEs, housing, the wider public sector, and NGOs. It also aims to enhance the uptake of sustainable construction materials, increase resource efficiency, and realise climate benefits. It also targets the alleviation of energy poverty through reduced energy, and water bills, while improving affordability of housing, and living conditions. A sustainable transformation will also stimulate job creation, as the economy transitions into more digital, and less carbon intensive activity, both directly through the implementation of the required investments, and indirectly through the resulting increased competitiveness of the economy. Furthermore, the component aims to address Cyprus' energy isolation, and thus its vulnerability to energy supply, and prices shocks. The component includes reforms relating to the introduction of green taxation, the independence of the Transmission System Operator from the incumbent electricity supplier in order to facilitate the opening of the electricity market to competition, as well as the establishment of digital one stop shops for licensing RES projects licensing, and facilitating energy renovations in buildings. The component further includes various support schemes aiming to assist households, enterprises, municipalities, communities, and the wider public sector, and NGOs to implement energy efficiency, and renewable energy investments. Incentives for the reduction of greenhouse gas emissions in agriculture, industries, businesses, and other organisations, are also incorporated in this component, as well as the development of advanced testing procedures in the area of renewable energy, and smart grids for promoting high-quality research. Last but not least, the component includes investments relating to smart metering, and the opening up of the electricity market to competition.



Reforms:

- **Reform 1:** Green Taxation
- **Reform 2:** Independence of Cyprus Transmission System Operator (TSOC) from the incumbent Electricity Authority of Cyprus
- **Reform 3:** Digital One-Stop Shops to streamline RES projects permitting, and to facilitate Energy Renovation in Buildings
- **Reform 4:** Energy Storage Regulatory Framework
- **Investment 1:** Promoting energy efficiency investments in SMEs, municipalities, communities, and the wider public sector
- **Investment 2:** Promoting renewables, and individual energy efficiency measures in dwellings, and tackling energy poverty in households with disabled people
- **Investment 3:** Encouraging the use of renewables, and energy savings by local/wider public authorities as well as NGOs, and facilitate the transition of local communities towards climate mitigation & adaptation
- **Investment 4:** Reduction of CO2 emissions in industries, businesses, and organisations
- **Investment 5:** Energy efficiency upgrading of government buildings.
- **Investment 6:** Upgrading renewable energy, and smart grids testing infrastructure at the University of Cyprus
- **Investment 7:** Mass installation, and operation by the Distribution System Operator (DSO) of Smart Metering Infrastructure (Advanced Metering Infrastructure)
- **Investment 8:** Monitoring, and reduction of GHG emissions in agriculture
- **Investment 9:** Forests fire protection
- **Investment 10:** Market Management System to facilitate the opening of the electricity market to competition
- **Investment 11:** Ending energy isolation-Project of Common Interest "EuroAsia Interconnector"

Key Take-Aways

- **GREEN TAXATION**
- **INDEPENDENCE**
- **INVESTMENTS IN RENEWABLES**
- **MONITORING, and REDUCTION OF EMISSIONS**
- **ENERGY EFFICIENCY UPGRADING**

Learning Outcome

Learners will understand the importance of creating a national plan in order to help businesses, and municipalities to drive a change in the green sector, and more. Lots of funds are needed, and to take care of that on a national/ european level will be the best option in order to achieve these massive but necessary goals.

Contact

[http://www.cyprus-tomorrow.gov.cy/cypresidency/kypros-toavrio.nsf/all/B37B4D3AC1DB73B6C22586DA00421E05/\\$file/Cyprus%20RRP%20For%20Upload%2020052021.pdf?openelement#page89](http://www.cyprus-tomorrow.gov.cy/cypresidency/kypros-toavrio.nsf/all/B37B4D3AC1DB73B6C22586DA00421E05/$file/Cyprus%20RRP%20For%20Upload%2020052021.pdf?openelement#page89)



Reflection

• Question 1: what is the aim of the Cyprus' RRP?

- o Develop a short-term plan in order to achieve immediate economic, social and environmental results
- o Strengthen the economy's resilience and the country's potential for economically, socially and environmentally sustainable long-term growth and welfare
- o Strengthen the financial incomes of the country


• Question 2: what is the percentage of foundings Cyprus must devote to green transition?

- o 41%
- o 68%
- o 30%

• Question 3: what are the plans for alleviating energy poverty?

- o Reduce CO2 emissions
- o Increase the competitiveness of the cypriot economy
- o Reduce energy and water bills





Reality experience component - practical training - work on real projects project-based learning, and solving real problems

‘Kafsimo’ project



Aim of the case study

By gathering spent coffee grounds, and converting this economic "output" (coffee waste) into a green economy "input," a biofuel, its immediate goal is to reduce the quantity of organic waste dumped in landfills. While addressing societal issues, including inclusivity, employment, and consumption patterns, the project also promotes social, economic, and environmental sustainability.

The Case Study

‘Kafsimo’ is a groundbreaking community-based project which collects used coffee grounds from cafes in Northern Greece and converts them into clean biofuel. An electric van is used to collect used coffee grounds from the participating coffee shops in Kilkis and Thessaloniki. The waste is brought to a specially constructed greenhouse for dehydration and preparation for the processing stage using a route that minimizes emissions. The recipe and procedure, refined after months of investigation, and testing, are intended to turn the grounds into biofuel pellets or briquettes that can be used for heating homes, nearby businesses, and public areas. The program employs and develops members of vulnerable groups, giving them jobs and increasing their employability.

Key Take-Aways

The key take-aways of the case study are the following:

- **Environmentally:** The project promotes sustainability all through the lifecycle of a product, coffee in particular since it assists with the circular management of more than 10.000.000 kg of coffee waste annually
- **It promotes the principles of recycling, reusing, giving life to something that seems ‘unuseful’, turning it into fuel, reducing environmental footprint**
- **Socially:** It creates jobs for vulnerable social groups and provides training on the broader green-economy. Through this approach, and the subsequent economic independence, vulnerable groups of the community are empowered, and social integration is supported.

- The Kafsimo team also conducts more specialized training workshops with university students and broad public education campaigns on the reuse and repurposing of organic waste.
- This civic involvement promotes active citizenship in general and highlights how each person can impact their local community and the world around them by making little adjustments to their behavior.
- Economically: Environmental activities and green entrepreneurship are growing as new, emergent economic sectors in Greece. The circular economy and trash management can be self-sustaining businesses rather than charitable endeavors, as demonstrated by this project, which is managed as a social enterprise.

Learning Outcome

By reintroducing organic waste into the manufacturing cycle, the initiative hopes to transform the common perception of organic waste from "rubbish" to "possible treasure" and to speed up the shift to a circular economy.

It promotes the idea that environmental, economic, and social problems are interconnected and call for a common solution while balancing social, and economic concerns, and the technical utilization of valuable materials, once garbage.

In order to show the financial benefits of recycling organic waste, Kafsimo engages, informs, and educates the public through creative scientific, social, educational, and economic efforts.

Contact

office@incommon.gr



Reflection

1) Do you think that coffee residues can be absorbed from the environment?

- A) Yes.
- B) No.

The correct answer is B.

2) Do you think that coffee waste can be recycled?

- A) Yes.
- B) No.

The correct answer is A.

3) Would you be interested in recycling your coffee waste?

- A) Yes.
- B) No.

Open answer.

4) Could coffee be transformed to biofuel?

- A) Yes.
- B) No.

The correct answer is A.





Boranka /Paint it back: post-fire reforestation



Aim of the case study

The aim of the study case is to show youngsters reality experience started as a voluntary environmental protecting project.

Boranka is the largest ever voluntary post-fire reforestation organization in Croatia. Enormous areas of forests are being destroyed in huge wildfires frequently occurring along the Croatian coast. Devastating firestorms are leaving behind wastelands with catastrophic consequences for the environment. Forests are becoming increasingly important in mitigating the effects of climate change, given the global nature of this issue. They play a vital role in regulating the Earth's climate and supporting a wide range of ecosystems and species. By conserving and promoting the health of forests, we can help to mitigate the negative impacts of climate change and ensure a more sustainable future for all.

The Case Study

Draw a tree, plant it here (web page), and become a part of the largest reforestation action in Croatia.

Boranka is a Croatian organization dedicated to voluntary post-fire reforestation efforts. It is the largest of its kind in the country. Wildfires, which are becoming increasingly common along the Croatian coast, have caused extensive damage to forests in the region. These devastating fires often result in a wasteland and have a catastrophic environmental impact. Boranka is working to address this issue and help restore these affected areas.

In the reforestation, they will not use Aleppo pine but native species such as downy oak, black and maritime pine, stone pine, cypress, and various species of bushes. Since reforestation will occur in various areas, forestry specialists will determine where exactly each species will be planted. The project respects the forestry profession and look forward to the noble actions for nature.

Everyone can be a part of Boranka, and help paint the black wildfire sites into green forests. Transform a virtual tree into a living one

Organizers:

The Scout Association of Croatia is a national scouting organization, and the largest organization for children, and youth in Croatia. The Association was founded in 1952, and has 60 years of experience in working with children, and youth, and is also the heir of a 100-year long tradition of the Scout Movement in Croatia. The main mission of the Scout Movement is to, through a common value system, develop/form independent, responsible, and committed individuals who have a constructive role in society. The largest youth organization in Croatia is gathering 70 scouting associations whose volunteers work over 250,000 volunteers per year. We create a better world - the basic scouting slogan, and the motto of every scout in the world.

We create a better world - the basic scouting slogan and the motto of every scout in the world.
Croatian Mountain Rescue Service (HGSS)

A national, voluntary, expert, humanitarian, and non-partisan association of public importance. The basic goals of HGSS are prevention of accidents, rescue, and provision of first medical assistance in the mountain, and other inaccessible areas, and in exceptional circumstances where rescue and assistance should be applied with special expertise, and use of mountain rescue equipment for the purpose of preserving human life, health, and property.

The HGSS was established in 1950 as an internal service of the Croatian Mountaineering Association, and has today grown into a public service that cares about citizens' safety 24 hours a day, 365 days a year. It gathers mountain rescuers organized in 25 HGSS stations that cover the entire territory of the Republic of Croatia.

Hrvatske šume – Croatian Forests

Commercial company for forest, and woodland management owned by the Republic of Croatia. Forests have been declared a good of interest for the Republic of Croatia. They are under special protection due to their important role in people's lives and for their direct economic benefit for wood mass production.

Mission, and objectives of Hrvatske šume are to conduct long-term improvements to the management of the entrusted resource. It is therefore necessary to meet the desires, needs, and expectations of all interested parties: the state as the owner, buyers, lumberjacks, suppliers, employees, local government, and the wider public.

The forestry profession in Croatia has a long history dating back over two and a half centuries. It is based on the principle of sustainability, which means that forests are managed to ensure their long-term survival and maintain a natural balance. As a result, fewer trees are cut down than are grown, enabling the forests to thrive. Given the increasing threat of climate change, the role of forests in mitigating its effects is becoming increasingly important. Taking into consideration the global climate change, forests are becoming increasingly important in alleviating the consequences of climate change.

Key Take-Aways

- Environmental protection
- Forestry
- Volunteering
- Post-fire reforestation

Learning Outcome

With this key study youngsters will be able to discover that even volunteering actions can lead to green jobs important for environmental protection. Also, forests are crucial since trees absorb and store much of the carbon dioxide, and their preservation can influence climate change. Forests are important for biodiversity.

Contact

<https://www.boranka.hr/en?hq=1>

The aim of the Scout Association of Croatia is to gather, and support the activities of associations regarding the development of physical, mental, spiritual, social, and emotional potential of young people, in accordance with the purpose of the Scout Movement.

Association name: The Scout Association of Croatia

OIB:

Address: Koturaška cesta 3a, HR-10000 Zagreb

Tel: +385 (0)1 4872-165

Email: INFO@BORANKA.HR



Reflection

1. What is Boranka (Paint it back)?

- a) volunteering action of preserving a dolphins
- b) largest ever voluntary post-fire reforestation
- c) project about sustainable islands forests

Correct answer b)

2. There are 3 main organizations included in organization of this activities: Scout Association, Croatian Forests and HGSS

- a) True
- b) False

Corrects answer a)

3. Scout Association in Croatia and HGSS both were established in

- a) 1960-ties
- b) 1940- ties
- c) 1950-ties

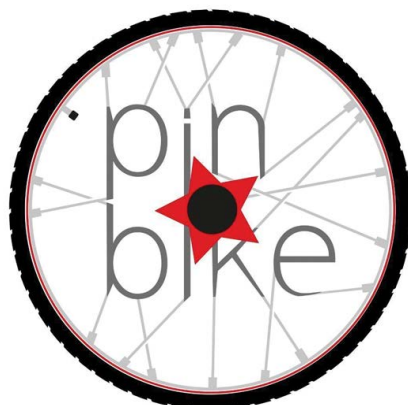
Correct answer c)





PIN BIKE

<https://www.pinbike.it/>



<https://www.facebook.com/PinBike/>
https://www.instagram.com/pin_bike/

Aim of the case study

The aim of this case study is to show the benefits of sustainable mobility

The Case Study

Pin Bike is a device that, mounted on the bicycle, certifies the kilometers traveled in urban areas, for example from home to work or school, and in return gives cash credits that can be spent in the shops of your city, thus promoting sustainable mobility, and at the same time proximity trade.

Pin Bike's goal is to encourage sustainable urban mobility by bicycle and to carpool (shared car), with a "gamification" initiative and a patented monitoring and certification system that directly involves the citizen/worker, and creates a bridge of initiatives with the Municipality / Company in which it resides.

In the kit: a BlueTooth device for your bicycle, a smartphone app, a smartphone holder on the handlebar, and a signaling LED light.

The most direct example of use is the one related to mileage reimbursements on home/school or home/work journeys.

Pin Bike is configured as an infallible certification tool for bicycle travel (and carpooling), thus giving the Administration / Company a direct and constant telematic control system. The management portal includes a map of the city to evaluate the roads with the most influx of bikes.

The points can be doubled or tripled based on the time slots or periods of the year. They will be expendable with initiatives guaranteed by the client (the Administration or the Company), and by network operators (local and national).

Since its inception in 2018, the system has been adopted by 16 cities in Italy, for a total of 1,640,362 km pedaled, equal to 235 thousand kg of carbon dioxide saved, and with prizes paid for 150 thousand euros.

Starting from June 2022, the Pin Bike device will be installed on the bicycles of citizens of Tallinn (Estonia), Istanbul (Turkey), and Braga (Portugal), to reward the most virtuous citizens with a voucher that can be spent in neighborhood shops.

Key Take-Aways

- Sustainable mobility,
- Gamification,
- Circular economy
- Smart city

Learning Outcome

This case study highlights the importance of sustainable mobility, which can also serve as an incentive for supporting traditional, local, and proximity trade. In this case, the economic voucher given to citizens can only be used for commercial activities within the city, promoting the economic growth of the local community. By adopting sustainable transportation options, individuals can not only reduce their environmental impact, but also support the businesses and economies of their communities.

Contact

<https://www.pinbike.it/>



Reflection

1. What is PIN BIKE?

- an app that allows you to rent electric bicycles. (False)
- a device which, when mounted on the bicycle, certifies the kilometers traveled in urban areas. (True)
- a dating app for bike lovers (False)

2. Who is PIN BIKE for?

- only to Cyclists (False)
- only to municipal administrations (False)
- to Cyclists, merchants and municipal administrations (True)

3. What is Pin Bike's goal?

- encourage the purchase of bicycles (False)
- promote sustainable urban mobility. (True)
- create networking among bike lovers (False)

4. Since its inception in 2018, the system has been adopted by:

- all the municipalities of the Puglia Region (False)
- 16 cities in Italy (fake)
- 5 Italian municipalities (real)

5. How many kg of carbon dioxide have been saved?

- 235 thousand kg of carbon dioxide. (True)
- 500 thousand kg of carbon dioxide. (False)
- 100,000 kg of carbon dioxide (False)



The Monuments' Ambulance

<http://ambulanta-pentru-monumente.ro/despre/?lang=en>



<https://www.facebook.com/ambulantapentru-monumentesalaj/videos/335786660749869>

<https://www.youtube.com/watch?v=MDW647xGlgk>

<https://www.youtube.com/watch?v=-KtD9SS2AmM>

<https://www.europeanheritageawards.eu/winners/the-ambulance-for-monuments/>

Aim of the case study

The aim of this case study is to showcase the work done by the Monument's Ambulance for safeguarding the cultural heritage in danger of collapsing in Romania. The work done by the association was recognized at the highest European level, receiving 2 Europa Nostra awards.

The Case Study

The Monuments' Ambulance is a project initiated in 2016 by the Monumentum Association and developed by a series of existent or newly created organizations active in the field of heritage that operate independently in several regions of Romania.

The project aims to act efficiently to preserve the immovable heritage by safeguarding certain essential heritage items in an advanced state of decay or pre-collapse. Over 600 historical monuments from Romania that are either public or private property are waiting for emergency rescue, and their number is increasing worryingly. The Monuments' Ambulance project was created in response to the accelerated destruction threatening immovable cultural heritage in the absence of action from local communities, the relevant ministry, and authorities. This project aims to safeguard this heritage by involving volunteers, artisans, and local communities in the conservation and restoration process under the guidance of experts in these fields. The Monuments' Ambulance project aims to protect and preserve cultural heritage for future generations.

Wherever the owner provides the necessary construction material, the Monuments' Ambulance, whose main supporter is HRH The Prince of Wales acts to safeguard the monument with the help of a van equipped with all the necessary tools.

"Most of the project's activities are related to the replacement of damaged roofs, securing walls from collapse, implementing proper water drainage, and stabilizing wall paintings. Since 2016, many interventions on local, national, and World Heritage sites – such as churches, mills, manor houses, train stations, and ruins of historic fortifications – have been carried out.

One key aspect of the Monuments' Ambulance project is its emphasis on local decision-making and community ownership of cultural heritage. The project operates as an umbrella initiative, with each participating organization functioning as a franchise and retaining the independence to make decisions. Local communities play a vital role in the project by hosting volunteers and providing meals, fostering a sense of collaboration and ownership. By involving community members in the decision-making process and giving them a sense of ownership over the heritage being preserved, the Monuments' Ambulance project aims to ensure the sustainability and success of its efforts.

A close cooperation between private, and public bodies has been created where local and regional authorities cover most of the costs for materials. In contrast, private companies, and donors fund additional materials, equipment, and tools. Hundreds of mayors, priests, local councilors, and other representatives of local communities have joined forces with the volunteers to curb the destruction of their heritage. This has raised local communities' awareness of the importance and value of cultural identity, and encouraged a sense of stewardship.

The initiative also trains young experts and craftspeople at a local level, ensuring the buildings' sustainable and future maintenance, addressing a problem that is present not just in Romania but in many other countries throughout Europe."

<https://www.europeanheritageawards.eu/winners/the-ambulance-for-monuments/>

Key Take-Aways

- **Cultural heritage,**
- **Apprenticeships,**
- **Traditional crafts,**
- **Architecture, and restoration**

Learning Outcome

Through this case study you learn that:

- the problems of the monuments in danger need to be solved in a collaboration between the local community, and experts in different fields.
- to take care of the monuments on the long term, new generations of craftsmen in wood, stone, ceramic or other type of materials must be trained
- the quality of the work can be exemplary even if it is done with, and by volunteers, and the results can inspire, and can be recognized at European level.

Contact

<https://ambulanta-pentru-monumente.ro/contact/>



Reflection

1. Which award received The Monuments' Ambulance?

- Best Heritage Project. (False)
- Europa Nostra. (True)
- Heritage for Monuments (False)

2. Who is working on a monument site?

- Volunteers. (True)
- Craftsmen (True)
- Experts (True)

3. Who is a big supporter of the Monuments Ambulance?

- King Charles the Third of Great Britain. (True)
- Princess Margriet of the Netherlands. (False)
- Prince William of Wales (False)

4. What type of building is the Ambulance saving?

- Churches (True)
- Palaces (False)
- Old houses (True)

5. How many monuments in Romania still need interventions?

- 600. (True)
- 500. (False)
- 700 (False)





PROYECTO PUSOL

Aim of the case study

The Pusol School Museum is an educational-museum project that has been running since 1968 in the unitary school of the rural district of Puçol, in Elche (Alicante). Its main activity is the education of schoolchildren using local heritage, and culture as teaching resources, while at the same time conserving, and enhancing these resources through its museum work.

The Case Study

The Pusol School Museum was founded in 1969 as an activity linked to the Educational Project "The School, and its Environment". This initiative integrated the learning of the trades, traditions, and natural environment of the Campo de Elche -carried out in the same rural environment where it was located- into the formal educational curriculum, thus enabling the conservation of a culture that was rapidly disappearing due to the mechanization of the countryside, and the replacement of the more traditional trades, and crops by other more extensive, and productive ones. Guided by a small team of teachers and external collaborators, the schoolchildren investigate the rich heritage of Elche in direct contact with the custodians of the traditions. The Museum, which at this time occupies the former homes of the school's teachers, is not limited to recovering and exhibiting objects but involves the whole of Elche society in the conservation task. This collaboration and active participation allows the recovery and preservation of traditional elements in their entirety and greatly enriches the pupils of the school, as they are directly related to the culture they no longer know.

From its inception until the mid-1980s, the project's scope was confined to the boundaries of the rural area. However, as the achievements of this initiative gained notoriety, and were publicized in the local press, the operational range of the project was extended to include the remaining rural districts of Elche. Donations increased and, as a consequence, the Agricultural School Museum was created.

The Pusol School Museum of Traditional Culture is a project that was established in the 1990s and focuses on the city of Elche. It received a significant increase in donations at this time. In order to ensure the proper management of the project, an educational non-profit association was created in 1992. The museum was recognized by the Department of Culture, Education, and Science in 1992 and received its first financial support from the City Council in 1993 for an architectural extension. In 1998, the museum acquired an additional 8,000 square meters and completed a second extension in 2001. This extension included exhibition halls, storage, conservation and restoration workshops, a multi-purpose room, library, archive, computer area, service area, environmental studies garden, and a public car park. In addition to public funding, the museum also receives support from local businesses through a patronage program.

The great recognition for the work, and years dedicated to this community, open, and the participatory project came in 2009, when UNESCO inscribed the Centre of Traditional Culture School Museum of Pusol in the Register of Good Practices for the Safeguarding of Intangible Cultural Heritage, making it the Third World Heritage Site of Elche. That same year it was awarded the Special Mention for Education, Training, and Awareness of Cultural Heritage in the Europa Nostra awards, and the Generalitat Valenciana awarded it the Medal of Cultural Merit. In 2011, Elche City Council awarded the project the Bimil.lenari Medal for its long and successful trajectory. The intense interest in this project in Latin America materialised in 2014 with the award of the 1st Ibero-American Prize for Education, and Museums, granted by Ibermuseos. The most recent recognition is the one received by the Integral System of Tourism Quality in Destination (SICTED) of the Ministry of Tourism, in 2016.

To date, the project has trained almost 500 schoolchildren, has more than 1,750 donors and has generated over four decades a School Museum with more than 100,000 items of all ethnological aspects: agriculture, trade, industry, folklore, traditions... The Centro de Cultura Tradicional Museo Escolar de Pusol is constituted as an entity that possesses unique and unpublished ethnographic and environmental collections, the product of an ongoing pedagogical, museum, and scientific activity of rescue, and restoration of the cultural and natural heritage of the city of Elche, and of the unique, and extensive agricultural, cultural landscape that surrounds it, the Campo de Elche.



Key Take-Aways

- Cultural heritage,
- Promoting traditions,
- Volunteering,
- Traditional crafts,
- Architecture, and restoration

Learning Outcome

Through this case study you learn that:

- Recovery of diversity, and intergenerational, and multidisciplinary work to make the project sustainable..
- To train local youth in the recovery, and promotion of local, and cultural heritage for its continuity.
- The work created in this project with the connection of museum, and school can inspire other entities, schools, city councils to promote heritage through young people.

Contact

comunicacion@museopusol.com



Reflection

1. Which award received The Museo Puçol in 2009?

- UNESCO. (TRUE)
- Spain national Awards. (False)
- Heritage for Monuments (False)

2. How many schoolchildren train the project?

- 500 (True)
- 10000 (True)
- 3500 (True)



3. When was founded the Pusol School Museum?

- 1969 (Correct)
- 2020 (false)
- 1750 (False)



Green Corridors in Urban Landscapes, Case Study Nicosia Pedieos River

Aim of the case study

The aim of this case study is to recommend a feasible proposition by examining green territory zones, and reason green passages along the Pedieos River so as to improve the living condition of Nicosia city.

The Case Study

The Pedieos River is the longest waterway in Northern Cyprus, with a length of 100 km. It is a seasonal river that only flows during the winter months or after heavy rainfall. It begins in the Troodos mountains at an elevation of 1400 m above sea level and flows towards Nicosia. It passes through the United Nations buffer zone, which has divided the island since 1974. The width of the riverbed varies between 5 and 20 m, depending on the local geomorphology. From 1980 to 2010, the Pedieos River basin received an average annual precipitation of between 320 mm downstream and 670 mm upstream. The river is dammed upstream, about 20 km outside of the city of Nicosia. Downstream from the dam, the river passes through several rural communities and wetlands. Within the urban area of Nicosia, the width of the riverbed varies. A park has recently been built along the banks of the Pedieos River in the urban area of Nicosia. Green spaces have been an important part of urban planning for the past century due to their effects on climate, hygiene, aesthetics, recreation, the environment, and biodiversity. Studies have shown that contact with green environments has positive effects on human health and well-being. Green corridors in cities can connect various green spaces and public parks and historical sites, and ecological corridors can prevent the negative effects of fragmentation on biodiversity. The loss or degradation of urban green space can negatively impact ecosystems and human health. Green corridors can increase species richness and support sustainable living within cities. The Nicosia Master Plan is a bi-communal comprehensive project that began in 1979. It aims to improve the infrastructure of the divided city and revitalize the historical core. It has implemented various urban design projects and proposed improvements to public spaces within the city, such as pedestrianizing commercial streets. The Pedieos River is closely linked to the history of Nicosia and has been impacted by urbanization, which has increased the risk of flooding. A comprehensive flood management plan is needed to address this issue and protect the city and its residents.

Key Take-Aways

- **Green corridor**
- **Urban landscape**
- **Environment**
- **Sustainable**

Learning Outcome

The proposed 'green corridor' along the Pedieos River should be considered a new approach for a more sustainable living environment for Nicosia city. The proposed green corridor could help create better urban nature conservation, water management, and landscape quality initiatives within the region. In addition, to make this proposal a real project, regional and local authorities and stakeholders should be actively involved in establishing the "green corridor".

Reflection

The Pedieos River has ... km length and it is the longest waterway in Northern Cyprus.

- 200
- 100
- 300
- 150

Pedieos River basin gets a normal yearly precipitation extending between ...

- 950 mm downstream to 670 mm upstream.
- 320 mm downstream to 670 mm upstream.
- 320 mm downstream to 950 mm upstream.
- 400 mm downstream to 740 mm upstream.

Recent study on human experience in green environments has been shown that green environment had ...

- positive outcomes on humans when they are in contact with nature.
- Positive outcomes on nature when it is not in contact with humans.
- Negative outcomes on humans when they are in contact with nature
- Negative outcomes on humans when they work in contact with the nature

The green corridor will be a total 10 meters width within the possible boundaries (5 meters each side of the river) and this will approximately cover a total area of 33.5 ha.

- 20 meters width within the possible boundaries (6 meters each side of the river) and this will approximately cover a total area of 33 ha.
- 15 meters width within the possible boundaries (10 meters each side of the river) and this will approximately cover a total area of 33.6 ha.
- 10 meters width within the possible boundaries (5 meters each side of the river) and this will approximately cover a total area of 33.5 ha.
- 10 meters width within the possible boundaries (10 meters each side of the river) and this will approximately cover a total area of 43.5 ha.



WORKSHOPS



Circular Economy

LIFE CYCLE MAPPING AN EVERYDAY PRODUCT

Purpose

Circular Economy

Time

1 hours

Target group

youngsters

Objectives

The goal of this activity: Develop the ability to think about the full life of the things that we use in our daily lives, and set the groundwork for being able to redesign systems. Everyday objects are fascinating in their complexity, and this helps us conceptualize the way the linear system works, and how to start making the products we use more circular.

Materials

Everyday products such as:

Denim jeans, cups (paper, plastic, ceramic), pens, cell phones

Pens or markers with which to write Large pieces of scrap paper to draw on

Facilitation steps

STEP 1

Choose an everyday object that is available in the room.

Ideally you should choose an object of which you have more than one in the classroom, in different variations.

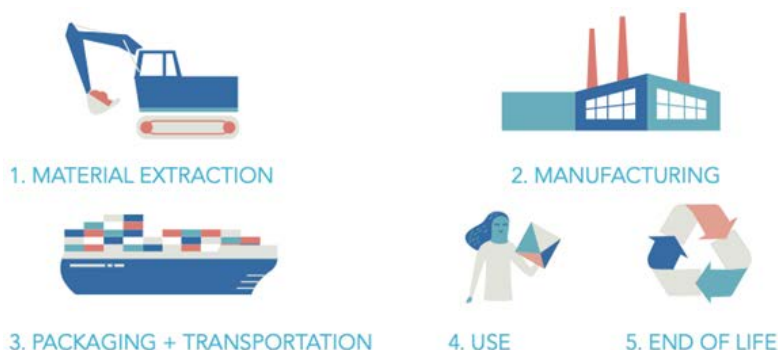
STEP 2

Divide yourselves into small groups of 3–6 people.

Make sure each group has a large piece of paper, as well as one example of the everyday product that has been chosen.

STEP 3

Review the five life cycle stages:



STEP 4

Each group will document (some will draw pictures, others write lists) the entire life cycle of the product, from start to finish.

Groups can use the template on the next page, and the Internet to research how things are made. There should be a time limit of 15–20 minutes.

STEP 5

Start your life cycle map with the list of materials you made, and find out how they are extracted, and processed. Use the Internet to research this, or make some good guesses! When you get to the end of life, think through all the possibilities such as landfill, littering, and recycling. How likely are they?

STEP 6

When the groups complete their maps (in whatever way they end up), everyone will share what was discovered about their product's life cycle.

Discuss which end of life option is the best, and why – it may be more complicated than everyone expects!

**Methods**

Participatory, visual, group, discussion

Evaluation**QUESTIONS TO ASK AFTER THE ACTIVITY**

How many different materials go into making up each individual product?

How does this change the way you think about this everyday object?

How many different people, and jobs go into making up each individual product?

What is the likelihood of it being recycled now that you understand how it was made?

As a customer of these goods, what could you do to make better choices?

How could it be redesigned and/or created differently to reduce its negative impact?

After the class discussion, you, and your group will have collectively discovered many new things about these everyday objects.

References

https://circularclassroom.com/wp-content/uploads/2018/09/Module_1_From_Linear_to_Circular_EN.pdf



CIRCULAR ECONOMY

Purpose

Circular Economy

Time

2 hours

Target group

youngsters

Objectives

To learn about, and explore new ways of managing scarce resources.

Materials

Projector, computer, papers, pens

Facilitation steps

1. Click on the following link to find out more about the circular economy.

https://economicsublime.com/wp/?page_id=62

2. Summarise how the circular economy works.

3. Search the internet for companies that are starting to implement the circular economy.

Answer the next questions:

Do you think these initiatives are good for society?
why?

Do you know some companies in your local area?

COMPETENCIES

Learning to learn competence. The student is presented with completely new content on which he/she will have to research, and process a large amount of information.

Digital competence: The necessary search on the Internet to expand the contents will allow a great digital development.

Linguistic skills. Since it will not only be necessary to be able to summarise when summarising, but also to present arguments.

Methods

Participatory, visual

Evaluation

Assessment criterion: 1. Explain the problem of scarce resources, and unlimited needs.

Assessable learning standard. 1.1. Recognises scarcity, the need to choose, and to make decisions, as the most determining elements to be faced within an economic system.

References

<http://www.economicsublime.com/2017/09/problema-economico-basico-que-es-escasez.html>

<http://www.economicsublime.com/2017/09/actividad-economia-basica-chillerato-eso-que-es-economia-circular.html>



START A CHANGE FROM YOURSELF

Purpose

Ecological transition tough From Farm2Fork Strategy

Time

1 hour

Target group

Youngsters

Objectives

This workshop aims to discover From Farm to Fork Strategy as it is said: “The Farm to Fork Strategy is at the heart of the European Green Deal aiming to make food systems fair, healthy, and environmentally-friendly.” *

Materials

Paper, and crayon, and a ball

Facilitation steps**Step one**

Youngsters divided into the groups (4 groups)

Step two

Each group will search on one topic (they will have 10 minutes each).

Step three

Youngsters need to sit in a circle. First moderator will have a ball in a hand, and start with throwing them. Youngster who catch the ball need to say one sentence related to topic they discovered, and throw a ball to other youngster. Game will last until they don't have anything more to say on the topic.

Methods

Group work, discussion, presentation, creative work

Evaluation

Evaluation game 5 fingers

Youngsters evaluate the workshop through an evaluation game: Each have a paper, and a pencil, they are asked to put a hand on a paper, and draw contour of their hand. On each finger has one meaning, and they write:

what was good

what they will point out as important

what they didn't like

what was precious for them

what small thing they will keep with them as an important for them from this workshop

References

Workshop is inspired with EU Commission strategy: From farm to fork

https://food.ec.europa.eu/horizontal-topics/farm-fork-strategy_en



GREEN DEAL TOWARD ECOLOGICAL TRANSITION

Purpose

Ecological transition

Time

1 hour

Target group

Youngsters

Objectives

This workshop aims to make youngsters rethink the way we live, work, and produce in new ecological way in order to reduce our environmental impact on our Planet. With this workshop youngsters will summarize what they already know about ecological transition in general, and learn ways, and steps one can do in transition toward more ecological behaviour, and living.

Materials

Paper A4, and B5, pencils, and markers, tape

Facilitation steps

Step one

Youngsters divided into the groups (4 groups)

Step two

Introducing groups of action in ecological transition. Through discussion with youngsters go through each action to make sure youngsters understand each of them. Make examples (good practice) on each action.

Step three

Actions will be divided among the groups of youngsters. They will be asked to make posters or collage/ strip of what they, as individuals, can do in each action topics.

Step four

Presenting their work to the group

Methods

Group work, discussion, presentation, creative work

Evaluation

Evaluation is made at the end of the workshop by questionnaire (Google forms or printed version):

How many groups of actions is suggested by EU in ecological transition?

In how many groups of activities you can act directly as an individual ?

Did you learn new things about protecting our Planet?

Please describe it in few words

Did this workshop made you to think more about environmental transition, and influenced your behaviour?

Can you share it with us?

Your satisfaction with this workshop in general



GREEN TRANSFORMATION

Purpose

Familiarization with the Circular Economy, and Sustainability principles, and state-of-mind

Time

Approximately 1 hour

Target group

Young people

Objectives

The objectives of the workshop are the following:

- The acquaintance with the basic principles of circular economy, and sustainability
- The opportunity to implement these principles in a real example
- The opportunity to come up with innovative ideas, personalized on a sector or a subject
- Co-working spirit
- The perception of addressing a public authority for the satisfaction of a request

Materials

Paper

Facilitation steps

It consists of an interesting brainstorming interactive session, in which young people are forming a group. The workshop is personalized for the needs of a city, in order for young people to actually think through Circular Economy, and share their thoughts, and ideas.

All participants should think of the current status of a given city, and then provide solutions in order for the city to be more circular, and sustainable. Each participant is allocated to a different sector, as energy, transportation, housing, tourism, catering, agriculture, and he/she should come up with suggestions to turn his/her sector greener, given the circumstances of a city. It is a great opportunity to show our understanding on CE, review practical examples, map the current status, and come up with innovative ideas.

The workshop's theme is to visualize a sustainable future for the city. All participants should find suggestions, and solutions, and map the existing circumstances of the city. Later on, all participants co-work on a strategy suggestion, which would be allegedly submitted to the mayor of the city. The participants present orally their ideas, as well as in written form, to the facilitator, who is the final recipient of the suggestions, and the 'judge'.

Every participant has to choose a topic (transportation, hotels, culture etc.), and present the partnerships suggestions on a sustainable future, and the session could be recorded.

Methods

Interactive brainstorming session with the need of collaboration

Evaluation

The facilitator of the workshop serves as the recipient of the 'proposal bill', and he/she is the one to provide the final judgement regarding the suggested ideas, based on the principles of circular economy.



GREEN YOUR BUSINESS BOARD GAME

Purpose

The purpose of the Green Your Business Board Game is to motivate young people to use the knowledge they have collected from the developed annexes, and relevant material regarding starting a green business, in a fun, and interactive way.

Time

Approximately 1 hour

Target group

Young people with entrepreneurial ambitions

Objectives

The objectives of the Green Your Business Board game are the following:

- The motivation for a brainstorming session regarding green business ideas
- The development of relevant suggestion in a fun way through games
- The interaction with the mentors/trainers through playing board games, so that they can express the ideas more freely, without the fear of the actual judgement, since the suggestions are being developed in the framework of playing

Materials

Printer, paper, computer for the illustration of the board game, and cards, scissors, dice

Facilitation steps

The facilitation steps of the Green Your Business Board Game are the following:

- The first step is the digital development of the board game, and the cards
- The general idea of the board game is the perception of a company/business
- Every participant is allocated to a certain business department (production, legal, marketing, policy making, HR, quality control, risk management)
- The mentor/trainer is the 'judge' of the ideas
- The cards contain some basic questions that can be applied in every department regarding on what the participant would suggest for the enhancement of sustainability in their department (e.g., How would you replace paper? What would you do with your paper residues? What method would you recommend for the development of a green mentality to your employees?)
- The participant rolls the dice, collects a card, answers the question, and once the mentor finds the answer adequate, moves forward
- The first participant who makes it to the end has the 'winning' department
- The overall of the board game is that at the end, the participants form a whole policy for the total of the company/business

Methods

Interactive board game, collaboration, critical thinking

Evaluation

One/two mentors/experts could be defined as the 'judges' of the green business ideas, and suggestions the participants express, and the dice indicates the steps 'front' or 'backwards.'



HORIZON EUROPE

Purpose

The main purpose of this workshop is to recognise, comparing two different funding programmes differences, and similarities in actions, applications, developing projects, and outcomes.

Time

40

Target group

Genesis Startup Camp attendants

Objectives

The main objectives of this workshop are to explain how Horizon Europe funding sources works, and how to:

- Call for a proposal
- Apply for a proposal
- Verify who is eligible for
- Calls for tender

Materials

Powerpoint presentation

https://www.canva.com/design/DAFMrnpQcEs/IAvZPJ8xsbGqum0APHC-JA/view?utm_content=DAFMrnpQcEs&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

Facilitation steps

Powerpoint presentation about the steps needed for applying to the Horizon Europe funding program

Powerpoint presentation about the differences between the Horizon Europe programme, and a smaller programmes(LIFE Program)

Group discussion about the topic previously presented

Evaluation process through open-ended questions(Kahoot)

Methods

PowerPoint presentation about the topic, and critical discussions

Evaluation

Group discussion, and open-ended questions:

- Question 1) What is Horizon Europe?
- Question 2) Who can participate to Horizon Europe funding programme?
- Question 3) What are the main goals of Horizon Europe programme?

References

Horizon Europe. (n.d.). European Commission - European Commission. Retrieved September 20, 2022, from https://ec.europa.eu/info/funding-tenders/find-funding/eu-funding-programmes/horizon-europe_en



LIFE PROGRAM

Purpose

The main purpose of this workshop is to recognise, comparing two different funding programmes differences, and similarities in actions, applications, developing projects, and outcomes.

Time

40

Target group

Genesis Startup Camp attendants

Objectives

The main objectives of this workshop are to explain how LIFE program works, and how to:

- Call for a proposal
- Apply for a proposal
- Verify who is eligible for
- Calls for tender

Materials

PowerPoint presentation

https://www.canva.com/design/DAFMwJK09K8/c8CpY-w2Ve9TP-mtXP78RkQ/view?utm_content=DAFMwJK09K8&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

Facilitation steps

Powerpoint presentation about the steps needed for applying to the LIFE programme

Powerpoint presentation about the differences between the LIFE program, and a bigger programmes(Horizon Europe programme)

Group discussion about the topic previously presented

Evaluation process through open-ended questions(Kahoot)

Methods

PowerPoint presentation about the topic, and critical discussions

Evaluation

Group discussion, and open-ended questions:

- Question 1) What is the LIFE Program?
- Question 2) Who are the beneficiaries of the LIFE Program?
- Question 3) What are the different types of grants in the LIFE Program?

References

LIFE - Calls for proposals. (n.d.). [Cinea.ec.europa.eu](https://cinea.ec.europa.eu/programmes/life/life-calls-proposals_en). Retrieved September 20, 2022, from https://cinea.ec.europa.eu/programmes/life/life-calls-proposals_en



AGILE METHODOLOGY FOR BEGINNERS

Purpose

Familiarization with a work methodology used in IT companies

Time

Approximately 1:30 (one hour, and a half)

Target group

10-15 young people

Objectives

The objectives of the workshop are the following:

- Working together for a common purpose
- Learning how to negotiate with others
- Developing responsibility towards team members
- Concise, and clear purpose definitions
- Working on deliverables

Materials

Paper, writing pens, food items

Facilitation steps

During the workshop, the facilitator assigns roles to the participants, including two stakeholders (a client and a company CEO), a product manager, and team members. The workshop simulates a real-life scenario in which the client negotiates with the CEO to deliver a product, such as a letter, food, or service. The CEO and client spend the first 10 minutes negotiating the price and final outcome of the workshop. The rest of the team observes. The CEO then has 5 minutes to explain to the product manager the details of the negotiation with the client and describe the deliverable that needs to be produced.

The product manager works with the team to create a list of tasks (the backlog) that are needed to complete the deliverable. If the team needs resources that are not available at the start of the project, they must request them from the CEO, who must negotiate with the client to obtain them for an additional price or modify the deliverable accordingly.

The team works in sprints, focusing on a specific set of tasks for 10-minute time slots. They have 30 minutes to complete three sprints and can only work on the tasks defined at the beginning of each sprint. If they need to do something else, they must discuss it with the product manager and add it to the backlog for the next sprint. The client has the opportunity to review the deliverable after the second sprint and request changes, which are negotiated between the client, CEO, and product manager.

At the end of the hour, the product manager and CEO have 5 minutes to present the deliverable to the client, who must agree to receive it. After the deliverable is either accepted or rejected, the group has a 20-minute discussion about the entire experience.

Methods

Negotiation, team work, task defining.

Evaluation

The facilitator of the workshop will lead a discussion after the deliverable has been presented, focusing on any issues that arose during the workshop and potential solutions. The facilitator will emphasize that conflicts between individuals working towards a common goal are normal and must be addressed in a real-life scenario.

References

The Scrum Guide:

<https://scrumguides.org/docs/scrumguide/v2020/2020-Scrum-Guide-US.pdf#zoom=100>



SAVE, RESCUE, REPURPOSE

Purpose

The main purpose of this workshop is to identify a space, building or situation in a vulnerable situation in your local community, and to come up with a plan to rescue it, and improve it.

Time

45 minutes

Target group

Young people from the community, an facilitator

Objectives

The main objectives of this workshop are to:

- Identify a vulnerable space or situation
- Analyze the vulnerability
- Come up with a solution to eliminate the risks
- Imagine a future situation where the space or the situation improves dramatically

Materials

Paper, writing tools

Facilitation steps

The facilitator asks the young people to discuss their community and identify problems in their environment, such as a damaged building, playground, or forest, or an individual with a visible issue. The group will choose one of these situations to focus on and discuss the details of the problem, including the responsibilities of each stakeholder (local administration, private companies, individuals, etc.) who has the power to make a change.

Once the risks and responsibilities have been identified, the group will develop a plan for immediate intervention to address the issue. The facilitator and participants will consider what resources are needed, how they can be obtained, and other relevant questions.

After creating a plan for immediate action, the group will brainstorm to envision the best possible future scenario for the situation. They will consider what new purpose could benefit the place or individuals and how this could be achieved sustainably. The group can then present their plans for intervention and future scenarios to the stakeholders who have the ability to implement them and volunteer to help with implementation.

Methods

Risk management analysis, brainstorming, management plan

Evaluation

The facilitator will evaluate the group's work based on the quality of their situation analysis and proposed plans.

References

This workshop was inspired by the work done in the interventions of the Ambulance for the Monuments.

- <https://ambulanta-pentru-monumente.ro/?lang=en>

