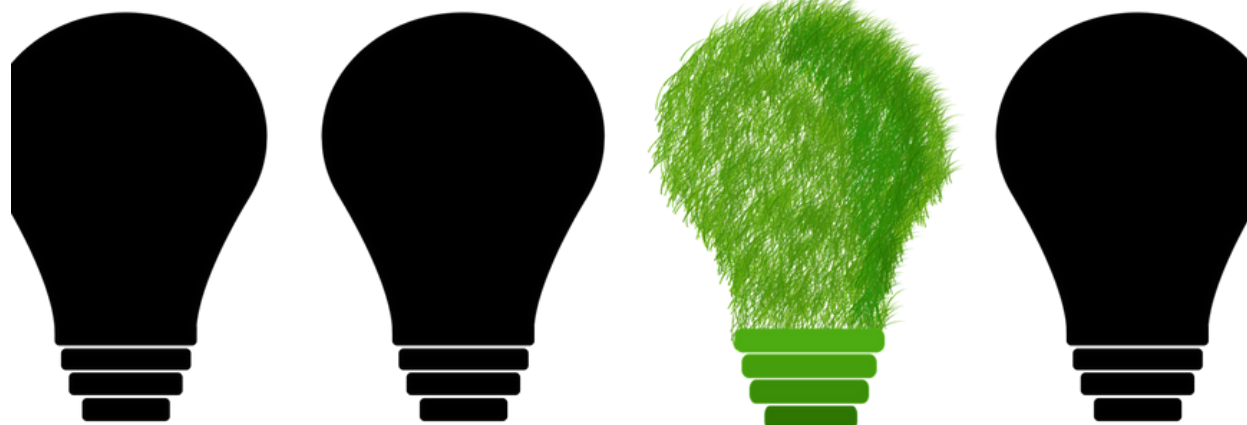




>>> NEWSLETTER 1 <<<

SUSTAINABILITY NEWS

INNOGREEN "INNOVATIVE ENTREPRENEURS LEADING GREEN BUSINESSES" PROJECT



TOP NEWS - FIRST MONTHS OF THE PROJECT

PROJECT OBJECTIVES

InnoGreen Erasmus+ project aims at improving the competences of adult educators to organize and carry out courses on green entrepreneurship and increasing the skills of entrepreneurs to find innovative solutions to transform their business into one that respects green and sustainable principles.

>>> [READ MORE](#)

InnoGreen "Innovative entrepreneurs leading Green businesses" project started with great success!

The kick-off meeting took place on 6-7 December 2022 in Vienna with the participation of all the partners who discussed the project background, objectives, expected outcomes and future activities.

[READ MORE](#) <<<

PROJECT JUST STARTED

NEXT STEPS

InnoGreen project partners will meet again in June to discuss the results of the local interviews that they are currently carrying out with local SME owners and entrepreneurs who usually implement green and sustainable practices within their companies.

>>> [READ MORE](#)



PROJECT OBJECTIVES

1. PROJECT CONTEXT OVERVIEW

Fighting climate change is among the most critical issues on the global policy agenda. The transition towards a greener economy will require a pivot towards more sustainable production processes and consumption patterns. Entrepreneurs have the potential to be a major driving force behind this effort through their capacity to develop and propagate innovative green solutions. To unlock this potential, it is crucial for entrepreneurs to implement appropriate practices and measures that enable green enterprises to thrive.

GENERAL PROJECT OBJECTIVES

1. DEVELOP THE COMPETENCIES OF EDUCATORS AND OTHER PERSONNEL IN THE FIELD OF GREEN BUSINESS MODELS.
2. FOSTER INNOVATION AND GREEN SKILLS OF ENTREPRENEURS.
3. PROMOTE THE EU POLICIES IN THE FIELD OF ADULT EDUCATION ALIGNING WITH ENTRECOMP AND GREENCOMP

2. STEPS TO REACH THESE FINAL OBJECTIVES

We need your support to reach these project objectives! We invite SMEs and entrepreneurs interested in acquiring skills about green practices to participate in our project activities to find innovative solutions together in response to current environmental, economic and social crises that can put us on a just and inclusive green transition.



HOW DOES MY COMPANY HELP SOLVING ENVIRONMENTAL AND SOCIAL PROBLEMS?
 WHAT ARE THE CHALLENGES AND OPPORTUNITIES THAT GREEN ENTREPRENEURS FACE WHEN BUILDING THEIR COMPANIES COMPARED TO TRADITIONAL COMPANY FORMATION?
 VISIT [INNOGREEN FACEBOOK PAGE](#) FOR FURTHER INFO!

3. MAIN PROJECT RESULTS

A good practices guide, based on case studies of green business in the 8 partner countries, will be created.

A simple and suggestive Green Business Innovation Canvas (GBIC) will be defined providing a visual method with points to follow to start a business model in which green features and sustainable processes can be inserted.

An e-learning platform, freely available for adult educational staff and entrepreneurs will be developed. The platform (available in 7 languages) will offer all InnoGreen educational materials: good practices guide for green businesses, GBIC step-by-step completion guide, animated videos, a GBIC online interactive tool & Guidelines for training on innovation in business models.

PROJECT RESULTS:

1. GUIDE OF INNOVATIVE GOOD PRACTICES FOR FUTURE GREEN BUSINESSES
2. CASE STUDIES ABOUT GREEN BUSINESSES
3. CREATION OF GREEN BUSINESS INNOVATION CANVAS
4. E-LEARNING PLATFORM WITH TRAINING PROGRAM AND EDUCATIONAL MATERIALS FOR INNOVATION IN GREEN BUSINESS

FIRST PROJECT MEETING

»»» 1. WELCOME AND PROJECT ACTIVITIES PRESENTATION

The meeting hosted by Blickpunkt Identitat (BI) in Vienna started with an official welcome by Mr. Klaus Linde-Leimer on behalf of the hosting organization. The coordinator made a presentation with the objectives and expected outcomes, bilateral agreements, communication tools and procedures, tools and instruments used for dissemination, detailed presentation of work packages (WPs), financial aspects regarding data collecting and reporting, monitoring and evaluation procedures.

5 WORK PACKAGES

WORK PACKAGE N°1 'PROJECT MANAGEMENT

WORK PACKAGE N°2 - RESEARCH ON CHARACTERISTIC FEATURES OF INNOVATIVE GREEN BUSINESSES

WORK PACKAGE N°3 - DESIGNING OF GREEN BUSINESS INNOVATION CANVAS (GBC)

WORK PACKAGE N°4 - DEVELOPMENT OF TRAINING PROGRAM FOR INNOVATION IN GREEN BUSINESS.

WORK PACKAGE N°5 - TEST AND DISSEMINATION ACTIVITIES'

»»» 2. WORK PACKAGE PRESENTATION

The leaders of each work package described the main objectives, results and activities to be implemented within the work package. The project partners then focused on WP2 "Research on characteristic features of innovative green businesses" to clarify the next steps to be followed. They discussed the qualitative interviews to be carried out with small and medium-sized enterprises/green businesses that implement environmentally friendly practices. Once finalised, the interviews will be published on InnoGreen website and FB page!



GREEN ENTREPRENEUR
 GREEN BUSINESS & GREEN PRACTICES
 ?
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 #INNOGREEN #GREENBUSINESSES
 #SUSTAINABILITY



NEXT STEPS

1. INTERVIEWS WITH LOCAL GREEN ENTERPRISES

Partners are currently working on the interviews with SME owners and entrepreneurs as models of green businesses that carry out green practices at a local level. The main findings of the interviews collected in Romania, Italy, Portugal, Greece, Malta, Poland and Switzerland will be published and available online and collected in a good practice guide. If you are interested in sharing your experience as an entrepreneur, please don't hesitate to contact us, we will be pleased to interview you!

2. NEXT TRANSNATIONAL MEETING

All partners will meet again in June 2023, in Portugal to discuss the next steps and activities to be implemented. Short presentations of the interviews' analysis results about green business practices will be shared by each partner. A brainstorming session for designing the green business innovation canvas model will be carried out during the 2nd project meeting in Lisbon, Portugal.

LOOKING FORWARD TO THE #INNOGREEN
FUTURE!

#INNOGREEN #GREENBUSINESSES
#SUSTAINABILITY



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