



# SUSTAINABILITY NEWS

INNOGREEN PROJECT: INNOVATIVE ENTREPRENEURS LEADING GREEN BUSINESSES



## TOP NEWS - THE LATEST PROJECT MILESTONES

### PILOT TESTING AND QUALITY ASSESSMENT OF THE RESULTS

Over the past few weeks, each partner has conducted pilot testing with managers, entrepreneurs and education experts to gather valuable feedback and assess the quality of our offerings.

A total of **147 participants** from **Greece, Italy, Romania, Poland, Portugal, Malta, Austria** and **Switzerland** took part in testing the **Innogreen e-learning platform, GBIC, good practice guide** and related **educational materials**. They completed a quality assessment questionnaire and provided comments and quality ratings.

The pilot testings focussed on **managers and education experts** to gather insights on the content and relevance of the platform and the learning material as well as suggestions for improvement. The key findings from these activities are summarised on the next pages of this newsletter.

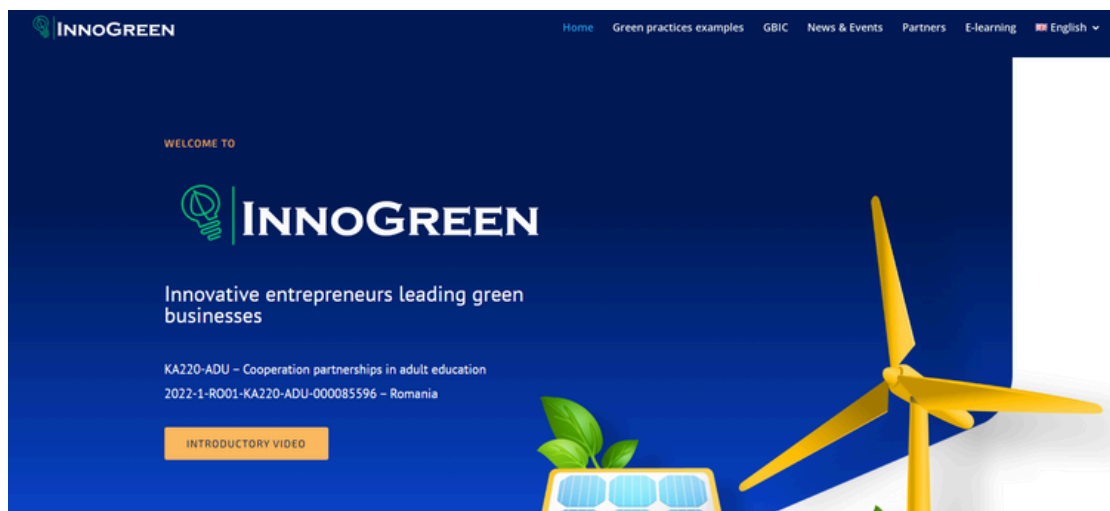
As the Innogreen project nears its conclusion, partners are actively engaged in **disseminating and applying the project's results** in their respective countries. Key findings and advancements have been presented at events targeting diverse groups, including managers, entrepreneurs, and university students throughout Europe.

The project was presented at the **ICL 2024 conference** in Estonia, addressing both practitioners and academics. Workshops for learners and entrepreneurs were organised to discuss the project objectives and present best practices.

In addition, the team presented projects main findings at international conferences such as **UM Research Expo, ISPIM** in Estonia and **TAKE** in Lisbon, where it received positive feedback and generated interest in innovation, sustainability and business models.

### DISSEMINATION ACTIVITIES

# MAIN RESULTS OF THE TESTING ACTIVITIES



## STRENGTHS OF THE PROJECT

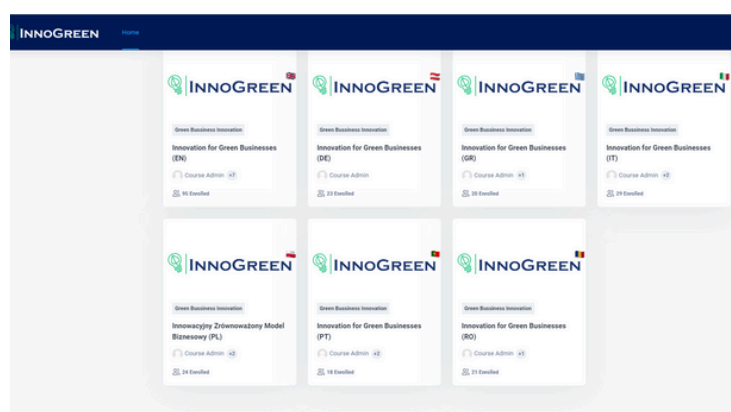
The Innogreen Training Program boasts a range of strengths that make it a beneficial resource for those interested in sustainability. It provides **comprehensive content** that addresses various sustainability topics, ensuring participants are well-informed. The **training program** is grounded in current trends, offering **up-to-date information** that reflects the latest developments in the field. Importantly, it emphasizes **practical application** by incorporating **real-world case studies** and **interactive exercises**, allowing learners to connect theory with practice. Participants benefit from insights shared by **industry experts**, enhancing the depth and relevance of the material.

These case studies are praised as **informative and easy to understand** and appeal to people from different educational backgrounds. In addition, the programme uses **multimedia elements** such as videos, interactive quizzes and infographics to make learning engaging and cater to different learning styles.

The **Green Business Innovation Canvas** is designed to be intuitive, interactive, and closely aligned with its overarching theme. GBIC provides a straightforward approach for managers seeking to transform their business operations with a focus on environmental responsibility. The GBIC is useful and easy to use for managers seeking sustainable business solution.

The **user-friendly platform** and **well-structured materials** promote accessibility and allow all learners to navigate at their own pace and utilise the resources effectively.

The Innogreen programme seamlessly integrates **clarity, hands-on application, expert insights, and interactive learning**, making it an invaluable resource for those seeking to enhance their understanding and implement sustainable practices effectively.



# INNOGREEN MILESTONES

## 1. GOOD PRACTICE GUIDE



For this guide, **over 60 interviews** were conducted with successful entrepreneurs from **Austria, Romania, Italy, Portugal, Greece, Malta, Poland and Switzerland** who have integrated **ecological and sustainable innovations** into their companies in an exemplary manner. The interviews start from these key questions:

- What was the motivation?
- What should be considered?
- To what extent are the measures worthwhile - also in financial terms?

The core statements and main findings from these interviews are summarised in the guide.

### SUSTAINABILITY GUIDE

This guide can be found in Module 4, Unit 4.3 of the InnoGreen e-learning platform, which contains all the case studies contributed by the project partners.

### GREEN BUSINESS INNOVATION CANVAS



## 2. GBIC TOOL

A **simple and inspiring Green Business Innovation Canvas (GBIC)** provides a good overview of how to start a business model that incorporates **green features and sustainable processes**. Particular attention has been paid to the following points:

- Environment
- Social sustainability
- Financial sustainability

## 3. E-LEARNING PLATFORM



The **InnoGreen e-learning platform** is **freely accessible** for trainers, adult educators and entrepreneurs.

It is available in **German, English, Greek, Italian, Polish, Portuguese and Romanian** and contains all InnoGreen educational materials:

- Good Practice Guide for Green Businesses
- GBIC step-by-step guide
- Multilanguages videos
- An interactive GBIC online tool and
- Guidelines for training in innovation in business models

### E-LEARNING PLATFORM

#INNOGREEN #GREENBUSINESSES #SUSTAINABILITY

# NEXT STEPS TOWARDS SUSTAINABILITY



- **Project results Dissemination:** All project results and resources will be accessible on the **Innogreen website**. This includes the e-learning platform with **engaging videos, successful case studies and comprehensive best practice guides** tailored for managers and entrepreneurs who want to start innovative green businesses!
- **Sustainable partnerships:** The Innogreen project is designed to foster **ongoing collaboration and knowledge sharing** between partners and stakeholders. We are committed to promote the development and application of effective green and sustainable practices in companies **across Europe!**


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LOOK FORWARD TO A GREENER FUTURE!  
 #INNOGREEN #GREENBUSINESSES #SUSTAINABILITY



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SUPSI

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