



Teaching Unit 5

Guiding Document



Ecological-economic perspectives of sustainability in vocational training

EcoGreen aims to support teachers at vocational schools in implementing the topic of sustainable economic education. Our strategy strengthens the professional Profile of teachers and supports their students in acquiring ecological skills.

Teaching material for use in vocational training:

Module: **Green Entrepreneurship**

Our Consortium:



Leibniz Universität Hannover



Universität Wien



SamiEDU



Voca Train



Zespol Skol Lesnych



Studienseminar Braunschweig



Imprint

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Project Title: EcoGreen

Project Number: 2021-1-DE02-KA220-VET-000025374

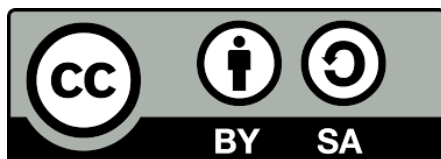
Project Leadership: Institut für Didaktik der Demokratie / Leibniz Universität Hannover

Project Website: <https://www.idd.uni-hannover.de/en/research/projekte/ecogreen>



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



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IMPLEMENTATION MANUAL FOR LEARNERS

Introduction

Following document contains a step-by-step plan to implement all the activities previewed in the Learning Module about the Green Entrepreneurship by oneself or in blended-learning scenario.

Attached to this document are the worksheets, that can also be accessed via the links in this document.

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Phase 1 Finding the concept

Activity 1

Watch the following videos:

https://www.youtube.com/watch?v=MGoiy74h1CM&ab_channel=Alux.com
https://www.youtube.com/watch?v=jLzlteULpNw&ab_channel=HowtoStartanLLC

Activity 2

Implement the Pirate Ship activity

Click the link:

https://docs.google.com/document/d/11cB4HtkGuftS2ON_dzmUd8_bMUZoEoxw/edit?usp=sharing&oid=111207516795139276961&rtpof=true&sd=true

Download the document and fill it in. After completing it save it in a way that your teacher can connect it with you and upload it to the dropbox/Google folder indicated by your teacher before.

Activity 3

Implement What's your idea activity

Click the link:

<https://docs.google.com/document/d/1ysX3N7Kiqrm02dV1sCGRKsddd08UGJt/edit?usp=sharing&oid=111207516795139276961&rtpof=true&sd=true>

Download the document and fill it in. After completing it save it in a way that your teacher can connect it with you and upload it to the dropbox/Google folder indicated by your teacher before.

Activity 4

Implement What's your idea activity

Click the link:

<https://docs.google.com/document/d/1SQQ-GER3j0PdiH6bGfM2WnIYsZGgKURU/edit?usp=sharing&oid=111207516795139276961&rtpof=true&sd=true>

Download the document and fill it in. After completing it save it in a way that your teacher can connect it with you and upload it to the dropbox/Google folder indicated by your teacher before.

Activity 5

Based on documents you have just filled in, prepare a short presentation of the business concept idea you have chosen, with a special mention of how it is connected to the information and/or ideas that you have seen in the videos, current trends on the market or specific needs of your local/regional environment that you mentioned before. The presentation can be oral, virtual or a written one - depending on what you and your teacher will decide.

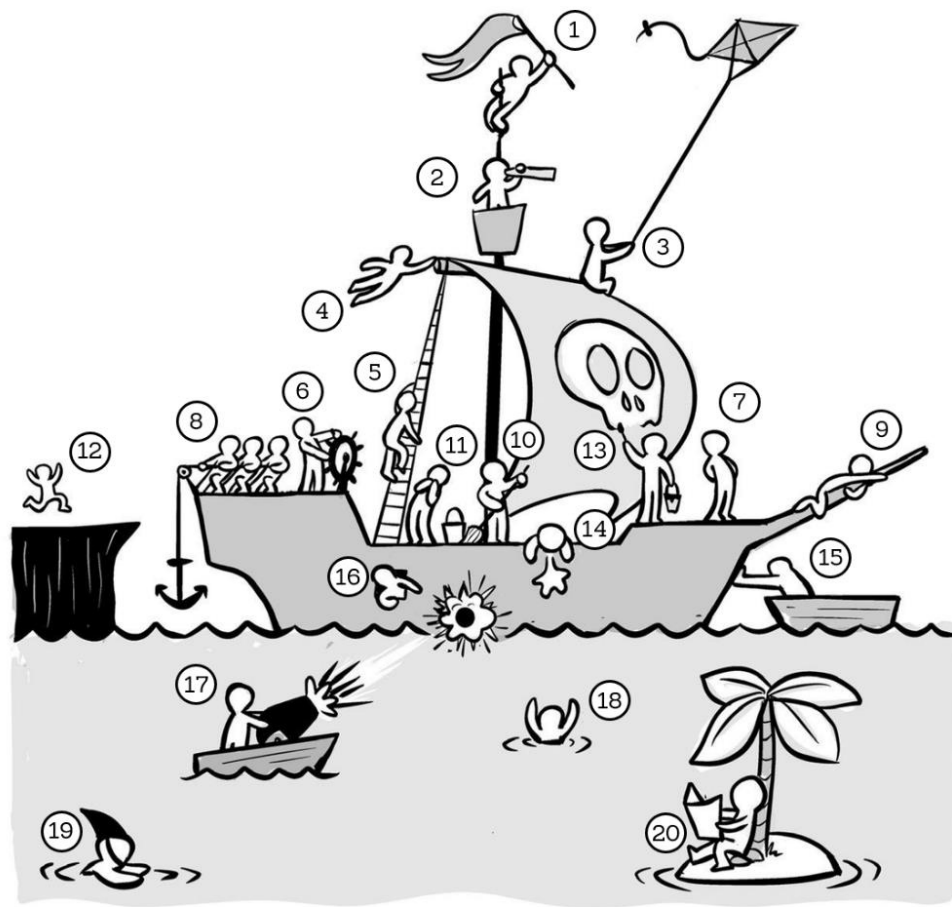
Delivery of your presentation will conclude this phase of learning.

Worksheets

Phase 1 – Activity 1

PIRATE SHIP ACTIVITY

Taking into consideration the video that you watched before, take a look at this picture:



LearningLegendario.com

Where do you picture yourself on this ship when you are thinking about creating your own green company? Are you a naturally-born leader who looks forward to any challenges life will bring (1)? Are you more of a follower who prefers to implement tasks given by others (8)? Or are you totally against the idea of taking your fate into your own hands and building something on your own (20)?

Take a moment to think about it and drop us a note on your musings:

Which person in the picture do you most identify with and why?

What skills/abilities/knowledge do you think one needs to have to become a successful sustainable entrepreneur?

What do you think is needed to make a new green business successful?

Phase 1 – Activity 2

WHAT IS YOUR BUSINESS IDEA?

Do you know the phrase “think globally, act locally?” It reflects the idea of bringing new, innovative and out-of-the-box global solutions to the places nearest and dearest to us – our neighbourhoods, villages, towns and cities. It is also a great way to start thinking about a new business idea that will embrace the pro-green attitude and cater to the current or future needs of the local citizens who may not be as familiar with green living as the younger generation.

Let's think about the place you live in now. Below you will find a set of questions that will help you think about a business idea that may be missing in your local market, or that could answer some of the most important needs and expectations of this place's inhabitants.

How big is the place you live?

Which group (young people, middle-aged people, elderly, other?) is the most present in the place where you live?

What are the main problems your dwelling faces? (for example, insufficient health care services, problems with public transport, lack of specific services for certain target groups – which ones? etc.) Try to think about as many as you can.

How could these problems be solved? Can you divide the solutions into those that need to be solved by the government/legal regulations and/or services offered by private companies?

Which of the missing services offered by the private companies seem doable within a sustainable economy?

Which of the identified missing services could be an interesting idea for your own business?

Phase 1 – Activity 3

THINK ABOUT YOUR BUSINESS EXERCISE

Below, you will find a set of questions that will help you to create a nicely balanced one-page business plan for your concept later so take a moment to think about them and make sure that you write as much as you can:

1. What kind of company/entity would you like to open?

2. What products or services would you like to offer?

3. Why do you want to offer them?

4. Who will be your main customers/clients?

5. Why did you choose this specific target group?

6. How will you get them informed about your products/services?

7. How will your offer be different from similar companies on the market?

8. What resources will you need to start the company?

9. How will you finance your company?

Phase 2 – Activity 1

One-Page Business Template

Please answer the following questions about your business concept:

1. The Business Opportunity:

What problem are you solving? What challenges and pain points will you resolve for users?

2. Company Description:

What does your company do? What challenge(s) does your company solve?

3. Industry Analysis

Who are your competitors? What are some key factors related to being successful in your industry?

4. Implementation Timeline

Briefly, how will you roll out the business? Which phases will be involved?

5. Financial Summary

What is your cost structure and what are your revenue streams? Describe your fixed variable costs and how will you make money? Consider your sales goals for the near future and long-term.

6. Team

Who is involved in this endeavor? Who is on your team and why are you the right person/ people to build this business?

7. Target Market

Who are you targeting? Who makes up your target audience? Who are your target segments, buyer personas, and ideal customers?

8. Marketing Plan

Which channels and platforms will you use to reach and convert your target audience? Where will you meet your audience?

9. Funding Required

What amount of funding will you require from investors? Where will that funding go?

Phase 3 – Activity 1

10 STEPS TO CREATE A BUSINESS

Before we move to the final activities in this part, let us summarise the main steps for creating a new business.

1. CONDUCT MARKET RESEARCH

Market research will tell you if there's an opportunity to turn your idea into a successful business. It's a way to gather information about potential customers and businesses already operating in your area. Use that information to find a competitive advantage for your business.

2. WRITE YOUR BUSINESS PLAN

Your business plan is the foundation of your business. It's a roadmap for how to structure, run, and grow your new business. You'll use it to convince people that working with you — or investing in your company — is a smart choice.

3. FUND YOUR BUSINESS

Your business plan will help you figure out how much money you'll need to start your business. If you don't have that amount on hand, you'll need to either raise or borrow the capital. Fortunately, there are more ways than ever to find the capital you need.

4. PICK YOUR BUSINESS LOCATION

Your business location is one of the most important decisions you'll make. Whether you're setting up a brick-and-mortar business or launching an online store, the choices you make could affect your taxes, legal requirements, and revenue.

5. CHOOSE A BUSINESS STRUCTURE

The legal structure you choose for your business will impact your business registration requirements, how much you pay in taxes, and your liability.

6. CHOOSE YOUR BUSINESS NAME

It's not easy to pick the perfect name. You'll want one that reflects your brand and captures your spirit. You'll also want to make sure your business name isn't already being used by someone else.

7. REGISTER YOUR BUSINESS

Once you've picked the perfect business name, it's time to make it legal and protect your brand. If you're doing business under a name different than your own, you'll need to register with the federal government, and maybe your state government, too.

8. GET YOUR TAX ID

You'll use your employer identification number (EIN) for important steps to start and grow your business, like opening a bank account and paying taxes. It's like a social security number for your business. Some — but not all — states require you to get a tax ID as well.

9. APPLY FOR LICENSES AND PERMITS

Keep your business running smoothly by staying legally compliant. The licenses and permits you need for your business will vary by industry, state, location, and other factors.

10. OPEN A BUSINESS BANK ACCOUNT

A small business checking account can help you handle legal, tax, and day-to-day issues. The good news is it's easy to set one up if you have the right registrations and paperwork ready.

As you have noticed, you have already conducted market research, chosen your business structure, business name, logo, and slogan, created the one-page business plan and picked your business location. It is time to inquire about the official documents required to register a company, check what permits and licenses will you need to open your business and think about ways to find the necessary funding. This is the final stretch so keep calm and keep digging!

Phase 3 - Activity 2

NEW BUSINESS CONCEPT LEGISLACY

It is time for you to do some in-depth research! We would like to learn a bit more about the rules and legislation of your country regarding opening a green company in the field you have chosen. We have prepared a set of questions that will help you to systematise gathered information – please check the relevant official Internet websites that provide the necessary data, fill in the information gathered and submit it for the review when you are done.

1. What documents are generally required in your country to open a new business?

2. Where do you register a new company?

3. Taking into consideration business idea from your one-page business plan, what special requirements will you have to obtain to receive necessary permits or licenses?

4. Are there any additional requirements or procedures at local or regional level that you would have to implement in order to offer services or products you have indicated in your one-page business plan?

5. Are there special warranties/security/insurance policies regarding the scope of business you have mentioned in the one-page business plan? If yes – list them down.

6. Check the current corporate offers of the banks in your area – which one would you choose as your company's bank and why?

Phase 3 – Activity 3

FUNDING OPPORTUNITIES

What specific strategies can a new green business use to build a close connection with potential users and brand supporters? One of the biggest concerns that almost every new company faces is securing enough financial resources to easily glide through the first months of operation before the planned profits are reached. It would be great if one could fall on a financial cushion prepared by one's own family but in most cases, companies are being built from scratch and the first months on the market can be challenging for them. Especially within the green business sector, a close connection between the company and the potential users and brand supporters is crucial for achieving success.

In this part, we have gathered some funding and fundraising ideas that can be useful for sustainable and green companies to gather the necessary resources:

FUNDING METHOD	PROS	CONS
FAMILY AND FRIENDS (aka LOVE MONEY) It's common in the early stages of a business for parents, siblings or friends to financially support your business. This option is most suitable for businesses that need initial support to prove the concept can be successful, to the point where they can seek other funding.	It's a quicker funding process with flexible terms. Depending on how much interest you pay your friends and family, this could be a great investment for them.	Mixing business with family and friends' finances can damage relationships if things go wrong. You'll need to carefully assess the possible impact of business failure before proceeding.
BANK LOANS Traditional <u>bank loans and overdrafts</u> are a popular source of funding for many businesses and start-ups. They provide a simple and effective way of financing the growth of your business but in-depth research on the various types of loans, the terms and the interest rates of every offer needs to be implemented before choosing the final offer.	Some banks offer low-interest rates, depending on your credit score. There is no need to give up control over the company to the bank.	The process of getting bank finance can be long, tiring, and time-consuming.
CROWDFUNDING With this option, the full funding is gathered online <u>from the general public</u> . People can either lend the money (peer-to-peer lending) or take a stake (shares/equity) in the business. It is most suitable for businesses with a great growth potential that will attract plenty of attention, and with time on their hands - it can take a while.	The larger the pool of people one can reach, the more chance of getting a good deal.	It can take a long time to hit the target, and the company may have to invest a lot of effort in publicity.
BUSINESS ANGELS <u>Angel investors</u> are wealthy individuals who provide funding in exchange for a share in a business. Some investors work in groups, whilst others work on their own.	Apart from the cash, angel investors will have experience and should be able to offer valuable business advice and guidance.	The company will likely have to give up control of your business to some extent.

Business angel investment is not suitable for businesses that want to retain 100% control of their business.		
VENTURE CAPITALISTS These are investors who put in a <u>considerable amount of money</u> - generally a larger investment than an angel investor would provide - in exchange for equity in the business. Often their objective is to help the business to grow quickly so that they can realise a good return on investment in a short time frame.	In addition to the funding, venture capitalists offer expertise to help develop the business. They can also open doors to other contacts in their network.	The company will likely have to give away a big part of its shares to the venture capitalists.
SHORT-TERM LOANS Some finance outfits specialise in short-term loans (sometimes called 'payday loans') to improve working capital, boost cash flow or kick off a project.	The funding process is relatively quick if you qualify.	The rate of interest can be extremely high, and costs can quickly mount up.
GUARANTEED LOANS Guaranteed loan schemes are for small businesses that don't qualify for bank lending - eg because they can't put up security or don't have a trading history.	A source of lending if other traditional routes are unavailable.	There are strict conditions to meet to qualify.
INCUBATORS AND ACCELERATORS These are programmes designed to scale and <u>grow ambitious start-ups</u> . They provide mentoring and a small seed investment in return for equity in the start-up.	In addition to funding, these programmes offer structured training and valuable expertise to help develop your business.	The application and selection process can be difficult.
RESEARCH AND DEVELOPMENT GRANTS Did you know there could be free cash hidden in the work that you do? R&D grants are the Government's way of rewarding innovative companies. The grant either takes the form of direct cash or a <u>reduction in your tax liability</u> .	No repayments are needed.	Grants are rewarded for specific activities.

If an entrepreneur is more of an outgoing person and likes to work with people face-to-face, maybe fundraising would be a better option for you to gather the necessary funds for your business. Here are some ideas for fundraising methods:

CAMPAIGNS	capital campaigns, corporate campaigns, crowdfunding campaigns (or peer-to-peer campaigns),
DIGITAL FUNDRAISING	website, emails, social media, crowdfunding, Facebook fundraisers, Giving Tuesdays, celebrity challenges, Amazon Smile, Google
EVENTS	house parties, galas, cocktail parties, virtual events, themed walks/runs, donor appreciation, donor cultivation, special events
FEE-FOR-SERVICES	selling products, lost rental, consulting, certification
GRANTS	prospecting, foundation grants, government grants, corporate grants,
INDIVIDUAL DONORS	membership programmes, sponsorship programmes, annual funds, phone/telemarketing, peer-to-peer activities,
IN-KIND DONATIONS	auctions, garden sales,
MAIL	direct mail, membership mail,
TELEPHON	live streams, local/regional/national TV streams

Phase 3 – Activity 4

FUNDING PLAN

Based on the ideas presented in the previous activity, envision a yearly funding/fundraising plan for your new business concept. Use your one-page business plan to stay focused on your target groups and the problems that your future company would like to solve. Remember also that you are a “green company” so all your activities should have a minimum impact on the environment ☑

Please note that a landscape format of this table is available here:

➔ <https://docs.google.com/document/d/1evtz9O9Z8xjlcqkHpqprNI27hdpzEz7M/edit>

	TYPE OF THE ACTIVITY (what would you like to do)	TARGET GROUP (who will be invited to take part in the activity)	EXPECTED REACH (how many people will be notified/take part)	EXPECTED OUTCOMES (what would you like to achieve?)
MONTH 1				
MONTH 2				
MONTH 3				
MONTH 4				
MONTH 5				
MONTH 6				

	TYPE OF THE ACTIVITY (what would you like to do)	TARGET GROUP (who will be invited to take part in the activity)	EXPECTED REACH (how many people will be notified/take part)	EXPECTED OUTCOMES (what would you like to achieve?)
MONTH 7				
MONTH 8				
MONTH 9				
MONTH 10				
MONTH 11				
MONTH 12				