



# IMPRINT+

## TUTORIAL FOR YOUNG ENTREPRENEURSHIP IN A GREEN ECONOMY

Guidelines for young citizens on how to  
become green entrepreneurs



## THE IMPRINT+ PROJECT

IMPRINT+ is an international project that aims to highlight the amount of natural resources we use in our daily lives. Through education, action and entrepreneurship it empowers young European citizens and communities to restore and conserve their local natural resources and it encourages them to green thinking and reducing their ecological footprint. The project and its activities are co-financed by the Erasmus+ European Funding Programme and are implemented in Italy, Spain, Portugal, Ireland and Austria.

## THE TUTORIAL AT A GLANCE

This tutorial provides information for young people on green entrepreneurship. It explains the meaning of a green economy and how the green economy works. It outlines what young people need to consider when thinking of becoming entrepreneurs.

## CONTACT

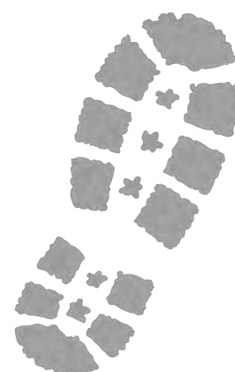
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## KEY REFERENCES

- Framework of References for Entrepreneurship Competences
- YouthXchange Guidebook Series—Green Skills and Lifestyles (2016, UNESCO & UNEP)
- Greening Europe's Economy (UnternehmensGrün e.V., German Federal Association of Green Business)
- Green Entrepreneurship. Einordnung in die Green Economy und Bestandsaufnahme des Themenfeldes (2015, Dr. Werner Jackstädt-Zentrum für Unternehmertum und Mittelstand, Flensburg)
- GREEENT (Erasmus+ project)
- Pictures: ©IMPRINT+ Team or Public Domain



*Leave a  
positive  
footprint on  
the planet!*





## CONTENTS

<b>1. WHAT IS A GREEN ECONOMY?</b>	<b>4</b>
Green Entrepreneurship	5
Why become a Green Entrepreneur?	5
Green economy industry sectors	6
 <b>2. BECOMING AN ENTREPRENEUR IN A GREEN ECONOMY</b>	 <b>12</b>
Things to consider when becoming a green entrepreneur	13
Milestones on your green journey	15
Going green	16
Key opportunities for green business development	17
Green Jobs	20
What are green jobs?	20
Where can you find green jobs?	20
What skills, competencies and tools do you need for a green job?	21
Education and training for the green economy	22
IMPRINT+ app	25
 <b>3. SUSTAINABILITY OF YOUR GREEN BUSINESS</b>	 <b>26</b>
Circular economy as part of your green business	30
Networking	30
 <b>IN CONCLUSION...</b>	 <b>31</b>
 <b>PROJECT CONSORTIUM</b>	 <b>32</b>







# WHAT IS A GREEN ECONOMY ?

The term 'the green economy' describes the broad range of goods and services that fall within the spectrum of environmental and natural resource use, management and protection. A green economy is an economy that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. It can be seen as a means to achieve a resilient economy that provides a better quality of life for all. Reducing carbon emissions, minimising pollution, protecting wildlife, and using resources in an efficient way are all aspects of moving towards a more sustainable economy.

A green economy is driven by green ideas and promotes healthy lifestyles as well as environmentally-friendly choices. Green entrepreneurs come from various fields and backgrounds and play a key role in the development of a green economy. This tutorial will introduce you to some of the possibilities you have in a green economy.



*This is where YOU come in:  
your talents and interests are  
wanted in a green economy!*





## GREEN ENTREPRENEURSHIP

A green entrepreneur is a person who starts their own business and comes up with innovative, environmentally friendly ideas and solutions for existing problems. All the services and products offered by a green business are designed to reduce the negative impact on the environment. Traditional business models are replaced by new ones that include environmental sustainability and that keep the conservation of natural resources in mind when making business decisions. All of this is crucial when it comes to protecting the environment for present and future generations and finding ways which will improve the quality of life for millions of people.

As a green entrepreneur or start-up green business owner, you care about your environment. You will run a business which has a reduced or even a positive impact on the environment and all your business decisions will be aimed at protecting the environment and at carefully using natural resources. It is, of course, fundamentally important to be aware of the financial aspect of entrepreneurship, as only well-financed businesses are equipped to have a long-term impact.



## WHY BECOME A GREEN ENTREPRENEUR?

There is a deeper appreciation today by many governments, companies, civil society and the public that we are reaching planetary limits, not just in terms of greenhouse gas emissions but also in our use of water, land, forests and other natural resources. It is not possible to sustain the world's rapidly growing population if we keep exploiting the planet's natural resources at the rate that we currently are. Disrespect for the environment and a turn towards becoming a throwaway society take their toll on nature.

In the world we live in, it is therefore essential that every individual does as much as they can in order to protect the environment:



Shifting to environmentally sustainable economic models is crucial in order to begin fixing the world's ecological problems. Humans have been using natural resources thoughtlessly for centuries, which has led to the current environmental problems such as global warming and biodiversity loss.



If we do not change our ways, we are bound for disaster because if we continue exploiting the planet the way we do now, it will only take about 15 more years until two planets are needed to provide enough natural resources in order to maintain people's current lifestyles.



The green economy can help to turn this trend around by implementing processes which are less harmful to the environment and by making changes to traditional business models which will lead to fewer resources being used. Turning towards a green economy is crucial for protecting the environment and will give every green entrepreneur the opportunity to become part of the challenging task of making the world a better place.



***If you start your own green economy business, you can take actions to save the environment and make positive choices. You will contribute greatly to making the planet healthier.***



## GREEN ECONOMY INDUSTRY SECTORS

The transition to a Green Economy has a long way to go, but several countries are demonstrating leadership by adopting national “green growth” or “low carbon” economic strategies. While there are many examples of successful, large-scale businesses that increase growth or productivity in a sustainable manner, individuals and small enterprises can also contribute and be part of the green economy. Green businesses can be owned by women or men of any age, ethnicity or socioeconomic background and are often local businesses, meaning they either source or supply goods or services within a local community. This allows them to reduce their carbon emissions, create local jobs, and support the surrounding community. Whether you are interested in tourism, agriculture, energy management or you want to open your own restaurant, you can do so in a sustainable way and leave a positive print on the planet.



14 Green Business Ideas For Startup Entrepreneurs  
[www.youtube.com/watch?v=ez09N1nH\\_OY](http://www.youtube.com/watch?v=ez09N1nH_OY)



### Urban planning

Building sustainable cities with as little intrusion into the environment as possible is a crucial step towards a healthier planet. Smart urban planning considers all aspects of modern cities such as buildings, transportation, infrastructure, food production, and environmental protection.

### Renewable energy

Using renewable resources for energy production is a crucial step towards a cleaner environment. If the right resources are used, nothing is lost because, as the name suggests, they can be renewed. This means that there is an infinite amount of them available (e.g. wind and solar energy) which means less waste and a less exploited planet.

### Design

Designing smart packaging and creative solutions that can solve existing problems can contribute greatly to the green economy.

### Forestry

The forestry sector contributes largely to the green Economy, but could play an even more significant role if governments and others seize the opportunity to use wood-based products for green construction and furniture wherever possible and take measures to support the wider adoption of modern wood energy. Forests are important for clean air and water and for maintaining fundamental ecosystem services. Additionally, protecting forests plays a vital role in preserving habitats for a large number of plants and animals and, therefore, contributes to biodiversity conservation.

### Organic agriculture

Organic farms grow vegetables without pesticide use and thus contribute to a healthier world, as fewer pesticides on the fields mean fewer harmful substances in the food chain.

### Eco-tourism

“Take nothing but photographs, leave nothing but footprints!” Eco-tourism is all about travelling in an environmentally-friendly way and learning to appreciate and experience nature.

### Recycling and waste management

Can you reduce the amount of packaging you use? Do you use re-usable cups, water bottles and shopping bags? Consider the benefits of giving your items a ‘second life’ by reusing them. This will massively reduce waste and it will play a large role in making the environment cleaner.

### Construction

A green approach to construction makes the planet healthier by considering not only a building’s present, but also its future. It means planning ahead and making use of modern technology. Building energy efficient houses, for example, is a popular way of improving the society’s ecological footprint.



## CASE STUDY

### ORGANIC AGRICULTURE

# BODEGA ECOLÓGICA ZABROJA

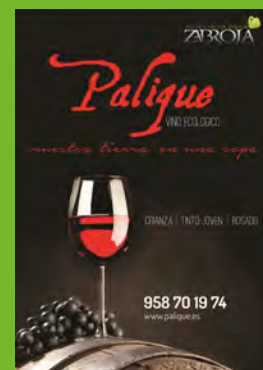
## Baza, Spain

Company name: Bodega Ecológica Zabroja

Sector: Agri-food; enology

[www.palique.es](http://www.palique.es)

Bodega Ecológica Zabroja is an agri-food company that produces wine, using only environmentally friendly techniques.



### COMPANY REPRESENTATIVE

Julián Sánchez and sons



### PERSONAL BACKGROUND

Julián started his company eight years ago and previously had 35 years of experience in the production of organic wine. He acquired knowledge about soil and about the appropriate care for a vineyard. His entire family believes in traditional production models and wants to create natural, ecological and environmentally sustainable products.

*"It is important to know all the subsidies available for companies that respect the environment, at the national and the European level. I also recommend being updated in terms of new techniques and methods of organic production and the quality seals that certify this."*



### ASPECTS OF THE GREEN ECONOMY IN HIS COMPANY

Bodega Ecológica Zabroja does not use any chemical products in the fight against pests and only applies biological control in order to not cause contamination of the soil or aquifers. They allow and even incorporate fauna that helps to fight the species harming the vineyards. Additionally, they only use natural fertilisers such as sheep manure that is buried so that its effects on the soil are optimised. Bodega Ecológica Zabroja has been awarded the European quality certificate of ecological performance (CAAE).



### REQUIREMENTS IN HIS JOB

Knowledge in wine production, organic farming and the biological fight against pests. Knowing traditional methods and being open to incorporating technological advances and new production methods aimed at a more environmentally friendly production. As an entrepreneur, it is also important to know how to make your product attractive and to spread the word about its advantages to the largest number of potential consumers possible.







## CASE STUDY

### ECO-TOURISM



# VAGABOND TOURS

## Dublin, Ireland

Company name: Vagabond Tours  
Sector: Tourism  
[www.vagabondtoursofireland.com](http://www.vagabondtoursofireland.com)

Vagabond Tours offers small-group, low-impact tours to rural Ireland, paying special attention to the environment.



**COMPANY REPRESENTATIVE**  
Rob Rankin



### PERSONAL BACKGROUND

Rob Rankin is an outdoor enthusiast, an experienced tour guide and a keen amateur historian with a Masters degree in Modern History.



### ASPECTS OF THE GREEN ECONOMY IN HIS COMPANY

Vagabond Tours are committed to a code of best practice in all aspects of their business, including their relationship with, and effect on the environment and the communities that they visit. They try to keep their environmental impact as low as possible and they are aware of their environmental and social responsibilities. They want to ensure that the landscapes, the culture and traditions are protected for future generations and for visitors. Vagabond Tours have reduced their energy consumption and became carbon neutral by the end of 2016. They continually re-assess all their processes to reduce their environmental impact across all areas of the business.



### REQUIREMENTS IN HIS JOB

Environmental impact awareness, keeping up to date with research, knowledge of outdoor ethics and how to share that knowledge with tour groups, local history and culture, love of the outdoors and love of Ireland.



*"Get lots of good advice! Think about what your customers might want to do, not what you think they want to do. When costing your product, be realistic, be patient about your season and occupancy projections. Be organised. Plan ahead!"*







# CASE STUDY

## RECYCLING AND WASTE MANAGEMENT

### DAS GRAMM

#### Graz, Austria

Company name: Das Gramm

Sector: Trade, Environment – packaging-free grocery store

[www.dasgramm.at](http://www.dasgramm.at)

Das Gramm is a grocery store that does not use any packaging.



#### COMPANY REPRESENTATIVE

Sarah Reindl



*"Having a vision and a plan is essential. Be sure to get expertise whenever you have access to it. Become an expert in your field."*



#### PERSONAL BACKGROUND

Sarah Reindl studied Environmental Systems Sciences with a focus on waste management. She gathered her entrepreneurial skills by working with volunteer organisations.



#### ASPECTS OF THE GREEN ECONOMY IN HER COMPANY

Das Gramm is a packaging-free grocery store focussing on educating customers about environmental issues.



#### REQUIREMENTS IN HER JOB

Project management, stress resistance, positive and optimistic attitude, people and leadership skills, internal motivation





## CASE STUDY

### URBAN PLANNING

# NOOCITY URBAN ECOLOGY

## Portugal

Company name: Noocity Urban Ecology

Sector: Smart Cities

[www.noocity.com](http://www.noocity.com); [www.facebook.com/NoocityEcologiaUrbana](https://www.facebook.com/NoocityEcologiaUrbana)

Noocity is a startup that develops smart products and services for domestic urban farming.



### COMPANY REPRESENTATIVE

José Ruivo



### PERSONAL BACKGROUND

José Ruivo studied finance and fiscal management, management and real estate evaluation. Between 2006 and 2010 he founded companies dedicated to urban retrofit and to the organisation of environmental activities for children. He was personally very interested in the environment and permaculture and decided to take courses in agroforestry and organic agriculture, graduating with a degree in permaculture. In 2013 he founded Noocity Urban Ecology.

*"My main advice is to be persistent because there will be many setbacks and difficult times. It is important to be aware that actions have to be taken very fast."*



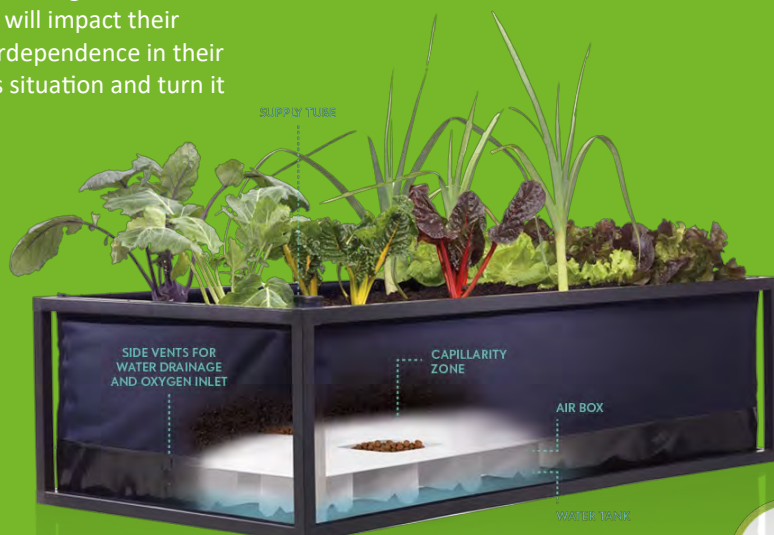
### ASPECTS OF THE GREEN ECONOMY IN HIS COMPANY

Any decision of a green entrepreneur will have an impact on society and on the environment due to the use of resources, generation of waste and provision of goods, and this, in turn, will impact their business. Entrepreneurs must address this interdependence in their business plan in order to take advantage of this situation and turn it into an opportunity.



### REQUIREMENTS IN HIS JOB

Product vision, team building, investor management, brand management and corporate development.







## CASE STUDY

ORGANIC  
AGRICULTURE

### CANTINE SETTESOLI

#### Menfi, Italy

Company name: Cantine Settesoli S.C.A.

Sector: Winery

[www.cantinesettesoli.it](http://www.cantinesettesoli.it)

Cantine Settesoli is a winery which respects sustainability.



#### COMPANY REPRESENTATIVE

Claudia Piccinini



*"Continuous learning  
about new opportunities  
in green technologies  
and processes; a lot of  
passion."*



#### PERSONAL BACKGROUND

Claudia Piccinini works as a manager in engineering and as a business consultant in the environmental field.



#### ASPECTS OF THE GREEN ECONOMY IN HER COMPANY

Implementation of a sustainability indicator in a winery.



#### REQUIREMENTS IN HER JOB

Knowledge of the environmental legislation and of new technologies.





# IMPRINT

# 2

# BECOMING AN ENTREPRENEUR IN A GREEN ECONOMY

There are numerous green business options that you can venture into on a part-time basis and with a small investment. Green businesses are gaining popularity as more opportunities arise for eco-entrepreneurs to invest in. Business is mainly driven by the demand of consumers who are interested in purchasing goods and services that incorporate eco-friendly manufacturing processes. If you are looking to start a business that is geared towards saving water, energy and other resources, you simply cannot run short of sustainable ideas.





# 2

## BECOMING AN ENTREPRENEUR IN A GREEN ECONOMY

### THINGS TO CONSIDER WHEN BECOMING A GREEN ENTREPRENEUR

1. What is your initial business idea?
2. What are you going to offer (product, service)?
3. Who may be your customers? And your partners?
4. What is the added value of your idea (innovation, new solutions, satisfying needs etc.)?



*You are part of your  
environment – you can  
make a difference!*



To contribute to a green economy, you can consider specialised consultation on ecosystem services and biodiversity management as a career path. This field is growing and it is open to a wide range of backgrounds and professions such as wildlife management, botany, entomology, biochemistry, land planning, water management etc. It also coincides directly with what the IMPRINT+ project stands for: leaving a positive imprint on planet earth!

Whatever your deepest motivations for being a green entrepreneur are (creating your own job, addressing a social issue, generating a new community dynamics), your primary goal is to create economic value by addressing an environmental issue.

If you want to become a green entrepreneur, it is also essential to find the right strategy which best puts you on your way. Being able to identify helpful strategies is a crucial competence for getting into the field of your choice professionally.

By contributing to a green economy with your own business idea or by opening your own environmentally-friendly start-up, you, too, can play a role in this movement towards a more environmentally balanced and socially fair planet. There are countless fields and aspects which make up a green economy – finding the one that you like best is the challenge.

Some key factors in making the economy more sustainable and reducing the ecological footprint include the following ideas, which might help you to find your own way:

- ✓ choose renewable energy over fossil fuels
- ✓ eat organic foods instead of processed ones - buy locally instead of imported foods
- ✓ recycle as much as you can
- ✓ save water



## CASE STUDY

### RENEWABLE ENERGY

## SUNNY BAG

### Austria

Company name: SunnyBag  
Sector: Solar Energy  
[www.sunnybag.at](http://www.sunnybag.at)

SunnyBag produces fashionable shoulder bags which feature a rechargeable battery powered by solar energy.



**COMPANY  
REPRESENTATIVE**  
Stefan Ponsold



*"Be creative, make use of  
available technologies  
and develop them further.  
Try to figure out what  
people want and need."*



### PERSONAL BACKGROUND

Stefan Ponsold went to a polytechnic school, then worked as a product developer and studied innovation management at a university for applied sciences.



### ASPECTS OF THE GREEN ECONOMY IN HIS COMPANY

A SunnyBag features bendable and waterproof solar panels which can charge a Li-Ion high capacity battery. The battery has a USB output and can be used to charge all sorts of mobile devices. The company's vision is to make energy production more intelligent, autonomous and environmentally friendly in the future while being one step ahead with its technology, using sophisticated design, and being ecologically viable.



### REQUIREMENTS IN HIS JOB

Scientific background and interest in environmentally friendly technology.







# 2

## BECOMING AN ENTREPRENEUR IN A GREEN ECONOMY

### MILESTONES ON YOUR GREEN JOURNEY

There are three milestones on the way to starting your own green business.



Try the Business Model Canvas! It is easy to use and gives you an idea of what your business plan could look like: [www.strategyzer.com/canvas/business-model-canvas](http://www.strategyzer.com/canvas/business-model-canvas)

#### 1

#### Come up with ideas

- ✓ Identify what you are good at, what skills and experience you have.
- ✓ Collect ideas, develop your creative ideas further to make them more concrete, be willing to present your ideas.
- ✓ Seek support, be aware of risks, lead an informed and structured argument.
- ✓ Develop a business plan including a SWOT analysis.

#### INFO

*A SWOT analysis is a basic, but important marketing idea. It is a tool which helps you with the strategic planning of your business by analysing Strengths, Weaknesses, Opportunities and Threats which your business might face.*

#### INFO

*A business plan is a written concept for your business including all the steps you plan to take in order to open your business. It is important to have a good business plan as this will allow you to get access to financing and other forms of support. Your business plan will include your visions and expectations, financial projections and your market assessment. It will allow you (and others) to assess your business in many ways.*

#### 2

#### Make your ideas reality

- ✓ Make a business plan.
- ✓ Use your resources wisely, make a roadmap, set yourself clear goals.
- ✓ Take initiative, be team-oriented and build a network.
- ✓ Be ready to make decisions and take action.
- ✓ Stick to your schedule and keep promises.
- ✓ Make use of available marketing tools and technologies and use them accordingly.
- ✓ Plan and manage your finances, coordinate and manage projects.
- ✓ Take the actual step of starting a business, be aware of your own potential.
- ✓ Readjust your plans when needed, adapt to new realities that may occur.

#### 3

#### Think green

- ✓ Be aware of environmental challenges, identify how you can make small changes to offset your ecological footprint.
- ✓ Consider green ideas and have a green mind-set when making business decisions, be ethically conscious.
- ✓ Be aware of the value vs. pricing of products.
- ✓ Use your resources economically, use case studies and best practice examples to learn how other people have done things.
- ✓ Make environmentally-friendly choices when it comes to financing your business.

#### INFO

*In today's world more than ever, it is important to leave a positive ecological imprint. You can do this by considering the impact of your actions on the environment in everything you do. Every little bit counts: Turn off the lights and water, recycle, walk and bike, buy and think sustainably...*





# 2

## BECOMING AN ENTREPRENEUR IN A GREEN ECONOMY



### INFO

*Motivation is key! If you want to contribute to a better world and make the planet a place worth living in, you already have the right mind-set to become a green entrepreneur. People who start their own green business are mission-driven, they are highly motivated by the idea of going green and they identify with the ideas behind a green economy.*

### INFO

*The IMPRINT+ programme wants to engage more people in leading sustainable lives in order to leave a positive footprint on the planet. Countries from all over Europe have joined forces to work on this project and to come up with ideas and solutions for facilitating environmentally-friendly ideas.*

## GOING GREEN

The scope of green entrepreneurship gives you countless opportunities to make a living and – at the same time – contribute to an environmentally sustainable economic model. Going green is a trend that more and more people are joining in order to become a part of the movement towards a better future!

Such a long time of exploiting natural resources has taken its toll on the environment and it is crucial that we start to try and leave a positive impact on the world before it is too late. By going green, young, ambitious people around the world, who want to become entrepreneurs and dream about opening their own start-up businesses, have all the opportunities to influence the world in a positive way.

There are several factors defining green entrepreneurship:



Green entrepreneurs have their own businesses and are willing to let their actions and strategies be guided by sustainable goals.



Everything a green business does has to be in accordance with the idea of leaving a positive footprint on the environment rather than a negative one.



Business ideas and tasks address issues that are connected to sustainability.



As in any other field, one essential factor in having a successful green business is good financial planning in order to ensure a flourishing business.







## KEY OPPORTUNITIES FOR GREEN BUSINESS DEVELOPMENT

Currently, there is a transition from traditional business models to a green economy. Despite all the positive change this brings about, it naturally also poses problems, as processes and ideas have to be altered, completely changed or even entirely newly developed. This situation does, however, also offer great opportunities, for eco-innovation and opening new markets and niches. The need for a green economy creates spaces for green start-ups addressing current environmental issues and tackling problems which the world needs to solve.

This is YOUR chance to become involved and get active! If you want to be part of the green economy, there are many opportunities to become a green entrepreneur – below are just a few ideas on how you can develop a green business.



*To go green, be  
innovative and think  
outside the box!*

- 
- Recycling – most things can be recycled! For example, think of opportunities to use metal pieces turned into art or of pallet furniture: there are no limits to your imagination!
  - Go Zero Waste- reduce the amount of packaging you use, design reusable packaging.
  - Information sharing – educate others about the importance of a green economy.
  - Sustainable mobility – switch to environmentally friendly modes of transportation: use your trip with the train ideas around bike whenever you can or take a instead of a car, think of business this concept.



## CASE STUDY

### ECO-TOURISM

# ROCK FARM SLANE

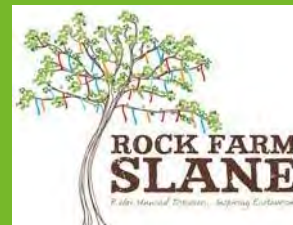
## Slane, Ireland

Company name: Rock Farm Slane

Sector: Tourism

[www.rockfarmslane.ie](http://www.rockfarmslane.ie)

Rock Farm Slane is a “glamping”, ecotourism and activity centre and an organic farm, practising the most ecological form of tourism in Ireland.



### COMPANY REPRESENTATIVE

Carina Mount Charles



### PERSONAL BACKGROUND

Carina Mount Charles is an eco-minded entrepreneur who has established an independent energy consultancy specialising in energy management and a gold-certified ecotourism business. She was educated in finance, environmental technology and energy management. She has previously worked as a sales executive in the financial sector in Spain and Portugal.

*“Follow your heart, respect the environment, follow best practice and stay up to date with research, protect the environment for future generations.”*



### ASPECTS OF THE GREEN ECONOMY IN HER COMPANY

A stay at Rock Farm Slane is all about getting back to nature, eating well and living well. In accordance with their ethos of “leave no trace”, the farm offers “glamping” (glamorous camping): the farm uses rainwater, bathroom facilities provide 100% composting and the fire wood is harvested on the estate. Additionally, all vegetables and fruit are organically grown locally, eggs and meat are produced on the farm and the bread is freshly baked. Guests can participate by preparing their own meals using the organic ingredients for special BBQs and camp fires. The Farm Office has a small shop selling products from the farm.



### REQUIREMENTS IN HER JOB

Independent advisory on energy management programmes, efficiency improvements and renewable technologies, energy management and policy, environmental management, carbon management, sustainable building and development for rural and urban sites.





## CASE STUDY

### ORGANIC AGRICULTURE



## CANTINE ERMES

### Santa Ninfa, Italy

Company name: Cantine Ermes Soc. Coop. Agr.

Sector: Wine producers

[www.cantineermes.it](http://www.cantineermes.it)

Cantine Ermes is a green economy wine producer.



### COMPANY REPRESENTATIVE

Vito Bonanno



*"The green economy belongs to all of us – it is not something abstract, but it grows, it is formed and improves thanks to our day-to-day actions."*



### PERSONAL BACKGROUND

Vito Bonanno graduated in agricultural sciences, specialising in agribusiness and green economy.



### ASPECTS OF THE GREEN ECONOMY IN HIS COMPANY

The company's aim is to find its own connection to a green economy by raising global demand for environmentally friendly products, using alternative energy, adopting more efficient energy techniques and controlling the waste and water cycle. There is a strong belief in the company that a green economy is present on many levels such as sustainable agriculture and transportation, logistics, and resource management.



### REQUIREMENTS IN HIS JOB

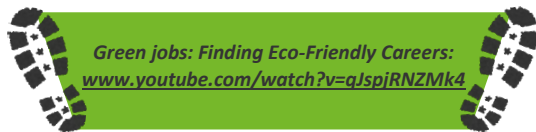
Knowledge of environmental resources, territories, methods of production and of the application of alternative energies. Being aware of energy efficiency and its forms of application in the company such as water management, purification, waste cycle management etc.





## GREEN JOBS

If you want a job with great potential for the future, you should definitely look into the green economy. The need for sustainable workplaces and businesses is rising as the world's resources are declining.



## WHAT ARE GREEN JOBS?

Green Jobs are designed to reduce the negative impact on the planet. This can be done through a variety of ways, from protecting the environment by producing as little waste as possible to reducing energy needs at the workplace. Many different factors contribute to making a business green: designing an energy-efficient workspace, committing to environmentally friendly business goals, offering green services and products and so much more.

## WHERE CAN YOU FIND GREEN JOBS?

Green jobs can be found anywhere from the building and energy industries to science and hospitality, because an increasing number of sectors are aiming to become more sustainable. As the idea of a green economy is relatively new, there are tons of opportunities for new business concepts. These are only a few of the many possible educational fields which will equip you for becoming a successful green entrepreneur:

- ✓ Sales and marketing
- ✓ Environmental technology
- ✓ IT
- ✓ Biology
- ✓ Energy technologies
- ✓ Mechanical engineering
- ✓ Architecture
- ✓ Law



*Never a dull moment: no matter what field you are excited about, go for it! In a green economy, you can turn your business ideas into reality.*







## WHAT SKILLS, COMPETENCIES AND TOOLS DO YOU NEED FOR A GREEN JOB?



*One thing that is important, no matter which sector of the economy you are headed for, is a good set of skills!*



Whatever it is that interests you most, whatever your talents are – you can definitely find your place in a green business environment. Skills in all fields are highly desired in the green economy because all aspects of life can be turned green. It is only a matter of being an informed, caring individual and being invested in going green. Think about further developing competencies such as

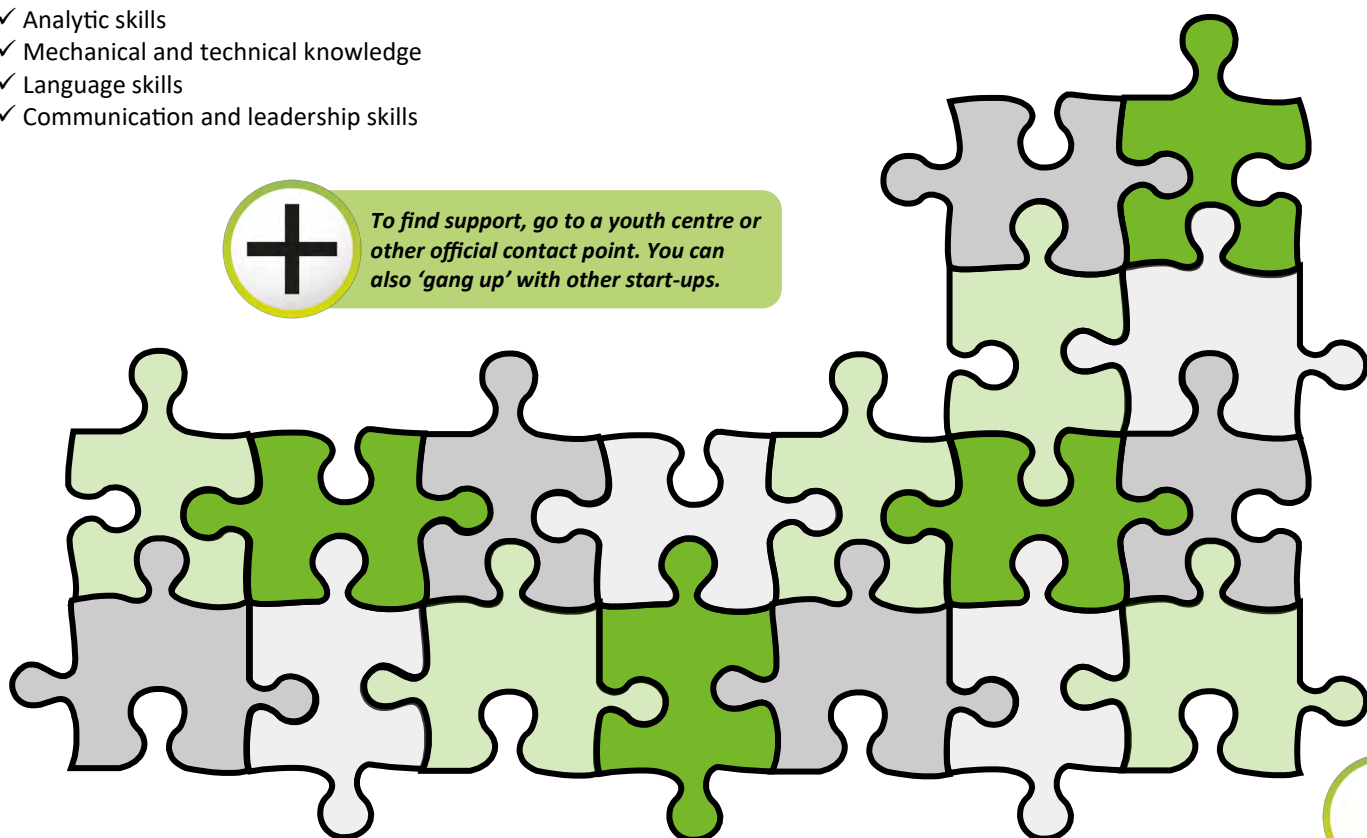
- ✓ Analytic skills
- ✓ Mechanical and technical knowledge
- ✓ Language skills
- ✓ Communication and leadership skills



*To find support, go to a youth centre or other official contact point. You can also 'gang up' with other start-ups.*

Just as with skills and competencies, the tools you need for working a green job are varied. Modern technology offers numerous gadgets which a green economy can take advantage of. Anything from computer programming software to monitoring tools, databases and industrial machinery are used to complete the tasks given by the green economy. If you master a variety of these tools and know how to use those that are helpful in your specific field, you will have a great advantage over your competitors.

You also have to be resilient, determined and well aware of possible risks. If you are just starting out as an entrepreneur and want to open your own business, you might encounter various difficulties and obstacles such as dealing with bureaucracy and legislation. While this might be scary and frustrating, there is no need to worry. Most countries and communities offer support for young entrepreneurs and start-ups. You will find financial and legal aid and access to support systems. As not all new businesses are classic private companies, you can also seek support by contacting like-minded people. You might even find new business partners and form an association or foundation with them.







## EDUCATION AND TRAINING FOR THE GREEN ECONOMY

Education and training are key factors when it comes to learning how to live a sustainable life and promote your ideas for a green economy. Through education, you can learn how to cope with life's challenges and find innovative solutions for difficult problems. Education and training also teach the knowledge necessary for becoming a productive and skilled member of the workforce. There are many different possible paths through the jungle of education which will give you the right set of skills to become a successful green entrepreneur.

Education comes in many types and shapes and does not necessarily only mean formal schooling. This also gives you great opportunities because it allows you to choose yourself what, when and where you want to learn.

In order to be prepared and ready for starting your own green business, you need to be well-equipped in various areas: gather the necessary knowledge that your specific desired field requires, acquire the skills you need to be able to operate the appropriate technology, be resilient in order to make it through harder times and be open to always learning new things and broadening your horizon. If you train in the field you are interested in, you will find that you have the required skill set to be successful.



**You can, for example, look into vocational training, internships, job-shadowing, personal interviews with people who already work in your desired field, additional further education courses and e-learning classes.**



**IMPRINT+ has a training course available and ready to go! Check out the website to find out more: [www.imprintplus.org/courses](http://www.imprintplus.org/courses)**

Continuously broadening your horizon is a key factor when it comes to being successful. The more knowledge you have and the more you know how to do, the better it is for you and for your future business. Technological progress never stops, which is why you have to keep up with it, especially in the continuously evolving and new field of a green economy.

If you are interested in becoming a teacher yourself, the need for education might even be an opportunity for you to be working within the scope of a green economy in the field of education and training. There will be a high demand for trainers who educate people on environmental issues, as the need for knowledge in this field constantly increases.

### INFO

*Never stop learning! In today's world, there are countless opportunities to learn new things and to get better at things you already know. Make use of available resources such as workshops, online classes, advanced training and specialist journals. Many offers are free!*





# CASE STUDY

## ORGANIC AGRICULTURE



## MOLINI DEL PONTE

### Castelvetro, Italy

Company name: Molini del Ponte

Sector: Nutrition – Flours and pasta

[www.molinidelponte.com](http://www.molinidelponte.com); [www.facebook.com/molinidelponteDrago](https://www.facebook.com/molinidelponteDrago)

Molini del Ponte produces organic, locally grown grains and pasta.



### COMPANY REPRESENTATIVE

Filippo Ingazio Drago



*"Passion for the work you are doing, thirst for knowledge, curiosity, attending practical training, courses and conferences."*



### PERSONAL BACKGROUND

Filippo Ignazio Drago is a miller and an entrepreneur. He has taken part in numerous conventions about ancient grains and milling techniques.



### ASPECTS OF THE GREEN ECONOMY IN HIS COMPANY

All his flours and grains are certified to make sure they are locally grown and organic. The company's pasta is hand-made.



### REQUIREMENTS IN HIS JOB

Good knowledge of grains, milling and specific techniques; staying up to date with modern technology.







# CASE STUDY

## RECYCLING AND WASTE MANAGEMENT

### PROAQUA

#### Austria

Company name: Proaqua Diamond Electrode Production GmbH  
Sector: Water Purification  
[www.proaqua.cc](http://www.proaqua.cc)

Proaqua uses environmentally friendly techniques (diamond electrodes) to clean water.



#### COMPANY REPRESENTATIVE

Michael Schelch



*"Have innovative ideas, dare to explore and implement them."*



#### PERSONAL BACKGROUND

Michael Schelch is an executive partner in the Proaqua company, he is one of the inventors and owners of the patents underlying the processes used in Proaqua.



#### ASPECTS OF THE GREEN ECONOMY IN HIS COMPANY

An electrochemical advanced oxidation process with diamond electrodes is applied for water treatment and/or water disinfection without adding any chemicals. Amongst others areas, this technology can be used in the food and paper industry and in waste management.



#### REQUIREMENTS IN HIS JOB

Scientific background knowledge, curiosity, willingness to learn and being innovative.





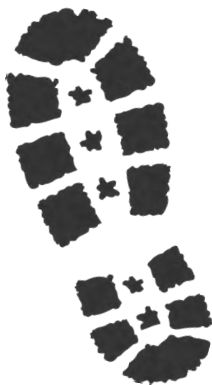
## IMPRINT+ APP

The IMPRINT+ app is a tool to help you convert everyday actions into positive environmental actions. This is a great tool to see which small changes you can make to make a big difference. If you take up some of the suggestions the app gives you, you can definitely leave a positive imprint on the planet!

You went to your favourite holiday location this year, but that required a four-hour flight? Build a wildlife shelter or plant one native tree to set off your ecological footprint. Love your daily 10-minute showers? How about creating an organic vegetable garden to make up for it? The IMPRINT+ app gives you a variety of clever and sustainable ideas what you can do in order to improve the world you live in by converting activities which leave a negative footprint into positive actions for the planet.



*Try out the app and see for yourself what you can do:*  
<https://imprintplus.org/app>



*Learn.  
Act.  
Connect.*







# SUSTAINABILITY OF YOUR GREEN BUSINESS

When considering developing a green business it is important you think about sustainability. An example of sustainability is the practice of reduce, reuse and recycle. Sustainability aims at leaving a positive impact on the environment. It means that all actions are geared towards finding a way of less exploitation of natural resources and of making informed choices instead. Creating a sustainable economy, living a sustainable life and supporting sustainable development in general are crucial factors for the human race and for the planet to survive. Sustainability should, therefore, be a fundamental aspect of today's life.





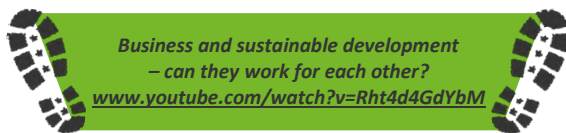
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## SUSTAINABILITY OF YOUR GREEN BUSINESS

In order to underline the importance of the concept of sustainability, the United Nations came up with 17 sustainable development goals to be reached by 2030. Among them are affordable clean energy, sustainable cities and communities, climate action, and responsible consumption and production.



In order to change society towards adopting more environmentally friendly lifestyles, it is essential that people make decisions and choices that are based on the idea of sustainability. Even small actions make a big difference: buying locally, saving electricity and water, reducing waste etc. All these aspects will also help a business to become green. One way of developing a sustainable business is to consider the circular economy.



## Local actions for global achievements.

### INFO

*Sustainability is built on three main pillars: environmental, economic, and social aspects. It is essential that attention is paid to all three areas and that they are equally strong because sustainability can only be reached if there is a balance between them. In order to be considered sustainable, any business needs to make sure that it protects the planet, the business itself and the people working for it.*

### INFO

*As a green entrepreneur, one of the steps you can take is to invest in local economic growth. Work with local companies, get local partners, purchase locally produced goods. This will not only strengthen your local economy by creating local jobs and supporting small local businesses, but it will also drastically reduce carbon emissions caused by long transport routes.*

### INFO

*Lead a sustainable lifestyle by making smart, informed choices and try your best to reduce actions which are harmful to the environment.*







## CASE STUDY

### ECO-TOURISM



# ALTIPLANO GUIDES COMPANY

## Baza, Spain

Company name: Altiplano Guides Company (Compañía de guías del Altiplano)

Sector: Tourism/sports

[www.manuelmateos.es](http://www.manuelmateos.es); <http://guiasaltiplano.blogspot.com.es>;

[www.facebook.com/manuelmateos.es](http://www.facebook.com/manuelmateos.es)

Altiplano Guides Company creates trails and offers sustainable trekking tours and hiking programmes.



**MANUEL MATEOS**  
GUÍA DE MONTAÑA



### COMPANY REPRESENTATIVE

Manuel Mateos



*"Know your product better than anyone else and be familiar with the field or scope where it is developed and produced. Have a global overview of your business in order to act at a local level. Recycling and lifelong learning are essential."*



### PERSONAL BACKGROUND

Manuel has a degree in Education Sciences from Granada University as well as a Master Business Management and Administration. Additionally, he is a sports technician specialized in mountaineering and mountain climbing. He has 18 years of experience as an outdoor guide and has lead over 800 outings in Spain and 150 abroad.



### ASPECTS OF THE GREEN ECONOMY IN HIS COMPANY

Waste management and the control of environmental impact of tourist groups; obtaining environmental permits. Environmental training. Sustainable trekking and hiking programmes in the spirit of "leave only footprints". Signposting and trail creation as a key element for local and sustainable development. Training hiking and trekking guides, including behaviour rules and analysis of environmental values.



### REQUIREMENTS IN HIS JOB

Environmental interpretation, group control and guiding. Decision-taking and intrinsic risk management of outdoor activities. Marketing





## CASE STUDY

### RECYCLING AND WASTE MANAGEMENT

## FRUTA FEIA

### Portugal

Company name: Fruta Feia

Sector: Food waste

[www.frutafeia.pt/en](http://www.frutafeia.pt/en); [www.facebook.com/FrutaFeia](https://www.facebook.com/FrutaFeia);

[www.youtube.com/watch?time\\_continue=2&v=hzhjXHNbIM](https://www.youtube.com/watch?time_continue=2&v=hzhjXHNbIM)

Fruta Feia works on reducing food waste.



### COMPANY REPRESENTATIVE

Isabel Soares



### PERSONAL BACKGROUND

Isabel Soares is an environmental engineer. Before creating and running Fruta Feia Co-op, she worked in business development for the renewable energy sector for seven years.



### ASPECTS OF THE GREEN ECONOMY IN HER COMPANY

Fruta Feia ("Ugly Fruit" in Portuguese) aims at reducing food waste and at cutting back on any unnecessary use of resources such as water, soil and energy. At the same time, the company wants to minimise greenhouse gas emission into the atmosphere by food decomposition. The company's goal is to match production and consumption and to reuse any material used for the transportation of fruits and vegetables.



### REQUIREMENTS IN HER JOB

Skills in project management and human resources, versatility (office tasks and physical tasks such as loading and unloading, being able to drive a cargo van etc.), social skills (contact with consumers and producers), social and environmental principles, courage and resilience.

*"Identify the challenge, set a detailed business plan that guarantees the project's self-sustainability. Make sure to complete a business plan so that, ideally, the project is able to grow without any large investments and without any big overhead costs. Be innovative in your goals, with the social organisational model you apply and with how you want to operate your business."*







### 3

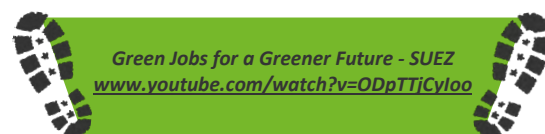
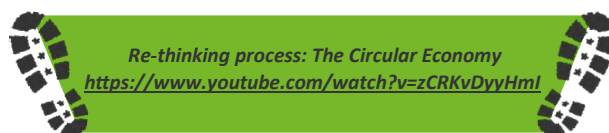
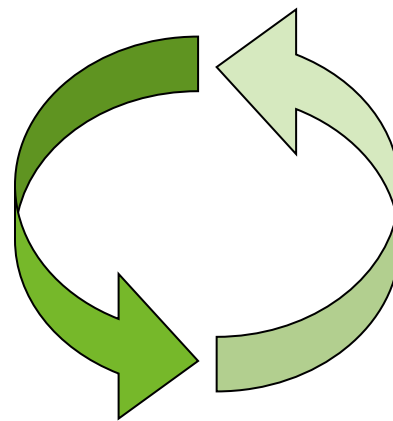
## SUSTAINABILITY OF YOUR GREEN BUSINESS

### CIRCULAR ECONOMY AS PART OF YOUR GREEN BUSINESS

Investing in a circular economy makes sense because it means that precious natural resources are used and reused even after the original product has been thrown out. In a circular economy, goods are not just disposed of: as many items as possible (or parts of them) are collected and reused. This way materials are used several times, which has the positive effect of fewer resources being needed and of less waste being produced. As the planet's resources are limited, this is a crucial aspect in making the world's economy more sustainable. Changing from fossil to renewable energy is another example for a circular economy, as fossil energy uses up resources which cannot be replaced while renewable energy is produced by using resources which are unlimited.

#### INFO

*What can you do? Attend conferences and business events which are offered in your desired field. Meet people, be open, outgoing and friendly, catch up with business contacts, host events, use social media, come up with ideas to engage other people in what you believe in and inspire them with your ideas.*



### NETWORKING

Networking is a great way of being involved. You can get active, become involved in local environmental causes, support local businesses and you can get yourself connected to like-minded people locally and internationally. Build your network and get as much support as you can – your contacts will one day be a valuable asset for your own business.

One way to get your networking started is to engage in social media activities. As many participants of the green economy are young, forward-thinking people, social media is a great tool to reach them. Make an active use of all the social online platforms available, find Facebook groups, make LinkedIn business contacts, tweet about your issues, share content on Instagram and Pinterest, make snapchat stories about your ideas etc. If you engage other people in what you do, you will soon benefit from your network.





# IMPRINT

## IN CONCLUSION...



Researching your ideas and making plans are your best way of turning your dreams into achievable goals. Do not be afraid to 'think outside the box'. There are lots of resources available online and in your locality if you wish to pursue your idea and become a green entrepreneur.





## PROJECT CONSORTIUM



To get more information about the IMPRINT+ project, visit the project website at: [www.imprintplus.org](http://www.imprintplus.org)

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Co-funded by the  
Erasmus+ Programme  
of the European Union

2015-1-PT01-KA201-012976  
This project has been funded with support from the European Commission.  
This publication [communication] and all its contents reflect the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.