



GREENTREPRENEURSHIP  
easier done than said

NEWSLETTER #1

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# EDITORIAL

One of the global effects of the economic crisis and years of its slow recovery is the current alarmingly high rate of unemployment in many countries around the globe. Partners from 4 continents developed a project that will contribute to improve the quality of support systems and the capabilities of youth NGOs dealing with unemployed young people. The aim is to enhance young people knowledge and understanding of green entrepreneurship and to raise awareness about its multiple opportunities.

During the project, youth workers active within the partner organisations will elaborate an educational module in the field of green entrepreneurship and youth employability and will attend an international training to improve their didactic skills.

After completing the training, they will pilot-test the gained learning in their local environment: groups of young unemployed people will be formed in each country. Under the mentorship of youth workers, the participants will achieve the expertise needed for planning green business ideas and actively participate in the green labour market.

Partners believe there is no more creation of traditional job, as we knew it before, which means, that we are now the creators of our own future. Youth can play an important role in this process.

They have more time on their hands, they are able to come up with innovative fresh ideas and have an easy connection with the world through latest technology. We are here to support their potential and to guide them in sustainable entrepreneurship.

In order to raise awareness about green entrepreneurial skills for youth employment, partners are going to create three Newsletters that will inform you about the project and its results, including examples of good practice and interviews with green entrepreneurs.

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## **GREENTREPRENEURSHIP**

*is a business activity that involves innovations, which reduces pollution, efficiently manages local resources and establishes conditions for a decent work while making production process or product more sustainable.*

# OVERVIEW OF THE PROJECT MEETING IN TANZANIA

*Youth going green to beat joblessness*



**While garbage disposal remains one of the major concerns in Dar es Salaam, some countries are turning waste products into innovative opportunities for the unemployed youth.**

In September 2015, the beneficiary countries of the project had a planning meeting in Bagamoyo, Tanzania to discuss the implementation of the project. The beneficiaries are: CCN, Nepal, CESIE, Italy, CHECK-IN, Portugal, SES, Argentina, PiNA, Slovenia and TYCEN, Tanzania.

The two-year project will focus on capacity building in the field of youth employment and green entrepreneurship. The partners of the project believe in tackling today's high rates of youth unemployment and serious environmental issues.

During the planning meeting, Chris Ndallo says that Tanzania Youth Cultural Exchange Network (TYCEN) organized a study visit to sustainable Energy and Development Centre (SEDC) located in Mbezi Juu.



He also explained that the main aim of the visit was to expose the participants to Tanzania's local green economy initiative and learning on how green enterprises can easily help to tackle youth unemployment prevailing in Tanzania and other countries by using renewable resources available.

*"During the planning meeting I had the chance to present Tanzania's youth unemployment situation to other participants and show how green economy projects could help tackling unemployment problems in Tanzania" says Ndallo.*

He added that there is hope to eradicate youth unemployment in Tanzania: the two years capacity building project implementation shall involve youth from various educational backgrounds to participate in the green entrepreneurship training which will enable them to acquire skills and knowledge. He says that TYCEN will concentrate on engaging youth in green economy and promotion of green skills, knowledge about youth employability opportunities; TYCEN will also care for the implementation of trainings or workshops for young people in order to improve their level of skills, knowledge and competences on this issue.

*"The training is needed for enabling their active participation in the green labor market: this step leads to self-employment to support the green entrepreneurship projects in the country", says Ndallo.*

Juma Athuman, 25 years old, is an unemployed man who supports his family with the little money he collects by selling water. He earns about 10,000 per week which only allows him to bring little food for his parents who are also unemployed.

Commenting on the project, Athuman says that the implementation of the project might help majority of unemployed youth only if both TYCEN and youths will decide to work hand in hand.

He continues, saying there is a lot to learn from other countries on how they have managed to generate employment to youths through such projects. However it's very challenging to get youths involved in projects like these as special needs and resources are requested to reach all of them.

*"Majority of youths who are unemployed are in rural areas and they think if they relocate to Dar es Salaam it will be easy for them to get jobs. As a result, by moving there they just increase the rates of unemployed youths in the city. TYCEN should also find a way to reach unemployed youths from rural areas and encourage them on how they can employ themselves," says Athuman.*

From his part, Slovenian representative Vid Tratnik, PiNA says the planning meeting that brought together different partners was very interesting to confront several views and experiences on a worldwide topic as green entrepreneurship is. He says that the aim of the project is to build the capacities of youth organizations.

*"We will develop a training module and manual. In April we will have a training in for 30 youth workers, who, once back to their countries, will implement local trainings and support activities for youngsters who want to start a green business", says Tratnik.*

Written by Salome Gregory





# GOOD PRACTICE FROM ARGENTINA

*Pecohue: It is a social entrepreneurship programme that focuses on the organic production of vegetables and compost*



**Pecohue is a social entrepreneurship undertaking that aims at enabling 16-to-25-year-old intellectually-challenged youngsters to enter the job market. Its activity takes place in a vegetable garden where a wide range of vegetables is grown.**

The project is a result of the cooperation among volunteers and students who carry out their professional practice there. The former come from varying backgrounds and their age span is equally broad. The latter are mainly Psychology and Occupational Therapy students. All of them collaborate with the 'users', youngsters that have different disabilities or disorders and who are aided and encouraged to carry out diverse tasks in the vegetable garden environment.

The entrepreneurship undertaking is economically self-sufficient besides the fact that the 'collaborators' are not paid for their work, all the harvest is sold to third parties, and the profits are used to cover the different costs that need to be paid, such as the purchase of seeds or, in some cases, for instance, granting scholarships to the 'users.'



Environment and Environmentalism are concepts that permanently shape the programme. Practically every material used is recycled and/or recyclable: chairs, a variety of tools, pallets to build ditches, yoghurt pots where seeds are sown, etc. Moreover, the crops are environmentally-friendly; that is to say, no chemicals are used and, therefore, the vegetables grown develop an intense flavour and their quality is great.

In conclusion, it is an entrepreneurship undertaking where diverse concepts are united in a singular reality: aid to vulnerable groups, Environmentalism, self-sufficiency, associative collaboration... All of them are concepts that play a role in a project that has developed for many years and which highly encourages those who have had the opportunity to get to know it and get involved with it.

Written by Marc Bosch

# GOOD PRACTICE FROM ITALY

## *Orange Fiber: how to turn citrus waste into a sustainable fabric*

### ***Can we make a textile from citrus waste?***

**This is the question that came to the mind of two Sicilian girls and brought them to develop one of the most innovative green startup in Italy.**

Orange Fiber is a textile made by extracting the cellulose from the fibers that are discarded from the industrial pressing and processing of the oranges. The fiber, through nanotechnology techniques, is also enriched with citrus fruit essential oil. The result is a vitaminic textile that nourish the skin like a not greasy body lotion. This innovative idea has the potential to bring sustainability inside the textile industry, tackling the environmental issue of the citrus waste production and bring job opportunities in a disadvantaged land.

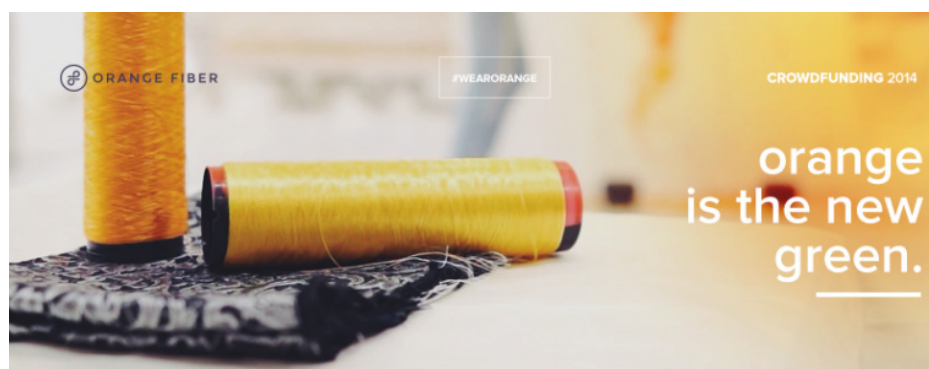
Everything started in 2011. Adriana Santonocito, specialized in design and innovative textile and Enrica Arena, expert in communication and marketing, were students in Milan when they invented Orange Fiber. Adriana, for her thesis, was conducting a research on a sustainable and vitamin-enriched textile from citrus waste.

Enrica, her flatmate at that time, embraced the idea adding to it her communication and marketing expertise. The thesis became a project at the Polytechnic of Milan, after the feasibility study the team patented Orange Fiber.

With the financial support of Trentino Sviluppo and the help of two business angels and a lawyer, Orange Fiber officially became an innovative startup based in Catania and Rovereto in February 2014. In September 2015 was presented the Orange Fiber prototype in the occasion of the Expo Gate of Milan.

Orange Fiber has special connection with the Sicilian territory. It is not only the place of origin of the two co-founders, but also the location candidate to establish the production of their sustainable textile. The citrus sector is suffering and in general the labor market is stagnant, especially for young people. The project potentially can have important positive social and economic effects for the island.

From an environmental prospective it is not less interesting. Sicily has a massive production of citrus and consequently a production of waste materials from the industry, up to 700 tons per years. Orange fiber is offering a solution to the problem of reducing the amount of this materials.





As far the idea has won several awards at national and international level such as the UNECE Ideas for Change Award in April 2015. Also the future is promising. The possible uses of the fiber are varied and the presence in the market, from cosmetic textile to home textile, until develop their own fashion line, is relevant.

Orange Fiber has many characteristics to succeed. Great strengths are the innovative and sustainable approach applied to the textile and fashion industry, the respect and valorization of local resources and the internationalization of the products able to spark interest of the biggest fashion brands.

Written by Caterina Daniela Impastato



For more information, please visit [www.orangefiber.it](http://www.orangefiber.it) and [www.facebook.com/orangefiberbrand?fref=ts](https://www.facebook.com/orangefiberbrand?fref=ts).

# INTERVIEW WITH METKA ŠORI, GREEN ENTREPRENEUR FROM SLOVENIA

*Promoting green conscience through magic and creativity*



Her career started in the textile industry, when clothes were still designed, produced and sold in EU. In 2005 she started a packaging design studio in Trieste, Italy which developed into a small advertising agency. After several years in this professional sector, she started feeling not satisfied anymore, realizing that all she was creating was added value: however, despite this distance, she boosted and focused on another feature, her own sense of creativity, and slowly she turned into a real Green entrepreneur.

The journal Primorske novice declared her important personality for the month September 2015.





### *How everything began?*

After leaving my former job (beginnings of 2010) I thought on how to build something enduring and useful, starting from my personal conscience and from the need of finding again the final direction I was now missing. I began on my own, working with my creativity mainly as a hobby, but then just by coincidence, I met a girl from Ljubljana with my same vision of using creative power to raise conscience of people.

This meeting has been the first opportunity to let grow a network of creative talented people. Moreover, in order to better invest my capacities, in 2014 I decided to attend a course promoted by the Regional Development Centre of Koper – PVSP Enterprisingly into the business world, targeting unemployed young adults with higher educational level, who wished to learn how to manage an individual entrepreneurship and to enhance their managerial skills.

Another aim of the course, was to finalize the planning of Reuse – recycle centres, which ought to be sustainable under economical aspect and have to affect the communities with long term impacts.

### *What do you do in order to promote green conscience?*

I could say I moved from creativity to promotion and education on recycling. I collaborate with educational institutions, and I run different workshops in Slovenian schools, mainly in the coastal area of Koper. The workshops aim to raise awareness on responsible consumption, recycling & reuse, home gardening and sustainability. Moreover, I also plan different activities outside schools for the promotion of these issues, in order to let a different conscience arise in this direction.

Another activity that is now successfully growing, is the SWAP party: this is an occasion for different people to exchange in the shape of barter, their clothes, accessories and other stuff they don't use anymore; at the moment we are involving mainly citizens, but in the future we also expect to collaborate with artists and tailors.

However, the real meaning of these parties, is that people here also exchange their stories, their traditions, and give another value to objects, which in this case are not merely linked to money, purchase and capitalism, but instead reveal something of the people who used to own them, and represent an important step for reuse of things.







Middle aged women and young girls participate with enthusiasm to these happenings that we run in Koper, at our centre Središče Rotunda; also women of high social origins come here full of expectations and this is also a little signal that the change is occurring at every societal level: the reuse possibility is not simply addressed to the weaker or poorer categories of the society, but it is starting to be perceived as a responsibility by the whole collectivity, and also people who are more used to the traditional trade system, are now willing to consume less and to develop another conscience.

*Are people ready for this slow shift to happen?  
How is the education and attention of people changing towards this phenomenon?*

Generally, children and elderly people are more open- minded to this approach, they are ready to assimilate new methods of consuming different products and an alternative utilization of recycled materials. While most of the adolescents are mentally highly corrupted, due to their vulnerable and particular phase of growth, their necessity of feeling accepted also through the way they consume, they dress, they eat, children are still free, they need to experiment and after a first moment of doubt and insecurity, they go through these paths with attention and passion.





Recycleland is the country where children give new life to garbage, where materials only apparently useless have another meaning and importance, and also a birthday party can be the occasion to get dressed and become monsters or fairies by using alternative, recycled stuff, by organizing Eco – birthday parties.

We involve around 100 children per year: it is still a small segment compared, but it is a crucial one, as the children become those who will teach the importance of recycling to their parents, they become the green engine of the whole family, and from families to society.

These actions represent for children the tools for learning about the importance of their actions for the environment by playing and having fun, in the same way as the SWAP party is an happy moment for exchanging things among people, but it is also becoming a thought out action that adults are taking in order to start living in more sustainable and responsible way.

The attention of people towards a green, sustainable and conscious progress is changing, but still there is the need of planning long term policies and to show people that their actions really count and can make a big difference.

*What do you think about Slovenian and EU policies for promotion of entrepreneurship and particularly of green one, if there's any?*

To be honest, I only have a general idea of the EU policies in this regard, and I am not very familiar with European bureaucracy or project development, I prefer to develop ideas rather than documents.

Concerning the Slovenian side, I have to say I am receiving great support and consideration from the national authorities, and citizens too: in September I was nominated Personality of the Coastal zone of Koper, which was for me a great pleasure.

However, to elect me is also revealing of how the attention towards crucial problems such as the environment, recycling, sustainability, is growing and it is driving people to take concrete actions.

This same attention is also shown by the Slovenian institutional and educational systems. Important collaborations are emerging between these two spheres: this is a very positive trend, even though today this kind of work still advances slowly and there is a great separation between the different internal sectors - divisions.



Moreover, teaching programmes in schools are somehow flexible and open to new learning on issues such as reuse, responsible consuming and sustainability, but it is still a small step, because the whole educational system is highly channeled towards the needs of a society based on extensive consumerism, trade and fast consumption.

The workshops I run in schools are agreed in advance with the direction; it is important for school staff and teachers to rely on external experts/ figures who are willing to promote and raise awareness on certain topics, because the perception of students for these problems dramatically changes and increases.

Some teachers support me during these events, for instance during weekly workshops, and sometimes I organize one day- event as workshops for trainers, teachers, staff.

Written by Roberta Malara





# PROMOTING GREEN ENTREPRENEURSHIP

*Example of the activity aiming to clarify the concept of green entrepreneurship*

Exhibition activity is all about brainstorming entrepreneurial ideas and concepts and then sharing them among all the participants. This practice allows participants to find new entrepreneurial ideas, motivation and inspiration.

**Objective:** Clarifying the concept of green entrepreneurship, coming out with new ideas and exchanging proposals.

**Duration:** 20 minutes, 5 minutes for each table

**Methodology:** The facilitator will prepare four tables, each table will have a flip chart with a title.

The titles are:

- Definition of green entrepreneurship.
- Green entrepreneur skills.
- Entrepreneurship fields.
- Role models of Entrepreneurship.

On each table there will be a participant in charge of writing down what other participant says on the flip-chart and he will then remain to explain the contents to the next groups visiting his table.

The rest of the participants will be moving among the tables for a duration regulated by a sign, which is given by the music when it is on: the participants then will have to move to another table. All the participants will visit and give ideas for each table. The facilitator can ask the participants to dance while changing tables for fun. After completing the visits, the flip charts will be hanged on the wall like an exhibition so everybody can have a look and read what was happening on each table.

Written by Participants from the Project ECE  
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