



GREENTREPRENEURSHIP
easier done than said

NEWSLETTER #2
JUNE 2016



TABLE OF CONTENTS

EDITORIAL

OVERVIEW OF THE TRAINING COURSE IN PORTUGAL

Let's enjoy Greentrepreneurship!

GOOD PRACTICE FROM ARGENTINA

Plug-in, a social project to improve substandard housing by using discarded materials

GOOD PRACTICE FROM SLOVENIA

Reuse Centre Ltd., Social Enterprise, a fusion of social entrepreneurship and creativity

GOOD PRACTICE FROM PORTUGAL

Resialentejo Treatment and Waste Recovery, Montinho Environmental Park, Beja, Portugal

GOOD PRACTICE FROM TANZANIA

Shanga, Be kind & recycle

PROMOTING ENTREPRENEURSHIP

Example activities to stimulate participants' teamwork, entrepreneurship, spirit, and time management

CONTACT

Welcome to the second issue of the Greentrepreneurship newsletter!

Following the adoption of the educational manual for youth workers and the successful training course in Portugal, partner organizations are focused on implementing local activities and disseminating the project results.

In the coming months, each partner organization will support the youth leaders that attended the training course, in implementing what they learned. The training course aimed to develop youth leaders' skills in promoting green skills for youth employability, and to train them in delivering a green entrepreneurship educational program for young people.

They will pilot-test this acquired knowledge in their local environment by forming groups of young people who are not in education employment or training (NEET).

These young people will be trained and provided with the support necessary for them to plan innovative green business ideas, thereby promoting active participation of youth in the green labor market.

We invite you to read this newsletter and discover what can be done to challenge and support young people around the world in developing green business ideas. about the project and its results, including examples of good practices and interviews with green entrepreneurs.

Urška Vezovnik
Association for Culture and Education PiNA



OVERVIEW OF THE TRAINING COURSE IN PORTUGAL

Let's enjoy Greentrepreneurship!

From 7–14 April 2016, thirty young people from six countries (Argentina, Italy, Nepal, Portugal, Slovenia, Tanzania) met in Beja, Portugal, to learn more about green entrepreneurship and how it can be used to tackle youth unemployment. The training course was hosted by Associação Check-In - Cooperação e Desenvolvimento, one of the six project partners that— together with the leading partner, PiNA — are responsible for developing the educational module for youth workers who are tasked with helping young people develop their skills, knowledge, and competences in order to increase their productivity and employability in the green sector.

In the first part of the course, participants gained some knowledge of and theoretical background to the topic. The main focus was given to the various aspects of green/ethical entrepreneurship, and the competences required of a successful entrepreneur, e.g., innovation, strategic planning, marketing, branding, etc.

The second part primarily focused on practical activities. First, the participants acquired some basic competences as trainers. Afterwards, they tried out their trainer skills by creating ideas in the 'Green Lab' follow-up activities, to be implemented at the local level after the course. The participants created six workshops: Fallo verde (Italy), Green Bikes (Argentina), Green Innovation (Tanzania), Green Innovation Workshop for Youth (Nepal), Think Inside of Green (Portugal), and Do Not Follow, LEAD (Slovenia).





As a part of the training, participants also visited the Municipality of Beja and a local public company, Resialentejo Treatment and Waste Recovery. During the visit, participants learned about the entire recycling process and the associated business considerations.

The final part of the course was dedicated to evaluating the training from organizational and learning perspectives. Some quotes from participants: "I really liked the course, and it was very good to develop the knowledge and skills to implement local activities"; "Thank you very much for organizing the course. It was a great week of learning, with so much fun along with participants from so many places around the world"; "I liked this training! Before, I didn't know informal education but now I think it is the best way to learn something that is linked with real life"; and "The training was amazing!"



GOOD PRACTICE FROM ARGENTINA

Plug-in, a social project to improve substandard housing by using discarded materials



More than eight million Argentinian families live in precarious conditions, with low income and limited housing options. Plug-in Social was established in 2013, with the aim of helping to reduce the housing deficit and provide sustainable housing to low-income communities. Its pillars are collaborative work, renewable energy, recycling, and design.

By teaching about renewable energy and the reuse of materials, the project equips substandard homes with various devices (solar collectors, shower modules) in order to improve their basic conditions. The residents are expected to participate in a learning process by attending a two-day workshop.

Here, students, professionals, enthusiasts, and local residents collaborate, utilizing industrial and/or household waste to build “modules”—parts of houses that are self-sustainable in terms of energy. This provides vulnerable families with access to housing solutions that are environmentally friendly and meet basic needs such as access to water, sanitary hot water, sewage treatment, electricity, and gas.

Apart from the above-mentioned solar collectors and shower modules, the project is also developing kitchen units with a solar oven, and bathrooms with sewage treatment and rainwater harvesting systems.

At present, the project is constructing shower modules and solar collectors for designated families in the "Garin" neighborhood of Buenos Aires, whose homes do not have hot water system. Before this, they were involved in important projects in Bahia Blanca and in a Mbya-Guaraní community in San Ignacio, Misiones.

The project aims to reach not only the interior of Argentina but all communities where people most need these solutions, including those in Africa and Asia. Therefore, for every product that is developed, a manual is written to allow others to build the same product without the direct assistance of the project.

For more information, please visit:

<http://www.pluginsocial.org>

<https://www.facebook.com/pluginsocial>

<https://player.vimeo.com/video/110198155>



For more information, please visit <http://pecohue.blogspot.com.ar/>



GOOD PRACTICE FROM SLOVENIA

Reuse Centre, Ltd., Social Enterprise, a fusion of social entrepreneurship and creativity

Reuse Centre, Ltd., Social Enterprise is the first social enterprise in Slovenia, established in 2012 primarily to address environmental and social problems. Reuse Centre developed a new model for the implementation of socially responsible entrepreneurship in Slovenia, which connects municipalities and public waste management companies, allowing the development of new green jobs and promoting resource savings in practice. Today, it has nine business units across the country.



The main activities of Reuse Centre are:

- Training and employing people from vulnerable groups with the purpose of returning them to the labor market and ensuring social safety.
- Taking over still useful products (usable items that are brought to the Reuse Centre are reviewed, fixed, cleaned, and offered for sale at a nominal price. This includes furniture, sports equipment, textiles, household appliances, books and CDs, computer equipment, toys, etc.);
- Processing, repairing, and innovatively renovating particular types of still useful products; upcycling;
- Removal service;
- Renovation and repair of equipment by agreement;
- Environmental information and consultation, with demonstration of practical possibilities for conserving natural resources.

Reuse Centre has an important effect on the general public, in raising environmental awareness, and spreading awareness that our planet has limited resources, which we must endeavor to conserve, recycle, and reuse whenever possible. The project also runs various practical workshops whose main purpose is to showcase the possible reuse of second-hand equipment and the use of waste materials to make new products.

REASONS FOR REUSE AND CIRCULAR ECONOMY

Waste is becoming one of the world's biggest problems. Due to uneconomic waste management, resources are being lost, which presents long-term problems due to the lack of economic competitiveness and loss of jobs. Reuse represents a major contribution to prioritizing waste management; and indirectly contributes to the reduction of greenhouse gas emissions, extends the life of products, reduces the amount of waste disposed to landfill, and saves raw materials and natural resources.

Reuse also makes an important contribution to social entrepreneurship: it stimulates the production of local jobs in deficit areas, and allows for the promotion of craft professions, which in Slovenia are almost extinct.

For more information, please visit:

www.cpu-reuse.com

<https://www.facebook.com/CenterPonovneUporabe>



For more information, please visit www.orangefiber.it and www.facebook.com/orangefiberbrand?fref=ts.

GOOD PRACTICE FROM TANZANIA

Shanga, Be kind & recycle



ISSUE

In many big cities around the world, both waste management and employment opportunities for disabled people are big challenges. In the Tanzanian city Arusha well known as tourist city the number of disabled people who turned to be beggars or worked under minimal salaries increased hence Unemployment crisis.

SOLUTION

Creating green jobs through recycled materials. This enables to employ people with disabilities to create unique, high quality, handmade jewelry, glassware and home ware using recycled materials.



HOW THE ORGANIZATION STARTED BUSINESS

In 2007 Saskia Rechsteiner made a handful of fabric necklaces for a Christmas Fair in Arusha, Tanzania. Combining local fabric with some beads and her sons' marbles, she created a unique necklace and sold out within hours. Needing a name for the necklaces, she asked what the Swahili word for a bead was and was told it was a "shanga".

The days after the fair were busy - orders for the necklaces came in from safari companies, gift shops and even people who wanted to export them to Japan and Australia.

Saskia saw an opportunity to generate extra income for a deaf lady who worked on the coffee estate where she lived and together they started producing the necklaces to sell. Saskia quickly fell in love with the idea of helping more people from the deaf community and within weeks she had employed another 6 deaf ladies - all making the Shanga necklace in her back yard.

MAIN CUSTOMERS

These products are sold in Tanzania and all over the World, with the profits being reinvested back into development of new products and further employment of disabled people.

The immediate customers are Tourists, Local individuals, Local vendors who sell them in trendy boutiques in Arusha, Kilimanjaro, Dodoma and Dar es Salaam.

THE PRODUCTION

Use of various creative techniques from glassblowing recycled bottles, paper making, maasai beading, recycling old pots and pans into decorations, glass bead making, traditional weaving, metal work and much more.

PLANS FOR THE FUTURE

Expanding the business and reach more disabled and abled people to create self-employment.

For more information, please visit:
<http://www.shanga.org>



GOOD PRACTICE FROM PORTUGAL

Resialentejo — Treatment and Waste Recovery, Montinho Environmental Park in Beja, Portugal

RESIALENTEJO

Resialentejo is developing a detailed plan for its Environmental Park. As a form of land management tool, it aims to promote the integration of environmental components, to realize economic activities that are environmentally sustainable. These activities will be supported by technology, involving integrated solutions covering treatment, processing, and re-use; and will promote appropriate partnerships with local/regional authorities.

MAIN GOALS:

- Creation of an industrial zone in the region, with unique features;
- Become one of the main instruments of sustainability and competitive advantage for the regional economy;
- Implementation of an Eco-Efficient Industrial Park, which envisions the integration of environmental, economic, and social aspects, enabling new environmental activities;
- Contribute to the region's economic and business development, and to balanced development in the installation and location of economic activities.

AMBITION AND FUTURE:

The parks are planned in an organized manner, with the aim of integrating the various industries and infrastructures, to enable the sharing of resources and secondary raw materials, thus streamlining the necessary resources such as material, economic, or environmental matters.

WHAT WE OFFER TODAY:

- Administrative support for installation;
- Use of the lobby service, including access control and weighing system;
- Use of the industrial wastewater treatment plant as a final or inter-im treatment, depending on the quantitative and qualitative characteristics of the effluent;
- Use of the auditorium and meeting room.





WHAT WE WANT TO PROVIDE IN THE MEDIUM/LONG TERM:

- Construction of a new administrative building to support the adjacent Park, to help the development of a “companies nest”;
- Structured lots, with access to the telecommunications network, water, energy, and sanitation;
- Parking areas for heavy vehicles.

For more information, please visit:
<http://www.resalentejo.pt>



PROMOTING GREEN ENTREPRENEURSHIP

Examples of activities to stimulate participants' teamwork, entrepreneurship, spirit, and time management

Activity name: ON SALE

Through promoting an imaginary green product, the participants will develop teamwork, creativity, organizational, and time-management skills.

Objective — Stimulate creativity to empower entrepreneurial capacity.

Duration — 15–30 minutes:
Each group has 5 minutes to prepare, 5 minutes to present, and 5 minutes for post-presentation evaluation.

Methodology — The facilitator splits participants into small groups and gives them a plastic bottle.
Each group is asked to imagine a green product, and to create a plan to sell it.

Target Group — Youth workers and youth.





Activity name: STARS SHOW

Trough this a fun and creative activity participants will have the opportunity to present their ideas, motivations, fears and learn how to transform obstacles in benefits.

Objective — To make participants realize that each obstacle can be transformed into a benefit, to wake or empower the entrepreneur spirit of the participants.

Duration — 20 minutes: Each group has 10 minutes to prepare, 5 minutes to present, and 5 minutes for post-presentation evaluation.

Methodology — The facilitator splits participants into small groups and gives them a charter shaped as a T-Shirt. The T-Shirt has to be divided in three sections. The shoulder section represents the obstacles, the middle part represents the twisted points which can be an obstacle or a benefit, based on different point of views and the bottom of the T-Shirt represents the supportive points. Each group is asked to imagine an entrepreneurial challenge and try to find ways to overcome it.

Target Group — Youth up to 30, and Youth workers from different ages.

Outcome - Motivation, empowering participants to find solutions. New ideas.

Topics - Entrepreneurship, team work, brainstorming, creativity, capacity building.

Materials - Flip charts with a hole for the neck as a T-Shirt, markers, post-it papers, tape, string, scissors.

CONTACTS:

Urška Vezovnik, urska.vezovnik@pina.si
Association for Culture and Education PiNA, Slovenia

Giuseppe La Farina, giuseppe.lafarina@cesie.org
CESIE, Italy

Matias Golman, subiralsurargentina@gmail.com
Subir Al Sur, Argentina

Chris. J. Ndallo, tycen.tanzania@yahoo.com
Tanzania Youth Cultural Exchange Network (TYCEN), Tanzania

Yagya Raj Aryal, aryalry@yahoo.com
Campaign for Change-Nepal (CCN), Nepal

António Gomes, antonio.gomes@checkin.org.pt
Associação CheckIN - Cooperação e Desenvolvimento, Portugal

This project has been funded with support from the European Commission.
This publication reflects 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.

This project has been funded with support from the European Commission.
This publication reflects 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.
Erasmus+, Key Action 2, Capacity Building in the field of youth, Project number: 2014-3513/001-001

COORDINATOR

PiNA



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

PARTNERS

