

In Module 2 you will have a first look into the field of Green Economy and what Green Businesses can stand for.

(1) Please read the following slides as an introduction to the terms **Green Economy** and **Green Business**:



### *Module 4 – Orientation in the field of Green Economy*

## **Green Economy & Green Business**

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(2) Find out more about current **trends** and the **benefits** of the Green Economy in the following slides:



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## **Trends and Benefits of the Green Economy**

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(3) Please watch this PowerPoint presentation video on the different possible **ways to green a business**:



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## **Opportunities of greening business processes**

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(4) Please have a look at following PowerPoint slides regarding the chosen lesson tool for the counterpart of the curriculum - the **PESTEL Analysis**:



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## **Lesson Tool: PESTEL Analysis**

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(5) **Exercise:** Please draft a PESTEL Analysis of your own. Chose a company of your choice and complete the PESTEL Analysis for this company.

Afterwards, upload it here: \_\_\_\_\_ [approx. 30 min.].

(6) Please have a look at following PowerPoint slides regarding **information on financial opportunities** for start-ups and young entrepreneurs:



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## **Information on Financial Opportunities**

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(7) Please find below a sheet with **further information on financial opportunities** for green businesses:



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