



**GREEN
ENTREPRENEURSHIP
TRAINING**

Module 1 – Introduction to the GET-UP Curriculum

Aims and Modules



Green Entrepreneurship Curriculum

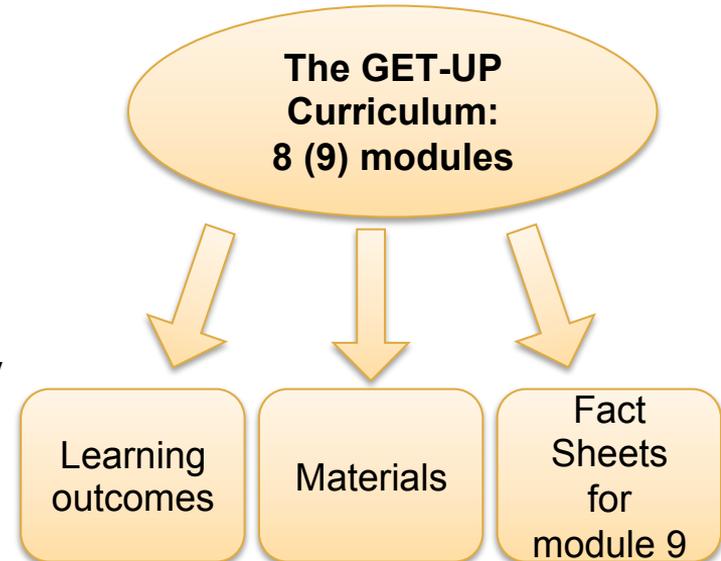
Curriculum Outline

The modules or units are:

1. Understanding the Green Economy
2. Understanding Green Entrepreneurship
3. Being Creative and Innovative in a Green Context
4. Personal Enterprising Skills and Behaviours
5. Identifying and Pitching a New Business Opportunity for a Green Business
6. Raising Awareness of a Green Business
7. Managing the Money in a Green Business
8. Managing and Leading Others in a Green Business

additional facts:

Keeping up to date with Legislation and Regulation





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The value proposition of the curriculum is:

*To provide access to learning which will assist you in managing the
journey from idea to action in starting your own green business
(or a business in the green economy)*



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Example from Module 1

A green economy rigorously applies the triple bottom line of people, planet and profits across all corporations at the microeconomic level and throughout the entire economy at the macroeconomic level.





What the Business Model Canvas does

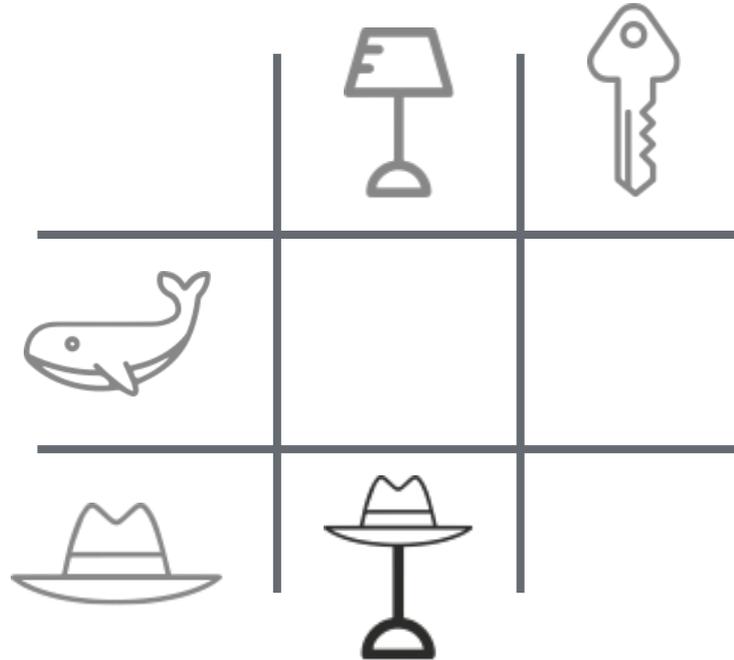
- ◆ It helps strip away a lot of the padding that comes in a full business plan and helps to focus on the key issues
- ◆ It is a really flexible tool and is much easier to tweak the model to try new things
- ◆ It makes it easier for others to understand your business model and buy into your vision.



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Example from Module 3

Creative Thinker's exercises
Idea Elaboration



Erasmus+



Example from Module 4

Introduction:

What does it mean to be an entrepreneur? Apart from the efforts, or sacrifices made in to create a new enterprise, we teach about the personal skills and characteristics that it takes to be a better leader, boss, and successful business person. These finite skills, which amplify those which the participants carry from past experience, are the silent enterprise deciders. This course looks to prepare fully or improve performance in your day to day decision-making.

Brief Definition of Course:

The first course into Personal Enterprising Skills and Behaviors, you will gain a perspective and definition into your own habits and tendencies through a series of exercises and auto-analysis. This insight, like a foundation for your future decision-making, allows participants to become more open and understanding to the environment in which you work, enabling them to thrive.

Case Study:

In order to serve as an example of the characteristics of entrepreneurs, expressed in a real-life example, a first-hand case study of Doctour will provide a snapshot of the successful habits of an enterprising individual. Doctour, the collaboration of a group of physicians to offer healthcare service to potential patients from the UK while in Spain, delivered a need of British patients to cut long waiting lines at home through an affordable alternative. Seeing the opportunity, developing concrete steps, goals, and knowing their own value, Doctour went on to become a highly profitable success, and the characteristics of its founders define the current entrepreneurial skillset: vision, knowledge of market, ability, organization, user focus.

What is an opportunity?

The word opportunity is one which is used as part of everyday discourse.

But what is an opportunity?

Simply, an opportunity can be defined as a favourable time or situation for doing something that creates value for others. This value could take many forms. Within the context of starting and developing a green business, an opportunity can be viewed as a situation where an individual (the entrepreneur) can exploit change to take action in the green economy that generates value, typically in the form of revenue from customers.



Understanding the Customer

Different types of customer – current, prospective, lost

Difference between needs and wants

Need can be defined as a state of felt deprivation (Maslow, 1943)

Wants are a form that a human needs takes, as shaped by local cultures and individual personalities



Soft-financing and Grants

Advantages:

- ✓ Large sums of money possible.
- ✓ Process is clearly outlined and transparent.
- ✓ May be source of on-going finance.
- ✓ Entrepreneur does not have to give over an equity stake in their business.

Disadvantages:

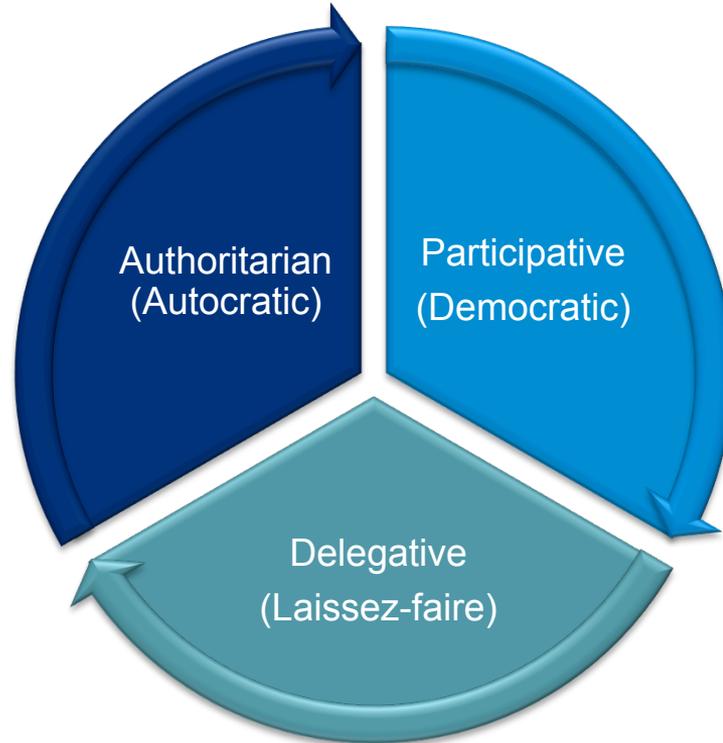
- Application procedures may be long and tiresome.
- May only pay by unit of service.
- Unspent monies may need to be returned.
- Usually have difficult record keeping processes.



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Example from Module 8

Lewin's Model for Leadership Styles



Erasmus+



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Discussion

Any questions?

**Any
comments?**

**The GET-UP
Curriculum**

**Areas of special
interest?**

Any hints?



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Task / Exercise

What were enabling factors that helped the founders to start their businesses?

Have a look at one of the best practices!
Write on the most important aspects on your flip chart paper!