



CPD Training Programme for VET Staff

Module 8 – Case-Study Part I: Insight into the Online Observatory- Best practices (2,16 hours) (Attendance)

Project Title: Green Entrepreneurship Training - Underpinning Prosperity

Acronym: GET-UP

Reference number: 2016-1-DE02-KA202-003277

Module 8– Case-Study Part I: Insight into the Online Observatory- Best practices

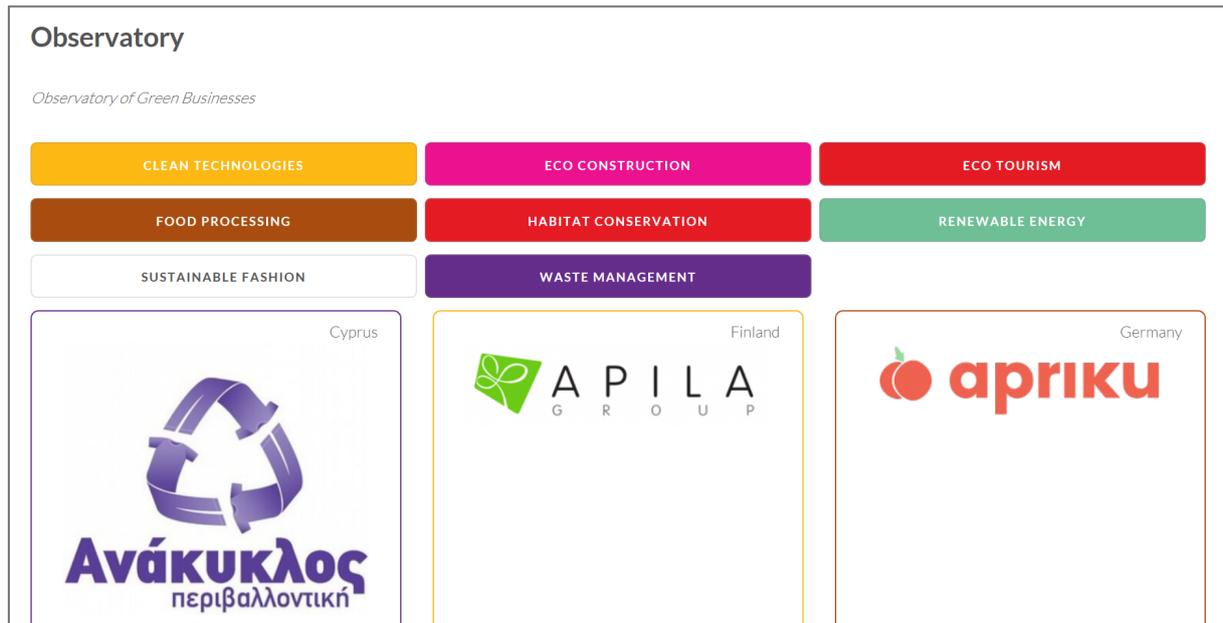
Module 8 offers tasks for the trainers which brings them in direct contact with the online-observatory and its information. The tasks will be discussed and the trainers will describe a Green Entrepreneurship business on their own to get used to it as well as to think about ways to integrate these elements in their own teaching in the GET-UP courses based on the GET-UP-Curriculum.

Learning outcomes

To Provide

- the knowledge of the GET-UP observatory and what it is for
- the knowledge of best practices on the GET-UP observatory
- the ability to integrate the observatory in their own teaching in the GET-UP courses based on the GET-UP curriculum
- the ability to describe a green business on their own

Introduction – the online observatory



Aim, function and concept

The Online Observatory showcases green enterprises is a micro-social network providing users with a wide range of networking, information sharing and collaboration opportunities. The observatory is used to present case studies of successful green entrepreneurs in all partner countries to stimulate and inspire potential green entrepreneurs.

The peer support and engagement opportunities provided is of particular interest and benefit to both the young nascent green entrepreneurs and the micro-enterprise owners considering a greener business model.

Partners are committed to raise awareness of successful green businesses both at home and abroad to help stimulate green entrepreneurship ideas in their local areas.

The online observatory shows who these successful green entrepreneurs are; what it is they are doing; how they developed their business idea and where they received support. Observatory provides important insights into green entrepreneurship in action in the EU.

You can browse the companies by their industry:



From the observatory you get the basic information of the businesses:

- The business idea
- Size of business
- Supports
- Opportunities and plans for the future
- Contact information

lot of people who travel between the communities to learn from them, as I did. Ecobasa combines all these protagonists, available resources and infrastructure in a network. The network organises win-win situations and presents the welfare for all. This is a self-organizing permaculture system.

2. If you found the company again, what would you do exactly and what would you do differently?

Our principle is to work with volunteers but only with professionals not with young people who want to have fun. I have invested a lot of my money and time to coach trainees. But the result was that the trainees did not show a productive work.

3. Are there any difficulties regarding the foundation?

No money. Less resonance. Niche existence. But trend goes on.

4. What were the biggest challenges in regard of the foundation?

Legal forms, common public interest, German law, high costs for example for services, programming software and design. Nobody wanted to spend time on favours.

5. Did you have positive or negative incidences which motivated you?

I have learned a lot. Everything has paid off. I mean the feedback of our members, stories of success. I feel happy when I see that our network is working.

the observatory also gives the answers to the questions businesses were asked with starting entrepreneurs in mind, the Pitfalls and challenges that the companies have come across with.

The Objectives

The objectives of this observatory are:

- to present role models for nascent green entrepreneurs and micro-enterprise owners to inspire them to develop their green idea;
- to provide instant access to a library of information resources identified by partners during the research process that might be useful to new or emerging green entrepreneurs
- to provide a range of on-line environments and forums where green entrepreneurs and VET professionals can exchange ideas and practices with their peers in partner countries, collaborate on potential joint ventures and support each other.

Research Exercise (Research within the online observatory)

The participants are asked to research on the website with two tasks:

1. They test the website in order to orient themselves and discover all its functions
2. They take a detailed look at the different best practice examples by answer questions about these start-ups.

Example questions:

- From the Observatory choose three businesses your business (idea) has the most in common with, or which you find the most interesting. Pick at least one that is not from your own region. Name those three and write down the reasons why you picked up those businesses.
- From these three businesses choose one and answer the questions:
 1. what is a single most important piece of information that you found out of the business?
 2. In the observatory you get certain information of the business. How good is the insight you get, and what else you would like to know?
 3. Considering the business you chose from another region, how do you find the business concept in relation to your own market?

Presentation of results

The participants present their result to the group. For the presentation the participants can use PowerPoint or whiteboard or other technique they choose.

Analysis

The class discusses ways of how to integrate the online observatory into the GET-UP curriculum.