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# Green and Digital Business plans TOOLKIT

**FUTURE:** Entrepreneurship's FUTURE is green and digital

2022-2-PT02-KA220-YOU-000098632

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## INTRODUCTION

### Project aim - Developing green and digital competences

FUTURE project aims at developing green and digital competences to youth workers and youth (especially NEETs, unemployed, low-skilled) in order to increase their sense of initiative and entrepreneurship, but also their employability changes. Through this project we will be creating educational and training activities to target the development of green, digital and entrepreneurial skills, with a special focus on the innovative solutions for creating sustainable and environmentally friendly enterprises.

### Objectives

- Create educational tools to promote the development of competences according to Entrecomp, Greencomp and Digcomp
- Provide youth workers tools to work with youth on the development of green and digital entrepreneurial solution
- Develop green and digital competences of both youth workers and youth
- Foster youth employment, by capacitating them with the required competencies by the current labour market

## About the consortium

EducPro (coordinator) is an organisation dedicated to educational design. We work with education providers: organisations, foundations, companies, districts, networks, schools, and individuals to help them achieve their learning objectives and strengthen their educational structures. We design creative and innovative educational solutions for our clients' context, needs and requirements.

[www.educpro.eu](http://www.educpro.eu)

ASEID Asociación para el Empleo, la Inclusión y el Desarrollo (Association for Employment, Inclusion and Development) is a non-profit association dedicated to promoting and fostering the social inclusion of young people in the province of Alicante, the development of their personal and professional skills, as well as values such as solidarity, multiculturalism and volunteering to society.

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

TEAM4Excellence (T4E) is an NGO founded in 2017 at Constanta, SE Romania which aims to improve the socio-economic conditions and the quality of life through education, research & consulting to address societal challenges. We produce and transfer innovation, experience and knowhow through cooperation with domestic and international social, academic and business partners.

[www.trainingclub.eu/about-us/](http://www.trainingclub.eu/about-us/)

E-SCHOOL EDUCATIONAL GROUP is an Adult Education Centre and VET provider located in Greece. It is accredited by the Greek Ministry of Education & Qualifications and Vocational Guidance as a lifelong learning centre. It was founded in September 2003 with the goal of educating VET and adult learners in job-related skills. Our commitment is to provide quality education and accreditation and support our learners in developing skills that will ensure their smooth and successful transition into the labour market.

[www.euprojects.gr/en/home/](http://www.euprojects.gr/en/home/)

Efektas Group was established in 2016 in Lithuania. Efektas Group provides high-quality training and education services to individuals and organisations. Our mission is to provide quality training opportunities for learners of all ages, to help build on their skills and knowledge, nurture positive life changes as well as improve career prospects. Efektas is contributing to the promotion and implementation of international projects within the framework of established European Programmes together with local programmes.

[www.efektasgroup.com](http://www.efektasgroup.com)

## About the TOOLKIT

Welcome to the Green and Digital Business Plans Toolkit, an innovative resource designed to empower both youth and practitioners with the essential competencies needed to thrive in today's rapidly evolving business landscape. This comprehensive toolkit is the result of a strategic and purposeful project that was meticulously crafted to address pressing needs and deliver tangible outcomes.

The Green and Digital Business Plans Toolkit is specifically created to help you:

**Develop green and digital competences:** With a focus on practical knowledge, this toolkit provides the tools and insights required to enhance your green and digital competencies, aligning you with the demands of the modern business world.

**Empower youth workers:** Designed to be a valuable resource for youth practitioners, the toolkit equips them with the necessary materials to mentor and guide young individuals in building green and digital entrepreneurial solutions.

**Bridge the competence gap:** Whether you're a youth worker or a young aspiring entrepreneur, this toolkit is your bridge to developing vital green and digital skills, preparing you for the ever-evolving job market.

**Promote youth employment and Entrepreneurship:** By fostering the growth of green and digital competences, this toolkit actively contributes to boosting youth employment and entrepreneurship, providing a stepping stone to success.

This toolkit is the result of careful planning, aligning with the overarching project's objectives. It has been crafted to empower you with practical, actionable knowledge, enabling you to thrive in a world where the green and digital dimensions of business are more crucial than ever. Welcome to the Green and Digital Business Plans Toolkit, where knowledge meets opportunity.

## Importance of green & digital elements in business

In today's rapidly evolving business landscape, the integration of green and digital skills has become not just an option but a fundamental necessity for success. As we embark on the journey to create sustainable business plans, it's crucial to recognize the profound impact that green and digital competencies have on modern entrepreneurship. Here, we delve into the pivotal role these skills play in shaping the future of business:

### 1. Environmental sustainability and responsibility:

As environmental concerns grow, businesses are under increasing pressure to adopt eco-friendly practices. Green skills empower entrepreneurs to develop environmentally responsible strategies, reducing their carbon footprint and contributing to a more sustainable planet.

### 2. Efficiency and innovation:

Digital skills drive efficiency and innovation. In a world driven by technology, entrepreneurs who master digital competencies are better equipped to streamline operations, foster innovation, and stay competitive in an ever-changing market.

### 3. Market relevance:

Businesses that prioritise green and digital skills are not only aligned with current market trends but also meet the expectations of a conscious consumer base. Being environmentally responsible and digitally savvy can enhance brand reputation and attract a broader customer base.

### 4. Adaptation to the new normal:

Recent global events have accelerated the transition to remote work and online business operations. Digital skills are essential for adapting to this new normal, allowing businesses to remain agile and resilient in the face of challenges.

### 5. Global connectivity:

Digital skills open doors to global markets. With the ability to reach international audiences through online platforms and e-commerce, entrepreneurs can expand their horizons and tap into previously untapped opportunities.

### 6. Future-proofing:

The business landscape is in a constant state of transformation. Green and digital skills provide a form of future-proofing by ensuring that entrepreneurs have the versatility and adaptability to thrive in an ever-evolving world.

### 7. Economic viability:

Green and digital competencies are not just about doing what's right; they also make sound economic sense. Efficiency gains, cost reductions, and market expansion driven by these skills can significantly enhance a business's profitability.

Incorporating green and digital skills into your business strategy isn't merely a trend; it's a strategic imperative. The Green and Digital Business Plans Toolkit is your gateway to acquiring the knowledge and tools necessary to navigate the intersection of these critical competencies. By embracing these skills, you not only position your business for success but also contribute to a more sustainable and responsible future. Explore the toolkit to unlock the potential of green and digital competencies in your entrepreneurial journey.





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## Activity title: Ideas & Opportunities

### Objective:

The objective of this educational activity is to empower participants with the skills and knowledge to identify and seize entrepreneurial opportunities within the context of EntreComp. Participants will learn to recognize innovative ideas, assess their viability, and develop strategies to turn these ideas into actionable opportunities.

### Target Group:

This activity is designed for aspiring entrepreneurs, individuals interested in entrepreneurship, educators, and anyone seeking to enhance their entrepreneurial mindset and skills.

### Duration:

Approximately 90 minutes.

### Materials Needed:

Devices with internet access (computers, tablets, or smartphones).

Presentation software (e.g., PowerPoint or Google Slides).

Flipchart or whiteboard with markers.

Sticky notes.



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## **Introduction:**

This activity will guide you through the process of recognizing, evaluating, and nurturing entrepreneurial ideas within the framework of EntreComp. Whether you're an aspiring entrepreneur or someone interested in developing an entrepreneurial mindset, this activity will provide valuable insights and practical skills.

## **Activity Steps:**

### **Step 1: Idea Generation**

- Participants will individually brainstorm and write down innovative ideas related to EntreComp concepts.
- Each participant will present their ideas briefly to the group, focusing on uniqueness and feasibility.
- Ideas will be recorded on a flipchart or whiteboard.

### **Step 2: Idea Evaluation**

- Participants will collectively assess the presented ideas based on criteria such as feasibility, market potential, and alignment with EntreComp principles.
- Ideas will be ranked or rated, and the top ideas will be identified.

### **Step 3: Opportunity Development**

- Participants will form small groups.
- Each group will select one of the top-ranked ideas and develop it into a viable entrepreneurial opportunity.
- Participants will outline strategies for market entry, potential challenges, and necessary resources.

### **Group Interaction/Teamwork (if applicable):**

Participants will collaborate in small groups during Step 3 to collectively develop an entrepreneurial opportunity. Teamwork and effective communication will be crucial in this phase as participants work together to refine their ideas and strategies.

### **Reflection:**

- What did you learn about the process of generating and evaluating entrepreneurial ideas?
- How did the group collaboration contribute to the development of viable opportunities?
- What challenges did you encounter, and how did you overcome them?

### **Follow-up Activities (Optional):**

- Research and feasibility analysis: Participants can conduct further research and feasibility studies on their selected entrepreneurial opportunities.
- Pitch development: Participants can work on creating persuasive pitches for their opportunities.
- Mentorship: Seek guidance and mentorship from experienced entrepreneurs to refine their ideas.
- Entrepreneurship courses or workshops: Explore additional learning opportunities in entrepreneurship.
- Networking: Connect with other aspiring entrepreneurs or professionals in the field.



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## Title: Resource Optimization Simulation

### Objective:

The objective of this workshop is to enhance participants' entrepreneurial skills in resource management and optimization. This activity provides a practical and interactive way for participants to understand and apply resource optimization strategies, a crucial aspect of entrepreneurial competence. The simulation allows for hands-on learning, and the debriefing session facilitates reflection and deeper understanding.

### Target Group:

Any person who is interested in acquiring or enhancing his/or her entrepreneurial skills, especially in resource management and optimization. Particularly young employees or future professionals who desire to acquire confidence in handling management issues.

### Duration:

Total time: 120 min

Theoretical part: 30 min

Practical part: 60 min

Debriefing: 30 min

### Materials Needed:

1. Whiteboard or flip chart
2. Markers and sticky notes
3. Laptop or computer for each participant
4. Projector

## **Introduction:**

The "Resource Optimization Simulation" activity offers several utilities and benefits, providing participants with practical experience in resource management and optimization. It is a dynamic and engaging activity that not only imparts theoretical knowledge but also allows participants to develop practical skills essential for successful resource management in entrepreneurial and business contexts. The simulation challenges participants to think strategically about how to allocate and optimize resources to achieve specific goals. This encourages the development of critical thinking skills. Furthermore, participants engage in a hands-on, experiential learning process. They actively make decisions, face consequences, and learn from their experiences, promoting a deeper understanding of resource management concepts. Participants also practice making decisions under simulated business conditions, honing their decision-making skills. This is particularly relevant in the context of entrepreneurial competence where effective decision-making is crucial. In addition, the simulation is designed to mimic real-world challenges and scenarios. This realism enhances the applicability of the learning experience to actual situations participants may encounter in their professional or entrepreneurial lives. Finally, the simulation can be adapted to different business contexts or industries, making it versatile and applicable to a wide range of participants with diverse interests and backgrounds.

## **Activity Steps:**

### **Step 1: Theoretical part**

The workshop may start with an icebreaking activity, such as the participants' stating their eventual prior experience in management, their professional goals and aspirations. The trainer will then introduce EntreComp and its 3 areas of competencies, with an emphasis on Resources. Afterwards, he/or she will briefly explain the importance of resource optimization in entrepreneurship. As a next step in introducing the subject, he/she will discuss the types of resources relevant to entrepreneurship (financial, human, time, etc.)

### **Step 2: Resource Identification**

The trainer will ask participants to identify and list the various resources they currently have or may need for a hypothetical business scenario. He/or she can use a whiteboard or flipchart to create a comprehensive list.

### **Step 3: Resource Prioritization**

The trainer will explain the concept of prioritizing resources based on importance and availability. Then, he/or she will ask the participants to prioritize the listed resources for

a specific business scenario, considering factors like feasibility, impact, and urgency. Sticky notes will be used for participants to rank and arrange resources.

#### **Step 4: Scenario Introduction**

The facilitator will present a hypothetical business scenario or case study and will provide details about the industry, market conditions, and the challenges the business faces.

#### **Step 5: Simulation Game**

The participants will be divided into small teams. Each team will be assigned a specific business scenario. Teams must make decisions on how to allocate and optimize resources to address the challenges presented in the scenario. A simulation game format will be used, where teams make decisions in rounds.

### **Group Interaction/Teamwork:**

#### **Debrief and Discussion**

After the simulation, the facilitator will gather the teams together for a debrief. They will discuss the decisions made by each team, the outcomes, and the lessons learned. A discussion on resource optimization strategies should be facilitated.

#### **Group Presentation**

Each team presents their resource allocation strategy and justifies their decisions. The trainer encourages questions and feedback from other participants.

### **Reflection:**

The trainer will ask participants to reflect on the simulation experience. A discussion follows about how they can apply resource optimization strategies in real-life entrepreneurial situations. The participants also reflect on the applicability of the overall learning experience to actual situations they may encounter in their professional or entrepreneurial lives.

### **Follow-up Activities:**

The participants may be encouraged to create an individual action plan outlining how they will apply resource optimization skills in their entrepreneurial endeavors.



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**Activity title:** Action Ignition: From Ideas to Entrepreneurial Impact

**Objective:**

To translate entrepreneurial ideas into tangible actions, fostering key competencies outlined in the EntreComp framework, such as opportunity recognition, initiative, and perseverance.

**Target Group:**

This activity is designed for individuals who want to transform their innovative ideas into actionable plans, suitable for students, young professionals, or anyone aspiring to take entrepreneurial initiatives.

**Duration:**

Approximately 4-5 hours

**Materials Needed:**

Whiteboard or Flipcharts

Markers, post-it notes and other planning supplies.

Presentation equipment (projector, screen)

Simulated resources for the resource mobilization activity

Entrepreneurial case studies or examples to related to turning ideas into action.

## Introduction:

- Welcome participants and set the context for the activity.
- Briefly introduce the EntreComp framework, emphasizing the "Into Action" dimension and the key competencies associated with it
  - Communicate the overall objective of the activity: translating entrepreneurial ideas into actionable plans.

## Activity Steps:

### Step 1: Opportunity Scanning Workshop

**Title:** "Spotting Sparks"

**Description:** Engage participants in a workshop focused on identifying entrepreneurial opportunities. Provide examples and guide them through selecting a real-world problem or challenge to address.

### Step 2: Action Plan Development

**Title:** "Blueprinting Success"

**Description:** Facilitate a session on developing a detailed action plan. Emphasize the importance of SMART objectives, timelines, and effective resource allocation.

### Step 3: Pitch and Feedback Session

**Title:** "Pitch Perfect"

**Description:** In this step, teams present their action plans in a pitch format. Encourage a structured presentation and allocate time for constructive feedback from a panel or peers

#### Work plan.

This comprehensive activity aims to provide participants with a structured, hands-on experience in translating entrepreneurial ideas into actionable plans, aligning with the "Into Action" dimension of the EntreComp framework.

#### 1. Facilitator Preparation:

- Ensure facilitators are familiar with the EntreComp framework and the "Into Action" dimension.
- Prepare examples and case studies relevant to the theme.
- Set up the venue with necessary materials and ensure access to presentation equipment.



2. **Introduction to EntreComp and "Into Action" (15min):**
  - Present a brief overview of the EntreComp framework, highlighting the significance of the "Into Action" dimension.
  - Explain the specific competencies associated with translating ideas into practical initiatives.
3. **Team Formation (10min.):**
  - Facilitate the formation of teams, ensuring diversity in skills and backgrounds.
  - Clearly communicate the purpose of team collaboration and the importance of leveraging different strengths.
4. **Opportunity Scanning Workshop (30min):**
  - Conduct an interactive workshop on identifying entrepreneurial opportunities.
  - Provide examples and guide participants through the process of selecting a real-world problem or challenge to address.
5. **Action Plan Development (20min.):**
  - Facilitate a session on developing a comprehensive action plan
  - Emphasize the need for SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives and effective resource allocation.
6. **Pitch and Feedback Session (45min.):**
  - Explain the pitch format and criteria for evaluation.
  - Allocate time for each team to present their action plan and receive constructive feedback from the panel or peers.
7. **Resource Mobilization Simulation (1h.):**
  - Set up the resource mobilization simulation activity, providing guidelines and support.
  - Monitor teams and offer insights on effective resource management.
8. **Implementation Phase (1h.):**
  - Guide teams as they start implementing the initial steps of their action plans
  - Be available for consultation and troubleshooting.
9. **Progress Check and Adjustments (30min.):**
  - Facilitate a session for teams to evaluate their progress, identify challenges, and make necessary adjustments to their action plans.
  - Encourage peer-to-peer collaboration and sharing of insights.
10. **Final Showcase and Reflection (30min):**
  - Organize a showcase session where each team presents their progress.
  - Facilitate a reflective discussion on the experience, linking it back to the "Into Action" dimension of EntreComp.
11. **Closing Remarks and Next Steps:**
  - Provide closing remarks, expressing appreciation for participants' efforts.
  - Discuss potential next steps for teams to continue their entrepreneurial journeys.

### **Group Interaction/Teamwork (if applicable):**

During the activity, promote group interaction and teamwork by:

- Encouraging open communication within teams
- Facilitating collaborative decision-making
- Fostering an environment where diverse skills and perspectives contribute to the overall success of the team.

## Reflection:

Allocate time for reflection at various points in the activity:

- **Before Step 1:** Ask participants to reflect on their initial thoughts about entrepreneurial opportunities.
- **Before Step 2:** Pause for brief reflections on challenges faced and lessons learned.
- **Before Step 3:** Conduct a more in-depth reflection on the entire experience, linking it back to the EntreComp framework.

## Follow-up Activities (Optional):

### 1. Mentorship Program

**Objective:** Establish a structured mentorship program to provide ongoing guidance and support to participants.

**Implementation:**

- Pair each participant with a mentor who has experience in entrepreneurship or a related field.
- Schedule regular check-in sessions between mentors and mentees to discuss progress, challenges, and goals.
- Encourage mentors to share insights, provide advice, and offer resources to help mentees navigate their entrepreneurial journeys.

### 2. Progress Pitch and Feedback Sessions

**Objective:** Create a series of follow-up pitch sessions where participants can showcase the progress, they've made on their action plans and receive constructive feedback.

**Implementation:**

- Schedule periodic pitch sessions, allowing each participant or team to present updates on their ventures.
- Invite a panel of experts, mentors, or fellow participants to provide feedback and suggestions.

- Emphasize the importance of refining and adapting their strategies based on the feedback received during these sessions.

### 3. Entrepreneurial Workshop Series

**Objective:** Extend learning opportunities by organizing a series of workshops focused on specific aspects of entrepreneurship.

**Implementation:**

- Identify key areas of interest or challenges faced by participants during the initial activity.
- Develop workshops covering topics such as marketing strategies, financial planning, leadership skills, or technology integration.
- Invite industry professionals, successful entrepreneurs, or subject matter experts to lead these workshops.
- Provide opportunities for participants to interact, ask questions, and apply the workshop content to their ventures.

These follow-up activities are designed to provide ongoing support, learning, and networking opportunities for participants. They address the need for personalized guidance, feedback on progress, and additional knowledge acquisition, contributing to the long-term success of participants in their entrepreneurial endeavors.



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## **Title:** Data Analysis and Visualisation

### **Objective:**

The objective of this workshop is to improve participants' information and data literacy skills by engaging them in a hands-on workshop on data analysis and visualisation. This activity not only enhances information and data literacy but also promotes collaboration and critical thinking. Participants will gain practical experience in working with data, making it a valuable activity for individuals looking to improve their digital competence in this area.

### **Target Group:**

Any person who is interested in measuring his/or her competency in data analysing and visualisation, in overcoming his/or her apprehension about handling data, and in gaining skills and confidence on using databases.

### **Duration:**

Total time: 150 min

Theoretical part: 30 min

Practical part: 90 min

Debriefing: 30 min

### **Materials Needed:**

1. Laptops or computers with spreadsheet software (e.g., Microsoft Excel, Google Sheets)
2. Dataset (publicly available datasets related to the participants' interests or your specific context can be used)
3. Data visualisation tools (e.g., Tableau, Google Data Studio, Microsoft Power BI)
4. Whiteboard or flipchart for discussions

## **Introduction:**

The Data Analysis and Visualization Workshop serves as a comprehensive and practical learning experience, providing participants with valuable skills that are applicable across diverse domains and professions. Participants learn how to clean, prepare, and analyse data using spreadsheet software. This enhances their ability to work with real-world datasets. The workshop offers a practical application of theoretical concepts. Participants don't just learn about data analysis and visualisation; they actively engage in the process, making the learning experience more meaningful. Furthermore, participants are encouraged to draw insights and conclusions from the visualised data. This fosters critical thinking and the ability to make informed decisions based on data. Finally, the use of real or relevant datasets in the workshop makes the experience more applicable to participants' professional or personal contexts, increasing the likelihood that they can transfer these skills to real-world scenarios.

## **Activity Steps:**

### **Step 1: Theoretical part**

The workshop may start with an icebreaking activity, such as the participants' stating their prior experience with datasets and their primary concerns about the usage of digital data. Inspired by the reported experiences of the participants, the trainer will introduce DigComp and the 5 areas of competencies, with an emphasis on Information and Data Literacy. Afterwards, he/or she will briefly explain the importance of data literacy in today's digital world and will introduce key concepts such as data analysis, visualisation, and interpretation.

### **Step 2: Selecting and Importing Data**

The trainer will provide a dataset or guide participants to find one online. Afterwards, he/or she will demonstrate how to import data into a spreadsheet program.

### **Step 3: Cleaning and Preparing Data**

The trainer will discuss the significance of data cleaning and will guide participants through the process of cleaning and preparing the dataset providing the necessary guidance and tools.

### **Step 4: Basic Data Analysis**

The facilitator will introduce basic data analysis techniques (e.g., sorting, filtering, basic calculations), and subsequently will allow participants to perform simple analyses on their datasets.

### **Step 5: Data Visualisation**

The trainer will introduce data visualisation principles, and demonstrate how to create basic visualisations using selected tools. Afterwards, he/or she should encourage participants to create their own visualisations.

### **Step 6: Interpreting Results**

The trainer will discuss the importance of drawing insights from visualised data, and facilitate a discussion on the interpretations of different visualisations.

### **Group Interaction/Teamwork:**

#### **Group Discussion:**

Participants will be broken into small groups. Each group will discuss their findings and insights from the data.

#### **Sharing and Feedback:**

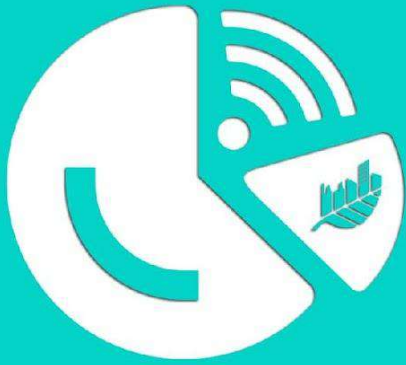
Each group will present their findings to the larger group. Questions and feedback should be encouraged by the facilitator.

#### **Reflection:**

A reflection session should be facilitated, where participants will discuss what they learned and how they can apply these skills in their personal or professional lives. They can also compare their previous perception of data-handling and analysing, and assess their new confidence and sense of self-competency in using and handling data. Finally, they will be able to confirm their awareness of the significance of data literacy in today's social and professional context, in order to encourage further activities that will enhance it.

#### **Follow-up Activities:**

Further engagement in data analysing and visualisation can be encouraged, in order for the participants to acquire more confidence in data-handling in their personal and professional lives.



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## **Activity title:** Exploring Communication and Collaboration Through Digital Means

### **Objective:**

The objective of this workshop is to help participants understand the competence area of communication and collaboration as outlined in the DigComp framework. Participants will gain insights into the key skills and knowledge required in this area, and they will engage in practical activities to apply and reinforce these competencies.

### **Target Group:**

Any participant who wants to learn and gain the necessary skills for communication and collaboration through digital means. 20-30 participants

### **Duration:**

Total time: 110-120 min

Theoretical part: 30 minutes

Practical part: 60 min

Debriefing: 20 minutes

### **Materials Needed:**

Video projector + PC

## Introduction:

The primary aim is to provide participants with a comprehensive understanding of this competence area, equipping them with the essential skills and knowledge required for effective digital communication and collaboration. In this session, they will learn about the core concepts of communication and collaboration, and how these skills are essential in navigating today's digital landscape. The focus will be on not just understanding these competencies but also on practical applications to ensure that they can be readily applied in their personal and professional life.

## Activity Steps:

### Step 1: Theoretical part

The trainer should start by asking what communication and collaboration are. After listening to the participants, the trainer should introduce the DigComp concept and the 5 areas of competencies, with an emphasis on Communication and Collaboration. The trainer will present the 6 sub-competences of Communication and Collaboration, found in the DigComp Framework.

### Step 2: Skill Assessment and Self-Reflection

In this part, the trainer will provide the participant with a skill assessment and self-reflection questionnaire to evaluate their knowledge and skills. Each question will rate their proficiency or behavior in the following areas on a scale of 1 to 5, where:

1 = Novice

2 = Beginner

3 = Competent

4 = Proficient

5 = Expert

1. How proficient are you in effectively communicating through email, including composing clear and concise messages, managing your inbox, and using email etiquette?
2. Rate your proficiency in participating in and hosting online meetings, including using video conferencing tools and effectively engaging with participants.
3. How well do you use instant messaging and chat applications for real-time communication and collaboration with colleagues or peers?
4. How skilled are you at creating and delivering compelling virtual presentations, considering visuals, content, and audience engagement?



5. Rate your ability to effectively engage on social media platforms for professional or collaborative purposes.
6. How proficient are you in collaborating on shared documents and projects using digital tools such as Google Docs or Microsoft Teams?
7. Rate your ability to use digital project management tools for organizing tasks and collaborating with team members.
8. How knowledgeable are you about maintaining data security and privacy in digital communication and collaboration?
9. How skilled are you at effectively working in virtual teams and ensuring productive collaboration regardless of physical distance?
10. How well do you understand your strengths and areas for improvement in digital communication and collaboration competencies?

### **Step 3: Division in groups**

The Trainer will divide the participants into 6 small groups. Each group will receive a sub-competence of Communication and collaboration from DigComp Framework.

### **Step 4: Practical activity**

Each group creates a poster/infographic in Canva about their sub-competence that will include the following information:

- Definition/ Description of the competence
- How this competence can be achieved (mention the skills and knowledge)
- How can you use it in the work environment (business creation)/ social/ personal life
- Examples of tools

### **Step 5: Presentation**

Participants will present in turns the posters/infographics made.

### **Reflection:**

Did you consider yourself skilled in digital communication and collaboration before the activity? Did the activity prove to you the opposite?

Did this workshop change your perspective on the DigComp framework, and how do you see yourself aligning with its competence areas in the future?



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## Activity title: The Future of Content Creation

### Objective:

This activity aims to provide the necessary tools and information and help participants understand the competence area of content creation outlined in Digicomp Framework. Participants will gain insights into the key skills and knowledge required in this area, and they will engage in practical activities to apply and reinforce these competencies.

### Target Group:

The Target group could be any individuals who are interested in learning and developing skills in Content creation. The group should have at least 10 participants.

### Duration:

Total: 120 minutes

Theoretical part: 15 min

Practical part: 1h

Presentation: 30 min

Debriefing: 15 min

### Materials Needed:

Video projector

At least one computer per team

## **Introduction:**

This workshop has been crafted to provide participants with the indispensable tools and knowledge required for effective navigation through the domain of content creation, detailed in the Digicomp Framework. The primary objective is to furnish participants with the skills, knowledge, and hands-on competencies, transforming the complexities of content creation into a clear and manageable process. These newfound abilities will empower participants to craft engaging and influential content that truly connects with their intended audience. Throughout this workshop, the facilitator will introduce the concept of the Digicomp Framework, with a particular emphasis on the content creation competence area.

## **Activity Steps:**

### **Step 1: Theoretical part**

The trainer should start by asking who is familiar with the concept of digital creation. After listening the participants should introduce Digcomp and the 5 areas of competencies, with an emphasis on Content Creation. Recognizing that not all participants may have a clear understanding of digital content creation, the instructor will present a series of slides featuring well-defined examples to elucidate the concept. Subsequently, various types of digital content, including but not limited to blogging, videos, infographics, and podcasts, will be introduced to the participants.

### **Step 2: Division in groups**

The trainer will divide the participants into 5 groups. Each group will receive a type of content related to digital content creation (Visual, Text, PDF, Video, Interactive). They can choose any sub-type that is presented in the E-book Manual (Figure 1). The trainer will explain to the participants that they need to create content related to the type they extracted, respecting the 4 sub-competences presented in the theoretical part.

### **Step 3: Content creation**

Participants will have 45 minutes to create the content. The content should be created promoting a business. After they are done, they should answer the following questions:

1. What is the necessity of the type of content that you had?
2. What are the possible uses of this type of content?
3. What were the necessary skills for creating digital content?

### **Step 4: Presentation**

Participants will present in turn the presentations that they made.

### **Group Interaction/ Teamwork:**

Participants will engage in collaborative discussions to collectively determine the business they should promote. This activity will stimulate their communication and collaboration skills as they combine their diverse ideas and perspectives to arrive at a final decision.

### **Reflection:**

Reflection time will be done by answering the following questions:

1. What was the most challenging aspect of the content creation activity for you, and how did you overcome it?
2. How did the digital tools and technologies you used enhance or facilitate the content creation process, and in what ways could they be improved for future projects?
3. How did you balance the creative aspects of content creation with the need for accuracy and reliability in the information presented?
4. In your opinion, what role do continuous learning and skill development play in becoming a proficient content creator in today's digital landscape?



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### Activity title: Phishing threats awareness

#### Objective:

The objective of this workshop is to help participants improve safety skills as outlined in the DigComp framework. The activity will empower participants with practical skills to protect their devices and personal information from phishing threats.

#### Target Group:

The activity is designed for all participants willing to improve their own skills and competencies to address the technological challenges. 20-30 participants

#### Duration:

Total time: 120 min

Theoretical part (introduction, presentation): 30 min

Practical part (group activity): 60 min

Debriefing (presentations and analyze the results): 30 min

#### Materials Needed:

Video projector + PC

Worksheets



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**Introduction:**

The primary goal of this workshop is to create awareness and equip participants with the knowledge and skills needed to recognize phishing emails effectively. Through engaging activities and exercises, participants will develop a sense of vigilance and learn practical strategies to protect themselves from phishing threats.

**Activity Steps:**

**Step 1: Theoretical part**

The activity starts with a welcome word and an icebreaker activity. Using a menti.com game set in advance by the facilitator, the participants shall suggest 3 words that came into their mind when they hear about the phishing threats.



The facilitator shall continue with the theoretical part, defining phishing and its various forms (spear phishing, vishing, etc.). The main focus of this workshop will be the emails, therefore, the facilitators will present the common characteristics of phishing emails.

**Step 2: Self-assessment**

In order for each participant to understand their own skills and gaps, the trainer will provide an individual evaluation sheet. Participants will read and mark as appropriate.

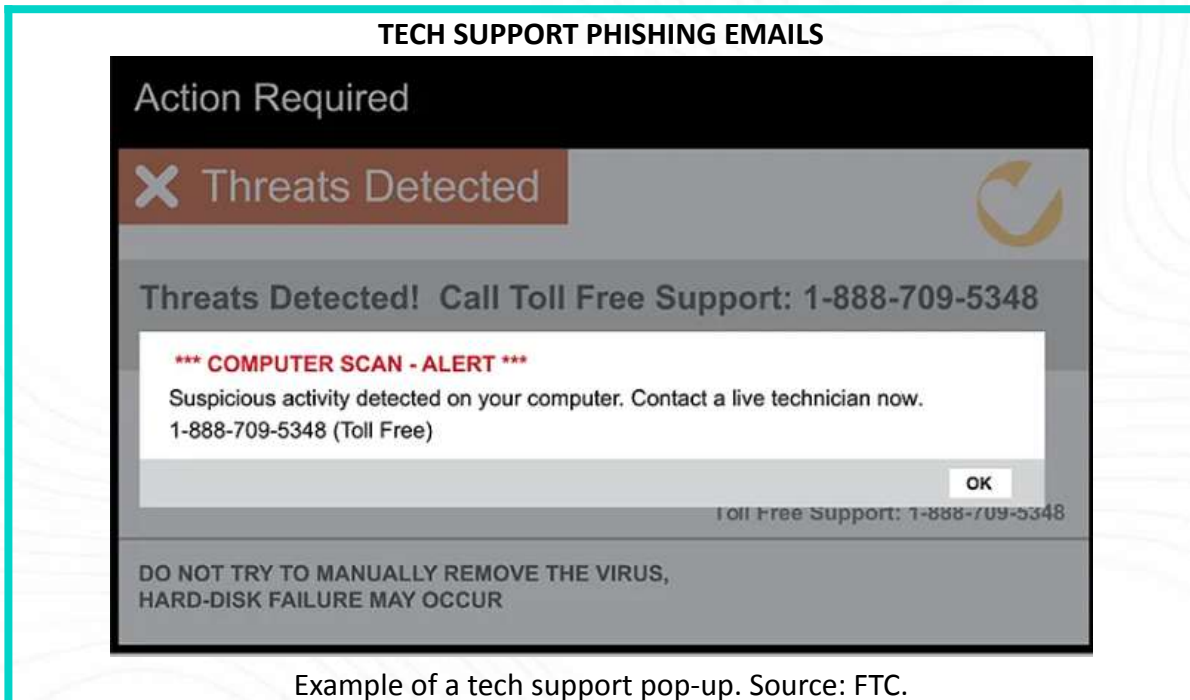
| Example   | Y / N |
|---|-------|
| I know about measures to protect devices (e.g. password, fingerprints, encryption) and prevent others from having access to my data |       |
| I knows how to identify suspicious email messages that try to obtain sensitive information or might contain malware                 |       |
| I know how to activate two-factor authentication (e.g. using one-time passwords, or codes along with access credentials)            |       |
| I can detect risks like receiving tweets and messages from followers with false profiles or phishing attempts.                      |       |

### Step 3: Group activity

Participants are informed that hackers send fake emails and text messages that are designed to steal individual sensitive data or install malicious software onto their devices. Statistics showed that 44% of people believe an email is safe just because it features familiar branding.

The facilitator divides the participants into small groups:

1. Give them the below printed messages (each group receive 1 text message)
2. Groups identify the telltale signs within their messages
3. Each group receives a list of potential signs (that may guide them to identify threats)



Example of a tech support pop-up. Source: FTC.



Example of a social media phishing scam. Source: Reddit.

### PHONY INVOICE SCAMS

Hello, PayPal User

coinbase

## Please pay your invoice

Coinbase would like to remind you to pay invoice [REDACTED]

Amount due: \$479.00 USD

[View and Pay Invoice](#)

Source: ITonDemand

### HUMAN RESOURCES (HR) EMAIL SCAMS

## Human Resources Shared Document with you

Greetings to, [REDACTED]

You have Received 9 pages of Corporate eFax Message From (154787787622) \*

Scanned from H/R Printing Office.

[Open Fax Message](#)

Thank you,  
[vcu.edu](http://vcu.edu)

This is a system generated email, please do not reply to it. The survey link in this email is unique to its recipient. Please do not forward this email. If you would like to unsubscribe and stop receiving these emails, click [unsubscribe](#).

Disclaimer: Microsoft is providing this email on behalf of Journey Christian Church. Please contact this company with your questions about its privacy practices.

Source: Virginia Commonwealth University





The below list of potential signs is providing participants with the most common red flags that require increased attention. They can use the list for guidance and they may mark some signs to be used in the next step, when they will be invited to present the results.

**LIST OF POTENTIAL SIGNS INDICATING PHISHING THREATS**

- Grammatical errors or misspelled words
- Unrelated, unofficial, or hidden URLs
- Unusual or impersonal salutations
- Urgent or threatening tone
- Unrelated sender name and email address
- Poor-quality logos
- Unprompted email attachments
- Direct requests for PII (Personally Identifying Information)
- Signs of brand spoofing

**Step 4: Presentations of the results**

On completion of the exercise, the facilitator invites each group to present the results. Each group presents the signs that indicate the potential phishing threats and the facilitator invites the audience to give feedback or contribute by identifying supplementary signs that may exist.

After each presentation, the facilitator guides the conversation suggesting potential effective response strategies when confronted with a potential phishing email. It shall be emphasized the importance of reporting suspicious emails to IT/security. Participants are also invited to share their experiences and practices.

## Reflection:

The facilitator shall encourage participants to document their reflections and consider discussing the below:

- What specific red flags or warning signs did you find most valuable for identifying phishing attempts?
- How will you apply the knowledge gained in this workshop to enhance your email security practices?
- What specific actions can be taken by organizations to enhance resilience against phishing threats?



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**Activity title:** Developing effective problem-solving skills

**Objective:**

The objective of this workshop is to help participants improve problem-solving skills as outlined in the DigComp framework. Participants will develop the capacity to analyze digital information, assess its reliability, and employ critical thinking to find solutions to technological problems.

**Target Group:**

The activity is designed for all participants willing to improve their own skills and competencies to address the technological challenges. 20-30 participants

**Duration:**

Total time: 120 min

Theoretical part (introduction, presentation): 30 min

Practical part (group activity): 60 min

Debriefing (presentations and analyze the results): 30 min

**Materials Needed:**

Video projector + PC

Worksheets

**Introduction:**

The goal of this workshop is to equip participants with effective problem-solving skills that they can apply in various contexts. Through this activity, participants will develop a structured approach to problem-solving, enhance critical thinking abilities, and learn to collaborate effectively.

**Activity Steps:**

**Step 1: Theoretical part**

The activity starts with a welcome word and an icebreaker activity. Using a menti.com game set in advance by the facilitator, the participants shall suggest potential technical problems they may encounter in their day-to-day lives.



The facilitator shall continue with the theoretical part, explaining the concept of problem solving skills in the context of DigComp, give examples of problem solving techniques and lay down the main steps for solving the problem.

**Step 2: Self-assessment**

In order for each participant to understand their own skills and gaps, the trainer will provide an individual evaluation sheet. Participants will read and mark as appropriate.

| Example  | Y / N |
|--|-------|
| I know how to identify and solve a camera and/or a microphone issue when in an online meeting                              |       |
| I sometimes create accounts to buy goods and services on the internet through commercial transactions                      |       |
| I use machine translation solutions (e.g. Google Translate, DeepL) to get an understanding of a document                   |       |
| I use online learning (e.g. video-tutorials, online-seminars) to keep up-to-date with developments in digital technologies |       |

### Step 3: Group activity

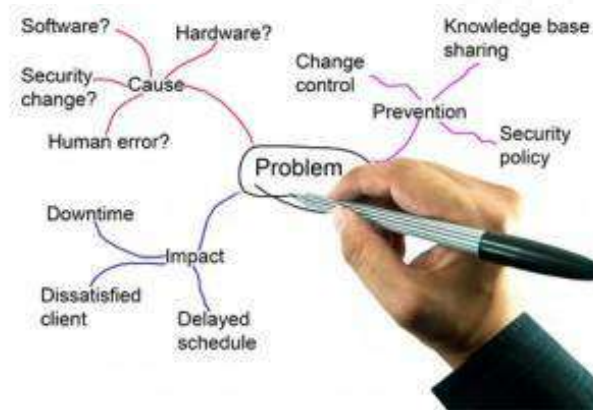
The facilitator divides the participants into small groups and give them the below scenario:

“Imagine a scenario where an individual is working from home, heavily dependent on technological devices for completion of the tasks. He frequently encounters issues with unreliable internet connectivity affecting productivity and overall work efficiency.”

#### Identify and define the problem

Each group is asked to work in teams to build a mind map on an A3 piece of paper and:

1. Define problem – state the problem as clearly as possible, describe the problem in terms of what you can observe
2. Start identifying potential causes - identify what is maintaining the problem rather than just what caused it
3. Generate potential solutions – list the solution



While the participants work in groups to brainstorm potential solutions to their defined problems, the facilitator shall emphasize the importance of encouraging diverse ideas.

#### Evaluate alternatives

Choose the solutions based on feasibility and preference and evaluate top 3-4 solutions in terms of advantages and disadvantages

|                      | Advantages | Disadvantages |
|----------------------|------------|---------------|
| Potential solution 1 |            |               |
| Potential solution 2 |            |               |
| Potential solution 3 |            |               |
| Potential solution 4 |            |               |

### Decide on solution and the steps for implementation

In order to solve the problem, the facilitator shall explain that after deciding on the solution (one or two maximum) to be implemented, the team shall agree on the actions to be taken, who and when.

| Action steps | Who | When |
|--------------|-----|------|
|              |     |      |
|              |     |      |
|              |     |      |

### Step 4: Presentation of the results

On completion of the previous steps, the facilitator shall allocate time for each group to present the results.

Each group, one by one, presents the results and the facilitator invites the audience to give feedback, propose actions to contribute to solving the problem.

### Reflection:

The facilitator shall encourage participants to document their reflections and consider discussing the below:

- Consider a current or past problem you have faced. How might the problem-solving framework from the workshop be applied to that scenario?
- How do you plan to incorporate the problem-solving skills learned into your daily work or personal life?
- What steps can you take to ensure continued growth in your problem-solving abilities over time?

## Title: Sustainable Living Challenge

### Objective:

The objective of this workshop is to promote the embodiment of sustainability values by challenging participants to adopt sustainable practices in their daily lives. This activity not only encourages the adoption of such practices, but also fosters a sense of community and shared commitment to a greener future. It provides a practical and personal approach to understanding and living out the principles of GreenComp, thus encouraging participants to become more responsible and active citizens by adopting environmentally-friendly attitudes and lifestyles.

### Target Group:

Any person who is environmentally aware and cares about our planet's present and future state. Particularly youths who are interested in developing knowledge, skills and attitudes that promote ways to think, plan and act with empathy, responsibility, and care for our planet and for public health.

### Duration:

Total time: 30 days

Theoretical part and scheduling: 60 min

Practical part: 30 days

Debriefing: 60 min

### Materials Needed:

1. Introduction materials on sustainable living practices (online resources, articles, videos)
2. Journals or reflection sheets for participants
3. Communication tools for sharing experiences (e.g., online platforms, a physical bulletin board)
4. Optional: Guest speaker on sustainability or eco-friendly living



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## Introduction:

The "Sustainable Living Challenge" activity is a combination of a workshop and a real-life application of sustainability attitudes and values. It stretches over 30 days and immerses participants in a hands-on experience with the concept of sustainability by encouraging them to adopt more sustainable practices in various aspects of daily life. It responds to the growing need for people to improve and develop the knowledge, skills and attitudes to live, work and act in a sustainable manner. It is a competence-based activity that helps participants develop sustainability skills and attitudes that can help promote responsible action. Sustainability competencies can help participants become systemic and critical thinkers, as well as develop agency, and form a knowledge basis on our planet's present and future preservation. It can also stimulate willingness to take or demand action at local, national and global level. The utility of such a challenge lies in fostering environmental consciousness, promoting sustainable behaviors, and creating a sense of community engagement. Participants can gain a deeper understanding of the environmental impact of their choices and develop habits that contribute to a more sustainable and eco-friendly lifestyle. Additionally, this challenge can be a platform for education and advocacy, encouraging broader societal change toward sustainability.

## Activity Steps:

### Step 1: Theoretical part

The workshop may start with the trainer introducing GreenComp and its 4 areas of competencies, with an emphasis on Embodying Sustainability Values. He/or she will provide an overview of sustainable living practices, covering aspects such as energy conservation, waste reduction, ethical consumption, and eco-friendly habits. As an icebreaking activity, the participants will share real-life examples of individuals or communities successfully embodying sustainability values.

### Step 2: Sustainable Living Challenge

The challenge will be introduced to the participants: they will be asked to adopt sustainable practices in their daily lives for the next 30 days. Examples of challenges will be introduced and discussed based on the overview presented in the previous step. They could include reducing single-use plastics, conserving water and energy, supporting local and sustainable products, or incorporating eco-friendly transportation.

### Step 3: Goal Setting

The facilitator will ask participants to set personal goals for the challenge. These goals should be specific, measurable, achievable, relevant, and time-bound (SMART).

### Step 4: Scheduling the challenge



Participants will be encouraged to keep a journal or reflection sheet to document their experiences, challenges faced, and successes. The facilitator will provide prompts for reflection, such as "What sustainable practices did you incorporate today?" or "How did your choices align with sustainability values?" Afterwards, participants will be informed about and introduced to a platform that will be set up for them to share their experiences, tips, and challenges with the group. This could be through a physical bulletin board, an online forum, or regular online group meetings. They will be encouraged to exchange ideas and thus a sense of community support will be provided.

### **Step 5: Guest Speaker Session (Optional)**

A session with a guest speaker who is knowledgeable about sustainable living or eco-friendly practices can be arranged. This could provide additional insights and motivation for participants.

### **Step 6: Mid-Challenge Check-In (in about 15 days from the beginning of the challenge)**

The facilitator will conduct a mid-challenge check-in session where participants share their progress, discuss challenges faced, and offer support to one another. Consequently, the team spirit and the sense of commitment will be maintained.

### **Group Interaction/Teamwork:**

At the end of the 30 days, participants will be gathered again for a final reflection and celebration. They can compare their journals or reflection sheets, share their overall experiences, difficulties encountered, lessons learned, and how they plan to continue embodying sustainability values in the future.

### **Reflection:**

The facilitator will ask participants to reflect on their experience and to assess their progress towards a lifelong sustainability attitude and lifestyle. They will be encouraged to think critically on the environmental issues, and to be willing to take or demand action at local, national and global level.

### **Follow-up Activities:**

Participants can discuss as a group how they can collectively continue promoting sustainability values beyond the challenge. A group action plan for ongoing initiatives can be developed. Participants could be encouraged to take action based on their experiences gained from the activity, with the goal of improving community awareness of sustainability and spreading good practices more widely.



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**Activity title:** EcoSprint: Sustainable Solutions in 2 Hours

**Objective:**

To foster a quick but impactful exploration of sustainable innovation and complex problem-solving within the GreenComp areas, emphasizing ecological literacy, systemic thinking, and sustainable decision-making.

**Target Group:**

This activity is suitable for individuals interested in a rapid introduction to sustainability, environmental science, and sustainable development, including students, professionals, and advocates.

**Duration:**

Approximately 2 hours

**Materials Needed:**

Whiteboard or Flipcharts

Markers, post-it notes and other planning supplies.

Timer or clock for time management.

Presentation equipment (projector, screen).

## Introduction:

- Welcome participants and set the context for the activity.
- Briefly introduce the GreenComp framework, emphasizing the key areas of ecological literacy, systemic thinking, and sustainable decision-making
- Communicate the overall objective of the activity: developing rapid sustainable solutions within a short timeframe.

## Activity Steps:

### Step 1: Eco Sprint Challenge

**Title:** "Green Challenge Dash"

**Description:** Participants engage in a quick challenge where they identify a sustainability problem and brainstorm potential solutions within the GreenComp areas. Emphasize speed and creativity.

### Step 2: Rapid Solution Design

**Title:** "Sprint to Sustainability"

**Description:** Teams work together to design a rapid and concise sustainable solution to the identified challenge. Emphasize the need to consider multiple GreenComp areas.

## Work plan.

This condensed "EcoSprint" activity aims to provide participants with a rapid and engaging experience in developing sustainable solutions within the GreenComp framework, fostering ecological literacy, systemic thinking, and sustainable decision-making within a limited timeframe.

## Facilitator Preparation:

- Ensure facilitators are familiar with the GreenComp framework and the "Into Action" key areas of focus.
- Prepare examples and case studies relevant to sustainability and complex problem-solving.
- Set up the venue with necessary materials and ensure access to presentation equipment.

### 1. Introduction to GreenComp and Sustainability (10min):

- Provide a rapid overview of the GreenComp framework, emphasizing the key areas of ecological literacy, systemic thinking, and sustainable decision-making.
- Highlight the urgency and importance of quick, innovative solutions in the sustainability context.

### 2. Team formation (5min.):

- Facilitate the quick formation of teams, ensuring diversity in skills and backgrounds.
  - Clearly communicate the purpose of the challenge and the importance of leveraging different strengths.
- 3. Eco Sprint Challenge (30min):**
- Participants quickly identify a sustainability problem and brainstorm potential solutions within the GreenComp areas.
  - Emphasize creativity and speed in idea generation.
- 4. Rapid Solution Design (45min.):**
- Teams work together to design a rapid and concise sustainable solution to the identified challenge
  - Emphasize the need to consider ecological literacy, systemic thinking, and sustainable decision-making in their solutions.
- 5. Showcase and Brief Reflection (10min.):**
- Each team quickly showcases their solution to the group.
  - Facilitate a brief reflection, prompting participants to consider how their solutions align with the GreenComp framework
- 6. Closing Remarks (5min.):**
- Provide closing remarks, expressing appreciation for participants' quick and creative efforts
  - Encourage participants to continue exploring sustainable solutions in their respective fields

### **Group Interaction/Teamwork (if applicable):**

During the activity, promote group interaction and teamwork by:

- Encouraging quick and open communication within teams.
- Facilitating collaborative decision-making under time constraints.
- Fostering an environment where diverse perspectives contribute to holistic problem-solving.

### **Reflection:**

Allocate a brief time for reflection at the end of the activity:

**After Step 2:** Conduct a quick reflection on the experience, prompting participants to consider how their solutions align with the GreenComp framework.

### **Follow-up Activities (Optional):**

#### **1. Sustainable Solution Implementation Workshop**

**Objective:** Guide participants in translating their rapid sustainable solutions into actionable plans for implementation

**Implementation:**

- Conduct a workshop where participants refine their solutions, considering feasibility, scalability, and potential challenges in implementation.
- Provide resources and guidance on project management, stakeholder engagement, and measuring environmental impact.
- Encourage participants to present their refined plans and receive constructive feedback from facilitators and peers.

## 2. GreenComp Innovation Challenge

**Objective:** Inspire participants to further innovate and refine their sustainable solutions with a focus on addressing real-world challenges.

**Implementation:**

- Launch a GreenComp Innovation Challenge, inviting participants to submit enhanced versions of their solutions.
- Form a panel of judges comprising experts in sustainability, environmental science, and sustainable development
- Showcase the top solutions in a virtual or live event, providing an opportunity for participants to gain recognition for their efforts.

## 3. Sustainability Action Teams

**Objective:** Foster ongoing collaboration by forming Sustainability Action Teams dedicated to implementing and advocating for sustainable solutions

**Implementation:**

- Facilitate the formation of small teams based on participants' interests and the focus areas of their solutions
- Each team works on implementing a selected solution or advocating for sustainable practices within a specific context (e.g., community, workplace, school)
- Schedule regular check-in sessions to share progress, discuss challenges, and celebrate successes.

## Key Considerations

**Continuous Learning Hub:** Establish an online platform or community where participants can access resources, share updates, and continue discussions on sustainable solutions.

**Guest Speaker Series:** Organize talks or webinars featuring experts in sustainability, providing insights into the latest trends, challenges, and opportunities in the field.

**Network Events:** Arrange networking events where participants can connect with professionals, organizations, and fellow enthusiasts working in sustainability.

These follow-up activities are designed to deepen participants' engagement with sustainable innovation, encourage real-world application of their ideas, and foster a sustained commitment to eco-friendly practices. Feel free to adapt these suggestions based on the specific goals and preferences of your participants.



# future



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## **Activity title:** Crafting the Future: Green and Digital Pathways in GreenComp

### **Objective:**

To equip participants with practical green and digital competencies, empowering them to conceptualize and develop innovative, sustainable business solutions that are aligned with modern digital advancements.

### **Target Group:**

The activity is primarily aimed at young entrepreneurs interested in developing sustainable businesses with a digital edge, youth trainers and educators who support and mentor in green and digital skills, students and learners seeking practical experience in sustainability and digital technologies, and participants in professional skill development programs focusing on innovation in sustainability and digital integration.

### **Duration:**

75 minutes

### **Materials Needed:**

Electronic devices with internet access (computers, tablets, or smartphones).

Video conferencing platform.

Online mind-mapping tools.

Online presentation platform.

Online surveys (Google Forms or SurveyMonkey).

Online chat or question and answer function.

## Introduction:

Set the scene for the activity by discussing the importance of envisioning sustainable futures and how it aligns with the principles of GreenComp. Highlight the need for innovative thinking and a multidisciplinary approach in tackling sustainability challenges.

## Activity Steps:

### Step 1: Warm-Up and Introduction (10 minutes)

**Step Objective:** Create a positive atmosphere and stimulate participants' creativity.

#### Instructions:

- **Phase 1 - Digital Ice-Breaker (5 minutes):** Initiate with a digital ice-breaking activity to engage participants instantly. This can be an online survey, an interactive question, or a brief collaborative drawing exercise.
- **Phase 2 - Introduction to Digital Significance (5 minutes):** Deliver a compelling introduction highlighting the significance of merging sustainability with innovation in business, utilizing multimedia presentations or an inspiring video.

### Step 2: Brainstorming with Enhanced Tools (15 minutes)

**Step Objective:** Generate imaginative ideas on how digital tools can amplify sustainability.

#### Instructions:

- **Phase 1 - Collaborative Digital Brainstorming (5 minutes):** Participants divide into teams through online video conferencing and collaborative platforms. Each team selects a sustainable sector and employs digital collaboration tools to brainstorm ideas on how digital technology can revolutionize that sector.
- **Phase 2 - Visual Idea Mapping with Digital Tools (10 minutes):** Each team employs a real-time digital mind-mapping tool for collaborative visualization and idea connection. Teams are encouraged to think creatively and explore innovative possibilities.

### Step 3: Designing Green-Digital Concepts (20 minutes)

Innovatively craft a green-digital business concept.

#### Instructions:



- **Phase 1 - Digital Concept Creation (15 minutes):** Teams work collaboratively to create their green-digital concept using online tools such as collaborative design platforms or virtual whiteboards. Emphasis lies on creativity and the seamless integration of sustainability and digital technology.
- **Phase 2 - Concept Presentation (5 minutes):** Each team visually presents their concept on-screen to receive immediate feedback.

#### **Step 4: Mini-Challenge: Pitch Your Idea (20 minutes)**

**Step Objective:** Prepare and deliver a concise pitch with a sustainability and digital focus.

**Instructions:**

- **Phase 1 - Pitch Preparation (10 minutes):** Teams prepare a digital pitch using an online presentation tool. Emphasis is on clarity and effective communication.
- **Phase 2 - Digital Pitch Presentation (10 minutes):** Each team concisely presents their concept using an online presentation platform. The audience can pose questions via chat.

#### **Step 5: Reflection and Discussion (10 minutes)**

**Step Objective:** Reflect on the creative process and discuss the practicality of ideas.

**Instructions:**

- **Phase 1 - Online Reflection (5 minutes):** Participants engage in individual reflection on the creative process and lessons learned through an online survey platform.
- **Phase 2 - Virtual Discussion (5 minutes):** Facilitate a virtual discussion where participants share their ideas, challenges, and explore potential real-world applications.

#### **Reflection:**

Encourage participants to reflect on their personal and collective roles in achieving sustainable futures. Consider the changes that might be needed in personal and professional life to support sustainability.

#### **Follow-up Activities:**

Suggest participants research local sustainable initiatives. Encourage them to develop a personal action plan for sustainability.

A business plan for a green and digital business combines the principles of environmental sustainability with the use of digital technologies to create innovative, eco-friendly solutions. Here are the key components such a business plan should contain:

|   |  |   |  |   |
|---|--|---|--|---|
| <p><b>Executive Summary:</b><br/>A concise overview of the green and digital business, highlighting the unique value proposition, market opportunity, and sustainability goals.</p> <p>1</p>  | <p><b>Vision and Mission:</b><br/>Clearly state the company's long-term vision and mission, emphasizing its commitment to sustainability and how digital technologies play a role in achieving those goals.</p> <p>2</p> | <p><b>Environmental Sustainability:</b><br/>Describe the environmental problems or challenges your business aims to address. Set clear sustainability goals, such as reducing carbon emissions, conserving resources, or mitigating environmental impacts.</p> <p>4</p> | <p><b>Digital Technologies:</b><br/>Detail how digital technologies, such as IoT, data analytics, AI, or blockchain, will be used to create and enhance green solutions. Highlight the technological advantages and innovations that set your business apart.</p> <p>5</p> | <p><b>Competitive Analysis:</b><br/>Identify competitors in the green and digital space. Assess their strengths and weaknesses, and explain how your business will differentiate itself.</p> <p>7</p> |
|   | <p><b>Market Analysis:</b><br/>Analyze market trends and demand for green and digital solutions. Identify target customer segments and their specific needs.</p> <p>3</p>  |   | <p><b>Products and Services:</b><br/>Explain the specific green products or services your business offers and how they utilize digital technologies. Highlight the benefits and features of these offerings.</p> <p>6</p>  |   |
| <p><b>Marketing and Branding:</b><br/>Describe the marketing strategies and channels you will use to promote your green and digital offerings. Emphasize how your branding aligns with your commitment to sustainability and digital innovation.</p> <p>8</p> |  | <p><b>Business Model:</b><br/>Explain your revenue model, pricing strategy, and sales channels. Address how your digital capabilities enable efficient operations and customer engagement. Operations and Supply Chain:</p> <p>9</p>                                    |  |   |

|  |   |  |  |  |
|--|---|--|--|--|
| <p><b>Operations and Supply Chain:</b><br/>how your operations and supply chain are optimized for sustainability. Discuss energy-efficient practices, waste reduction, and sustainable sourcing facilitated by digital technologies.</p> <p>10</p> | <p><b>Financial Projections:</b><br/>Present financial forecasts, including revenue, expenses, and profitability. Highlight any digital investments and the expected return on these investments.</p> <p>11</p> | <p><b>Sustainability Metrics:</b><br/>Define key performance indicators (KPIs) related to both environmental and digital aspects of the business. Explain how you will measure and report on progress toward sustainability goals.</p> <p>13</p> | <p><b>Team and Leadership:</b><br/>Introduce the key members of your team and their roles in driving the business forward. Highlight relevant expertise in sustainability and digital technologies.</p> <p>14</p>  | <p><b>Risks and Mitigation:</b><br/>Identify potential risks related to both the green and digital aspects of your business and outline strategies to mitigate them.</p> <p>16</p> |
| <p><b>Legal and Regulatory Compliance:</b><br/>Ensure your business complies with environmental and digital regulations and standards. Highlight any intellectual property protection or patents.</p> <p>17</p>                                    | <p><b>Technology Infrastructure:</b><br/>Describe the technology stack and infrastructure needed to support your digital solutions. Address data security and privacy measures.</p> <p>12</p>                   | <p><b>Timeline and Milestones:</b><br/>Create a timeline for product development, marketing campaigns, and key milestones. Set specific deadlines for the achievement of sustainability and business objectives.</p> <p>19</p>                   | <p><b>Funding and Financial Projections:</b><br/>Detail your funding requirements, including any capital needed for technology development, marketing, or scaling operations. Provide a break-even analysis and potential exit strategies.</p> <p>15</p> | <p><b>Conclusion:</b><br/>Summarize the key points of the business plan and reiterate your commitment to being a green and digital leader.</p> <p>20</p>                           |

A business plan for a green and digital business should clearly articulate how your company leverages digital technology to develop and deliver environmentally sustainable products and services, ultimately contributing to a cleaner and more efficient future.



**future** 

**FUTURE:** Entrepreneurship's FUTURE is green and digital

2022-2-PT02-KA220-YOU-000098632

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