



# GREEN FACTOR

Eco and entrepreneurial pathways to boost young people's factor of change

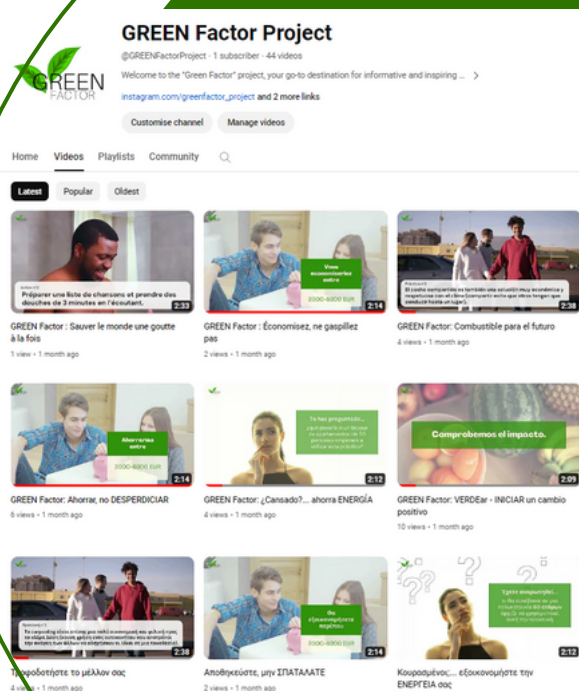
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## GREEN FACTOR VIDEO TUTORIALS ARE NOW AVAILABLE FOR ANYONE WHO WANTS TO BE PART OF THE CHANGE

The second result of our project is now available! Our video tutorials aim to transform mindsets and lifestyles to drive real change in society. They offer practical tips based on the Good Practice Catalogue (PR1) to influence your everyday life: from waste reduction to sustainable practices at home and at work.

This is "GREEN Factor", where we equip you with knowledge for impactful action in a greener world - join us, subscribe to our YouTube channel and share! Let's come together to be the change 🌱❤️



# PR3: GAMIFIED E-COURSE FOR GREEN ENTREPRENEURSHIP APPLICANTS

Introducing the exciting e-course curriculum that will revolutionise your green entrepreneurial approach!

These 5 modules will provide you with essential knowledge and tools to develop green business ideas and write business plans:

1. **Becoming a Green Entrepreneur:** Focus on technical and behavioural skills, management and networking, necessary to achieve sustainable business goals.
2. **Business Plan Writing:** Learn how to identify your target market, research and write a solid business plan.
3. **Marketing and Communication:** Discover the importance of branding, visual identity, logo creation, communication and marketing strategies.
4. **Investment Planning:** Understand the feasibility and real-world application of your business idea, exploring funding and investment opportunities.
5. **Project Idea Design:** Based on the Green Challenge Report (PR1), you will be guided to create your own business idea addressing real national environmental problems.

Each of the modules has a theory section, so that your training is excellent, a short questionnaire, so that you can test what you have learnt, and a learning scenario, a simulation that recreates a situation or problem on which to act or intervene in some way and put into practice the competences we want to develop.



**Green  
Entrepreneurship**



**Writing a  
Business Plan**



**Marketing and  
Communication**



**Investment  
Planning**



**Project Idea  
Design**

These modules are available on the project platform - get ready to transform your business vision and make a difference in the world with sustainable business! 🌱📁



[Go to GREEN Factor Learning Platform](#)

# NEXT RESULT...

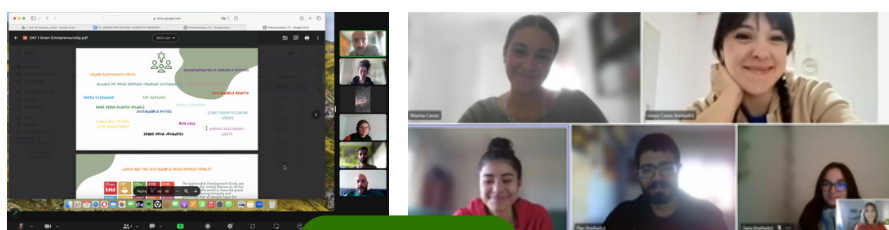
## REPLICABILITY GUIDE FOR YOUTH WORKERS (PR4)

It aims to train youth leaders to guide young people, making them active promoters of the preservation of their local ecological environment.

### How will this be done?

## 1 National Training Sessions

Following the LTTA in Spain, the same youth workers have trained other young people at national level, supported by the partners in each country, with the aim that youth workers and young people work together in developing young people's entrepreneurial skills and in implementing their green business ideas.



Spain



Italy



France



Czech Republic

## 2 Interactive guide "The GREEN Factor Journey"

This guide will provide youth workers with an accessible and user-friendly format to support and inspire young people to become active environmentally conscious citizens and aspiring green entrepreneurs through their transformative idea.

## 2 GREEN Factor Day

Nationwide events where young people will publicly present their own green business in the presence of green entrepreneurs, key stakeholders and media. At the end, a jury will award a prize for the best green business idea.



**Follow us to find out about all the project's achievements!**



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