

IO3: IN-SERVICE TRAINING FOR VET TUTORS

LEARNING UNIT 1 - BY CALLIDUS AND
UPIT

21 HOURS OF FACE TO FACE LEARNING
14 HOURS OF SELF-DIRECTED MATERIALS



Green-4-Future

Greening the EntreComp Framework to Reconcile Economic
Development and Environmental Security

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**Title of the Learning Unit:
MEET THE GREENENTRECOMP FRAMEWORK?
Designed by: CALLIDUS and UPIT**

AIM OF THE LEARNING UNIT

Aim of this learning unit is to introduce VET tutors with the GreenEntreComp framework and motivate them to use it in their teaching activities.

TOTAL LEARNING TIME OF WHICH:
35 hours

FACE-TO-FACE LEARNING

21 hours

OF WHICH ASSESSMENT

(during the time trainees perform the F2F activities)

120 min

SELF-DIRECTED LEARNING

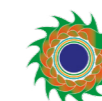
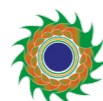
14 hours

LEARNING OUTCOMES

On successful completion of this Learning Unit (LU), VET tutors will be able to:

KNOWLEDGE

- K.1.1. Present how GreenEntreComp Framework is structured
- K.1.2. Describe Green Entrepreneurship and its importance
- K.1.3. Explain the rationale behind 'greening' the EntreComp Framework



SKILLS

- S.1.1. Discuss the benefits of using the GreenEntreComp Framework
- S.1.2. Analyse the impact of the GreenEntreComp Framework in entrepreneurship education
- S.1.3. Interpret/describe in own words the descriptors of the GreenEntreComp Framework
- S.1.4. Compare positively GreenEntreComp Framework with EntreComp Framework
- S.1.5. Explain correctly to own trainees the descriptors of the GreenEntreComp Framework
- S.1.6. Use/apply efficiently the GreenEntreComp Framework in practice (in their professional activities)
- S.1.7. Design new 'green(er)' competences and develop their descriptors, for all levels

COMPETENCES (ATTITUDES AND VALUES)

- C.1.1. Motivate own trainees to use GreenEntreComp Framework
- C.1.2. Instruct own trainees about GreenEntreComp Framework
- C.1.3. Monitor own trainees when applying the GreenEntreComp Framework in their entrepreneurial activities/business



1. WHAT IS ENTRECOMP?

1. WHAT IS ENTRECOMP?

ACTIVITY CODE

A1.1

ACTIVITY TITLE

Getting to know EntreComp?

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

K.1.1.

S.1.1.

S.1.2.

C.1.1.

LEARNING TIME FOR THIS ACTIVITY

165 min

OVERVIEW OF CONTENT

- The lecturer welcomes participants (trainees) and emphasizes that this Learning Unit is developed in the framework of the Green-4-Future project, based on EntreComp. The lecturer and trainees present themselves, based on Slide 2 (40 min)
- S/he announces the learning objectives of this activity, which are ***the basic overview of EntreComp framework, explanation on how EntreComp Framework is built and its importance*** (5 min)
- The main concepts on EntreComp Framework are introduced by the lecturer with the help of the PPT in Annex 1, slides 1-13. (30 min)
- The lecturer explains the Task 1 presented in slide 5 of the PPT, namely watch a video presentation of the EntreComp framework,

write down 3 characteristics that best define it, and present it to the rest of the trainees, in order to get feedback. (10 min)

- Trainees work individually to perform Task 1. While they work, the lecturer provides them with feedback and advice; s/he also makes comments and overall evaluates the achievements of each trainee. (35 min)
- At the end of the allotted time, the lecturer asks each trainee to present and facilitates a discussion on the results with all trainees. (45 min)

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, EntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, except from books/manuals, mind maps, etc.)

Green-4-Future_IO3_LU1_Annex 1.pptx

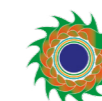
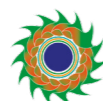
Green-4-Future_IO3_LU1_Annex 2.docs – it can be used for the basic information on the subject

ASSESSMENT METHOD

By evaluating the task completed in the slide 5 of Green-4-Future_IO3_LU1_Annex 1.pptx. (10 min)

REFERENCES (IF NECESSARY)

- EntreComp: The European Entrepreneurship Competence Framework (<https://ec.europa.eu/social/main.jsp?catId=1317&langId=en>)



ACTIVITY CODE

A1.2

ACTIVITY TITLE

Who, why and how to use EntreComp

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

K.1.2.

S.1.3.

C.1.1.

LEARNING TIME FOR THIS ACTIVITY

135 min

OVERVIEW OF CONTENT

- The trainees are now well introduced to EntreComp
- The lecturer announces the learning objective of this activity, which is to familiarize the trainees with **the basic overview of who can use EntreComp, in what situation, and the main tips for using it are also given.** (10 min)
- The main concepts on Who, why and how to use EntreComp are introduced by the lecturer with the help of the PPT in Annex 1, slides 14-26. (40 min)
- The lecturer explains the Task 2 explained in slide 26 of the PPT, namely using the information provided in the slides, the trainees must brainstorm to develop a plan for applying EntreComp in their current activity, and present it to the rest of the trainees, in order to get feedback. (10 min)
- Trainees work in groups to perform Task 2. While they work, the lecturer provides them with feedback and advice; s/he also makes comments and overall evaluates the achievements of each trainee. (30 min)

- At the end of the allotted time, the lecturer asks each group to name a member who will present and discuss the results with the other trainees. (45 min)

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, EntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, except from books/manuals, mind maps, etc.)

Green-4-Future_IO3_LU1_Annex 1.pptx

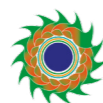
Green-4-Future_IO3_LU1_Annex 2.docx - it can be used for the basic information on the subject

ASSESSMENT METHOD

By evaluating the task completed in the slide 26 of Green-4-Future_IO3_LU1_Annex 1.pptx. (10 min)

REFERENCES (IF NECESSARY)

- EntreComp into Action: get inspired, make it happen - A user guide to the European Entrepreneurship Competence Framework - <https://publications.jrc.ec.europa.eu/repository/handle/JRC109128>
- <https://www.youtube.com/watch?v=ijpVICWGIdc>



ACTIVITY CODE

A1.3

ACTIVITY TITLE

What is EntreComp?

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

SDL resource

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

S.1.1.

S.1.2.

S.1.3.

LEARNING TIME FOR THIS ACTIVITY

240 min

OVERVIEW OF CONTENT

The development of the entrepreneurial capacity of European citizens and organisations has been one of the key policy objectives for the EU and Member States for many years. There is a growing awareness that entrepreneurial skills, knowledge and attitudes can be learned and in turn lead to the widespread development of entrepreneurial mind-sets and culture, which benefit individuals and society as a whole.

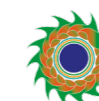
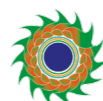
The European Commission first referred to the importance of entrepreneurship education in 2003, in the European Green Paper on Entrepreneurship in Europe. By 2006, the European Commission had identified a 'sense of initiative and entrepreneurship' as one of the eight key competences necessary for all members of a knowledge-based society. The 2008 Small Business Act for Europe, the 2012

Communication on Rethinking Education, the 2013 Entrepreneurship Action Plan 2020, and more recently the New Skills Agenda for Europe, have kept the need to promote entrepreneurship education and entrepreneurial learning under the spotlight. This has led to a wealth of initiatives across Europe.

Despite the vibrant interest in entrepreneurial capacity building, almost a decade after the 2006 Recommendation on 'Key competences for lifelong learning', there is still no consensus on what the distinctive elements of entrepreneurship as a competence are. As highlighted in the 2016 edition of the Eurydice Report on 'Entrepreneurship Education at School', about half the countries in Europe make use of the European Key Competence definition of entrepreneurship. A third of the countries use their own national definition and almost 10 countries have no commonly agreed definition at national level. Further-more, the lack of comprehensive learning outcomes for entrepreneurship education is identified by Eurydice as one of the main hindrances to the development of entrepreneurial learning in Europe.

As a result, there is a clear need to define and describe entrepreneurship as a competence; to develop the reference framework describing its components in terms of knowledge, skills and attitudes; and to provide European citizens with the appropriate tools to assess and effectively develop this key competence.

In this context, the Entrepreneurship Competence study (EntreComp) was launched by the JRC on behalf of the Directorate General for Employment, Social Affairs and Inclusion (DG EMPL) in January 2015. One of the key objectives of EntreComp was to develop a common conceptual approach, which could support the development of entrepreneurship competence at European level.



CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, EntreComp, etc.)

- Lecture
- Discussion/debate

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, excerpt from books/manuals, mind maps, etc.)

Study the resources available on the following link:

- <https://ec.europa.eu/social/main.jsp?catId=1317&langId=en>

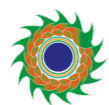
ASSESSMENT METHOD

By evaluating the task completed (slide 26 of the Green-4-Future_IO3_LU1_Annex 1.pptx). (10 min)

REFERENCES (IF NECESSARY)

- See resources above.

2. WHAT IS GREENENTRECOMP?



2. WHAT IS GREENENTRECOMP?

ACTIVITY CODE

A1.4

ACTIVITY TITLE

What is GreenEntreComp?

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

K.1.1.

K.1.2.

S.1.4.

LEARNING TIME FOR THIS ACTIVITY

160 min

OVERVIEW OF CONTENT

- The lecturer welcomes participants (trainees) and emphasizes that this Learning Unit is developed in the framework of the Green-4-Future project, based on EntreComp. (10min)
- S/he announces the learning objective of this activity, which is to familiarize the trainees with **the basic overview of GreenEntreComp document, explanation how Green Entre Comp Framework is built and its importance.** (10min)
- The main concepts of GreenEntreComp are introduced and covered by the lecturer with the help of the PPT in Annex 3, slides 1-15. The lecturer compares GreenEntreComp with EntreComp framework, gives the explanation of structure (three main fields of competences, descriptors and competencies). (20min)
- After presentation, lecturer can ask trainees for feedback on his presentation and start an initial discussion about GreenEntreComp. (10min)

- The lecturer explains the Task 1 explained in Annex 4 (worksheet), namely "Getting to know GreenEntreComp - importance and purpose" (10 min)
- Trainees work individually to perform Task 1. (45min) While they work, the lecturer provides them with feedback and advice; s/he also makes comments and overall evaluates the achievements of each trainee. (30min)
- At the end of the allotted time, the lecturer chooses randomly or on a voluntary basis 2-3 trainees and asks them to present and discuss the results with the other trainees. (25 min)
- The main goal of this Activity is that all trainees are very well introduced to GreenEntreComp, understands the importance of this new Framework based on EntreComp and understands its purpose.

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

Green-4-Future_IO3_LU1_Annex 3.pptx

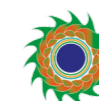
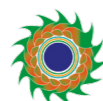
Green-4-Future_IO3_LU1_Annex 4.docx

ASSESSMENT METHOD

By evaluating the **Task 1** completed in the worksheet (Green-4-Future_IO3_LU1_Annex 4.docx). (10 min)

REFERENCES (IF NECESSARY)

- GreenEntreComp



ACTIVITY CODE

A1.5

ACTIVITY TITLE

GreenEntreComp: The “green” Entrepreneurship Competence Framework.

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

SDL resource

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

S.1.4.

LEARNING TIME FOR THIS ACTIVITY

150 min

OVERVIEW OF CONTENT

The development of the entrepreneurial capacity of European citizens and organisations is one of the key policy objectives for the EU and Member States. Ten years ago, the European Commission identified sense of initiative and entrepreneurship as one of the 8 key competences necessary for a knowledge-based society. The EntreComp framework presented in this report proposes a shared definition of entrepreneurship as a competence, with the aim to raise consensus among all stakeholders and to establish a bridge between the worlds of education and work. Developed through a mixed-methods approach, the EntreComp framework is set to become a reference de facto for any initiative aiming to foster entrepreneurial capacity of European citizens. It consists of 3 interrelated and interconnected competence areas: ‘Ideas and opportunities’, ‘Resources’ and ‘Into action’. Each of the areas is made up of 5 competences, which, together, constitute the building blocks of entrepreneurship as a competence. The framework develops the 15 competences along an 8-level progression model



and proposes a comprehensive list of 442 learning outcomes. The framework can be used as a basis for the development of curricula and learning activities fostering entrepreneurship as a competence. Also, it can be used for the definition of parameters to assess learners’ and citizens’ entrepreneurial competences

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate

DIDACTIC MATERIALS REQUIRED

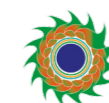
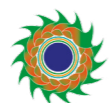
(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

This resource is available on the following link:

<https://publications.jrc.ec.europa.eu/repository/handle/JRC101581>

ASSESSMENT METHOD

By evaluating the task completed in the worksheet (Green-4-Future_IO3_LU1_Annex 4.docx). (10 min)



3. WHAT 'GREENING THE COMPETENCES' MEANS?

3. WHAT 'GREENING THE COMPETENCES' MEANS?

ACTIVITY CODE

A1.6

ACTIVITY TITLE

What 'greening the competences' means?

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

K.1.3.

S.1.1.

S.1.2.

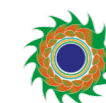
S.1.3.

LEARNING TIME FOR THIS ACTIVITY

140 min

OVERVIEW OF CONTENT

- The trainees are now well introduced to GreenEntreComp. In this activity the main goal will be to explain the difference between EntreComp and GreenEntreComp.
- S/he announces the learning objective of this activity, which is to familiarize the trainees with ***rationale behind greening the EntreComp, benefits of using GreenEntreComp and finally, trainees should be able to interpret and describe in own words descriptors of the GreenEntreComp.***
- The main concepts on the topics above are introduced by the lecturer with the help of the PPT in Annex 3, slides 15-20. (30 min)
- The lecturer explains the Task 2 explained in Annex 4 (worksheet),



namely “Benefits and importance of GreenEntreComp”.

- Trainees work in groups of 3-4 to perform Task 2. While they work, the lecturer provides them with feedback and advice; s/he also makes comments and overall evaluates the achievements of each trainee. (60 min)
- At the end of the allotted time, the lecturer chooses randomly or on a voluntary basis 2-3 groups and asks them to present and discuss the results with the other trainees. (50 min)
- In this group discussion, based on the Task 2, the main goal is to collect all the arguments that groups have agreed on while working on Task 2. The lecturer can write them all on flipchart to make it visible for all the participants.
- At the end of this activity, all the benefits and importance of GreenEntreComp are visible on flipchart, and lecturer can start group discussion and feedback.

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

Green-4-Future_IO3_LU1_Annex 3.pptx

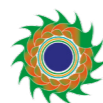
Green-4-Future_IO3_LU1_Annex 4.docx

ASSESSMENT METHOD

By evaluating the **Task 2** completed in the worksheet (Green-4-Future_IO3_LU1_Annex 4.docx). (10 min)

REFERENCES (IF NECESSARY)

4. GREEN(ER) SKILLS AND COMPETENCES



4. GREEN(ER) SKILLS AND COMPETENCES

ACTIVITY CODE

A1.7

ACTIVITY TITLE

Green(er) skills and competences - how to use them

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

S.1.5. and S.1.7.

LEARNING TIME FOR THIS ACTIVITY

50 min

OVERVIEW OF CONTENT

- At this point, trainees are very well introduced to GreenEntreComp, its importance and benefits.
- S/he announces the learning objective of this activity, which are: **be able to explain correctly the descriptors of the GreenEntreComp and be able to design new “green(er)” competences and develop their own descriptors for all levels.**
- The main concepts on “greening” the descriptors and competencies are given by the lecturer with the help of the PPT in Annex 3, slides 20-22. Lecturer explains how descriptors and competencies of EntreComp are made “greener”. (10 min)
- The lecturer explains the Task 3 explained in Annex 4 (worksheet), namely “Green competencies and descriptors”
- Trainees work in groups to perform Task 1. While they work, the lecturer provides them with feedback and advice; s/he also makes

comments and overall evaluates the achievements of each trainee. (30min)

- At the end of the allotted time, the lecturer chooses randomly or on a voluntary basis 2-3 trainees and asks them to present and discuss the results with the other trainees.
- The main goal of this activity is that trainees get to know the process of greening the competencies and descriptors that have been done, and explain to them that they can give their suggestions for “greening” too. (10min)

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

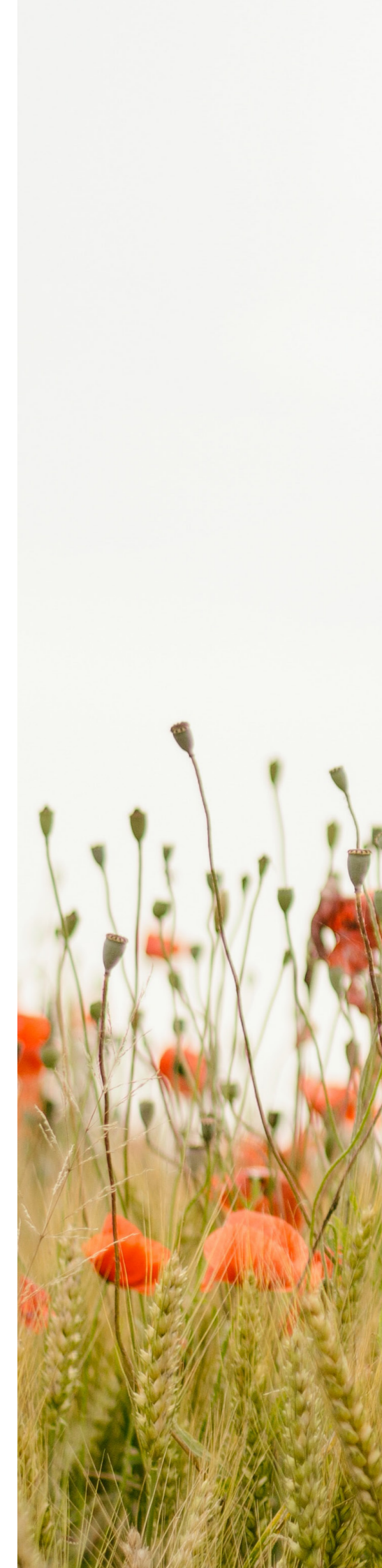
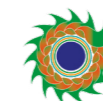
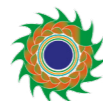
Green-4-Future_IO3_LU1_Annex 3.pptx

Green-4-Future_IO3_LU1_Annex 4.docx

ASSESSMENT METHOD

By evaluating the **Task 3** completed in the worksheet (Green-4-Future_IO3_LU1_Annex 4.docx). (10 min)

REFERENCES (IF NECESSARY)



ACTIVITY CODE

A1.8

ACTIVITY TITLE

Motivate, instruct and monitor own trainees when using GreenEntreComp

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

S.1.6.

C.1.1.

C.1.2.

C.1.3.

LEARNING TIME FOR THIS ACTIVITY

150 min

OVERVIEW OF CONTENT

- Now the trainees are introduced to GreenEntreComp, “greening” the descriptors and competencies and benefits and importance of GreenEntreComp, this activity will be focused on
- S/he announces the learning objectives of this activity, which are ***how to use GreenEntreComp in practice and how to apply GreenEntreComp Framework in their entrepreneurial activities/bussines.***
- The main concepts on practical use of GreenEntreComp are introduced by the lecturer with the help of the PPT in Annex 1, slides 23-26. (20 min)
- The lecturer explains the Task 1 explained in Annex 2 (worksheet), namely(10 min)

- Trainees work individually to perform Task 1. While they work, the lecturer provides them with feedback and advice; s/he also makes comments and overall evaluates the achievements of each trainee. (70 min)
- At the end of the allotted time, the lecturer chooses randomly or on a voluntary basis 2-3 trainees and asks them to present and discuss the results with the other trainees.
- Group discussion and feedback is proposed by lecturer; discussion about practical use of GreenEntreComp in their entrepreneurial activities and businesses (50 min)

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

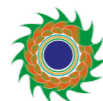
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Green-4-Future_IO3_LU1_Annex 4.docx

ASSESSMENT METHOD

By evaluating the **Task 4** completed in the worksheet (Green-4-Future_IO3_LU1_Annex 4.docx). (10 min)

REFERENCES (IF NECESSARY)



ACTIVITY CODE

A1.9

ACTIVITY TITLE

What is sustainability?

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

SDL resource

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

S.1.4.

LEARNING TIME FOR THIS ACTIVITY

30 min

OVERVIEW OF CONTENT

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, we also need social and economic resources. Sustainability is not just environmental-ism. Embedded in most definitions of sustainability we also find concerns for social equity and economic development.

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

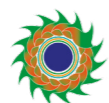
This resource is available on the following link:

- <https://www.mcgill.ca/sustainability/files/sustainability/what-is-sustainability.pdf>

ASSESSMENT METHOD

By evaluating the task completed in the worksheet (Green-4-Future_IO3_LU1_Annex 4.docx). (10 min)

REFERENCES (IF NECESSARY)



ACTIVITY CODE

A1.10

ACTIVITY TITLE

Entrepreneurship Education: A Guide for Educators

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

SDL resource

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

C.1.2.

LEARNING TIME FOR THIS ACTIVITY

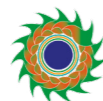
240 min

OVERVIEW OF CONTENT

Entrepreneurship education is seen as more than preparation on how to create and run a business. It is about how to develop the entrepreneurial attitudes, skills and knowledge which, in short, should enable a student to 'turn ideas into action'. The following is proposed in relation to teacher development.

- Teachers cannot teach how to be entrepreneurial without themselves being entrepreneurial.
- Entrepreneurial competencies require active methods of engaging students to release their creativity and innovation.
- Entrepreneurial competency and skills can be acquired or built only through hands-on, real life learning experiences.
- Entrepreneurial skills can be taught across all subjects as well as a separate subject.
- Entrepreneurship education should focus on 'intrapreneurs' as well as entrepreneurs, in light of the fact that most students will use entrepreneurial skills within companies or public institutions.

To give entrepreneurship education real traction, there is a need to develop learning outcomes related to entrepreneurship, and related



assessment methods and quality assurance procedures for all levels of education. These should be designed to help teachers progress in the acquisition of entrepreneurial skills and knowledge through partnership with business and the community.

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

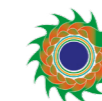
(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

The resource can be downloaded in PDF from the following link:

- ["Entrepreneurship Education: A Guide for Educators", EC 2013](#)

ASSESSMENT METHOD

REFERENCES (IF NECESSARY)



5. GREEN ENTREPRENEURSHIP AND BUSINESS

5. GREEN ENTREPRENEURSHIP AND BUSINESS

ACTIVITY CODE

A1.11

ACTIVITY TITLE

What is Green Entrepreneurship and Business

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

K.1.1.

K.1.2.

K.1.3.

S.1.1.

S.1.2.

C.1.1.

C.1.2.

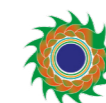
C.1.3.

LEARNING TIME FOR THIS ACTIVITY

130 min

OVERVIEW OF CONTENT

- The lecturer welcomes participants (trainees) and emphasizes that this Learning Unit is developed in the framework of the Green-4-Future project, based on EntreComp. (10 min)
- S/he announces the learning objective of this activity, which is to familiarise the audience with ***the meaning of Green Entrepreneurship and Business, its importance, the concepts applied when using Green Entrepreneurship and Business framework.*** (10 min)

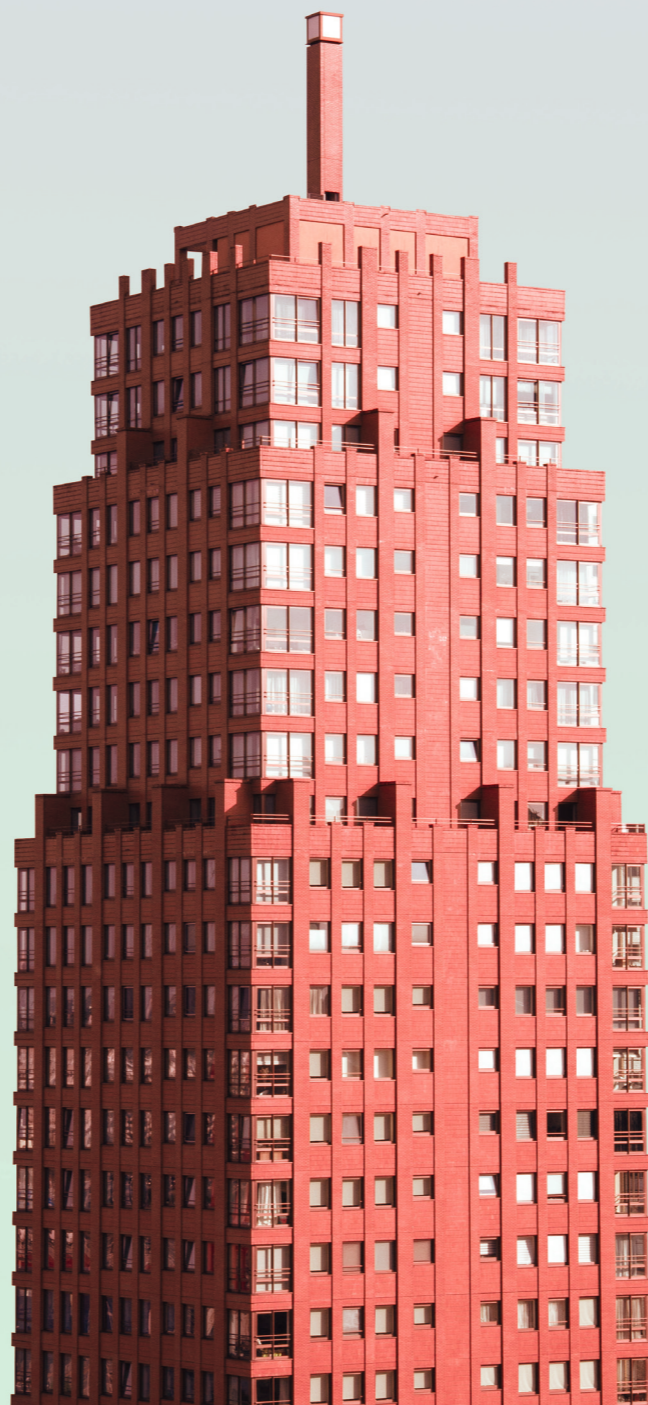
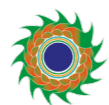


- The main concepts on ***What is Green Entrepreneurship and Business*** are introduced by the lecturer with the help of the PPT in Annex 5, slides 1-12. (40 min)
- The lecturer explains the Task 1 explained in the slide 7 of the PPT, namely Getting to know ***What is Green Entrepreneurship and Business*** (15 min)
- Trainees work individually to perform Task 1. While they work, the lecturer provides them with feedback and advice; s/he also makes comments and overall evaluates the achievements of each trainee. (25 min)
- At the end of the allotted time, the lecturer asks each trainee to present and discuss the results with the other trainees. (30 min)

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work



DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

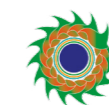
Green-4-Future_IO3_LU1_Annex 5.pptx
Green-4-Future_IO3_LU1_Annex 6.docx - it can be used for the basic information on the subject

ASSESSMENT METHOD

By evaluating the task completed in the slide 7 (Green-4-Future_IO3_LU1_Annex 5.pptx). (10 min)

REFERENCES (IF NECESSARY)

- Dale, G. (2015). Origin and delusion of green growth. *International Socialist Review*,
- Demirel, P., Cher Li, Q, Rentocchini, F. & Tamvada, J., P. (2017). Born to be green: new insights into the economics and management of green entrepreneurship. *Journal of Business Economics*
- Green Project (2012). An attempt to define green entrepreneurship



ACTIVITY CODE

A1.12

ACTIVITY TITLE

Greenwashing in Green Entrepreneurship

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

K.1.1.

K.1.3.

S.1.1.

S.1.2.

S.1.3.

C.1.1.

C.1.2.

C.1.3.

LEARNING TIME FOR THIS ACTIVITY

120 min

OVERVIEW OF CONTENT

- The trainees are now well introduced to Green Entrepreneurship and Business. In this activity the main goal will be to explain what Greenwashing in Green Entrepreneurship means and how it can be avoided.
- S/he announces the learning objective of this activity, which is to familiarise the audience with **the meaning of Greenwashing in Green Entrepreneurship, the „sins“ of Greenwashing in Green Entrepreneurship, how to identify it, and how to avoid it.** (10 min)
- The main concepts on **Greenwas in Green Entrerpeneurship** are introduced by the lecturer with the help of the PPT in Annex 5, slides 13-17. (45 min)

- The lecturer explains the Task 2 explained in the slide 14 of the PPT, namely **Identifying cases of Greenwashing and debating about their effects.** (10 min)
- Trainees work individually to perform Task 2. While they work, the lecturer provides them with feedback and advice; s/he also makes comments and overall evaluates the achievements of each trainee. (20 min)
- At the end of the allotted time, the lecturer asks each trainee to present and discuss the results with the other trainees. (35 min)

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

Green-4-Future_IO3_LU1_Annex 5.pptx

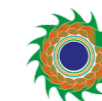
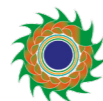
Green-4-Future_IO3_LU1_Annex 6.docx - it can be used for the basic information on the subject

ASSESSMENT METHOD

By evaluating the task completed in the slide 14 (Green-4-Future_IO3_LU1_Annex 5.pptx). (10 min)

REFERENCES (IF NECESSARY)

- Malavisi, A. (2018). The Urgency of the Greening of Ethics
- Meyskens, M., & Carsrud, A. L. (2013). Nascent green- technology ventures: a study assessing the role of partnership diversity in firm success
- OECD (2011). Measuring Green Entrepreneurship. Entrepreneurship at a Glance, 23-38. Retrieved on 20/06/2019 via: <https://doi.org/10.1787/9789264097711-4-en>



ACTIVITY CODE

A1.13

ACTIVITY TITLE

Benefits of using Green Entrepreneurship and tips for Green Entrepreneurs

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)

Face-to-face

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

K.1.4.

S.1.4.

S.1.5.

C.1.1.

C.1.2.

C.1.3.

LEARNING TIME FOR THIS ACTIVITY

120 min

OVERVIEW OF CONTENT

- The trainees are now well introduced to Green Entrepreneurship and Business and can identify when they are dealing with it or with a case of Greenwash. In this activity the main goal will be to explain the **Benefits of using Green Entrepreneurship and tips for Green Entrepreneurs**.
- S/he announces the learning objective of this activity, which is to familiarise the audience with the **Benefits of using Green Entrepreneurship and tips for Green Entrepreneurs**. (10 min)
- The main concepts on **Benefits of using Green Entrepreneurship and tips for Green Entrepreneurs** are introduced by the lecturer with the help of the PPT in Annex 5, slides 18-21. (30 min)
- The lecturer explains the Task 3 explained in the slide 21 of the PPT, namely **Creating a Green Business Canvas**. (10 min)

- Trainees work individually to perform Task 3. While they work, the lecturer provides them with feedback and advice; s/he also makes comments and overall evaluates the achievements of each trainee. (35 min)
- At the end of the allotted time, the lecturer asks each trainee to present and discuss the results with the other trainees. (35 min)

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, GreenEntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

Green-4-Future_IO3_LU1_Annex 5.pptx

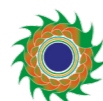
Green-4-Future_IO3_LU1_Annex 6.docx - it can be used for the basic information on the subject

ASSESSMENT METHOD

By evaluating the task completed in the slide 21 (Green-4-Future_IO3_LU1_Annex 5.pptx).

REFERENCES (IF NECESSARY)

- O'Neil, I., & Ucbasaran, D. (2016). Balancing "what matters to me" with "what matters to them": exploring the legitimation process of environmental entrepreneurs
- O'Neill, K., & Gibbs, D. (2016). Rethinking green entrepreneurship - fluid narratives of the green economy
- Schumpeter, J. (1934). *The theory of economic development*. Cambridge, MA: Harvard University Press



ACTIVITY CODE

A1.14

ACTIVITY TITLE

Green Entrepreneurship and Business

ACTIVITY TYPE

(i.e. face-to-face learning or self-directed learning)
SDL resource

LEARNING OUTCOMES TO BE ACHIEVED THROUGH THIS ACTIVITY

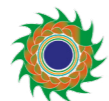
- S.1.1.
- S.1.2.
- S.1.3.
- S.1.4.

LEARNING TIME FOR THIS ACTIVITY

180 min

OVERVIEW OF CONTENT

In this training material we address the pressing need to promote new generations of entrepreneurs who are able to identify and take advantage of green business opportunities. The perspectives of



developed and developing countries on this issue often diverge, due to conflicting interests and unanswered questions.

Until now, the development of green products that meet the needs of poor consumers has been limited. Do we have to assume that green entrepreneurship and green innovation are mainly about the production and trade of environmentally friendly but expensive products. We wish to support Green entrepreneurs to become more competitive, so their green product can be widely available.

CONTENT DELIVERY METHODS

(lecture, discussions, research, group work, EntreComp, etc.)

- Lecture
- Discussion/debate
- Individual work

DIDACTIC MATERIALS REQUIRED

(worksheet, charts, handouts, didactic video, excerpt from books/manuals, mind maps, etc.)

This resource is available on the following links:

- <https://www.businessnewsdaily.com/5102-green-business-ideas.html>
- <https://tinyurl.com/22c6n8vv>
- <https://link.springer.com/article/10.1007/s11187-017-9933-z>
- <https://eudi.eu/what-is-green-entrepreneurship-and-why-is-it-important/>

ASSESSMENT METHOD

By evaluating the task completed in slide 21 (Green-4-Future_IO3_LU1_Annex 5.pptx). (10 min)

REFERENCES (IF NECESSARY)

- See resources above.





Green-4-Future



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Project Number: 2020-1-DE02-KA202-007429