



Funded by the
European Union



Green Work for Youth

Project No 2022-1-PL01-KA220-YOU-000085715

PROJECT PROPOSAL

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|---------------------------|---|-----------------------------------|--|
| PROJECT TITLE | Eco-Friendly Entrepreneurship Incubator | | |
| SUBMITTED BY | | SUBMITTED TO | |
| PHONE / EMAIL | | RECEIVER PHONE / EMAIL | |
| DATE SUBMITTED | | PROJECTED START DATE | |

PROJECT NAME AND DESCRIPTION

The Eco-Friendly Entrepreneurship Incubator is a program designed to support and nurture young entrepreneurs in developing businesses that focus on sustainability and green solutions. The incubator provides resources, mentorship, and training in key areas such as business development, sustainable practices, marketing, and financial management. Through this program, participants will gain the skills and knowledge necessary to create successful, eco-friendly enterprises that contribute to a more sustainable economy.



CEIPES



PURPOSE / GOALS

Purpose: To foster the growth of sustainable businesses by equipping young entrepreneurs with the skills, resources, and support needed to develop and scale eco-friendly ventures.

Goals:

1. **Support Business Development:** Provide comprehensive training and mentorship in business planning, strategy, and operations.
2. **Promote Sustainable Practices:** Encourage and educate participants on incorporating sustainable practices into their business models.
3. **Enhance Marketing Skills:** Equip entrepreneurs with effective marketing strategies to promote their green businesses.
4. **Strengthen Financial Management:** Teach financial literacy and management skills to ensure the long-term viability of sustainable businesses.
5. **Facilitate Networking:** Create opportunities for participants to connect with investors, industry experts, and other entrepreneurs.

ASSUMPTIONS

- There is sufficient interest from young entrepreneurs in starting sustainable businesses.
- Adequate resources (funding, mentors, materials) will be available to support the incubator program.
- Local businesses, organizations, and community members will support and collaborate with the incubator.
- The regulatory environment will be conducive to starting and operating green businesses.
- Regulatory hurdles could impede the progress and success of participant businesses.
- There is a growing market demand for sustainable products and services.
- Limited market demand could affect the success and scalability of the businesses developed.

MEASUREMENTS OF SUCCESS

Participation Rates: Number of entrepreneurs participating in the incubator program.

Business Launches: Number of sustainable businesses successfully launched by participants.

Revenue Growth: Revenue generated by the participant businesses over time.

Sustainable Practices Adoption: Degree to which participants incorporate sustainable practices into their business models.

Market Reach: Success of marketing strategies in reaching and engaging target audiences.

Financial Stability: Financial health and management of the businesses over time.

Networking Outcomes: Number and quality of connections made with investors, mentors, and industry experts.

RISK FACTORS

Resource Limitations

- Limited funding or mentorship resources could affect program quality.
- Insufficient access to materials and facilities needed for business development.

Participant Engagement

- Low participation or high dropout rates could reduce the program's impact.
- Variability in participant commitment and engagement levels.

Market and Economic Factors

- Market volatility or economic downturns could affect business viability.
- Changes in consumer behavior and demand for sustainable products.

Regulatory Challenges

- Unfavorable regulations could hinder business development and operations.
- Compliance with sustainability standards and certifications.

Competition

- High competition in the green business sector could pose challenges for new businesses.
- Differentiation and market positioning issues.

APPROACH

Initial Planning and Setup

- Develop a detailed program plan and secure funding and resources.
- Identify and recruit experienced mentors and industry experts.

Recruitment and Selection

- Launch a targeted recruitment campaign to attract young entrepreneurs.
- Conduct a selection process to choose participants with high potential and commitment.

Training and Workshops

- Organize comprehensive training sessions covering business development, sustainable practices, marketing, and financial management.
- Provide hands-on workshops and practical exercises to reinforce learning.

Mentorship and Support

- Pair participants with mentors for personalized guidance and support.
- Facilitate regular check-ins and progress reviews to track development.

Networking and Partnerships

- Create networking opportunities through events, industry meetups, and pitch sessions.
- Establish partnerships with local businesses, investors, and community organizations.

Monitoring and Evaluation

- Continuously monitor participant progress and program effectiveness through surveys, feedback sessions, and data analysis.
- Adjust program components based on feedback and performance metrics.

Sustainability and Scalability

- Develop strategies for long-term sustainability of the incubator program.
- Document best practices and create a replicable model for expansion to other regions.

TIMELINE / MILESTONES

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|-----------------|--|
| OVERVIEW | The Eco-Friendly Entrepreneurship Incubator spans twelve months, structured to progressively support young entrepreneurs in developing sustainable businesses. Starting with project launch and participant recruitment, the timeline includes intensive training, mentorship, and hands-on business development. Key milestones include business pitch events, networking opportunities, and a final graduation ceremony. This phased approach ensures comprehensive skill-building, continuous support, and successful market entry for participants' eco-friendly ventures. |
|-----------------|--|

| MILESTONE | DEADLINE |
|--|--------------|
| Project Launch and Recruitment | Month 1 |
| Selection of Participants | Month 2 |
| Training and Workshops Begin | Months 3-4 |
| Mentorship Program Implementation | Month 5 |
| First Business Pitch Event | Month 6 |
| Business Development Phase | Months 7-8 |
| Community Networking Event | Month 9 |
| Mid-Program Evaluation and Adjustments | Month 10 |
| Product Launch and Market Entry | Months 11-12 |
| Final Pitch Event and Graduation | Month 12 |
| Post-Program Support and Monitoring | Ongoing |

PROJECT COST AND RESOURCE ESTIMATE

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|-----------------|--|
| OVERVIEW | The Eco-Friendly Entrepreneurship Incubator requires strategic investment in various resources to empower young entrepreneurs in creating sustainable businesses. This section outlines the essential financial and operational expenditures necessary to facilitate comprehensive training, mentorship, and networking opportunities. These investments are crucial for ensuring the program's effectiveness in fostering innovative eco-friendly ventures and contributing to a greener economy. |
|-----------------|--|

| NEEDS / INVESTMENT | COST (EURO) |
|--|-------------|
| Program Staff: Project managers, coordinators, and administrative support. | 90.000 |
| Instructors and Mentors: Experts in business development, sustainable practices, marketing, and financial management. | 40.000 |
| Training Space: A dedicated venue for workshops, training sessions, and events. | 20.000 |
| Office Space: Workspace for program staff and participants. | 25.000 |
| Projector and Screen: For presentations and instructional sessions. | 5.000 |
| Office Supplies: Desks, chairs, whiteboards, and stationery. | 10.000 |
| Educational Materials: Books, handouts, guides, and online resources on entrepreneurship and sustainability. | 5.000 |
| Workshop Supplies: Prototyping materials, sustainable product samples, and business development kits. | 10.000 |
| Marketing Campaigns: Online and offline promotional activities to attract participants and community support. | 5.000 |

Networking Events: Costs associated with organizing and hosting networking events and pitch sessions.

2.000

ESTIMATE TOTAL

212.000