fair
preneurs

Ethical, Green, Youth Entrepreneurship Education

FAIRPRENEURS
TRAINERS GUIDE

Co-funded by the
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**Educators &
Trainers Guide
Fairpreneurs**

Ethical, Green, Youth Entrepreneurship Education

ABOUT OUR PROJECT

Fairpreneurs empowers youth educators to nurture the next generation of ethical entrepreneurs. We guide them in creating sustainable businesses that align with the SDGs.

By bridging knowledge gaps and developing entrepreneurial skills, we aim to heighten awareness of social and environmental sustainability in entrepreneurship.

Studies suggest that young people have a high interest in entrepreneurship, yet only a small fraction start their own business due to barriers such as lack of knowledge, skills, and fear of failure. The youth of today are politically and ethically involved, as evidenced by movements like Fridays for Future and protests against the Ukraine war.

They are the future driving force for sustainable development. However, they need the right tools today to change the world tomorrow. The Sustainable Development Goals (SDGs), integrated into Youth Entrepreneurship Education and operationalised in entrepreneurial action, are such tools. The project aims to offer specific, inclusive entrepreneurship education resources to empower young people to start sustainable businesses and promote ethical, sustainable, and fair entrepreneurial behaviour.

Ethical, Green, Youth Entrepreneurship Education

What motivates the Fairpreneurs Project and who will benefit?

Our Motivation

Youth unemployment remains a pressing challenge across Europe, despite recent declines. As of January 2022, youth unemployment stood at 14%, more than double the overall unemployment rate.

This situation, compounded by global uncertainties, threatens to highlight the difficulties young people face in securing meaningful employment. While young people today are politically and ethically engaged, as seen in movements like Fridays for Future, they often lack the necessary tools and knowledge to translate their passion into action, particularly in the realm of entrepreneurship.

The FAIRPRENEURS Project seeks to address these challenges by promoting socially and environmentally sustainable entrepreneurship among young people. Although many young individuals express a strong interest in entrepreneurship, barriers such as lack of knowledge, skills, and fear of failure often prevent them from starting their own businesses. Furthermore, the current education system does not adequately integrate the Sustainable Development Goals (SDGs) into entrepreneurship education, missing an opportunity to equip the youth with the skills needed to drive sustainable change.

The FAIRPRENEURS Project offers a solution by providing Youth Educators with innovative resources to train young entrepreneurs. By addressing the specific challenges faced by young people, these resources will help create a more sustainable entrepreneurial ecosystem and contribute to a fairer, more inclusive, and greener economy. The project aligns with the European Union Youth Strategy and aims to empower the next generation to be the driving force behind sustainable development.

Who Will Benefit?

Youth Educators Youth Educators will benefit from the FAIRPRENEUR Project through access to comprehensive, modular, and innovative training materials. These resources will enhance their ability to teach entrepreneurship with a focus on sustainability and social responsibility, enabling them to better support young people in overcoming the challenges of starting a business. The open-source nature of the materials ensures that they are adaptable and accessible, allowing educators to tailor their approach to the needs of their students.

Young Entrepreneurs Young entrepreneurs, particularly those from underrepresented backgrounds, will be empowered to start and sustain businesses that are not only economically viable but also socially and environmentally responsible. By providing practical knowledge and skills, the FAIRPRENEUR Project aims to reduce the barriers that prevent young people from pursuing entrepreneurship, fostering a new generation of business leaders who are equipped to make a positive impact on society and the environment.

Social and Environmental Advocates Social and environmental advocates, including NGOs and networks focused on sustainable development, will find the FAIRPRENEUR Project's resources invaluable in promoting local solutions to social and environmental challenges. By integrating the SDGs into entrepreneurship education, the project supports a holistic approach to sustainability, encouraging young entrepreneurs to consider the broader impact of their business decisions on society and the environment.

Policy Makers and Educational Institutions Policy makers and educational institutions will benefit from the insights and resources generated by the FAIRPRENEUR Project, which align with the EU Digital Education Action Plan and the European Youth Strategy. By fostering a more inclusive and sustainable entrepreneurial ecosystem, the project contributes to policy goals related to youth employment, social inclusion, and sustainable development, providing a model that can be replicated and scaled across Europe.

About the Project Curriculum and OERs

Fairpreneurs is an Erasmus+ Strategic Partnership project dedicated to empowering social innovators and entrepreneurs committed to promoting the circular economy across Europe.

It offers a comprehensive set of open educational resources (OERs) designed specifically for educators, trainers, and local communities. These resources are available online, free to download, and aim to inspire and facilitate sustainable change at every level, contributing to a better world and future.

The **Fairpreneurs Open Education Resources** introduce a new training model focused on educating adults as community leaders in the entrepreneurship including circular economy, Triple Bottom Line Approach etc. By equipping them with the knowledge and tools they need, **Fairpreneurs** directly supports the 2030 Agenda for Sustainable Development. This innovative learning approach is designed with a strong social inclusion intent, ensuring that everyone has the opportunity to contribute to sustainable practices.

Fairpreneurs enhances the professional development of Adult Educators and Trainers by expanding their skills in areas related to social innovation and entrepreneurship within local communities. The OERs—comprising multimedia resources such as PowerPoints, documents, worksheets, videos, and interactive quizzes—are organized into eight modules. These modules align with many of the 17 Sustainable Development Goals (SDGs), which call for urgent action by all countries to address global challenges.

It is crucial to respond to the needs of communities and adults eager to engage in social innovation and sustainability. Across Europe, there is a significant gap in awareness, understanding, and practical information available to adult educators and those interested in becoming an entreprenur. **Fairpreneurs** addresses these needs through its free, user-friendly materials, empowering you to teach essential subjects in an engaging and impactful way.

Partner Ambitions

The course has been developed in two key formats:

Our comprehensive training package includes a classroom course and an online self-study course, designed to empower youth educators and young entrepreneurs.

This dual approach ensures that educators and learners can access high-quality materials tailored to their needs, whether they prefer a structured classroom setting or a flexible online learning environment.

For those who cannot attend in-person training sessions, we have created an interactive online course, which is available through our Knowledge Hub. This platform provides extensive background information, practical case studies, and interactive learning resources to guide learners through the essentials of sustainable entrepreneurship, helping them identify opportunities and challenges in their own contexts.

We are deeply appreciative of the ERASMUS+ funding that supports our initiative. This support enables us to pursue our ambitious goals:

Short Term Impact Our efforts aim to equip Youth Educators and entrepreneurship education professionals with up-to-date, rigorously researched resources. These materials, available in both classroom and online formats, are designed to enhance the relevance and impact of Youth Entrepreneurship Education. Our goal is to empower educators to effectively teach and inspire young people to build fair and sustainable businesses in alignment with the SDGs.

Long Term Impact We strive to increase the understanding of sustainable entrepreneurship among Youth Educators and young entrepreneurs. By enhancing their knowledge and skills, we aim to create a more innovative and responsible entrepreneurial ecosystem. Our resources will support educators in integrating sustainable practices into their teaching, thus equipping young entrepreneurs with the necessary tools to create impactful and responsible businesses in their communities.

General Instructions for Trainers & Educators

Methodological Approach

The Open Education Resources for the Fairpreneurs project consist of an 8-module curriculum designed to introduce learners to the scope and potential of Fairpreneurs. This curriculum is both rigorous and aligned with academic research, focusing on the practical, real-world applications of innovation in the context of sustainable entrepreneurship. It is developed with the understanding that while opportunities for fair and sustainable entrepreneurship exist, learners and educators need assistance in grasping the urgency of these issues and in becoming Fairpreneurs within their communities.

General Instructions

Please read this guide thoroughly before conducting the training. For classroom, flipped, or blended delivery, please:
•Download, review, and revise the course resources as necessary to tailor them to your specific training needs.
•Allocate sufficient time for each training session, ensuring that all 8 modules are covered comprehensively.
•Localise the training content by incorporating relevant case studies and information about local support systems for your students.
•Ensure that each participant completes the exercises embedded in each module, as these are crucial for reinforcing learning.
•Allow time for the review of exercises and provide a structured feedback loop to enhance the learning experience.

Classroom Training & Tools required

Classroom training remains one of the most popular training techniques for building skills capacity. Typically, it is instructor-centred face-to-face training that takes place in a fixed time and place. We would really encourage that this training is rooted in community-based learning. Impact can be achieved by communities joining together to progress this training – it can augment environmental improvement actions.

Classroom Tool	Suggested Use in the Classroom	Additional Resources Required
PowerPoint © presentation	Training materials are developed in PowerPoint. We provide 'ready-made' PowerPoint decks that you can adapt to your priorities and circumstances. We suggest that these will be displayed on a large screen for classroom delivery	Laptop/ Computer Projector Large screen / wall
Videos	Videos are used to explain certain sections of the training content and to present case studies for discussion.	Audio / sound system
Whiteboard or Flip Chart	Invite learners to write on the board or ask them for feedback that you write on the board	Pens / markers

Course Delivery (continued)

Suggested delivery mechanisms:

Small group discussions: Break the participants down into small groups and give them case studies or work situations to discuss or solve. This allows for knowledge transfer between learners.

Q & A Sessions: Informal question-and-answer sessions are most effective in small groups and for updating skills rather that teaching new skills. These should be used frequently across course delivery.

Multimedia: Multimedia training materials tends to be more proactive and challenging and therefore, more stimulating to the adult mind. Trainers should ensure that all imbedded tools are used to their full potential.

Interactive Tools: The engagement of learners can be easily achieved by using interactive tools. An example of a free tool is Kahoot! Which is a game-based learning and trivia platform used in classrooms, offices, and social settings. You can compline a quiz, which can be answered by the students on their phones/tablets/computers. It is possible to get immediate feedback and results.

Other teaching methodologies:

Flipped Classroom: In a flipped classroom learners study the module content prior to the class with a focus on exercises and assignments in class. The classroom transfer of knowledge make way for online instruction outside the classroom. This creates more room for practicing in class, for extra explanation when needed, and offers the possibility to dive deeper into the materials during class time.

Blended Learning: Combines online digital media with traditional classroom methods. It requires the physical presence of both teacher and learner, with some element of learner control over time, place, path, or pace. Learners attend a classroom setting with a trainer present, face-to-face classroom practices combined with computer-mediated activities regarding content and delivery.

Collaborative/Peer-to-Peer Learning: Is an educational approach to teaching and learning that involves groups of learners working together. An example for boosting collaborative and peer-to-peer learning is Peer review: Peers in the classroom are brought together to jointly evaluate the work by one or more people of similar competence to the producers of the work. Peers not only assess the performance of each other but also share their experiences and know-how.

If classroom-based training is not possible in your circumstances, we encourage you to direct learners to our Online Learning This delivery method uses online technologies embedded in the Fairpreneurs learning platform to deliver a broad array of solutions to enable learning. The Fairpreneurs course is provided as an online learning platform, for direct access by all stakeholders including, trainers, students, NGOs, Sustainability SMEs and employees.

The project platform is a multilingual, interactive site combing informative resources with vital information on Youth Entrepreneurship, Sustainability all aligning with the Sustainable Development Goals.

What the Modules Cover

The Open Educational Resources consists of 8 Modules to introduce learners to the scope and potential of Fairpreneurs.

MODULE 1: Sustainable Business Fundamentals

This module introduces the core principles of sustainable entrepreneurship, focusing on integrating social and environmental responsibility into business practices. It explores key concepts like the Triple Bottom Line (TBL), ethical practices, and aligning business strategies with the UN Sustainable Development Goals (SDGs).

MODULE 2: Innovation & Technology for Sustainable Solutions

This module explores how innovation and technology drive sustainable business solutions. Students will learn about agile methodologies, design thinking, and the integration of technology to create adaptable, future-ready businesses that address sustainability challenges.

MODULE 3: Market Analysis & Digital Marketing for Sustainable Ventures

This module emphasises the importance of market analysis and digital marketing in promoting sustainable businesses. It covers how to identify sustainable opportunities, build a strong online presence, and communicate values effectively to drive social and environmental change.

MODULE 4: Circular Economy and Resource Efficiency

This module introduces the circular economy, focusing on minimising waste and optimising resources. Students will explore sustainable business models, lean management, and the role of technology in creating efficient, waste-reducing value chains.

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What the Modules Cover

The Open Educational Resources consists of 8 Modules to introduce learners to the scope and potential of Fairpreneurs.

MODULE 5: Global Trends in Ethical Entrepreneurship

This module covers emerging global trends in ethical entrepreneurship, guiding students to identify sustainable markets. Topics include sustainable fashion, climate-positive agriculture, and renewable energy, highlighting opportunities for impactful, ethical business practices.

MODULE 6: Developing a Sustainable Business Plan

This module guides students in creating a sustainable business plan that integrates ethical practices into every aspect of operations. It focuses on financial sustainability, green finance, and how to communicate a commitment to sustainability to stakeholders.

MODULE 7: Social & Community Responsibility in Entrepreneurship

This module highlights the strategic advantage of social and community responsibility in entrepreneurship. Students will learn how to engage in socially beneficial initiatives, foster inclusive communities, and lead in promoting ethical business practices.

MODULE 8: Measuring and Communicating Your Business's Impact

This module focuses on the importance of measuring and communicating a business's impact. Students will learn to define impact metrics, set targets, and use frameworks to track and communicate their sustainability efforts effectively to stakeholders.

Course Content Overview Modules 1 - 8

MODULE 1	Sustainable Business Fundamentals
Overview	This module introduces the foundational concepts of sustainable entrepreneurship, focusing on how businesses can integrate social and environmental responsibility into their operations. Learners will explore how to create businesses that not only achieve financial success but also contribute positively to society and the environment.
Learning Objectives	To equip adult learners, youth entrepreneurs, and trainers with a strong understanding of sustainable business practices that balance profitability with social and environmental responsibilities.
Topics Covered	The module covers key concepts like integrating the Triple Bottom Line approach into business strategies, focusing on ethical business practices, long-term thinking, and environmental stewardship. It also discusses the importance of aligning business objectives with the SDGs and promoting transparency and social responsibility in all business dealings.
Table of contents	- Introduction to the Triple Bottom Line (TBL) Approach - Ethical Business Practices and Environmental Stewardship - Social Responsibility & Transparency in Business - Long-Term Thinking in Business Strategy - Aligning Business Practices with the UN SDGs - Summary & Review
Case studies	- Slide 28 & 29 - **The nu company GmbH** - Slide 36 & 37 - **Hotel Luise**
Practical Exercises	**Slide 16** – Business Plan Development – *Practical* **Slide 31** - Apply ethical principles in business decision-making – *Practical* **Slide 42** - Eco-Audit Exercise – *Practical* **Slide 54** – CSR Action Plan – *Practical* **Slide 64** - Scenario Analysis for Strategic Decision-Making – *Practical*
Extra Resources	Slide 17 – What is the Triple Bottom Line? Slide 17 – Sustainability and Triple Bottom Line Slide 17 – Triple Bottom Line TBL Slide 32 – What is Business Ethics? Slide 32 – 7 ways to improve your ethical decision making Slide 32 – 10 things transparency can do for your company Slide 43 – Environmental Stewardship Slide 43 – What is Sustainable Resource Management Slide 43 – Business Strategies to Address Climate Change Slide 55 – Creating Share Value Slide 55 – The Business Case for Corporate Social Responsibility Slide 55 – The Social Responsibility of business

MODULE 2	Innovation & Technology for Sustainable Solutions
Overview	This module highlights the importance of innovation and technology in driving sustainable solutions. It focuses on how businesses can leverage agile methodologies, design thinking, and emerging technologies to create sustainable solutions.
Learning Objectives	To equip learners with the skills to apply innovative methodologies and cutting-edge technologies in their sustainable business ventures.
Topics Covered	This module covers how agile methodologies and design thinking can foster innovative solutions in business. It also delves into the integration of technology such as big data and analytics, environmental solutions, and frugal innovations that promote sustainability.
Table of contents	- Innovation and Adaptability – Agile Methodologies - Design Thinking for Sustainable Solutions - Integrating Technology for Sustainable Businesses - Big Data and Analytics in Sustainable Business - Environmental and Clean-Tech Innovations - Frugal Innovations for Resource Efficiency
Case studies	Slide 60 & 61 - **Saule Technologies**
Practical Exercises	**Slide 17** – Kanban Board Workshop **Slide 33** – Empathy Mapping Workshop **Slide 43** – Digital Transformation Workshop **Slide 69** – Designing a Clean-Tech Solution
Extra Resources	Slide 17 – What is Scrum? Slide 17 – What is Agile? Slide 17 – Strategic Planning, the agile way Slide 17 – What is Kanban? Slide 34 – Empathy Mapping Slide 34 – Guide to Co-design Slide 34 – Prototyping in Design Thinking Slide 44 – Exploring Green Technologies Slide 44 – Technology for Sustainability Slide 70 – Factors Affecting Clean-Tech Start ups Slide 70 – Capitalising on Clean Tech Slide 70 – Exploring Green Technologies Slide 83 – Frugal Innovations Slide 83 – Frugal Innovation & Entrepreneurship

MODULE 3	Market Analysis & Digital Marketing for Sustainable Ventures
Overview	This module focuses on equipping learners with the tools and skills necessary for analysing sustainable markets and implementing effective digital marketing strategies. Learners will explore the significance of identifying sustainable business opportunities, establishing a strong online presence, and using storytelling to communicate business values. It also emphasizes the role of sustainability reporting in maintaining transparency.
Learning Objectives	To provide learners with the ability to identify market opportunities for sustainable ventures and to promote these ventures using digital marketing strategies.
Topics Covered	This module addresses market analysis techniques for recognizing sustainable opportunities, the significance of digital marketing for ethical businesses, strategies for creating an impactful online presence, storytelling as a marketing tool, and the role of sustainability reporting.
Table of contents	- Market Analysis for Sustainable Ventures - Importance of Digital Marketing for Sustainable Businesses - Strategies for Building an Effective Online Presence - Storytelling for Communicating Business Values - The Role of Sustainability Reporting in Transparency
Case studies	- Slide 20 & 21 – **Biasol** - Slide 30 & 31 - **All About Kombucha**
Practical Exercises	**Slide 12** – Market Analysis Workshop **Slide 22** – Social Media Challenge **Slide 32** – Stakeholder Mapping and Engagement **Slide 44** – Sustainability Storytelling Workshop **Slide 60** – Sustainability Report Workshop
Extra Resources	Slide 14 – The Importance of Conducting a Market Analysis Slide 14 – Opportunities & Challenges of Sustainable Marketing Slide 14 – Consumer Trends & Insights for 2024. Slide 24 – Sustainable Digital Marketing Slide 24 – Driving Growth Responsibly Slide 24 – Leveraging Social Media Slide 36 – The impact of Online Presence Slide 36 – Sustainability in Social Media Marketing Slide 49 – The power of Storytelling Slide 49 – The Power of Storytelling in Promoting Sustainable Consumption Slide 49 – Storytelling to save the planet Slide 64 – Get Started with Reporting Slide 64 – Sustainability Reporting in the Era of ESG.

MODULE 4	Circular Economy and Resource Efficiency
Overview	This module introduces the concept of a circular economy and its relevance to sustainable business practices. It covers strategies to minimise waste, optimise resource use, and create value by rethinking how products are designed, produced, consumed, and disposed of.
Learning Objectives	To equip learners with an understanding of circular economy principles and how to apply resource efficiency in business operations to minimise waste and environmental impact.
Topics Covered	This module explores the fundamentals of the circular economy, the business models associated with it, and the role of technology and digitalisation. It also covers lean management techniques to reduce waste and discusses global and regional efforts toward a more sustainable future, including the Green Deal 2050.
Table of contents	- Understanding the Circular Economy - Circular Economy Business Models - Role of Technology and Digitalisation in Circular Economy - Lean Management for Waste Reduction - Global Perspective: Green Deal 2050 - Regionalisation and Policy Efforts for Circularity
Case studies	- Slide 17 & 18 – **Beyond Leather Materials APS** - Slide 37 & 38 - **Repot aps**
Practical Exercises	**Slide 8 – Circular Product Design** **Slide 19 – Supply Chain Mapping** **Slide 41 – 5s Implementation** **Slide 52 – Policy Impact Analysis of the European Green Deal 2050** **Slide 65 – Policy Analysis**
Extra Resources	Slide 9 – It's time for a Circular Economy Slide 9 – Circular Economy Slide 20 – Circular Business Models Slide 20 – Remanufacturing for the Circular Economy Slide 30 – IoT for Sustainability Slide 30 – What is the Internet of Things (IoT) Slide 30 – The role of Blockchain in Supply Chain management Slide 42 – Kaizen Methodology Slide 42 – 5S System Slide 42 – Lean Continuous Improvement

MODULE 5	Global Trends in Ethical Entrepreneurship
Overview	This module focuses on the emerging global trends in ethical entrepreneurship. Learners will explore diverse sectors, including sustainable fashion, plant-based foods, eco-tourism, and renewable energy. The module aims to inspire young entrepreneurs by identifying new markets and opportunities for ethical businesses that address social and environmental challenges.
Learning Objectives	To familiarise learners with global trends in ethical entrepreneurship and equip them with the tools to identify and capitalise on emerging sustainable business opportunities.
Topics Covered	This module examines the latest global trends in sectors such as sustainable fashion, plant-based food, climate-positive agriculture, eco-tourism, ethical supply chain management, and renewable energy solutions. It encourages learners to recognise and explore niches where ethical entrepreneurship can thrive.
Table of contents	- Sustainable Fashion: Ethics and Innovation - The Rise of Plant-Based and Alternative Proteins - Climate-Positive Agriculture for a Sustainable Future - Eco-Tourism and Sustainable Travel Practices - Ethical Supply Chain Management for Social Responsibility - Renewable Energy Solutions and Resource Protection
Case studies	- Slide 8 & 9 – Copenhagen Cartel - Slide 63 & 64 - Gaia Olea
Practical Exercises	**Slide 18 – Assessing Sustainability Workshop** **Slide 19 – Assessing Sustainability Social Media Campaign** **Slide 28 – Adopting to a Plant Based Diet** **Slide 29 – Preparing an Alternative Protein Meal** **Slide 40 – Set up a small scale Garden or Farm Plot** **Slide 40 – Exploring Regenerative Farming** **Slide 53 – Designing a Sustainable Itinerary** **Slide 65 – Assessing Ethical Risk**
Extra Resources	Slide 22 – Changing Consumer Behaviour Slide 22 – 10 Simple Steps to being more Sustainable Slide 22 – What is Circular Fashion? Slide 33 – Environmental Impacts of Alternative Proteins Slide 33 – Plant-Based Profits Slide 33 – Alternative Proteins: Shaping the Future of Sustainable Nutrition Slide 45 – The benefits of Regenerative Agriculture Slide 45 – Regenerative Agriculture can play a key role in climate change Slide 45 – Tackling Climate Change Slide 59 – What is Ecotourism? Slide 59 – The difference between Ecotourism and Sustainable Tourism Slide 59 – Eco-friendly Tourism Slide 72 – The Ethical Supply Chain Slide 72 – Ethical Supply chain and its relevance Slide 72 – Ethical Issues in Supply Chain Management Slide 82 – What is Sustainability? Slide 82 – Renewable Energy – Powering a safer future

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MODULE 6	Developing a Sustainable Business Plan
Overview	This module provides a comprehensive guide to developing a business plan with a focus on sustainability. Learners will follow a step-by-step process to integrate sustainability principles into their business plans, ensuring long-term viability. The module also covers the financial aspects of sustainable businesses, including funding options such as green finance.
Learning Objectives	To guide learners in developing a sustainable business plan that integrates financial and environmental responsibility, along with access to funding options for green ventures.
Topics Covered	This module focuses on the step-by-step process of creating a sustainable business plan, integrating financial planning with sustainability goals, and exploring funding opportunities such as green finance for ethical ventures.
Table of contents	- Step-by-Step Guide to Developing a Sustainable Business Plan - Integrating Sustainability with Financial Elements - Funding Options for Sustainable Ventures: Green Finance
Case studies	- Slide 12 & 13 – **Create Your Business** - Slide 24 & 25- **Dolla**
Practical Exercises	**Slide 14 – Developing a Sustainability Vision Statement** **Slide 14 – Creating a Business Plan Section** **Slide 26 – Develop a Financial Plan** **Slide 37 – Develop a Funding Proposal**
Extra Resources	Slide 16 – How to Write a sustainability plan for your business Slide 16 – How to develop a Small Business Sustainability plan Slide 16 – How to achieve financial sustainability for your business Slide 30 – Sustainable Finance Explained Slide 30 – Overview of Sustainable Finance Slide 30 – Financing Sustainable Entrepreneurships Slide 42 – Green Finance: Unlocking Investments in Sustainability Slide 42 – Explore Green & Sustainable Finance

MODULE 7	Social & Community Responsibility in Entrepreneurship
Overview	This module emphasizes the importance of social and community responsibility in entrepreneurship. It encourages learners to consider how their businesses can positively impact society by engaging in community-building initiatives, promoting diversity, and making ethical choices.
Learning Objectives	To instil a sense of social responsibility in learners, encouraging them to engage with communities, promote diversity, and lead with integrity in their business practices.
Topics Covered	This module explores how entrepreneurs can engage with communities, promote diversity and inclusion, demonstrate leadership, and collaborate on initiatives that benefit society. It also covers strategies for creating informed, ethical consumers.
Table of contents	- Engaging in Initiatives that benefit society - Building Communities through Engagement - Demonstrating Leadership & Collaboration - Creating Informed Consumers - Promoting Diversity & Inclusion
Case studies	- Slide 9 & 10 – DABBLEDOO - Slide 19 & 20 – Seed Scholars
Practical Exercises	**Slide 11 – Community Needs Assessment** **Slide 21 – Community Outreach** **Slide 27 – Role-playing Scenarios Exercise** **Slide 34 – Analysing Sustainability Reports** **Slide 46 – Inclusive Business Plan workshop**
Extra Resources	Slide 14 – Making an Impact: The benefits of CSR Slide 14 – What is Corporate Social Reasonability? Slide 14 – Social Responsibility in Business Slide 24 – Why is community engagement important? Slide 24 – What is Community Engagement Slide 24 – Corporate Community Engagement Slide 24 – Corporate Engagement with the Community Slide 32 – Winning the hearts as a Leader Slide 32 – Collaborative Leadership Slide 32 – Leading for Organisational Impact Slide 32 – What the Collaborative Leadership style is Slide 39 – Navigating the conscious economy Slide 39 – Corporate Sustainability Reporting Slide 39 – The Power of Conscious Consumerism Slide 39 – The role of Transparency in building trust Slide 53 – 15 ways to improve diversity & inclusion in the workplace Slide 53 – How to promote Diversity & inclusion in the Workplace Slide 53 – What is Diversity, Equity and Inclusion?

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MODULE 8	Market Analysis & Digital Marketing for Sustainable Ventures
Overview	This module focuses on how businesses can measure and communicate their social and environmental impact. Learners will explore various frameworks for setting impact metrics, establishing baselines, and engaging with stakeholders. The module also covers strategies for adopting continuous improvement and communicating sustainability goals effectively.
Learning Objectives	To equip learners with the tools to measure their business's impact on society and the environment and to communicate these results effectively to stakeholders.
Topics Covered	This module explores impact metrics, frameworks for measuring impact, setting baselines and targets, and engaging with stakeholders through effective communication. It also discusses the importance of continuous improvement and adaptability in sustainable ventures.
Table of contents	▪ Defining Impact Metrics ▪ Setting Baselines and Targets ▪ Using Frameworks and Standards ▪ Communicating and Engaging with your stakeholders ▪ Adopting continuous improvement and adaptability
Case studies	• Slide 13 & 14 – **Blue Lobster** • Slide 54 & 55- **Ecophysis Bee & Nature Centre**
Practical Exercises	**Slide 15 – Developing Customised Impact Metrics for energy Startup** **Slide 24 – Baseline Development Exercise** **Slide 25 – Target Setting Exercise** **Slide 33 – Framework Application Exercise** **Slide 40 – Identifying Key Stakeholders Exercise** **Slide 56 – Sustainability Performance Assessment Exercise**
Extra Resources	Slide 18 – Impact Reporting & Investment Standards Slide 18 – The Basics of Impact Measurement Slide 18 – What is Impact Measurement? Slide 27 – The Ultimate Guide to Sustainability goals Slide 27 – Your guide to Sustainability Reporting Frameworks Slide 27 – Science Based Targets Slide 35 – Sustainability Reporting Frameworks Slide 35 – Navigating the IFRS Sustainability Standards Slide 43 – Stakeholder Communication Slide 43- Why Effective Stakeholder Engagement matters Slide 43 – Building Trust between companies and people Slide 59 – The Business Sustainability Scorecard Slide 59 – Example of Sustainability Balance Scorecard with KPIs Slide 59 – Social Impact Assessment Guide

Useful Links
To deepen the learning experience, please utilise our other resources

Destination	Links
Project Website	https://fairpreneurs.eu/
Project LinkedIn	https://www.linkedin.com/company/fairpreneurs-erasmus-plus-project/posts/?feedView=all
Project Twitter/X	https://x.com/fairpreneurs
Project Facebook	https://www.facebook.com/Fairpreneurs/?_rdr

7.0 Sample Timetable

It is recommended to structure the Fairpreneurs course over 8 weeks, with two sessions per week lasting around 2.5 hours. Given the depth of the material, which blends both theoretical concepts and practical exercises, this format allows participants to engage with the content in manageable portions.

To ensure the best learning outcomes, it is suggested that the sessions incorporate hands-on activities alongside discussions to help reinforce key concepts in sustainable entrepreneurship. Spreading the course across multiple days each week helps prevent cognitive overload and allows participants time to reflect and absorb the material.

This approach is flexible and can be tailored based on the needs of your participants, ensuring a balanced and comprehensive exploration of sustainable business strategies without overwhelming the learners.

Week 1: Module 1 - Sustainable Business Fundamentals
Session 1:
Unit 1.1: Triple Bottom Line: Understand the balance between profit, people, and the planet in business decision-making.
Unit 1.2: Ethical Business Practices: Explore the importance of integrating ethics into business models.
Practical: Business Plan Development – Learn how to start creating a sustainable business plan.

Session 2:
Unit 1.3: Environmental Stewardship: Understand how businesses can positively impact the environment.
Unit 1.4: Social Responsibility & Transparency: Explore the importance of being accountable and transparent in business operations.
Unit 1.5: Long-Term Thinking: Learn about strategies for sustaining a business over the long haul.

Practical: Apply Ethical Principles in Business Decision-Making

Additional Practical Assignments: Eco-Audit Exercise, CSR Action Plan, Scenario Analysis for Strategic Decision-Making.

Week 2: Module 2 – Innovation & Technology for Sustainable Solutions

Session 1:
Unit 2.1: Innovation & Adaptability (Agile Methodologies): Learn how agile methods help businesses innovate sustainably.
Unit 2.2: Design Thinking: Explore creative problem-solving to meet sustainability challenges.

Session 2:
Unit 2.3: Technology Integration: Understand the role of modern technology in driving sustainable solutions.
Unit 2.4: Big Data & Analytics: Explore how data can drive sustainability-focused decisions.
Unit 2.5: Environmental & Clean-Tech Solutions: Learn about clean technologies that help reduce environmental impact.
Unit 2.6: Frugal Innovations: Discover cost-effective and resource-conscious innovations.

Practical Workshops: Kanban Board Workshop, Empathy Mapping Workshop, Digital Transformation Workshop, Designing a Clean-Tech Solution

7.0 Sample Timetable (continued)

Week 3: Module 3 – Market Analysis & Digital Marketing for Sustainable Ventures
Session 1:
Unit 3.1: Market Analysis & Sustainable Opportunity Recognition: Learn to identify sustainable business opportunities through market analysis.
Unit 3.2: Importance of Digital Marketing: Explore the role of digital marketing in promoting sustainable businesses.
Unit 3.3: Strategies for Effective Online Presence :Discover how to create an impactful digital presence for your business..

Session 2:
Unit 3.4: Storytelling: Understand the art of storytelling to communicate your brand's sustainable vision.
Unit 3.5: Sustainability Reporting: Learn how to effectively report on sustainability initiatives.

Practical: Market Analysis Workshop
Practical: Social Media Challenge
Practical: Stakeholder Mapping & Engagement
Additional Practical Assignments: Sustainability Storytelling Workshop, Sustainability Report Workshop

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Week 4: Module 4 – Circular Economy & Resource Efficiency
Session 1:
Unit 4.1: Understanding the Circular Economy: Explore how businesses can reduce waste and close the loop in product life cycles.
Unit 4.2: Business Models in a Circular Economy: Learn about business models that thrive in a circular economy.
Unit 4.3: Role of Technology & Digitalisation: Discover how digital tools can promote resource efficiency.
Practical: Circular Product Design

Session 2:
Unit 4.4: Lean Management – How to Reduce Waste: Understand strategies to minimise waste in operations.
Unit 4.5: The Global Perspective & Green Deal 2050: Learn about international policies and their impact on sustainability.
Unit 4.6: Country Policy – Regionalisation Efforts: Explore how regional efforts align with sustainability goals.
Practical: Supply Chain Mapping

Additional Practical Assignments: 5s Implementation, Policy Impact Analysis, Policy Analysis

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Week 5: Module 5 – Global Trends in Ethical Entrepreneurship
Session 1:
Unit 5.1: Sustainable Fashion: Explore the rise of ethical practices in the fashion industry.
Unit 5.2: Sustainable Food – Plant-Based & Alternative Proteins: Learn about sustainable practices in food production.
Unit 5.3: Climate-Positive Agriculture: Understand how agriculture can contribute positively to the climate.
Practical: Assessing Sustainability Workshop

Session 2:
Unit 5.4: Eco-Tourism & Sustainable Travel: Discover sustainable approaches in the travel and tourism industry.
Unit 5.5: Ethical Supply Chain Management: Learn how to develop a sustainable and ethical supply chain.
Unit 5.6: Renewable Energy Solutions: Explore renewable energy technologies and their role in sustainable business.
Practical: Assessing Ethical Risk

Additional Practical Assignments: Social Media Campaign, Plant-Based Diet and Alternative Protein Meal Prep, Small-Scale Garden/Farm Plot Setup, Regenerative Farming, Designing a Sustainable Itinerary

7.0 Sample Timetable (continued)

Week 6: Module 6 – Developing a Sustainable Business Plan
Session 1:
Unit 6.1: Creating a Business Plan: Learn the key components of a sustainable business plan.

Practical: Developing a Sustainability Vision Statement

Session 2:
Unit 6.2: Financial Plan Development: Understand how to develop a financial plan that supports sustainability goals.
Unit 6.3: Funding for Sustainable Ventures – Green Finance: Explore financing options that support sustainable businesses.

Practical: Develop a Funding Proposal

Week 7: Module 7 – Social & Community Responsibility in Entrepreneurship
Session 1:
Unit 7.1: Engaging in Initiatives That Benefit Society: Learn how businesses can support societal wellbeing.
Unit 7.2: Building Communities Through Engagement: Discover how to foster community support for your business.
Practical: Community Needs Assessment

Session 2:
Unit 7.3: Demonstrating Leadership & Collaboration: Understand the role of leadership in driving community-based projects.
Unit 7.4: Creating Informed Consumers & Sustainability Reporting: Learn how to educate consumers on making ethical choices.
Unit 7.5: Promoting Diversity & Inclusion: Explore the importance of diversity and inclusion in sustainable business.
Practical: Community Outreach

Additional Practical Assignments: Role-Playing Scenarios, Analysing Sustainability Reports, Inclusive Business Plan Workshop

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Week 8: Module 8 – Measuring & Communicating Business Impact
Session 1:
Unit 8.1: Defining Impact Metrics: Learn how to measure the environmental and social impact of your business.
Unit 8.2: Setting Baselines & Targets: Understand how to establish benchmarks for sustainability goals.
Practical: Baseline Development

Session 2:
Unit 8.3: Using Frameworks & Standards: Explore global standards for sustainability reporting.
Unit 8.4: Communicating & Engaging Stakeholders: Learn how to effectively communicate sustainability efforts to key stakeholders.
Unit 8.5: Continuous Improvement & Adaptability: Understand how businesses can stay adaptable and improve their sustainability initiatives.
Practical: Sustainability Performance Assessment

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