



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730280.



Bologna ROCK Hackaton - Follow-up

Green Entrepreneurship Workbook

Work program

Calendar	Questions	Contents
Weeks 1,2 July 9 - July 27	1.WHY	Challenges; Objectives and indicators; Mission and vision
Weeks 2,3 July 23 - August 24	2.WHO	Stakeholders: partners & clients; Engagement Plan
Weeks 3,4,5 Aug. 20 - Sept. 14	3.WHAT	Value proposition (VP); VP Test
Weeks 6,7 Sept. 17 - Sept. 28	4.HOW	Channels and relations with clients; Key activities and resources
Weeks 8,9,10 Oct. 1 - Oct. 19	4.HOW	Business Model (BM): costs & revenues; BM Test
Weeks 11,12 Oct. 22 - Oct. 31	5.LAUNCH	Learnings and improvements; Impact measurement; Following steps: entry into market

Bibliography

Presentations in a shared Google Drive:
<https://drive.google.com/drive/folders/1MkvooPeW2UkweSgxuBqHXCk4wLxtVr0q?usp=sharing>

The SwitchMed Green Entrepreneurship Training Materials, United Nations Environment Programme Mediterranean Action Plan - Regional Activity Centre for Sustainable Consumption and Production (UNEP/MAP - SCP/RAC), SwitchMed programme, 2015.

<https://www.switchmed.eu/en/corners/start-up/training-materials>

1 SKETCH & SET

SKETCH YOUR BUSINESS IDEA

You have a business idea in your mind. Sketch it by briefly answering the questions in each box. You can use this exercise to set up your initial hypothesis and understandings about the different components of any business plan.

KEY STAKEHOLDERS <p>Who are the main actors that are going to affect the project or be affected by it? - team (founders and employees), partners, providers, media, local community, etc.</p>	KEY ACTIVITIES & RESOURCES <p>What activities will you put in place to materialize the value proposition (products or services)? What resources (physical, human, financial ...) will those require?</p>	VALUE PROPOSITION <p>What value the project offers to customers and stakeholders? -meeting needs, satisfying wants, solving problems, tackling challenges, etc.- - How does it contribute to the protection and/or improvement of the natural environment? - How does your project contribute to the society?</p>	CUSTOMER RELATIONSHIPS & CHANNELS <p>How will you attract and engage your potential customers, seeking to achieve sales, but also to get feedback, spread the word, etc.? Which channels will be most suitable for so doing?</p>	CUSTOMER SEGMENTS <p>Who are your potential customers (pay a certain price or rate for the value they receive)? -Segment them in separate categories if they differ substantially- Who are your beneficiaries (benefit from the value created)?</p>
COST STRUCTURE <p>What are the costs the project will incur into by implementing the activities desired using the resources needed? - List, and if possible estimate roughly-</p>			REVENUE STREAMS <p>How much are your customers willing to pay?-By comparing with similar products/ services in the market, try to set approximate prices or rates for each product - customer segment pair-</p>	

The Green Business Canvas, core tool at the heart of SwitchMed Green Entrepreneurship Methodology.

The Switchers, a community (database) of inspiring green entrepreneurs and changemakers in the Mediterranean region. UNEP/MAP - SCP/RAC, SwitchMed programme. <https://www.theswitchers.eu/en/>



1.WHY

Recommended readings:

- Presentations (Google Drive): Session #1
- SwitchMed Green Entrepreneurship Materials:
 - Handbook: Sections 0 (introduction) and 1 (Sketch and Set)
 - Workbook: Step 1 (Sketch and Set)

1.1.Start your idea

What is your business idea?

What do you offer (product, service) ?

Who are your clients? And your collaborators and partners?

1.2.Identify the problems and the needs

Does your idea tackle real environmental challenges? Which of them?

Does your idea tackle real social challenges? Which of them?

What are the biggest needs faced by your potential customers?

What are your personal motivations/drivers behind the business idea, both individually and as a team?

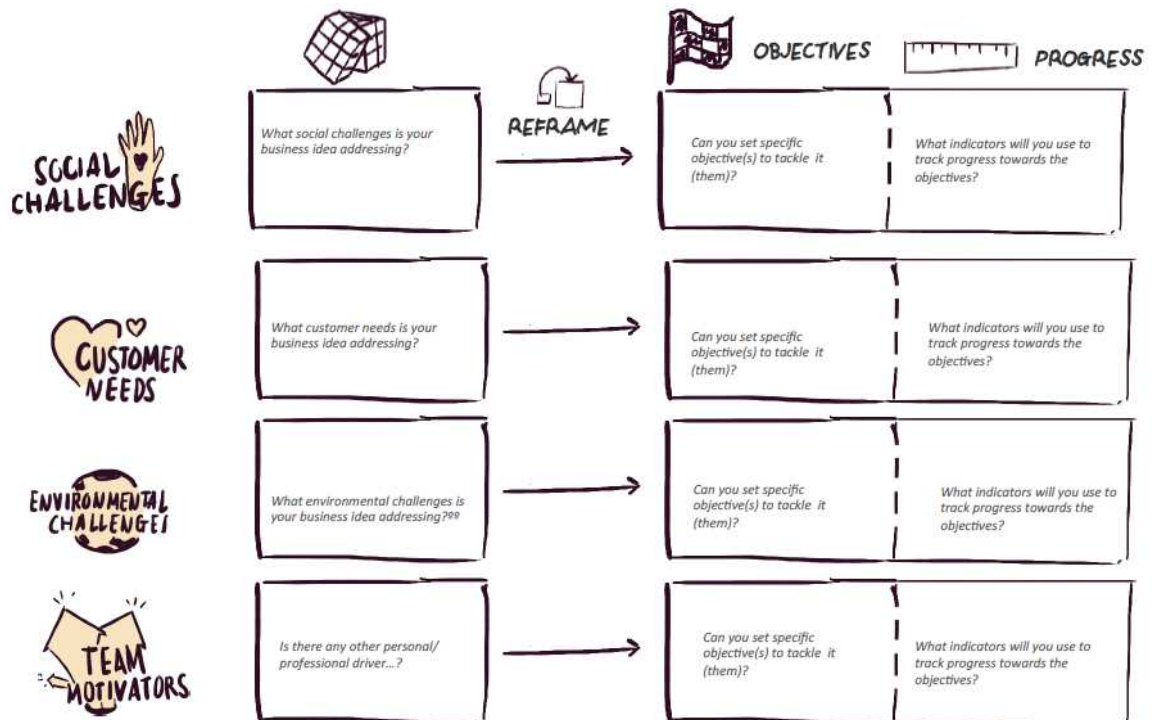
1.3. Understanding the context

List the most relevant Political (P), Economic (E), Social (S), Technological (T), Environmental (E) and Legal (L) factors that may affect your business.

1.4. Establish your objectives

Having understood the context our business operates in, as well as the drivers behind it (personal and professional motivations, environmental & social challenges, and customer needs); we now find ourselves ready to set the objectives (by tackling the drivers) that will guide us towards the impact we want to leave behind.

- **Recap:** capture the most relevant challenges and needs that your project tackles
- **Set objectives:** reframe the challenges into specific objectives to solve them
- **Measure progress:** set indicators to measure the progress towards objectives





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1.5. Define your mission and vision

Mission: Synthesize the objectives into an all-encompassing yet simple and elegant statement

Vision: envision your accomplishments in the medium-long term, usually as a contribution to a larger, broader goal in your community or society at large.