

# PLANTING GREEN INITIATIVES

YOUNG PEOPLE COMMENCING  
SOCIAL AND ECOLOGICAL  
ENTREPRENEURSHIPS



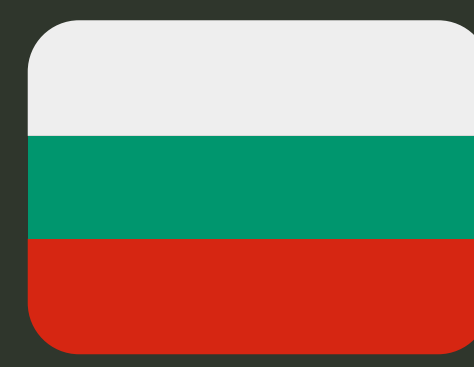
Erasmus+

**MAY 3 – MAY 13 IN PAESTUM, ITALY**

# RESULT OF START UP COMPETITION

## Eco-social entrepreneurs

All the participant teams at the last day of the project they presented an eco-social business plan, some presented it with a power point, some with an oral presentation and some with photos and examples.





ITALY



ECOAST

For an eco and fast coast

We are a group of young people that want change in their area and we are proposing a private transportation system that works completely with eco friendly means of transportation that will lead in a pollution free environment with less traffic and less chaos in the streets.



# AMALFI COAST



# THE PROBLEM











# THE SOLUTION

With little eco-buses we can reduce the traffic and we can also help the environment of our territory




There will also be an app to facilitate the communication with our costumers



<p><b>Who helps you (Key Partners)</b></p>  <ul style="list-style-type: none"> <li>- UNIVERSITY FOR THE APP TO INVOLVE ALSO YOUNG PEOPLE</li> <li>- HOTELS AND HOLIDAY HOUSES WITH WHOME WE'LL MAKE A DEAL</li> <li>- SPONSORS (WE'LL PUT ADVERTISEMENTS ON THE BUSES)</li> </ul>	<p><b>What you do (Key Activities)</b></p>  <ul style="list-style-type: none"> <li>- SYSTEM OF PRIVATE TRANSPORTATION</li> <li>- ELECTRIC BUSES</li> </ul>	<p><b>How you help (Value proposition)</b></p>  <ul style="list-style-type: none"> <li>- BUSES WILL BE ELECTRIC SO WE WILL HELP THE ENVIROMENT AND ALSO THE LOCAL TRANSPORT AND TRAFFIC</li> </ul>	<p><b>Why you do it (Social impact &amp; mission)</b></p> <ul style="list-style-type: none"> <li>- DEVELOP/IMPROVE TRANSPORTATION</li> <li>- TO CONTRIBUTE TO THE WELL-BEING OF RESIDENTS AND TOURISTS</li> </ul>	<p><b>How you interact (Relationships with beneficiaries)</b></p>  <ul style="list-style-type: none"> <li>- APP</li> <li>- CLIENTS CENTERS</li> </ul>	<p><b>Who you help (Beneficiaries)</b></p>  <ul style="list-style-type: none"> <li>- LOCAL COMMUNITY</li> <li>- TOURISTS</li> <li>- WORKERS</li> <li>- ENVIROMENT</li> </ul>
<p><b>Who you are and what you have (Key Resources)</b></p>  <ul style="list-style-type: none"> <li>- YOUNG PEOPLE THAT WANT CHANGES</li> </ul>		<p><b>How they know you and how you deliver (Channels)</b></p> <ul style="list-style-type: none"> <li>- SOCIAL MEDIAS</li> <li>- WEBSITES</li> <li>- NEWSPAPERS</li> <li>- ADVERTISEMENT</li> <li>- BROCHURES FOR HOTELS AND RESTEAURANT</li> </ul>			

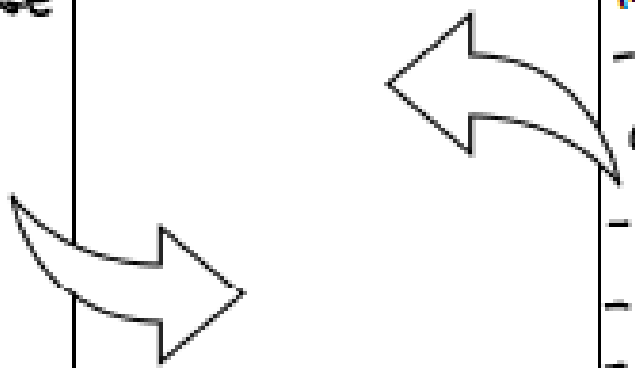
**What you give (Costs)**



- MONEY TO BUY OR TO RENT BUSES, TO CHARGE THEM, TO PAY THE PARKING

**What you get (Revenue and benefits)**

- LESS POLLUTION, LESS TRAFFIC, LESS CHAOS, LESS CARS
- SUBSCRIPTIONS
- TICKETS
- DIFFERENT PACKAGES





# CROATIA










Re use the trash in your home to make a new home. We are a company operating in the area of Osijek, we are engaged in the reconstruction of materials so that they can be used again in the construction of houses and buildings. Our main goal is to reduce the production of new materials and thus reduce energy consumption and contribute to the preservation of the environment. Eco co offers a pick up service that will come in your house for old materials, then do their processing and sale it for reuse. This company is made up of a team of people who use their knowledge to make changes in their local community. So pick up your phone and call us. By investing in eco co, you help local entrepreneurship, contribute to saving natural resources and invest in a healthier environment. With us the future is bright.




**ECO CO**  
**BUILD GREEN**



 <p><b>Who helps you (Key Partners)</b></p>  <p>EU funds Local government Local community Local television Social media Sponsors</p>	<p><b>What you do (Key Activities)</b></p>  <p>Collect constructions materials: with benefit for the people that call us to take old materials Adaption of old materials Selling materials for reuse</p> <p>Increasing awarness: trainings, gathering people on social events</p>	<p><b>How you help (Value proposition)</b></p>  <p>Keep environment cleaner, Reduce energy for production, Educating people Reducing wild dumps around city <i>Reduce CO2 emity</i></p>	<p><b>Why you do it (Social impact &amp; mission)</b></p> <p><b>We want to create green and healthy environment. Also to educate people, make long term impact and help future generations</b></p>	<p><b>How you interact (Relationships with beneficiaries)</b></p>  <p>Informing people and promotion our activities throu: media ( local tv, social network, podcast); local fair; social event</p>	<p><b>Who you help (Beneficiaries)</b></p>  <p>People who are building houses and buildings, People from local community, <i>Constructions company</i></p>
<p><b>Who you are and what you have (Key Resources)</b></p>  <p>Warehouse Shop Workers Production Truck</p>		<p><b>How they know you and how you deliver (Channels)</b> At social events we are promoting our work and impact on the environment. Recommendations of the other people. <i>Posters, flyer, billboards, influencers.</i></p>			

**What you give (Costs)**



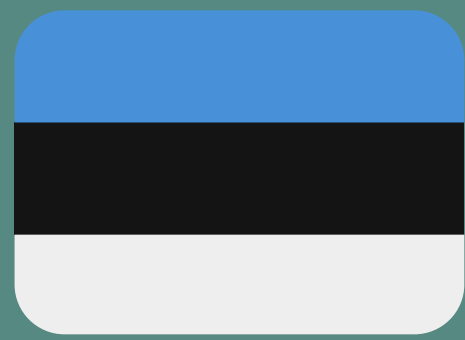
Production 40%  
Workers 30%  
Delivering 10%  
Marketing 20%

**What you get (Revenue and benefits)**

*Money from selling materials*

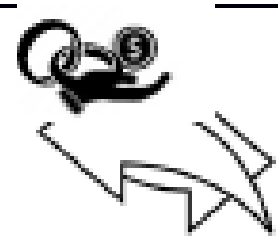


ESTONIA



## SOLAR PANEL PLAN

We are a private company that rents out solar panels. Provides clients in remote areas with opportunity to get cheap and eco-friendly electric energy solving to a certain extent national energetic dependency issue.



**Who helps you (Key Partners)**  


(Ettevõtluse Arenduse Sihtasutus) — organisation that helps develop entrepreneurship in Estonia. Private sponsors.

*Elektrilevi* — company that is responsible for electric grid in Estonia.

**What you do (Key Activities)**



Build a solar panel plant and connect it with electric grid that reaches remote areas. Allow people to rent solar panels short or long term.

**How you help (Value proposition)**



Provide people with cheap eco-friendly electricity. Get it to remote areas.

## Why you do it (Social impact & mission)

Provide people with cheaper and cleaner energy. Solve to a certain extent national energetic dependency issue.

**How you interact (Relationships with beneficiaries)**



Social media and traditional communication channels.

**Who you help (Beneficiaries)**



People living in remote areas. General population.

**Who you are and what you have (Key Resources)**



Private company.  
 Starting capital.  
 Ideas

*Vision concentrating on social benefit for maximum amount of people and ecologically sustainable solutions.*

**How they know you and how you deliver (Channels)**

We promote ourselves on social media and through public media channels.

**What you give (Costs)**



Solar panels. Transport. Installation costs. Maintenance. Salaries.

**What you get (Revenue and benefits)**

Local and international recognition. Profit from sales and rent.



# SPAIN



We are the first Spanish company making a new eco world using recycled tires that are abandoned in dumps.

With them, we have decided to create new materials

The very first one would be the retreatment of the

pneumatics. We will have an eco-factory in where we will

fill the tires with new rubber. We also want to use these

materials to make asphalt. Our main goal will be to sell the rubber in little pieces so that

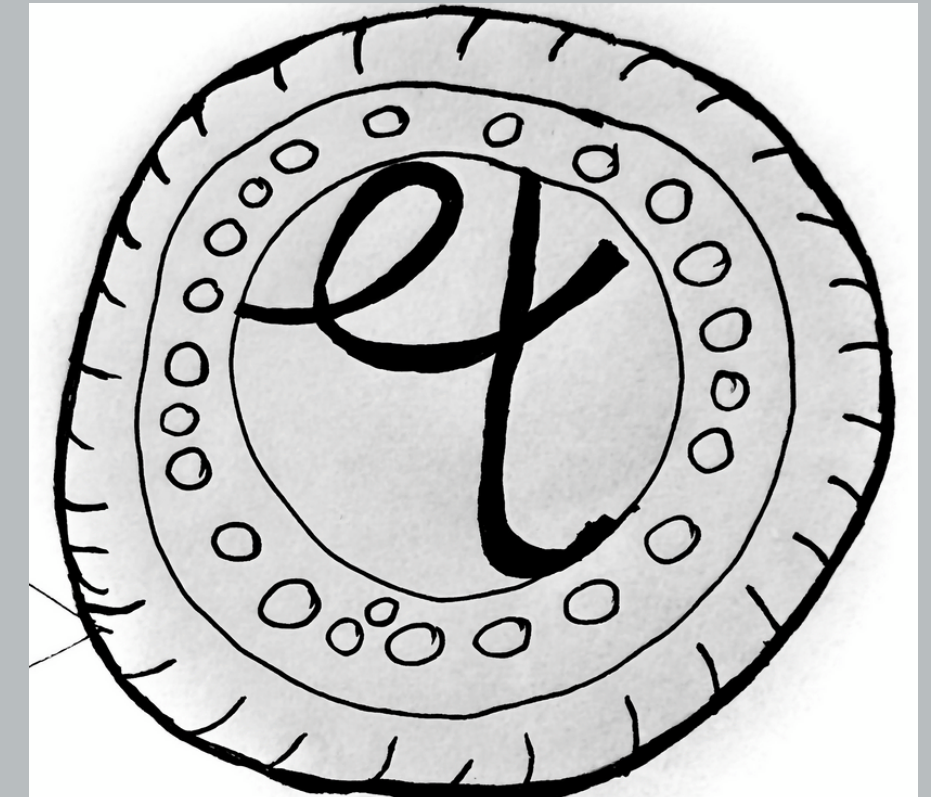
the government companies that work in making roads won't have to buy other more

contaminant materials. We also thought about another way of contributing to the

reduction of the big dumps. We will transform the rubber into soles for shoes. We could

make a partnership with an ecological shoe brand in order to create a sustainable footwear.

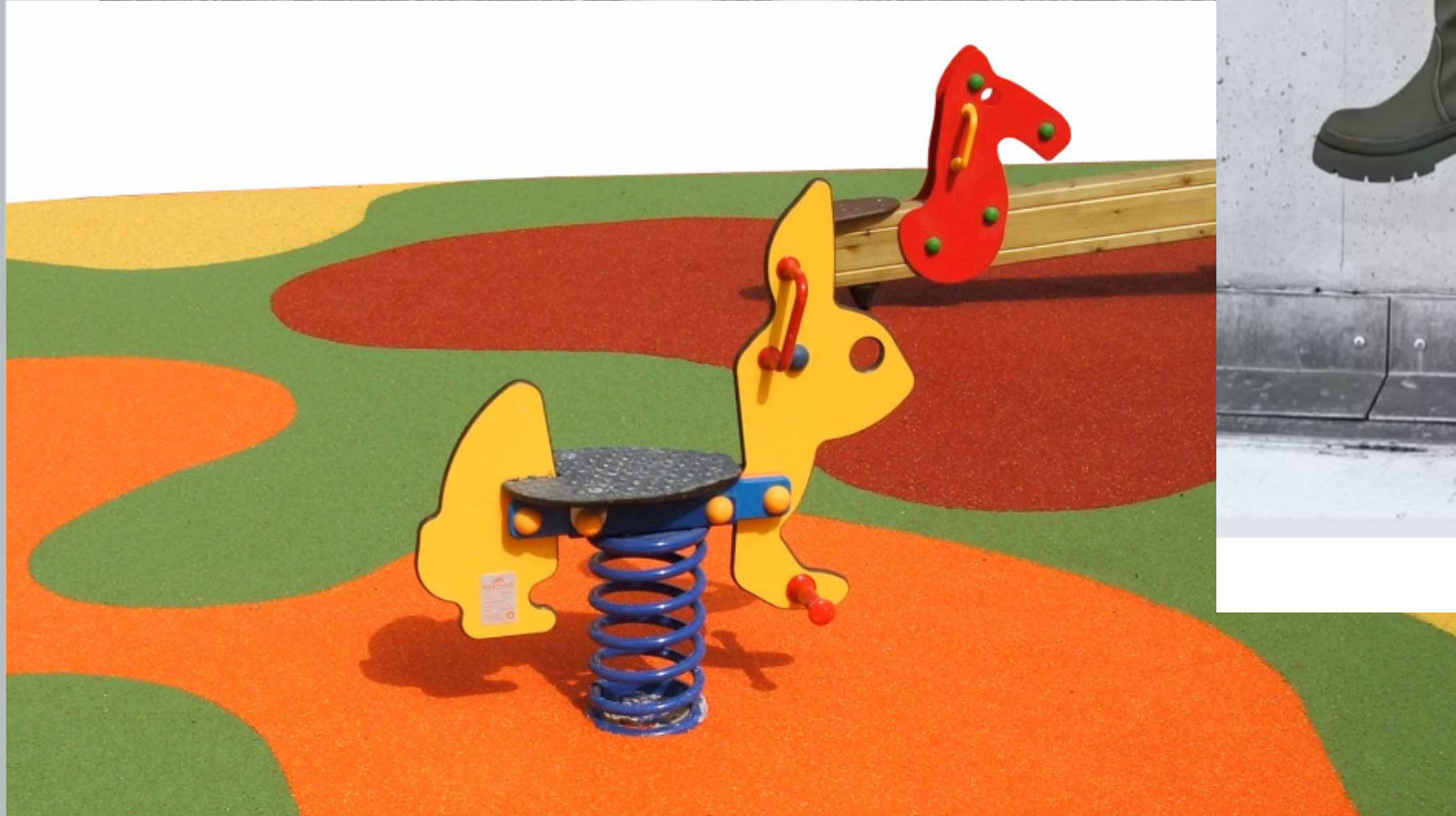
# ECO-TIRES



# MOVING TOWARDS

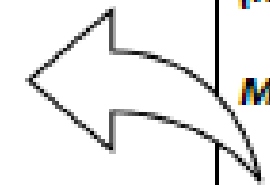
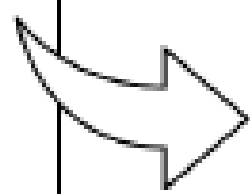
# CHANGE



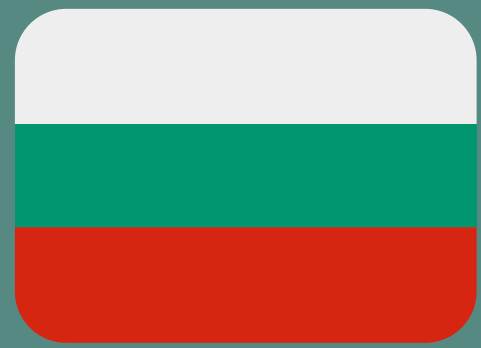




<p><i>Who helps you (Key Partners)</i></p>  <p>GOVERNMENT</p> <p>CAR REPAIR SHOPS</p> <p>SHOES SUSTAINABLE BRANDS</p>	<p><i>What you do (Key Activities)</i></p>  <p>RETREAT TIRES</p> <p>REDISTRIBUTION OF THE MATERIALS</p> <p>SELL THE PRODUCTS</p>	<p><i>How you help (Value proposition)</i></p>  <p>REMOVING THE TIRES FROM DUMPS AND USING THEM FOR AN ECOLOGICAL PURPOSE</p>	<p><b>Why you do it (Social impact &amp; mission)</b></p> <p>BECAUSE WE WANT TO IMPROVE THE ENVIRONMENT AND THE CITIZENSHIP CLOSE TO IT.</p> <p>GIVING A SECOND LIFE TO THE TIRES THAT ARE ALREADY CREATED, SO WE CONTRIBUTE TO REDUCE THE CREATION OF NEW ONE AND SOLVING THE PROBLEM OF THE DUMP TIRES IN OUR COUNTRY.</p>	<p><i>How you interact (Relationships with beneficiaries)</i></p>  <p>CLOSED-CYCLE BETWEEN THE DUMPS TIRES, OUR COMPANY AND THE SHOPS</p>	<p><i>Who you help (Beneficiaries)</i></p>  <p>THE ENTIRE POPULATION GETS A BETTER ENVIRONMENT.</p> <p>IMPROVING LIFE'S QUALITY</p> <p>PRESERVING THE CLIMATE</p>
<p><i>What you give (Costs)</i></p> 	<p>1/4 REMOVING THE TIRES</p> <p>2/4 THE TREATMENT</p> <p>1/4 DISTRIBUTION , ADMINISTRATION</p>				<p><i>How they know you and how you deliver (Channels)</i></p> <p>SOCIAL MEDIA</p> <p>ADVERTISEMENTS</p> <p>TV SHOWS</p> <p>COMMERCIALS</p> <p>RADIO</p> <p>NEWSPAPER</p>

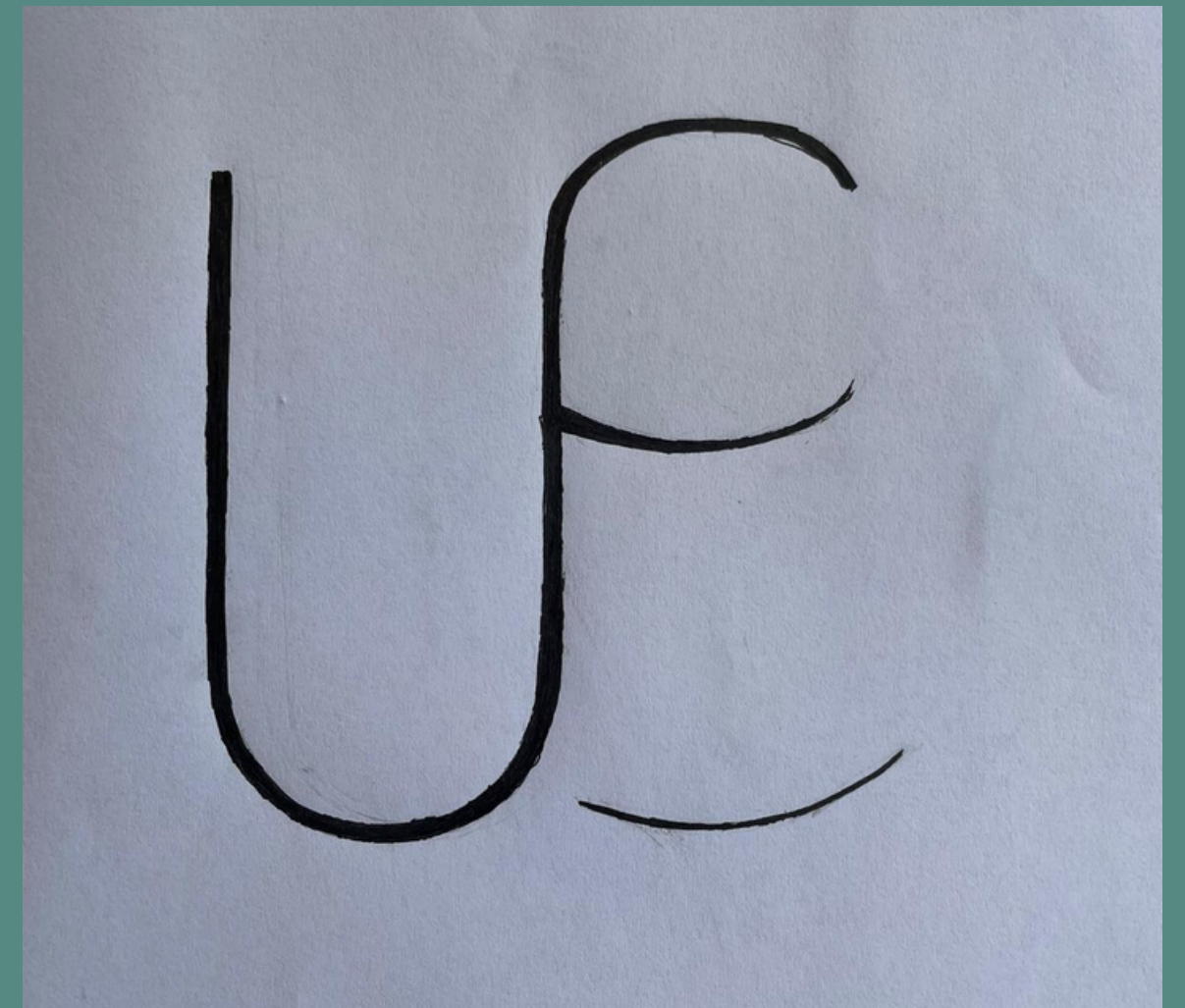


# BULGARIA

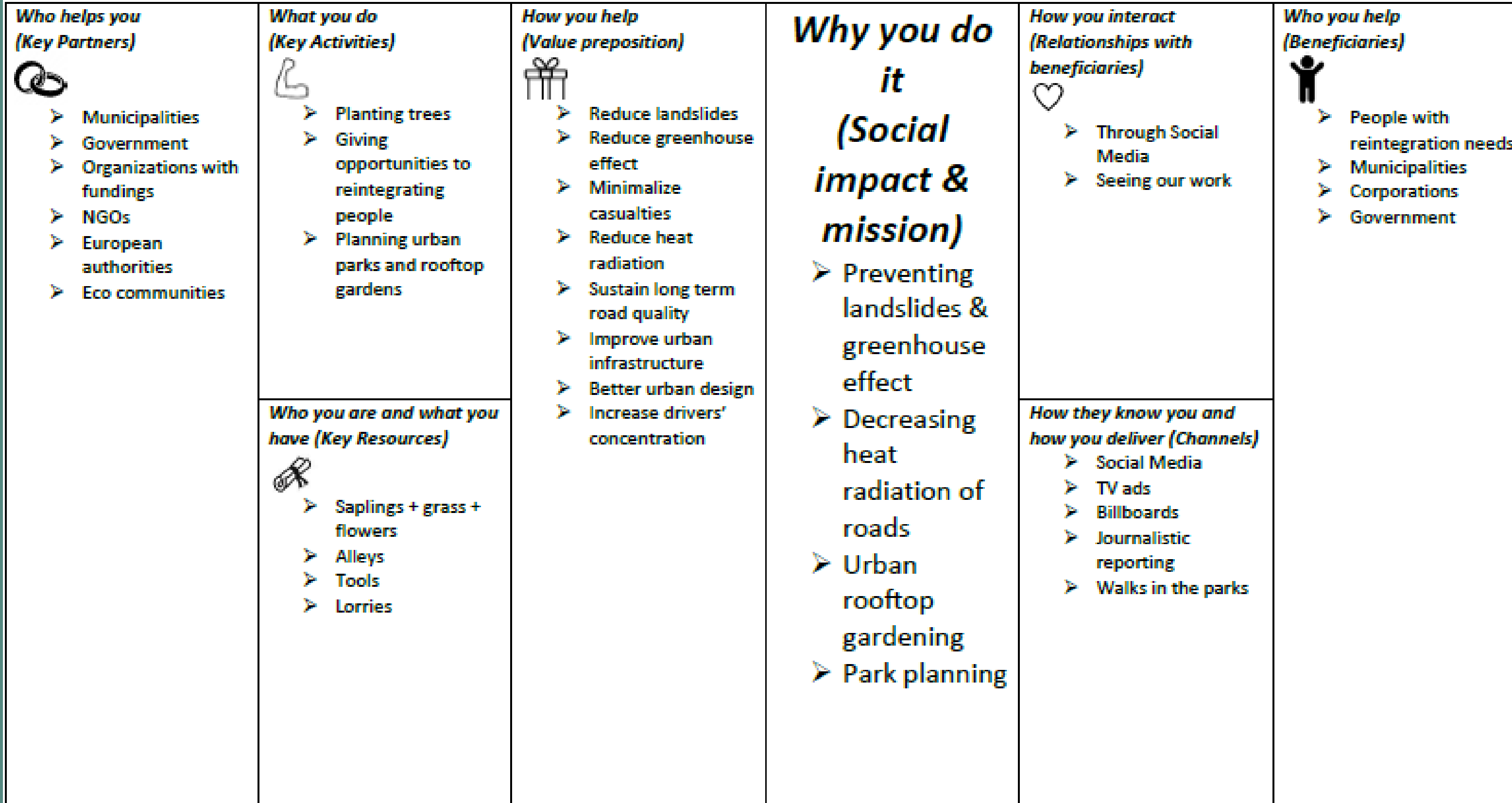


## Urban Planting Enterprise


We are an enterprise that focuses on giving back life to the city and to people with less working opportunities that are trying to reintegrate themselves back into society through planting trees, designing rooftop gardens and building urban parks. In this way we are improving the community and the quality of our life in the city.







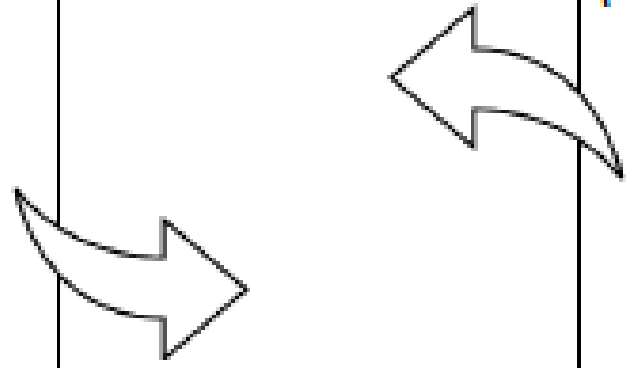
**What you give (Costs)**



- Plants
- Lorries' maintenance
- Marketing
- Stress

**What you get (Revenue and benefits)**

- Money
- Publicity
- Fresher and cleaner air



# ROMANIA



We are enthusiastic young people who want to raise awareness to the illegal deforestation in our country and protect the natural habitat of the Romanian forests with the help of the local producers, influencers. Our vision is to save the trees by making a connection between the forests and the people.

We offer an online and an offline (market) platform where the local producers can sell their products and services all over the country and also can connect with other businesses.



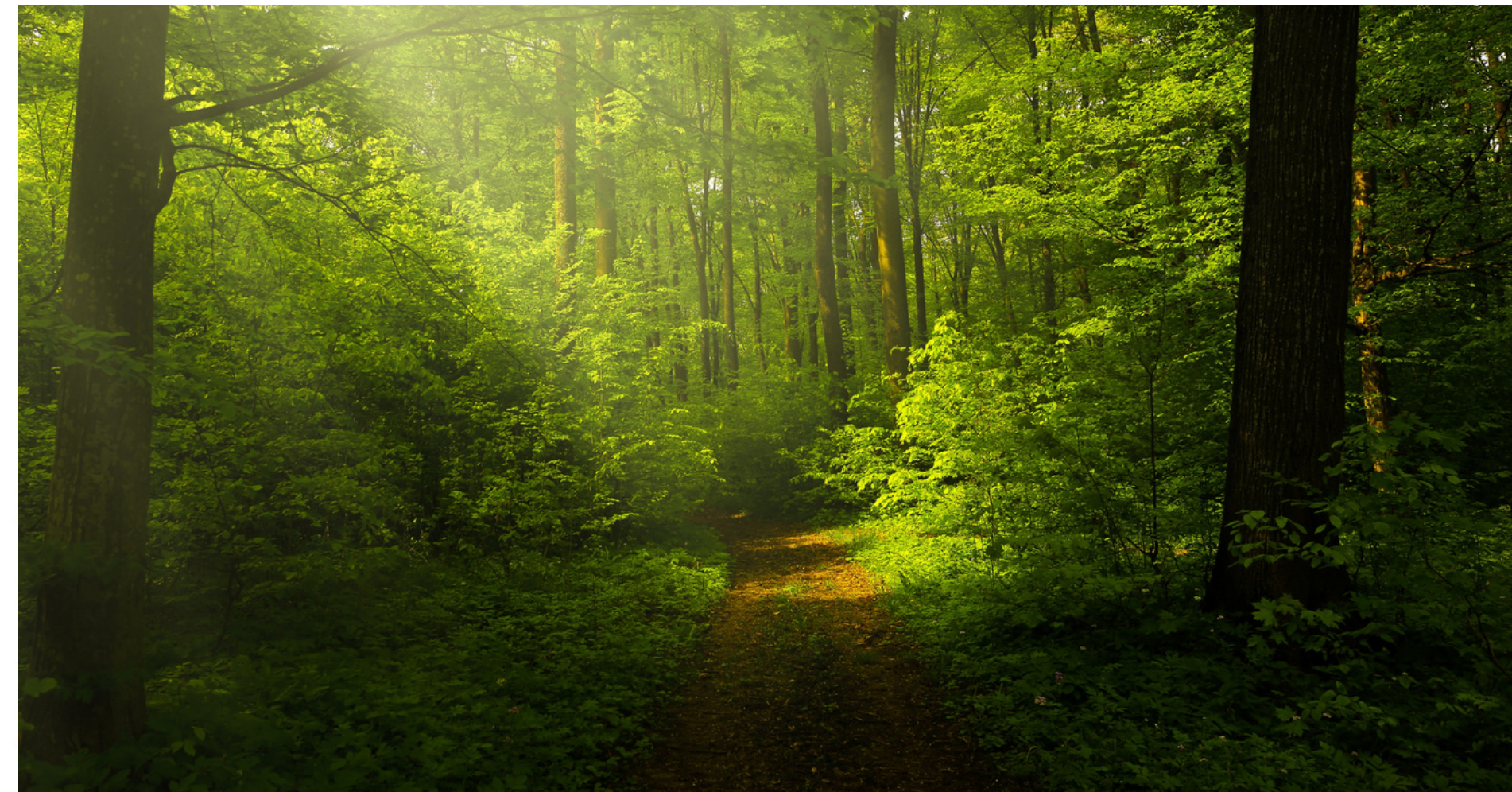
# FOREST SAVERS ROMANIA



*Save the pine,  
let the forest shine!*

## OUR VISION

To save the trees by making a connection between the forests and the people.













# WHAT WE OFFER

Online and an offline (market) platform where the local producers can sell their products and services all over the country and also can connect with other businesses.

# PROBLEMS WE ARE ADDRESSING

Raising awareness to the illegal deforestation in our country and protect the natural habitat of the Romanian forests with the help of the local producers, influencers.

 <p><b>Who helps you (Key Partners)</b></p> <p>Influencers Local producers Civils</p>	<p><b>What you do (Key Activities)</b></p>  <p>Educate kids in school Planting trees Guided tours Selling local products Woodcarving ws.</p>	<p><b>How you help (Value proposition)</b></p>  <p>Sustaining nature Sustaining small businesses Local habitat of animals</p>	<p><b>Why you do it (Social impact &amp; mission)</b></p> <p>Protect the natural habitat Boost the local businesses Raise awareness of the illegal tree-cutting</p>	<p><b>How you interact (Relationships with beneficiaries)</b></p>  <p>Social media communication Eco toure</p>	<p><b>Who you help (Beneficiaries)</b></p>  <p>Small local businesses Animals</p>
<p><b>What you give (Costs)</b></p>  <p>Maintain the website Costs of transportation</p>	<p><b>Who you are and what you have (Key Resources)</b></p>  <p>Forest Local goods</p>			<p><b>How they know you and how you deliver (Channels)</b></p> <p>Our website and social media pages Content posted by influencers Website: selling products Markets every weekend</p>	<p><b>What you get (Revenue and benefits)</b></p> <p>Local product selling Replanting Christmas trees Woodcarving workshop Guided tour Benefit: saving forest</p>