

# PODCAST

## **"Entrepreneurship In My School"**

In this podcast, a young entrepreneur talks about EME (Entrepreneurship in My School). This initiative brings social, green, and digital entrepreneurship into the classroom, aiming to introduce Primary Education students to the possibility of starting their own businesses using computers for any needed research. The children eventually sell their handmade crafts at local markets, with the proceeds going to NGOs and activities of interest to the students. At the end, the guest emphasizes the importance of the project's sustainability.

## **"Tips for your venture"**

In this podcast, a young entrepreneur shares her journey into the world of social entrepreneurship. The conversation highlights the sustainability of social entrepreneurship projects. The guest explains what social entrepreneurship is, how it begins, and the key characteristics of an entrepreneur, along with the importance of social innovation. She also provides advice on how to determine if your project is truly sustainable, discusses the Sustainability Plan, and offers some tips for implementing it. She reminds us that a sustainable project aims for three things: profitability (economy), environmental protection (planet), and social benefits (people).

## **"What Are Best Practices?"**

In this episode, Fiana explains the importance of adopting best practices to learn from the experiences of other entrepreneurs. The podcast highlights the experience of a cross-border venture as a best practice: KILIMO. This initiative, which started in Argentina, optimizes water usage in agricultural irrigation systems. It has since expanded to other Latin American countries with very positive results, saving up to 30% of water resources. KILIMO now monitors over 44 types of crops across 7 countries in the Americas, working with more than two thousand farmers.

## **"Cross-Border Entrepreneurship"**

This podcast defines cross-border entrepreneurship, which involves at least one component from another country or region or joint projects with other countries, going beyond national borders. It highlights the importance of digital tools, as they bring us closer, enable us to understand different realities, and expose us to innovative processes. The episode presents information on entrepreneurial ventures in Argentina, Uruguay, Spain, Ecuador, Brazil, and Portugal. Entrepreneurs leading these initiatives need to understand the environment where their venture will develop in order to adjust their objectives. Knowing the surroundings and context is essential for the success of cross-border ventures.

## **"REPAPEL"**

Repapel is a civil association dedicated to Environmental Education and Circular Economy in Uruguay. It promotes recyclable materials management systems to companies, organizations and educational centers. In the framework of the GREEN Project it has been recognized as a good practice in green, social and digital entrepreneurship in Uruguay.

In this podcast Aaron and Anabel, teenagers from Gurises Unidos, interview Cecilia Laporta, REPAPEL's Coordinator, in order to know how they work, what are their objectives, how much paper they have recovered and how they approach environmental education in schools.

## **What is fundraising?**

This podcast addresses content related to fundraising for the development of green, social and digital enterprises. Teenagers and young people from Gurises Unidos share different ideas, concepts and strategies starting from the moment we have an idea with which we want to develop a project. They tell us about the importance of the Pitch “the speech that accompanies the Project” as well as the strategic alliances for its development. They conceptualize what Fundraising is, what are the necessary skills and capacities to carry it out. They also explain the importance of networking as a fundamental element for fundraising.

## **"ECOCE"**

The conversation delves into sustainable entrepreneurship, particularly in the context of COVID-19. The guest, Jaime Torres, Communications Director of ECOCE, discusses ECOCE's mission to combat plastic waste in Mexico by promoting the recycling of PET bottles. ECOCE has managed to create a market for recycled PET, generating significant employment and reducing environmental impact. They emphasize the importance of public awareness and digital outreach strategies, including targeted campaigns and educational resources. ECOCE collaborates with major beverage companies and NGOs to enhance credibility and impact, with the goal of expanding their efforts to include flexible plastics.

## **"A Starting Point"**

The episode of the program focuses on green and digital social entrepreneurship, highlighting initiatives in Argentina, Chile, Mexico, and Spain. It discusses the positive social and environmental impacts of these projects, which integrate sectors ranging from agriculture to manufacturing. In Argentina, there is a growing interest in sustainability, with over 20.5% of new ventures focusing on it. In Chile, the emphasis is on circularity and efficient resource use. In Mexico, SargaBlock repurposes waste to create bricks, while in Spain, a company produces clothing from recycled materials. These examples illustrate how entrepreneurship can be both economically beneficial and environmentally responsible.

## **"AMA el Pisuerga"**

This podcast features an interview with three volunteers from the AMA el Pisuerga Association in Valladolid. This non-profit environmental association is made up of volunteers committed to respecting the environment through the care of the city's riverbanks and rivers.

In this episode, they share how the initiative started, how it has grown, and the activities and participation opportunities it offers.

## **"In Action"**

Hosted by María Brizuela, a participant in the ASPAYM CyL project, this podcast provides an engaging and approachable summary of the theoretical content from Module 3, “In Action: Taking the Initiative.”

This module covers the different procedures required to start a business in the various countries that are part of the project's consortium: Uruguay, Paraguay, Argentina, and Spain.

María illustrates these processes with examples, highlighting that while there are similarities, each country has its own unique steps for launching a business.

