

GREEN MODULE

N°2 - CREATIVE IDEAS LAB

ECOSOS: SUSTAINABLE ENTREPRENEURSHIP AND IDEAS

This space is a corner dedicated to fostering sustainable entrepreneurship, which integrates environmental care, social justice and technological innovation.

This briefing addresses sustainable and educational entrepreneurship, using practical examples to inspire students and professionals to develop ideas that are not only innovative and profitable, but also contribute to solving significant social and environmental problems.

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- 🌱 **Fundamentals of Sustainable Ventures:** In the initial section of the module, the theoretical framework for understanding what constitutes a sustainable venture is established. It discusses how these ventures must be designed to balance and benefit both society and the environment, while remaining economically viable. In addition, the importance of incorporating practices that reduce environmental impact and enhance local communities is explored.
 - 🌱 **Generating and Evaluating Ideas:** a detailed guide is provided to generating ideas through the use of tools such as design thinking, which facilitates a people-centred creative process. It explains how to empathise with the target audience, define problems clearly, devise innovative solutions, create rapid prototypes and test ideas effectively to ensure that they respond to real market needs.
 - 🌱 **Opportunity Identification:** Emphasis is placed on the ability to identify opportunities in the social, environmental and digital spheres. It discusses how to maintain an active 'entrepreneurial alertness', which allows entrepreneurs to capture opportunities that others do not see and turn them into viable projects. Case studies are examined where this ability transformed ideas into successful businesses.

- 🍃 **Use of Technologies in Ventures:** This part of the module explores how digital technologies can be powerful tools for scaling up sustainable ventures. Concrete examples such as the use of social media platforms, instant messaging applications and crowdfunding are discussed, highlighting how these media can facilitate communication, fundraising and collaboration on a global scale.
- 🍃 **Creativity and Innovation:** explores why creativity and innovation are critical to sustainable ventures. It describes techniques to foster creative thinking and a culture of innovation within any organisation, including practical exercises such as brainstorming, lateral thinking and SCAMPER that can help teams think outside the box and generate novel solutions to old problems.
- 🍃 **Sustainable Marketing and Communication:** Marketing and communication strategies that align business objectives with sustainable ethics are addressed. Emphasis is placed on the need for transparency and authenticity in the promotion of products and services, ensuring that marketing strategies not only respect but actively promote sustainability. It discusses the implications of green marketing practices and how they can be effectively implemented to appeal to an environmentally conscious public.



‘EcoSOS: Sustainable Entrepreneurships and Ideas’ provides a robust framework for understanding and applying the principles of sustainable entrepreneurship in the real world. It highlights that the integration of innovation, technology and a sustainable approach are essential to address contemporary challenges and make a lasting positive impact on society and the environment.

This project is funded by the European Union. The views and opinions expressed are those of the author(s) alone and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the EACEA can be held responsible for them.

