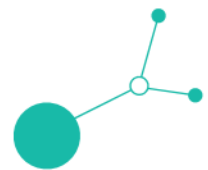


Milestone 2: D2.2.2 1st training cohort (1x region, 3 months, 15+ participants - SMEs & GenF individuals per region)

Report

Version 2

10.2024





Summary of the regional implementation

The initial implementation of the GREENPACT program has demonstrated significant progress towards its objectives, successfully adapting to the diverse regional contexts while maintaining a strong focus on circular economy and impact entrepreneurship.

In Croatia, the program was tailored to the specific needs of the tourism and creative industries, leveraging an online format to maximize participation. The training sessions, conducted through the Zoom platform, covered a wide range of topics, from circular economy principles to impact entrepreneurship. Participants were encouraged to apply these concepts to real-world challenges, fostering a culture of innovation and sustainability.

In the Czech Republic, the program was delivered in a face-to-face format, allowing for deeper engagement and collaboration among participants. The training focused on practical problem-solving, with participants working in teams to develop innovative solutions for the hospitality sector. The emphasis on hands-on learning and peer-to-peer exchange contributed to the program's success.

In Germany, the program adopted a hybrid approach, combining online and in-person sessions. The training content covered a broad range of topics, including circular economy, sustainability, and impact entrepreneurship. Participants were encouraged to apply these concepts to their own business ideas and challenges, fostering a culture of innovation and sustainability.

In Italy, the program focused on generating business ideas in the tourism sector, with a particular emphasis on green and circular economy principles. The training sessions combined theoretical knowledge with practical exercises, empowering participants to develop innovative and sustainable business models. The "buddy" system, which paired experienced professionals with younger entrepreneurs, facilitated knowledge transfer and intergenerational collaboration.

In Slovakia, the program was delivered through a combination of online and in-person sessions. The training focused on empowering students and future entrepreneurs, equipping them with the knowledge and skills needed to drive sustainable innovation. The emphasis on practical application and real-world problem-solving allowed participants to develop innovative solutions for the tourism sector.

Overall, the first implementation of the GREENPACT program has been a resounding success. The program has successfully engaged a diverse range of participants, fostered a culture of innovation and sustainability, and provided valuable training and support. As the program moves into its second round, it is anticipated that the lessons learned from the initial implementation will be used to further refine and enhance the program's impact.

Looking ahead to the second round:

- Increased focus on personalized mentorship to support participants in implementing their ideas.
- Strengthening partnerships between academic institutions, businesses, and policymakers to foster a sustainable entrepreneurial ecosystem.
- Adapting the training content to address specific regional needs and emerging trends in sustainability.

Assessing the Implementation of D.2.1.2: A Regional Overview

The implementation of D.2.1.2, the Green & Impact Entrepreneurship boosting buddy training program, has been a valuable experience across various regions. Each region has adapted the program to its specific context, leveraging its unique strengths and addressing local challenges.



Key Insights from Regional Implementations:

- **Tailored Approach:** All regions successfully adapted the program to suit their specific needs, demonstrating its flexibility and adaptability. For instance, Croatia focused on the tourism and creative industries, while the Czech Republic emphasized the hospitality sector.
- **Intergenerational Collaboration:** The buddy system, as implemented in Italy, proved to be a powerful tool for knowledge sharing and fostering intergenerational collaboration. This approach enriched the learning experience and created a dynamic learning environment.
- **Practical Application:** The emphasis on real-world problem-solving and practical application was a common theme across all regions. Participants were encouraged to apply the knowledge gained to real-life challenges, leading to the development of innovative and sustainable solutions.
- **Expert Knowledge Sharing:** The involvement of experts from academia and industry was crucial in providing participants with valuable insights and guidance. This collaboration enriched the training experience and ensured the relevance of the content.
- **Digital Tools and Online Platforms:** The use of digital tools and online platforms facilitated wider participation and flexible learning.

Alignment with D.2.1.2 “Draft of the green & impact entrepreneurship boosting buddy training programme”:

The regional implementations closely aligned with the core principles of D.2.1.2 “Draft of the green & impact entrepreneurship boosting buddy training programme”. Key elements of the program, such as the focus on circular economy, impact entrepreneurship, and intergenerational collaboration, were successfully integrated into the training sessions.

Testing of Drafted Solutions:

The testing of drafted solutions, as outlined in D.2.1.2, was conducted through various methods, including:

- **Pilot Projects:** Participants were encouraged to implement their ideas on a small scale, allowing for testing and refinement.
- **Case Studies:** Real-world case studies were used to illustrate the application of circular economy and impact entrepreneurship principles.
- **Feedback and Evaluation:** Regular feedback and evaluation sessions were held to assess the effectiveness of the solutions and identify areas for improvement.

In conclusion, the implementation of D.2.1.2 has demonstrated the potential to empower individuals and organizations to drive sustainable innovation. By building on the successes of the initial phase and addressing the identified challenges, the program can continue to make a significant impact on the transition to a circular and sustainable economy.

Designing a Robust Sustainability Certification Scheme for Tourism and Creative Industries

Integrating the GREENPACT Certification Scheme

The GREENPACT certification scheme is closely linked to the training program. The training program equips participants with the knowledge and skills necessary to implement sustainable practices within their businesses. Upon completing the training, participants can apply the acquired knowledge to improve their sustainability performance and prepare for certification. The certification scheme, in turn, provides a framework for assessing the effectiveness of the training program and measuring the



impact of participants' efforts. By aligning the training program with the certification scheme, the project aims to create a comprehensive and effective approach to promoting sustainable practices in the tourism and creative industries.

The GREENPACT certification scheme is a crucial component of the overall project, aiming to provide a practical tool for businesses to assess and improve their sustainability performance. To ensure the scheme's effectiveness and relevance, several key considerations have been identified:

Three-Step Validation Approach:

1. **Desk Research and Literature Review:** A comprehensive review of existing sustainability certification schemes in the different regions and relevant (international) literature will provide a solid foundation for the development of the GREENPACT certification scheme.
2. **International Check:** Feedback from project partners and where applicable APs will be sought to ensure the scheme's alignment with international standards and best practices.
3. **User Feedback:** Input from SMEs and Gen F participants will be invaluable in refining the scheme to meet the specific needs of businesses in the tourism and creative industries.

Key Considerations for Certification Scheme Design

The GREENPACT certification scheme will be developed to meet the specific needs of the tourism and creative industries, taking into account various factors such as industry-specific challenges, regional differences, and evolving sustainability standards. Key considerations for the scheme's design include:

- **Clear and Measurable Criteria:** The scheme will establish clear and measurable criteria for assessing businesses' sustainability performance across environmental, social, and economic dimensions. These criteria will be aligned with international best practices and tailored to the specific needs of the tourism and creative industries.
- **Rigorous Assessment Process:** A robust assessment process will be implemented. This will ensure the accuracy and credibility of the certification.
- **Transparency and Accountability:** The certification scheme will promote transparency and accountability by requiring certified businesses to publicly disclose their sustainability performance.
- **Scalability and Adaptability:** The scheme will be designed to be scalable and adaptable to different business sizes and regional contexts. This flexibility will enable a wide range of businesses to participate in the certification process.

To effectively implement the GREENPACT certification scheme, the project will undertake several key activities:

- **Development of a User-Friendly Self-Assessment Tool:** A user-friendly self-assessment tool will be developed to guide businesses through the certification process. This tool will provide clear instructions and checklists, making it easy for businesses to assess their sustainability performance.
- **Promotion and Dissemination:** A comprehensive marketing and communication strategy will be implemented to raise awareness of the certification scheme among businesses and consumers. This will involve various channels, such as social media, workshops, and webinars.
- **Training and Capacity Building:** Training programs and technical assistance will be provided to support businesses in understanding and implementing sustainable practices. This will help businesses meet the requirements of the certification scheme and improve their overall sustainability performance.

In addition to the certification scheme, the project will deliver several other outputs to support its implementation and dissemination, including regional meet-ups, training-the-trainer programs, digital campaigns, and joint publications. These activities will contribute to the wider adoption of sustainable practices in the tourism and creative industries.

Buddy Boosting Training Program: „GREENPACT program - Osposobljavanje za cirkularno i impact poduzetništvo“

D.2.2.2 - Croatia (Step RI/PP5 + City of Rijeka/PP6)

Version 1

07 2024





Regional approach

While the core principles of the GREENPACT program apply across all regions, in Croatia, the program was adapted to address the specific challenges of the tourism and creative industries, particularly in light of the seasonal nature of tourism. The online format was chosen to ensure wider participation, allowing for flexibility in scheduling.

The first BBTP in Croatia was planned jointly by the PP5 (Step Ri) and PP6 (City of Rijeka), together with support of associated partner - Faculty of Tourism and Hospitality (FMTU).

Croatia named the program "GREENPACT program - Osposobljavanje za cirkularno i impact poduzetništvo". Translation: "GREENPACT program - Training for circular and impact entrepreneurship"

We decided to conduct online training sessions (via Zoom platform) for easier participant enrolment. We established a schedule and issued a public call for the regional GREENPACT program. Expected participant commitment: up to four hours per week, online.

Tentative schedule over eight weeks: two-hour lectures twice a week in the afternoon (with recordings available for self-paced viewing), two hours of independent work, and one hour of discussion on completed tasks.

Open applications invited future and existing entrepreneurs and managers in tourism and creative industries interested in learning about circular economy principles and impact entrepreneurship. The program included training, counselling, and mentorship, aiming to transform businesses towards sustainable practices.

We received the applications online and via email, with participants providing their name, company or institution, email address, phone number, and position.

We received 40 applications, 20 of which were from Gen F, 17 from the SME sector, and 3 from NGOs.

The program started May 7th 2024, and lasted to June 25th 2024 (due to the ongoing tourist season, the number of participants began to gradually decline, as most of our participants were from the tourism sector.)

After the successful completion of the first cohort, the next steps involve preparing for the Final International Lab in Croatia. Selection for this lab is ongoing, with participants chosen based on their performance and proposed solutions during the training. Sessions among partners have been held to exchange experiences with the first cohort, helping to refine the approach for the next training round.

Consolidated Information on the Pilot Activity

The first implementation of the GREENPACT program in Croatia successfully met the goals set in the Application Form (AF), focusing on circular economy and impact entrepreneurship in the tourism and creative industries. Participants from various sectors engaged in collaborative sessions, developing practical solutions to local challenges. Key achievements include increased participant engagement and innovative business transformation concepts. Based on feedback, adjustments for the next cohort will include tailored mentorship and modified schedules to accommodate industry demands.



Program



GREENPACT Incubator Program

Training for Circular and Impact Entrepreneurship

Tuesday, May 7 to June 25, 2024

Zoom link for all training sessions: <https://us06web.zoom.us/join/tZ0tfu6gpzsvG9Z58v-bp5fFZrcjSA6h7IUS>. Please register in advance. After registration, you will receive a confirmation email containing information about joining the meeting.

Workshops will be held on Tuesdays and Thursdays from 3:00 PM to 5:00 PM. The schedule is subject to change to better accommodate participants.

DAY	DATE	TIME	TRAINING TITLE	LECTURERS	PROGRAM
Tuesday	07.05.2024	3:00 PM - 5:00 PM	Introduction to Circular Economy and Impact Entrepreneurship	Boris Golob	GREENPACT Incubator Program
Thursday	09.05.2024	3:00 PM - 5:00 PM	Analysis of Circular Transformation Challenges	Boris Golob	GREENPACT Incubator Program
Tuesday	14.05.2024	3:00 PM - 5:00 PM	Value Chain and Causes of Linear Economy	Boris Golob	GREENPACT Incubator Program
Thursday	16.05.2024	3:00 PM - 5:00 PM	Circular Business Strategies	Boris Golob	GREENPACT Incubator Program
Tuesday	21.05.2024	3:00 PM - 5:00 PM	Understanding Customers and Market Influence on Circularity	Boris Golob	GREENPACT Incubator Program
Thursday	23.05.2024	3:00 PM - 5:00 PM	Understanding the Business Model	Boris Golob	GREENPACT Incubator Program
Tuesday	28.05.2024	3:00 PM - 5:00 PM	Practical Experience – Entrepreneur Presentations	Company	GREENPACT Incubator Program



Tuesday	04.06.2024	3:00 PM - 5:00 PM	Circular Business Models and Their Application	Boris Golob	GREENPACT Incubator Program
Thursday	06.06.2024	3:00 PM - 5:00 PM	Creating an Implementation Plan (Roadmapping)	Boris Golob	GREENPACT Incubator Program
Tuesday	11.06.2024	3:00 PM - 5:00 PM	Introduction to Presentation Skills	Boris Golob	GREENPACT Incubator Program
Thursday	13.06.2024	3:00 PM - 5:00 PM	Creating a Presentation	Boris Golob	GREENPACT Incubator Program
Tuesday	18.06.2024	3:00 PM - 5:00 PM	<i>Mentoring</i>	Boris Golob; Neven Tamarut	GREENPACT Incubator Program
Thursday	20.06.2024	3:00 PM - 5:00 PM	<i>Mentoring</i>	Boris Golob; Neven Tamarut	GREENPACT Incubator Program
Tuesday	25.06.2024	3:00 PM - 5:00 PM	Presentation of Circular Transformation Ideas	Participants	GREENPACT Incubator Program



An example of how the certificate looked for one participant:





Registrations and Participants

We received the applications online, via email greenpact@uniri.hr, where participants provided the following information:

- Name:
- Company/Institution/Organization:
- Email Address:
- Phone Number:
- Position:

We received 40 applications, 20 of which were from Gen F, 17 from the SME sector, and 3 from NGOs.

Result/Feedback

Participants in the training program proposed a range of solutions. For instance, one group from the tourism sector developed a plan to reduce single-use plastics by switching to reusable amenities, while participants from the creative industry designed a resource-sharing platform for sustainable production. These solutions demonstrate the practical application of circular economy principles and were developed through cross-sector collaborations

At the end of each session, participants completed an online survey (via Zoom) on their satisfaction with the specific training and the instructor.

The questions were more or less always the same (with grade 1 indicating dissatisfaction and 5 indicating great satisfaction):

1. The seminar met my expectations.
2. The knowledge gained is applicable in practice.
3. The content was well-structured and easy to follow.
4. The knowledge I gained will help me perform better.
5. The instructor is knowledgeable and knows how to convey knowledge

The overall average rating for all the trainings throughout the entire program was 4,77.

Impressions

An example of a public call on the STEP RI website for the GREENPACT program - Training for circular and impact entrepreneurship



Pozivamo vas na

GREENPACT program

Osposobljavanje za cirkularno i impact poduzetništvo

Utorak, 7. svibnja do 25. lipnja 2024.

Prijave su zatvorene

An example of a public invitation for an Instagram post for GREENPACT program - Training for circular and impact entrepreneurship



An example of a public invitation for a Facebook post for GREENPACT program - Training for circular and impact entrepreneurship



Želite li saznati kako koristiti alate za uvođenje održivih praksi poput kružne ekonomije i impact poduzetništva u vaš posao? Zanima vas primjena najboljih strategija za unaprjeđenje vaših ideja ili poslovanja prema održivijim praksama? 🌱📱

🌟 Prijavite se na GREENPACT program koji uključuje edukacije, savjetovanja i mentorsku podršku i saznajte više o primjeni principa cirkularne ekonomije i impact poduzetništva.

Kad i gdje?... [Prikaži više](#)

EDUKACIJE
GREENPACT
program

📅 7. svibnja - 25. lipnja 2024.
🕒 15:00 - 17:00
📍 ONLINE

interreg
CENTRAL EUROPE

Co-funded by
the European Union

GREENPACT

STEP.UNIRLHR

GREENPACT program - Step Ri

[Prijavi se](#)

An example of a public invitation for a LinkedIn post for GREENPACT program - Training for circular and impact entrepreneurship



STEP RI - Science and Technology Park of the University of Rijeka

1,234 followers

5mo • Edited •

Želite saznati kako koristiti alate za uvođenje održivih praksi poput kružne ekonomije i impact poduzetništva u posao? Zanimaju vas strategije kojima možete usmjeriti svoje ideje/poslovanje prema održivijim praksama? ...more

Show translation

EDUKACIJE

GREENPACT
program

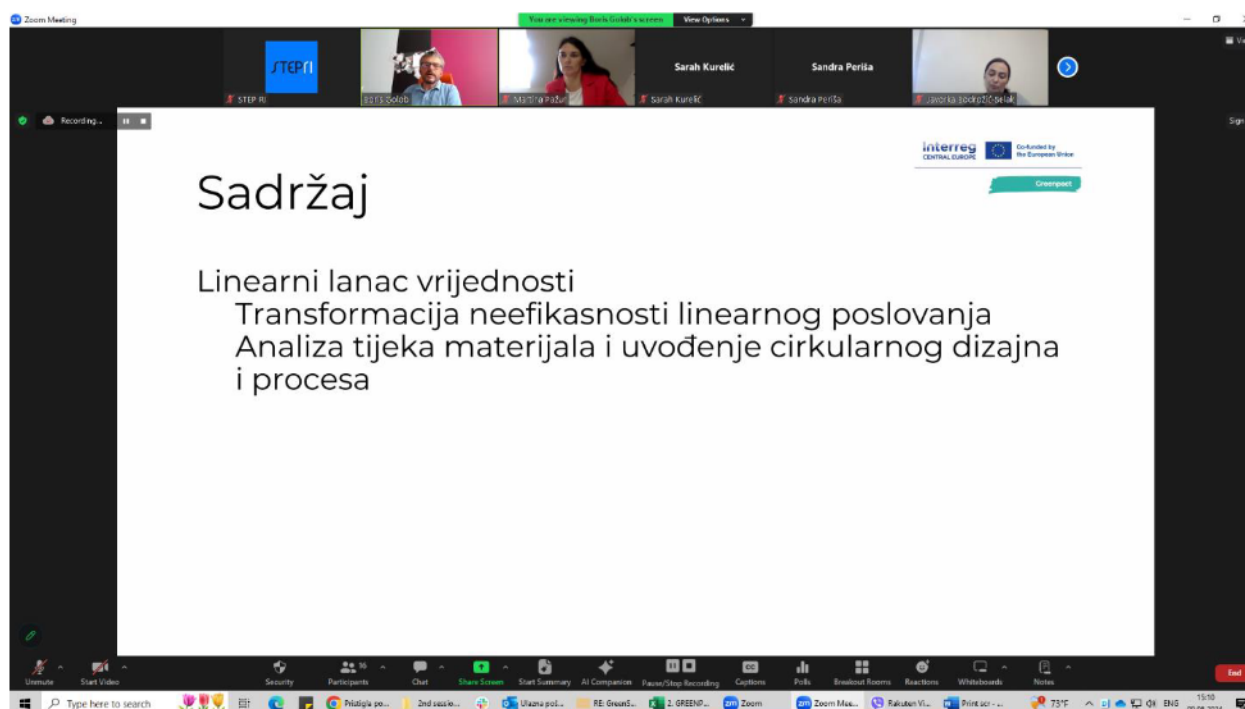
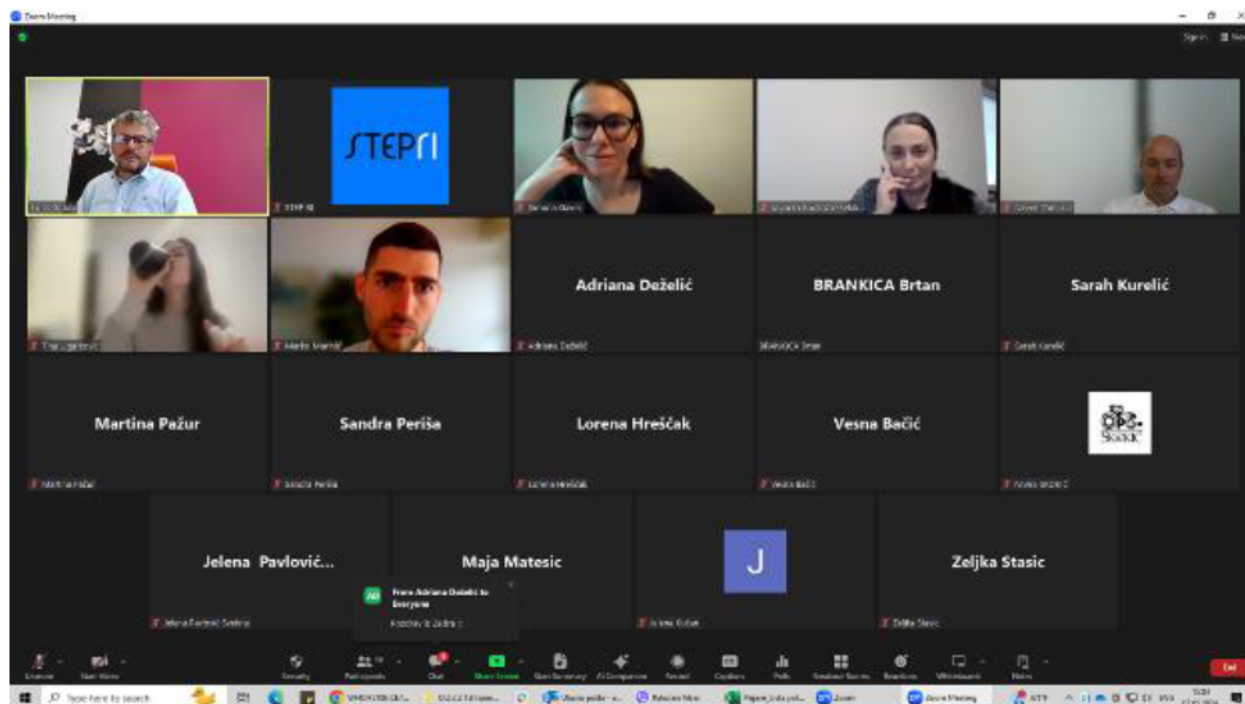
7. svibnja - 25. lipnja 2024.

15:00 - 17:00

ONLINE

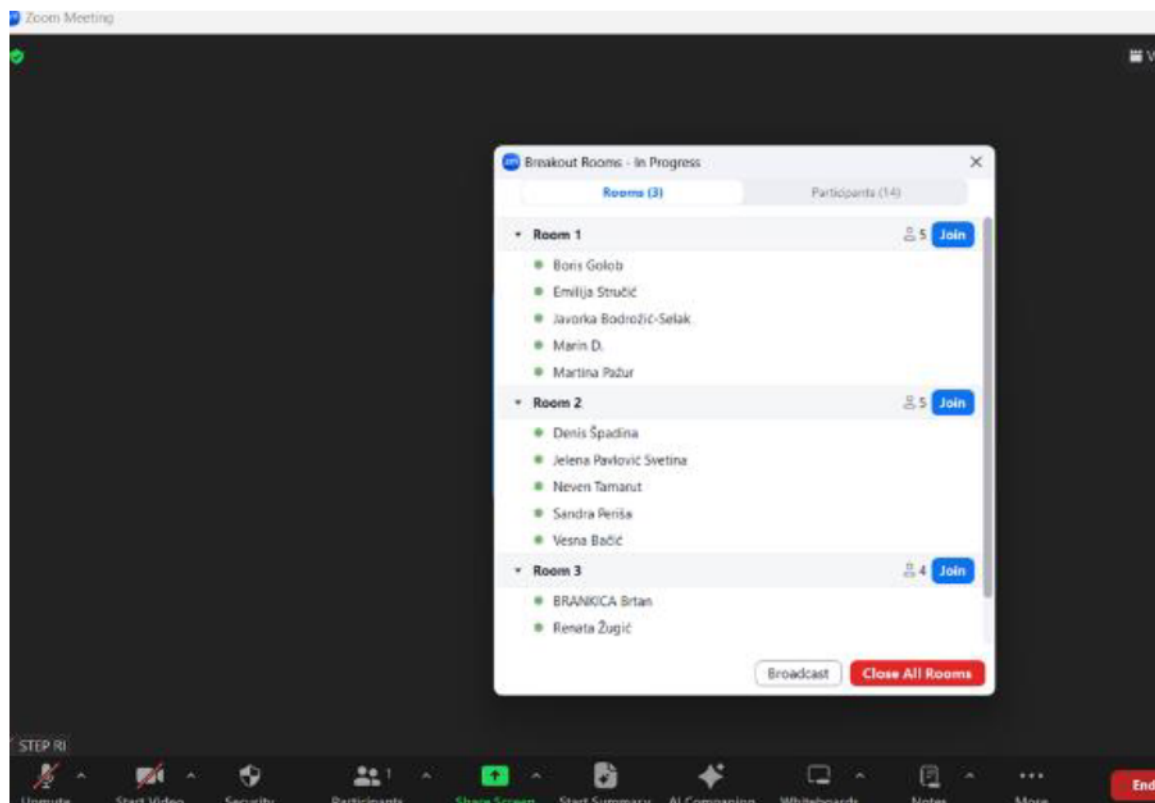


An example of online training sessions via Zoom





An example of online training sessions via Zoom - working in groups



Buddy Boosting Training Program: 12týdenní tréninkový program GREENPACT March 5 - May 28, 2024

D.2.2.2 - South Bohemia Region (HK ČR/PP7 + VŠTE/PP8)

Version 1

07 2024





Regional approach

The first BBTP in the South Bohemia “12týdenní tréninkový program GREENPACT” (“The 12-week GREENPACT training program”), was planned and organised jointly by the VŠTE (PP8) and HK ČR (PP7). The training took place in České Budějovice in the premises of VŠTE. At all the training program composed of 12 face to face sessions organized from March 5 till May 28, every Tuesday from 11:30 to 13:00 pm. The lectures/sessions were lectured by the experts of the VŠTE university.

The training was based on solving real-world business issues in the hospitality sector concerning introducing circular and sustainable approaches into the business environment. The participants were looking for solutions concerning the changes identified during the Collaboration Lab (D.2.1.1) and during the training course. The challenges identified concerned at three topics:

- I. Customer communication campaign/strategy (effective communication channels to promote responsible customer behaviour)
- II. Linking to local producers (...meat, raw materials, more...)
- III. Sustainable management of the premises and promoting sustainable practices to the customers


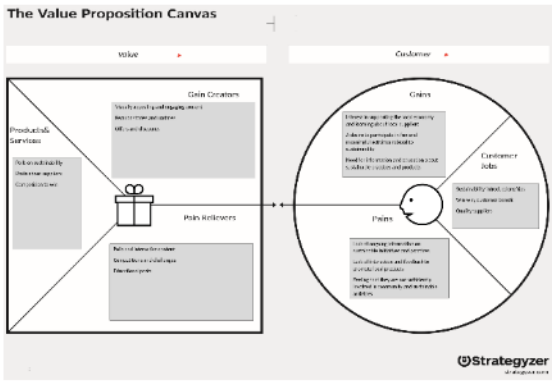
The concrete structure and the approach used in the training program followed the D.2.1.2 Draft of the Green & Impact Entrepreneurship boosting buddy training programme methodology. In this regard the lectures focused on passing necessary knowledge and supporting teams in developing circular and sustainable solutions for the hospitality industry. Based on the D.2.1.2 the structure of the training could be summarized in the following structure:

- A. Introduction in circular economy and impact entrepreneurship
- B. Challenge & problem framing and forming the teams from the participants
- C. Developing of the Value Proposition Canvas Model for the proposed idea by the teams
- D. Developing of the Business Model Canvas for the proposed idea by the teams
- E. Costs and revenues for the proposed idea by the teams
- F. Training in the presentation skills and development of the presentations by the teams
- G. Final presentation and defence of ideas by the teams
 - a. The last session has been organized as a presentation of the developed ideas and solutions to business professionals from the Chamber of Commerce, hospitality sector and PR.

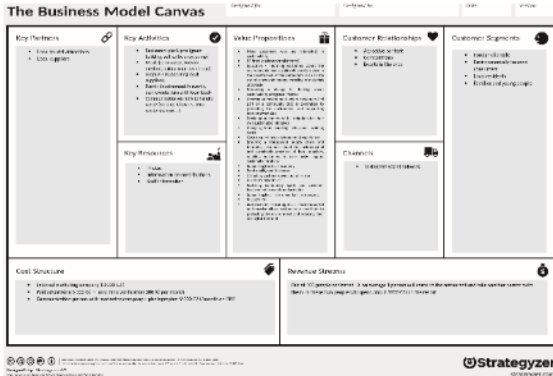


Program

WHEN	WHAT	WHO	WHERE
5.3.	Introduction to circular economy in the hospitality sector	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE



			
12.3.	Presentation of individual topics related to the Buddy Training Programme, Formation of student teams (with each team then selecting one of the presented topics for their semester project)	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
19.3.	Each teams' preparation of a specific plan of individual activities to be implemented in order to achieve the set objectives of their projects	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
2.4.	<p>Work of individual teams on the Value Proposition Canvas Model (regarding parts entitled "Customer Jobs/Gains/Pains")</p> 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
9.4.	Work of individual teams on Value Proposition Canvas Model (regarding parts entitled "Products and Services/Gain Creators/Pain Relievers")	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
16.4.	Work of individual teams on the Business Model Canvas (regarding parts entitled "Key Activities/Value Propositions")	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
23.4.	Work of individual teams on the Business Model Canvas (regarding parts entitled "Customers Segments/Customer Relationships")	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE



			
30.4.	<p>Work of individual teams on the Business Model Canvas (regarding parts entitled "Key Resources/Key Partners/Channels sections")</p>	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
7.5.	<p>An expert lecture given by Ing. Jakub Horák, MBA, PhD. on costs and revenues in the circular economy, Finalization of the Business Model Canvas (regarding parts entitled "Cost Structure/Revenue Streams")</p> 	PeJakub Horák, MBA, PhD. (external expert)	on site VŠTE
14.5.	<p>Development of presentations for final defense of projects</p>	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
21.5.		Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE



	<p>Benefits of activities</p> <div> <div> <p>Sustainability</p> <ul style="list-style-type: none"> ❖ Continuous productivity ❖ Process and product improvement </div> <div> <p>Uniqueness</p> <ul style="list-style-type: none"> ❖ Support for sustainable transport ❖ Originality and beauty of the location </div> <div> <p>Ecology</p> <ul style="list-style-type: none"> ❖ Promoting a sustainable lifestyle ❖ Environmental impact </div> <div> <p>Green experiences</p> <ul style="list-style-type: none"> ❖ Improving the quality of life of residents ❖ Harmony with nature </div> </div> 		
28.5.	<p>Final presentation and defence of projects by individual teams in front of entrepreneurs from the hospitality sector.</p> <p>The ideas covered the topic of how to promote sustainable practices via thorough campaigns on social media, how to utilize and promote collaboration with local suppliers, and showed some possibilities how to utilize modern technology (lasers) for ensuring sustainability of the public space directly connected to the hospitality provider premises.</p>  	<p>Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE), Matěj Mareš (HK ČR), <i>Luděk Keist (JHK – director), Mr. Necid and Mr. Rejnek(JHK), and business professionals representing hospitality and marketing (doc. Sbrahám, Ing. Boušková)</i></p>	<p>on site VŠTE</p>



Registrations and Participants

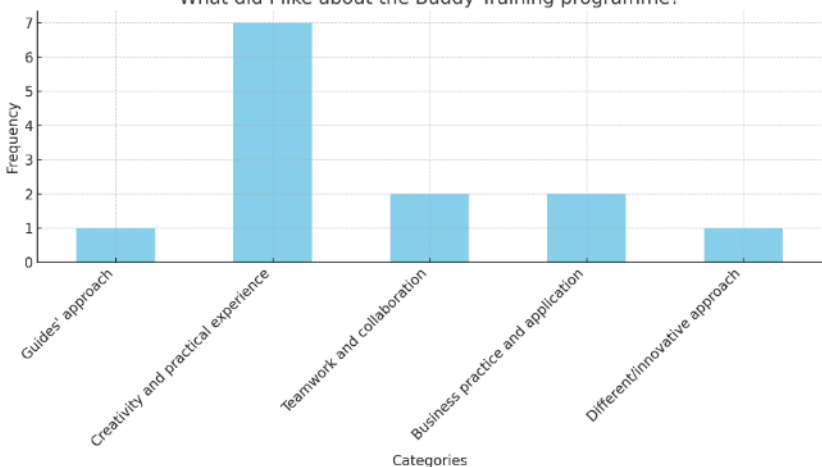
Participants for the Green and Impact Entrepreneurship boosting buddy training program were selected through open call and by promotion to the students at the VŠTE university.

The first session on 5th of March was attended by 32 participants. The regular attendees of all 13 sessions were in average 25 participants, representatives of the Gen F (mostly the students and young aspiring entrepreneurs). The training program have been finished by 24 person participants, organized in 9 teams (each team formed by 3 to 4 people).

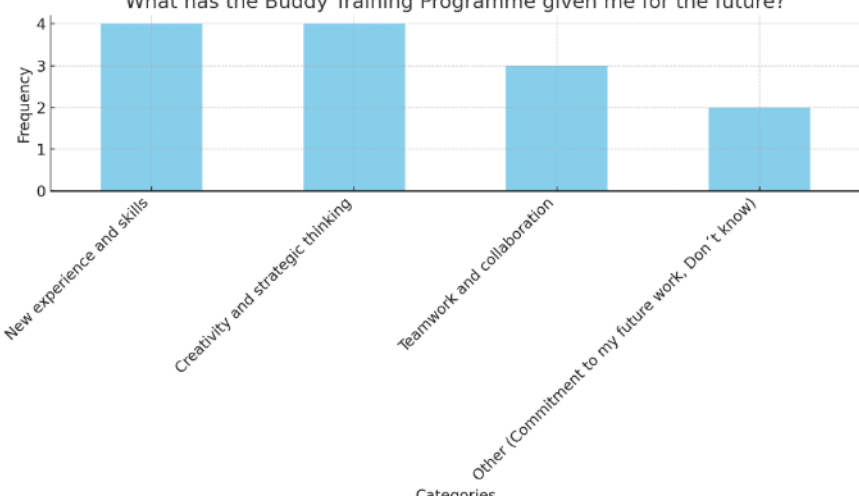
The Attendance Sheets are available the following LINK: [Prezenční listiny](#)

Result/Feedback

The feedback was asked via a google form at the end of the training program. We received 13 completed questionnaires, the results are below. Overall we were satisfied with the results and can build on the feedback for the planning of the second round.

<p>What did I like about the Buddy Training programme?</p>	<p>What did I like about the Buddy Training programme?</p>  <table border="1"><thead><tr><th>Categories</th><th>Frequency</th></tr></thead><tbody><tr><td>Guides' approach</td><td>1</td></tr><tr><td>Creativity and practical experience</td><td>7</td></tr><tr><td>Teamwork and collaboration</td><td>2</td></tr><tr><td>Business practice and application</td><td>2</td></tr><tr><td>Different/innovative approach</td><td>1</td></tr></tbody></table> <p>Representative feedback provided:</p> <ul style="list-style-type: none">• Teachers' approach as expert advisors. I also liked the opportunity to have hands-on experience rather than just theory.• Creativity, a partial extension of theory into practice, always a positive atmosphere.• Working in teams, applying knowledge to practice, views from different perspectives given by experienced practitioners.• What I liked most was the creative concept of the seminars, we were given enough space for teamwork.• Involvement in business practice	Categories	Frequency	Guides' approach	1	Creativity and practical experience	7	Teamwork and collaboration	2	Business practice and application	2	Different/innovative approach	1
Categories	Frequency												
Guides' approach	1												
Creativity and practical experience	7												
Teamwork and collaboration	2												
Business practice and application	2												
Different/innovative approach	1												
<p>What would I change about the concept of the Buddy Training</p>	<p>Representative feedback provided:</p> <ul style="list-style-type: none">• Setting aside more time (e.g. instead of lectures).• Maybe I would increase the time for completing the project, for example by combining a lecture and a seminar												



<p>Programme in the future?</p>	<ul style="list-style-type: none"> I would not change anything for next year. The concept of all seminars was very good 										
<p>How do I assess both teachers of the Buddy Training Programme and my co-operation with them?</p>	<p>What has the Buddy Training Programme given me for the future?</p>  <table border="1"> <thead> <tr> <th>Categories</th> <th>Frequency</th> </tr> </thead> <tbody> <tr> <td>New experience and skills</td> <td>4</td> </tr> <tr> <td>Creativity and strategic thinking</td> <td>4</td> </tr> <tr> <td>Teamwork and collaboration</td> <td>3</td> </tr> <tr> <td>Other (Commitment to my future work. Don't know)</td> <td>2</td> </tr> </tbody> </table> <p>Representative feedback provided:</p> <ul style="list-style-type: none"> A greater willingness to think of new things and not be afraid to summarise and present ideas to others. New information, a different way of working and looking into how an enterprise operates. Commitment to my future work. Not being afraid to assert my opinion, positive perception of teamwork, creative thinking. Teamwork and scheduling of individual tasks. The project-based approach of the seminars has helped me the most in relation to learning to work more in a team. I'm definitely happy about the final presentations and the experience of presenting in front of a committee. It has helped me to improve my collaboration and communication skills within a team. 	Categories	Frequency	New experience and skills	4	Creativity and strategic thinking	4	Teamwork and collaboration	3	Other (Commitment to my future work. Don't know)	2
Categories	Frequency										
New experience and skills	4										
Creativity and strategic thinking	4										
Teamwork and collaboration	3										
Other (Commitment to my future work. Don't know)	2										



Impressions

What we have found out and learned so far:

- From the business perspective
 1. Companies are **interested** in sustainable practices but do not know how to proceed
 2. Companies can not utilize the **potential of promoting** their sustainable practices (they do not know „how to sell it the customers“)
 3. Companies **do not trust the young** (GenF) to deliver practical outcomes
 - > this can be overcome by focusing on their real problems
- From the training perspective
 1. Solving specific challenges has proved to be a good learning experience for the GenF
 2. GenF can provide relevant inputs and insights to the business sector
 3. Business sector is interested in the outcomes (as proved at the final presentation)

As a good practice we could point out following aspects of the training program:

- Working in teams
- Providing rigorous and methodology supported in academically driven background
- Working on real-world issues
- Final presentation in front of the expert committee, providing feedback

Photo from the final pitching before of the expert committee







Buddy Boosting Training Program Round 1: “Gemeinsam lernen, nachhaltig handeln” April 15-June 24, 2024

D.2.2.2 - Stuttgart Region (HdM/PP1 + WRS/PP2)

Revised final Version

10 2024





Regional Approach

The first BBTP in the Stuttgart Region “Gemeinsam lernen, nachhaltig handeln” (“Learning together, acting sustainably”) was planned and organised jointly by the LP (HdM) and PP2 (WRS).

Of course, this being the first of two rounds of the training program, a lot of thought went into the development of the content. Our overall framework was based on the methodology of WP2 (D.2.1.2):

- information on circular economy and sustainability, best practices and implementation strategies,
- impact entrepreneurship, its rationale and performance management frameworks,
- development of innovative and sustainable business models within the creative industries.

Following these guidelines, we had discussions with regional institutions like the Impact Hub Stuttgart, who are experts in network building and knowledge transfer on all aspects of sustainability. They came up with some suggestions and contributed to the below programme.

In regard to the format, it was decided to develop a programme in a hybrid way from April 14 to June 24, every Monday afternoon from 4-6 pm (except for two Mondays during vacation time). Within these nine sessions we had three live sessions: the kickoff, the middle session, and the kickout. The rest of the classes were held online on Zoom. For all sessions we hired external experts on different aspects on sustainability, circular economy, etc. (details see below), in order to inform the participants as best and profoundly as possible. Of course, within the given time of app. 1.5-2 hours the sessions would only handle a part of these subjects but offered an overview and hopefully gave some inspiration and motivation to dig deeper.

The next step was to promote the programme as widely as possible, both among young people, i.e. students, and among companies in the creative industries. We developed a website and a fairly comprehensive form to find out as much information as possible about the applicants, e.g. motivation to participate, possible sustainability challenges, existing experience, etc.

The form was distributed via all available internal and external channels like websites, information cards, social media and mailings. After the application deadline the number of registrations was at 12 representatives from CCI companies and 10 students/young people.

However, after scanning all the registration forms and the information provided, it became clear that the programme participants were more interested in gaining knowledge about different aspects of sustainability than in bringing their own challenges. It was therefore decided to re-brief the workshop leaders and to focus more on information transfer and less on company challenges. Of course, where available, such as for the representative of a large and traditional publishing house (Klett Verlag), the given challenge was discussed in some sessions.

External pressures such as regulation and competition were also significant barriers. Uncertainty about consumer demand and the complexity of ensuring sustainable practices throughout the supply chain were additional concerns. Overcoming cultural and organisational barriers, as well as a lack of clear guidance and support, were further challenges faced by these SMEs. Despite these obstacles, SMEs expressed a strong desire to contribute to a more sustainable future.

Side note: For the planning of the second round of the training program we will focus more on asking about concrete challenges in order to enforce the team building and discussion of solutions, and less on the exclusive knowledge transfer.



Programme

All sessions were designed by the session leaders/speakers to be as interactive as possible. Mostly short keynotes or presentations were followed by Q+A, sometimes the group was split in breakout sessions to work on miro boards or something similar, with short presentations of the outcomes.





All videos und presentations are available here: <https://filestore.hdm-stuttgart.de/s/z1VZTunSUIhQUgs>

WHEN	WHAT	WHO	WHERE
15.4. 16:00 -18:00	Kick-Off: _Welcome _Getting to know each other: introduction round by all participants _Introduction to the GREENPACT project _Introduction to Circular Economy and Impact Entrepreneurship _Questions and informal discussion: What are your expectations? What are you interested in? Do you have any questions? _Introducing the program in detail 	Luca Randecker, Violetta Fasulo (both HdM), Leonard Negurita, Margit Wolf (both WRS)	Playpark @HdM
22.4. 16:00 -18:00	Challenge and Problem Framing: How can we identify the challenges and problems of ecological, economic and social sustainability? 	Sevi Savvaidou, Impact Hub Stuttgart	zoom
29.4. 16:00 -18:00	Processes, value chains/supply chains, resources or product/service/software life cycle - an overview	Dr.-Ing. Philipp Preiss Institute for Industrial Ecology (INEC)	zoom




<p>6.5.</p> <p>16:00 -18:00</p>	<p>Best practice examples:</p> <p>Green Deal and CSRD: What does it mean for the CCIS?</p> <p>The sustainability project group at Pulsmacher Kommunikationsagentur: goals, activities, communication and results</p>	<p>Tina Kammer, Interior Park</p> <p>Jens Kensorski, Pulsmacher</p>	<p>Das Gutbrod @WRS</p>
<p>13.5.</p> <p>16:00 -18:00</p>	<p>Sustainability and bioeconomy in the Stuttgart Region: overview, networks, projects, challenges and specific tips</p>	<p>Eberhard Wachter, Robin Schmücker and Daryna Zaitseva, all WRS</p>	<p>zoom</p>
<p>3.6.</p> <p>16:00 -18:00</p>	<p>Sustainable IT and Green Coding</p>	<p>Arne Tarara, CEO Green Coding Berlin</p>	<p>zoom</p>



10.6. 16:00 -18:00	<p>Economy for the common good (ECG) and sustainable business models using the Ecogood Business Canvas (EBC) as an example</p> 	Hartmut Schäfer, ECG Consultant and Co-Founder of the EBC	zoom
17.6. 16:00 -18:00	<p>Impact Measurement</p> 	Sevi Savvaidou, Impact Hub	zoom
24.6. 16:00 -18:00	<p>Best practice examples and Kickout: Communication for the climate - what is it about?</p>  <p>Sustainability in the City of Stuttgart: Projects and Activities</p>  <p>Feedback and Discussion Networking and Good-bye</p>	<p><u>Cool Agency</u>, Tobias Kollmann</p> <p>Nadja Widmann, City of Stuttgart</p>	<p>Das Gutbrod @WRS</p>



			
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All participants received a certificate of participation on completion, the students received 2 ECTS, depending on their frequent participation in the lessons.



Registration and attendance

12 representatives from CCI companies and 10 students/young people registered for the training programme. The number of attendants during the meetings varied from 16 to 22. At the end of the programme 17 certificates were issued.

Result/Feedback

Right after the programme, we asked all participants for their feedback via a google form. We received 15 completed questionnaires, the results are below. Overall, we were quite satisfied with the results and can build on the feedback for the planning of the second round.



Did the programme meet your expectations?	<p>Hat der Inhalt des Trainingsprogramms deinen Erwartungen entsprochen?</p> <p>15 Antworten</p> <table><thead><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0%</td></tr><tr><td>2</td><td>0</td><td>0%</td></tr><tr><td>3</td><td>6</td><td>40%</td></tr><tr><td>4</td><td>6</td><td>40%</td></tr><tr><td>5</td><td>3</td><td>20%</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0%	2	0	0%	3	6	40%	4	6	40%	5	3	20%
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4	6	40%																	
5	3	20%																	
What further or other expectations did you have of the training programme?	<ul style="list-style-type: none">• More interaction among the participants.• Maybe 1-2 more times the possibility to work on tasks in small groups (only extra :))• Participating companies could have participated more actively: their ideas / concerns / projects, trying to find solutions (especially from the students)• More interaction• More exchange of ideas with young people, more space for discussion / exchange, more concrete ideas / first steps to bring what has been learnt into your own company and apply it there• Fewer lectures, more workshop format on site. E.g. several groups each have to create a website on the topic of xyz, then CO2 is measured and the most sustainable website is praised. Reflection afterwards: how did the team proceed, why was it more successful? Or you put various materials on the table and each team has to create something concrete from them. Afterwards, the team that has managed to create the product with the most environmentally friendly materials is evaluated. This would be much more interactive and more suitable for dealing with sustainable business than, for example, the webinar on personas or output/outcome.• I would have liked more joint training - with concrete suggestions for solutions - perhaps in the autumn session.• I didn't get enough learning together• More holistic content with a specific orientation• A little more reference/best practices to the creative industries• More space to work together and exchange ideas with students• Networking and learning																		



How would you evaluate the quality of the sessions?	<p>Wie beurteilst du die Qualität der Sessions? 13 Antworten</p> <table><thead><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0%</td></tr><tr><td>2</td><td>0</td><td>0%</td></tr><tr><td>3</td><td>3</td><td>23%</td></tr><tr><td>4</td><td>8</td><td>55%</td></tr><tr><td>5</td><td>4</td><td>26%</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0%	2	0	0%	3	3	23%	4	8	55%	5	4	26%
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4	8	55%																	
5	4	26%																	
Which session was your highlight? (Which one did you like best?)	<ul style="list-style-type: none">• All sessions on site were very exciting.• Green coding!• My highlight was the last session• I thought everything was great! The last session today from the city of Stuttgart was nice and "close".• The second• The kick-off with the moderated exchange with all participants was a good introduction to the topic. I would have liked to see a format like this more often.• Basics of a life cycle assessment; green coding• the first - intro - exciting people from a wide range of areas• The topic of the economy for the common good• Economy for the common good• No preference• All 3 offline events• Pulsmacher, 1 session																		
Which session was your lowlight? (Which was your least favourite?)	<ul style="list-style-type: none">• All were great• Lecture on the common good. Criticism of the concept was not discussed / highlighted.• The last 3, because I couldn't be there due to exams• Impulse workshop: too few companies presented and too little room for concrete exchange, perhaps more preparation time/commitment would have been good.• Challenge/personas; output/outcome• The topic of impact measurement• Impact measurement• No preference• All topics were interesting, some presentations were a bit promotional and focussed on own offers instead of gaining knowledge• Green coding (interesting and important but very frontal)																		



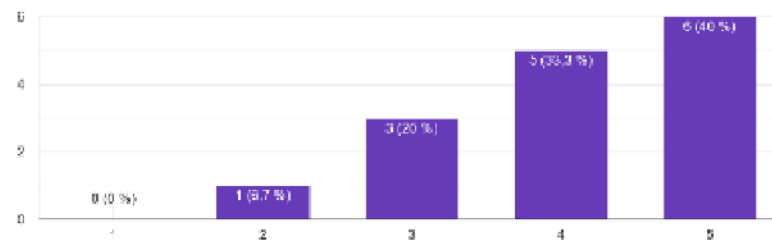
How would you evaluate the overall quality of the speakers?

Wie beurteilst du die Auswahl der Referent*innen?
15 Antworten



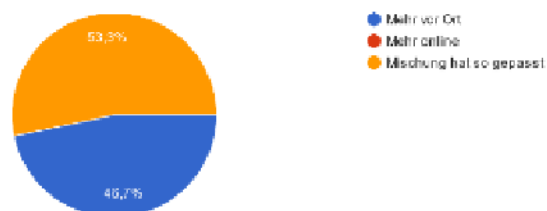
How would you evaluate the structure and length of the sessions?

Wie beurteilst du Aufbau und Länge der Sessions?
15 Antworten

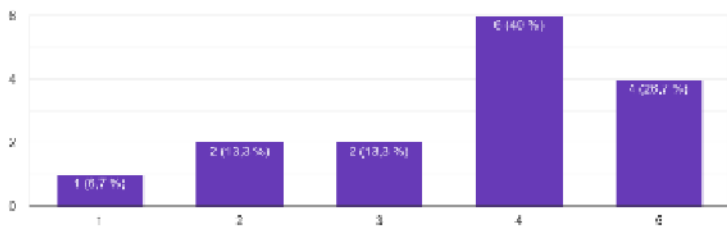


What would you prefer in terms of the format of the sessions?

Was würdest du dir hinsichtlich des Formats (online/offline) wünschen?
15 Antworten





Did you benefit from the exchange between young people and entrepreneurs?	<p>Hast du von dem Austausch (junge Menschen/Unternehmer*innen) profitiert?</p> <p>15 Antworten</p>  <table><thead><tr><th>Rating</th><th>Number of Responses</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>1</td><td>6.7 %</td></tr><tr><td>2</td><td>2</td><td>13.3 %</td></tr><tr><td>3</td><td>2</td><td>13.3 %</td></tr><tr><td>4</td><td>6</td><td>40 %</td></tr><tr><td>5</td><td>4</td><td>26.7 %</td></tr></tbody></table>	Rating	Number of Responses	Percentage	1	1	6.7 %	2	2	13.3 %	3	2	13.3 %	4	6	40 %	5	4	26.7 %
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4	6	40 %																	
5	4	26.7 %																	
What did you like best about the training programme?	<ul style="list-style-type: none">• The variety of topics.• So many different people• Input from different companies from the field and their experiences• The atmosphere was great! Very relaxed, so it was fun to learn something new.• The relaxed atmosphere• Different topics and facets of sustainability, I was able to take away some ideas and implement them directly• Good organisation of the training programme, lectures built on topical knowledge, many top speakers, good presentations (comprehensible slides), possibility to access slides later.• the broad range of participants and contributions• The content• the organisation and the places where we met were very nice.• Basic information• The variety of topics, networking opportunities and offline events• Exchange, stay tuned, get to know the players (group & speakers)																		
What did you like least about the training programme?	<ul style="list-style-type: none">• That the dates were not flexible!• Nothing• Online session• Scratched the surface too much, few concrete steps for your own work• Some of the speakers advertised their services, little reference to student life, content from the Impact Hub was presented in a rather boring way and the reference to the overall topic was often unsuccessful. The moderation could also be better at one point or another.• The programme was sometimes too short for long journeys• The non-implementation of joint learning• the lack of information about speakers at the beginning and the clear description of the objective.• Nothing• It is certainly difficult to provide the right input given the diversity of participants. Overall, there was already a lot of knowledge in the group and some presentations scratched the surface; I would have liked more practical application examples																		



<p>Would you again participate in this program, with different content?</p>	<p>Würdest du an einem Trainingsprogramm mit neuen Inhalten erneut teilnehmen?</p> <p>15 Antworten</p> <table border="1"> <thead> <tr> <th>Antwort</th> <th>Anteil</th> </tr> </thead> <tbody> <tr> <td>Ja</td> <td>93,3%</td> </tr> <tr> <td>Nein</td> <td>6,7%</td> </tr> </tbody> </table>	Antwort	Anteil	Ja	93,3%	Nein	6,7%
Antwort	Anteil						
Ja	93,3%						
Nein	6,7%						
<p>If you would like to leave us any other feedback or suggestions, this is the place to do so:</p>	<ul style="list-style-type: none"> • We would love to have more flexibility and also invite larger representatives from the business world! • Many thanks for organising! • Although I wasn't always allowed to be there, it was fun and I learnt a lot and now I'm much more aware of things. Thanks for the great work • Suggestions: The meetings were on Monday evenings after everyone had already had a long day. The start of the sessions could be more energising and the Zoom room could be opened 15 minutes earlier to encourage a relaxed exchange between the group. After the first meeting, I had forgotten the names of all the participants and the overview of who was there. Perhaps a participation list with everyone's name, institution and email address would be good for easier networking - in compliance with data protection regulations, of course, if everyone agrees. More small group work with specific work instructions would also be good to promote dialogue and getting to know each other. • The training programme was really great for the first time. Applause goes to the organisers! • As described above, I would have liked more active interaction - i.e. real training in workshops, developing and collecting ideas and suggestions together (like at the first meeting) • Overall, I was not convinced by the concept. • I suggest two themes: 1. the content must form a coherent material with a clear structure. Therefore, each reference adds a block to form the whole wall at the end. (In this case, we avoid repeating info.) 2. the onsite meeting should have a different content and structure than the online meeting. Therefore, it should be more interactive. As a workshop to reflect on the theoretical information from the online meeting. • Thank you very much for the great organisation and very pleasant atmosphere! • in ACTION Coming together - e.g. by planning the circular lab - in places like this - even more space to work / think / exchange together would be great! 						



Impressions



Nachhaltigkeitskommunikation

24 responses





Green Deal

30 responses

industrie-transformation
gemeinsam anreize setzen
lieferketten berichterstattung reparierbarkeit
zukunftsorientiert verpackung schonmal gehört nationales recht
eu-regulieren handel mit den emissionen einzeltauglich
transparenz europa treibhausgasneutral klimaschutzziele
2050 eu energie verantwortung
unternehmenskontext innovationen
netto-treibhausgasneutral berichtspflicht
verpflichtungen kreislaufwirtschaft
pfand nachhaltiges wirtschaften
konventionell zu nachhaltig



Buddy Boosting Training Program in Veneto: Circular Economy & Sustainable Tourism: Veneto area for entrepreneurship of the future

“Economia Circolare e Turismo Sostenibile: il Veneto per l’Imprenditoria del futuro”



D2.2.2 - Veneto Region (Enaip V./PP3 + Reg. Veneto/PP4)

Version 1

09 2024





Organisation

The first BBTP in the Veneto Region “Economia circolare e Turismo sostenibile: il Veneto per l’imprenditoria del futuro” (Circular Economy & Sustainable Tourism: Veneto area for entrepreneurship of the future), was planned and organised jointly by the ENAIP Veneto (PP3) and Veneto Region (PP4). The first BBTP sessions were implemented from April 2024 to June 2024. A second BBTP mentoring session, final one, was organised in September with the awarded futureentrepreneurs. Each session was divided into practical exercises and theoretical lectures. The mentoring & tutoring of BBTP were divided into 4 rounds: plenary round; first individual mentoring, second individual mentoring, third individual mentoring and final mentoring & coaching session (September). All the sessions were held online, so to facilitate the attendance.

The training program included a business idea generation track, starting with the goal of merging tourism with green transition & adaptation. After delving into circular economy principles and green entrepreneurship concepts, participants were guided through a comprehensive idea generation process, culminating in the preparation of a Greenpact Business Model Canvas. Using the traditional Business Model Canvas as a base, trainers worked with participants to adapt it to sustainable tourism. The process explored all stages of a business model, focusing on feasibility in tourism, with participants developing ideas such as travel organization, hospitality services, and enhancing the culinary sector. The adaptation focused on integrating environmental sustainability by emphasizing eco-friendly practices, resource efficiency and community involvement in the tourism offerings.

The training program was organized by alternating online meetings with weekly project work. After each training phase, participants were given the opportunity to develop their own business model, which they then presented to their peers in the following session. This approach allowed participants to apply the concepts learned in the training to their own projects, fostering practical understanding and collaborative feedback. The combination of online meetings and individual project work ensured a dynamic learning experience and supported the development of sustainable business ideas.

In June 2024, upon completing the project work activities, all participants developed a tourism proposal using the Greenpact Model Canvas. The exercise required them to demonstrate their understanding of green entrepreneurship and the circular economy by applying these principles to various phases of the tourism offer. They focused on reducing environmental impact during travel, accommodation, and recreational activities. The activities had to emphasize the enhancement of local cultural and occupational resources, ensuring sustainable and community-centered tourism development.

The training program was structured from April to June, with participants completing their project work. After the summer break, in September, the evaluation phase of the participants' work was conducted, along with the selection process for those who would take part in the next international phases of the project. This final phase allowed for a comprehensive review of the skills gained during the training and the identification of the most suitable candidates for future international collaboration and learning opportunities.

The final phase of activities took place in September, focused on preparing candidates for the international phase of the project. This phase followed the evaluation of the participants' work and the selection of those who would continue. The preparation included refining the skills and knowledge gained in the previous months to ensure the candidates were ready for the international collaboration lab. This allowed the selected participants to be well-prepared for the upcoming international stages of the project.



Regional approach and program

In the Veneto Region, ENAIP Veneto tested the GREENPACT training program adapting the Green & Impact Entrepreneurship Boosting Buddy Training Programme, which provided a roadmap, concept, and tools, for training both Generation for the Future (GenF) participants and Small and Medium Enterprises (SMEs).

The program utilized an intergenerational “buddy” approach, where GenF received entrepreneurial insights while SMEs benefited from expert support to transform their business models into greener and more impactful ones. Additionally, GenF received suggestions from SMEs on entrepreneurship, while SMEs obtained potential market & consumers inputs from GenF.

This implementation served as a testbed for solutions developed under D.2.1.2. The training content was tailored based on sector needs (provided by Regione Veneto RIS3 analysis), which were evaluated through meetings with local stakeholders, including the Veneto Region Tourism Department (not a partner in the project, but strategically involved in content selection).

The training focused on generating business ideas, especially in the tourism sector. One of the key challenges was the initial difficulty in engaging GenF and SMEs, particularly in terms of generating business ideas. Experts adopted the tools prepared by the project partners and, in addition, adapted the Business Model Canvas to the tourism sector, helping participants develop their own business models. The training path also created a competitive evaluation process to select participants for a pitching competition at the International Collaboration Lab in Rijeka, Croatia. The overarching theme was the creation of green-based travel itineraries, especially focused on services, considering sustainable tourism and circular economy models.

Participants had to consider several key aspects:

- Green transition diversification of the offerings based on target groups (children, youth, adults with/without children, seniors).
- Sustainability requirements for travel arrangements, accommodations and the overall travel experience.
- Utilization of local economic resources, such as local guides, sustainable products, and promoting local cultural heritage.
- Green and circular economy principles implemented by the accommodations, including CO2 reduction in transportation.

Organizing a green training program focused on „travel experience“ had a profound impact, as it brought together various essential aspects of the green and circular economy, fostering a comprehensive and innovative approach to sustainable tourism. The training course encouraged participants to think creatively about ways to design travel experiences that minimized environmental impact while embracing principles of sustainability. The training program promoted innovation by challenging individuals and teams to develop travel solutions that addressed the pressing need for greener tourism options. Participants were motivated to consider how to reduce carbon emissions, make use of eco-friendly accommodations, and incorporate renewable energy solutions into their travel plans. This focus on sustainable innovation led to the development of new ideas that had a lasting impact on the tourism industry, setting a benchmark for future travel initiatives. In addition to fostering innovation, the training program played a role in advancing circular economy principles. Participants were tasked with creating travel experiences that emphasized resource efficiency, waste reduction and recycling. For instance, GenF designed itineraries that promoted eco-friendly accommodations, encouraged local food sourcing, and utilized low-emission transportation. In doing so, the program encouraged a shift toward a tourism model that minimized waste and maximized the value of resources, ensuring a more sustainable future for the industry. Furthermore, the training program



promoted inclusivity by engaging multiple target groups. Participants designed green travel offers tailored to different audiences, such as families, youth, children and elderly. This not only broadened the appeal of sustainable tourism but also helped make eco-friendly travel accessible to a wider range of people. It demonstrated that sustainability was not a one-size-fits-all solution but could be adapted to meet the diverse needs of travelers. One of the most significant benefits of the program was its focus on enhancing the local economy and cultural value. By focusing on the use of local resources, such as sustainable products, local guides, and cultural heritage; the program wanted to stress the importance that the economic benefits of tourism stay within the community.

This approach supported local economies while helping preserve cultural traditions, creating a richer and more authentic travel experience for visitors and reducing environmental impact. Additionally, the program highlighted the importance of green and circular economy business models for tourism-related enterprises. Participants were encouraged to think about how enterprises, such as hotels and tour operators, could reduce their carbon footprint, minimize waste and promote eco-friendly practices. This emphasis on sustainability helped push the industry towards greener business models, aligning companies with the growing demand for environmentally responsible tourism options.

Given the geographical scope of the Veneto Region partners, sessions were managed online, allowing widespread regional participation. The course incorporated remote project work between sessions, addressing live discussions to new topics and evaluations of project work outcomes.


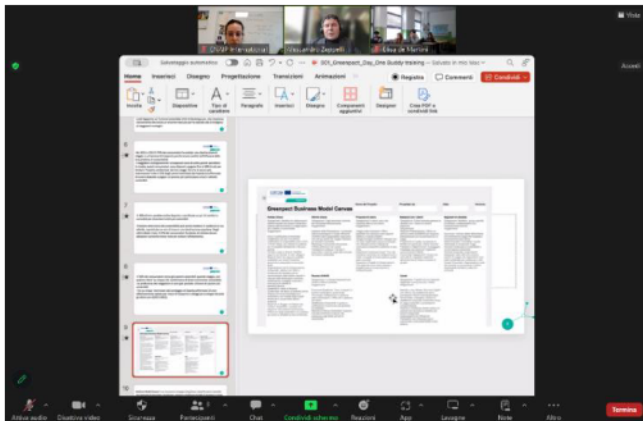
The training revealed a strong need for training in business modeling, especially given the lack of knowledge about tools and structured approaches to green and circular economy challenges. Participants were able to enhance their skills, particularly in green and circular economy, enabling them to evaluate green washing practices and position themselves as "specialists" for emerging professions in these fields. Entrepreneurs recognized the growing demand from clients, especially international customers, for green and circular economy commitments in the tourism sector.

There was a clear desire to meet these evolving market expectations. The main added value of the training was the opportunity for participants to become active learners providing also interesting suggestions on how to implement the green education at different levels. By acquiring new skills, they gained a deeper understanding of the value of green and circular economy and how to avoid greenwashing. This topic emerged as one of the most interesting during the training sessions. Participants expressed the need for not only for businesses but also for future professionals who will need to be part of the workforce. There was a particular focus on understanding how to avoid greenwashing or misleading green claims. During the discussion on best practices for green claims, the importance of clarity and accuracy was emphasized. When a business makes a green claim, it should be able to confidently ensure (and consumers to check it) that the information provided is both transparent and easily understood by all. The business must have up-to-date, credible evidence to support any environmental claims made, ensuring that these claims are based on verified data and facts. It is important that the claim presents the full story of the product or service. If the claim only applies to a part of the offering, it should clearly indicate this without misleading consumers about the overall environmental impact. Additionally, the discussion highlighted the importance of avoiding misleading information. Green claims should not exaggerate the environmental benefits of a product or service, nor should they omit important details that could lead to misconceptions.


The training also explored opportunities for transgenerational cooperation, enabling exchanges between more experienced participants (who may have less sensitivity to green issues) and younger individuals offering new perspectives on business management. This exchange fostered positive intergenerational impacts, with both sides benefiting from the diversity of thought and experience. The Greenpact Training Course successfully tested and implemented the Green & Impact Entrepreneurship Boosting Buddy Programme, overcoming initial challenges with SME engagement. The focus on business model development, particularly in the green tourism sector and creative industries, allowed participants



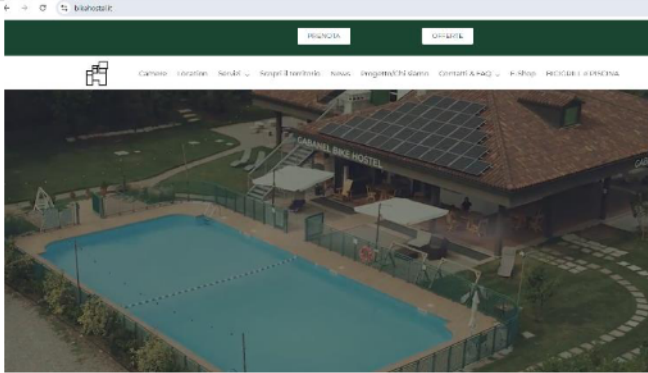
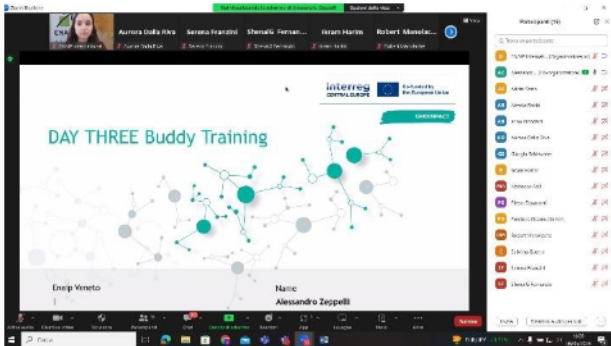
to enhance their skills and contributed to a growing recognition of the importance of green and circular economy strategies in business. The program demonstrated the value of intergenerational learning and provided interesting tips for future greenpact certification scheme, both for businesses and new professions.

WHEN	WHAT	WHO	WHERE
22.04.2024 14:30-16:30	<ul style="list-style-type: none"> - Introduction to the GREENPACT project - Introduction in circular economy and impact entrepreneurship - Explaining the program - Challenge & idea generation /framing - Customer segments & Business model canvas  	<p>Alessandro Zeppelli (ENAIP V.)</p> <p>Eva Canevarolo (ENAIP V.)</p>	Online
29.04.2024 14:30-18:30	<ul style="list-style-type: none"> - Introduction to Business Model Canvas throughout a deeper view on “core value and value proposition” with the participants 	<p>Alessandro Zeppelli (ENAIP V.)</p> <p>Eva Canevarolo (ENAIP V. gfbdfv)</p> <p>Serena Demichelis (ENAIP V.)</p>	Online



			
29.04.2024-05.05.2024	Project work		
06.05.2024 14:30-18:30	<ul style="list-style-type: none"> Focus on the Business Model Canvas with real practices as Gabanel Hostel in Verona Province (best practice) 	<p>Alessandro Zeppelli (ENAIP V.)</p> <p>Elena Carraro (ENAIP V.)</p>	online

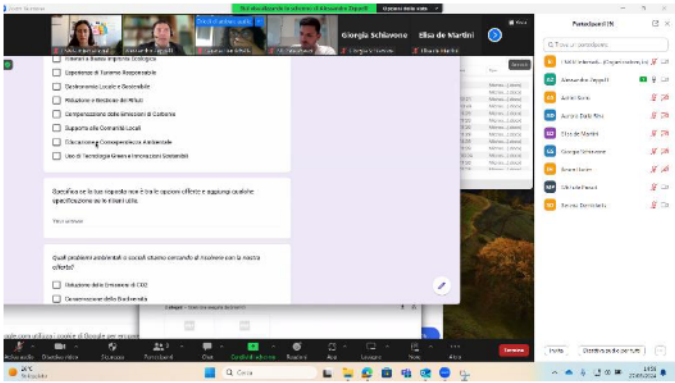



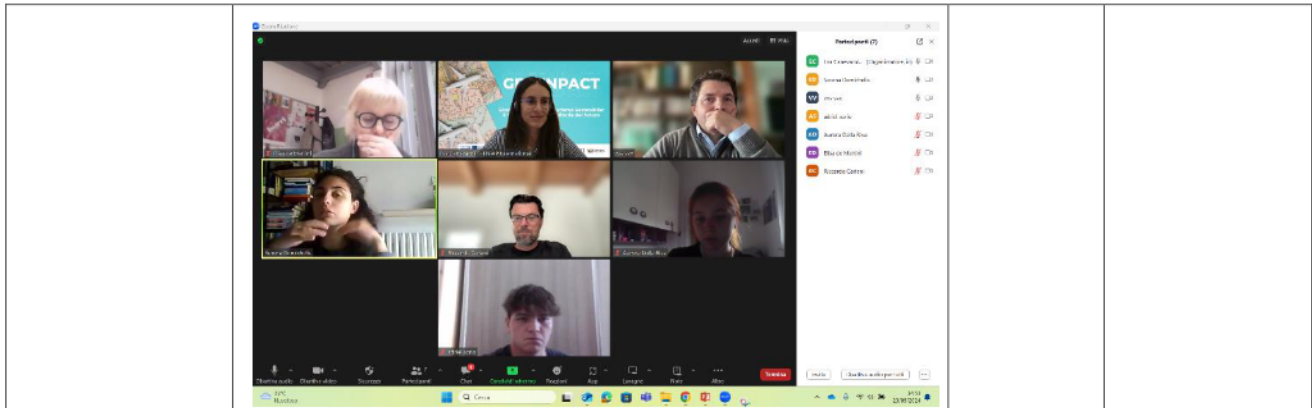
	 <p>Turismo sostenibile al GABANEL BIKE HOSTEL</p> <ul style="list-style-type: none"> ▪ mobilità lenta ▪ gestione intelligente dei rifiuti (riduzione al minimo dei prodotti monouso e raccolta controllata) ▪ pannelli solari ▪ riscaldamento/aria condizionata/illuminazione a orari prestabiliti ▪ partner nel campo del sociale (lavanderia, pulizie ecc) ▪ prodotti km 0 oppure del commercio equo e solidale ▪ Interesse verso la comunità locale con proposte di progetti comuni 		
07.05.2024- 12.05.2024	Project work		
13.05.2024 14:30- 18:30	<ul style="list-style-type: none"> - Working together on the business idea with a sustainable and circular approach 	<p>Alessandro Zeppelli (ENAIP V.)</p> <p>Serena Demichelis (ENAIP V.)</p> <p>Eva Canevarolo (ENAIP V.)</p>	online



14.05.2024- 26.05.2024	Project work		
27.05.2024 14:30-18:30	<ul style="list-style-type: none">Idea & Business model finalizationSelf-assessment survey to evaluate business ideas into sustainable and circular perspectives	Alessandro Zeppelli (ENAIP V.) Serena Demichelis (ENAIP V.) Eva Canevarolo (ENAIP V.)	online



			
28.05.2024- 04.06.2024	Project work		
05.06.2024 30-06.2024	<ul style="list-style-type: none"> - Final Assignment to the participants: Design a Green Travel Experience Task was to create a complete green travel experience that incorporates sustainable practices across all phases of the trip. The travel plan should address: - Transportation: Propose eco-friendly options to minimize carbon emissions. - Accommodation: Choose or design sustainable lodging solutions. - Activities: Focus on recreational activities that highlight local cultural and environmental resources. - Dining: Plan sustainable, locally sourced food options. <p>The goal was to ensure that every aspect of the trip supports environmental sustainability and benefits the local economy.</p>	<p>Alessandro Zeppelli (ENAIP V.)</p> <p>Serena Demichelis (ENAIP V.)</p> <p>Eva Canevarolo (ENAIP V.)</p>	Project work
23.09.2024 14:30-18:30	<p>Evaluation of final assignments + preparation to Trans. Meeting</p> 	<p>Alessandro Zeppelli (ENAIP V.)</p> <p>Serena Demichelis (ENAIP V.)</p> <p>Eva Canevarolo (ENAIP V.)</p>	



All participants received a certificate of participation on completion of the lessons.



Attestato di partecipazione

Questo documento attesta che **NOME**
ha partecipato e completato il percorso formativo del progetto GREENPACT dedicato
all'imprenditorialità sostenibile e circolare nei settori del turismo e dell'industria
culturale e creativa.

Codice del progetto: CED100090 GREENPACT INTERREG CENTRAL EUROPE

svolto da ENAIP VENETO dal 9 aprile al 27 maggio 2024, con una frequenza complessiva di 10
giornate (2 in presenza e 8 online).

TEMATICHE:

- Introduzione all'economia circolare e all'imprenditoria d'impatto
- Approfondimento su Design thinking, benchmarking, generazione delle idee di business (attraverso il Business Model Canvas)
- Pensiero creativo, Logica della catena del valore, Modellazione del Business e Comprensione della clientela e del mercato
- Elevator Pitching (presentazione delle idee di business)

Padova, 27 maggio 2024



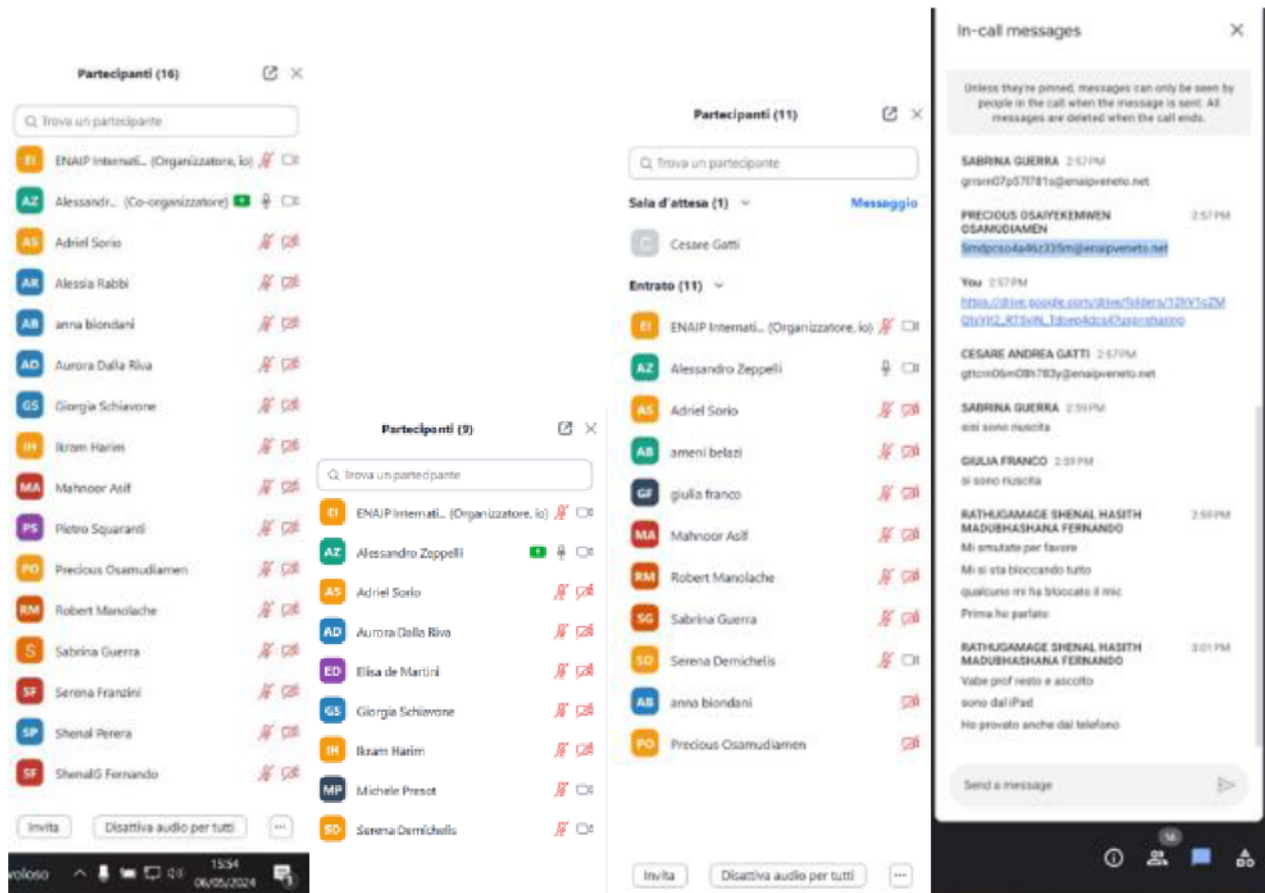
Monica Verzola
ENAIP Veneto Direzione Area Internazionale



Registrations and Participants

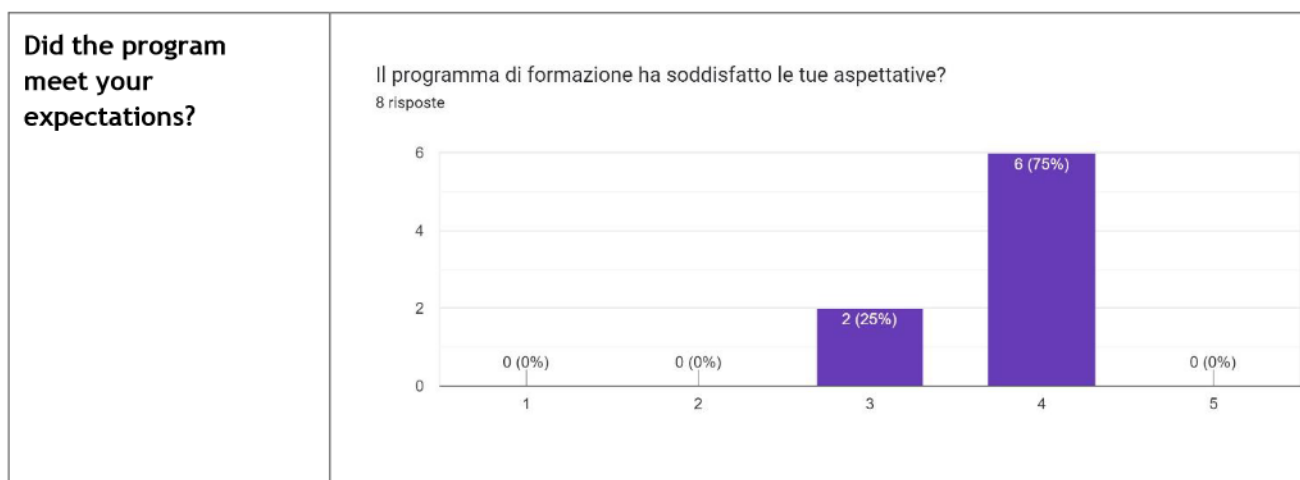
24 participants were the original number of registrations, based also CL participation, were 4 representatives from touristic companies and 20 young future entrepreneurs.

19 participants registered and participated to the BTTP programme.



Result/Feedback

The feedback was asked via a google form at the completion of the training program. We received 8 completed questionnaires, the results are below. Overall we are positively satisfied with the results and can build on the feedback for the planning of the second round.





<p>What further or other expectations did you have of the training programme?</p>	<p>Quali ulteriori aspettative avevi riguardo al programma di formazione?</p> <p>8 risposte</p> <div><div>.</div><div>.</div><div>Non avevo particolari aspettative oltre a quelle già soddisfatte dal programma</div><div>nessuna</div><div>Non avevo altre aspettative riguardo.</div></div>																		
<p>How would you evaluate the quality of the sessions?</p>	<p>Come valuteresti la qualità delle sessioni?</p> <p>8 risposte</p> <table><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr><tr><td>1</td><td>0</td><td>0%</td></tr><tr><td>2</td><td>0</td><td>0%</td></tr><tr><td>3</td><td>1</td><td>12,5%</td></tr><tr><td>4</td><td>7</td><td>87,5%</td></tr><tr><td>5</td><td>0</td><td>0%</td></tr></table>	Rating	Count	Percentage	1	0	0%	2	0	0%	3	1	12,5%	4	7	87,5%	5	0	0%
Rating	Count	Percentage																	
1	0	0%																	
2	0	0%																	
3	1	12,5%																	
4	7	87,5%																	
5	0	0%																	
<p>Which session was your highlight? (Which one did you like best?)</p>	<div><div>- There was not a session that I liked the most, because the entire program was interesting.</div><div>- When we worked on the sustainability of our touristic destinations for preparing the final exam. This exercise helped us to understand better the challenges and opportunities around the main topic.</div><div>- That one we worked on our businesses.</div><div>- The creation of our final presentation.</div></div> <p>Quale sessione ti è piaciuta di più?</p> <p>8 risposte</p> <table><tr><th>Session Topic</th><th>Count</th><th>Percentage</th></tr><tr><td>.</td><td>3</td><td>37,5%</td></tr><tr><td>Non c'è una che mi sia piaciuta di più...</td><td>1</td><td>12,5%</td></tr><tr><td>Quella dove creavamo il nostro busin...</td><td>1</td><td>12,5%</td></tr><tr><td>Quando abbiamo lavorato sul nostro...</td><td>1</td><td>12,5%</td></tr><tr><td>la creazione del p.</td><td>1</td><td>12,5%</td></tr></table>	Session Topic	Count	Percentage	.	3	37,5%	Non c'è una che mi sia piaciuta di più...	1	12,5%	Quella dove creavamo il nostro busin...	1	12,5%	Quando abbiamo lavorato sul nostro...	1	12,5%	la creazione del p.	1	12,5%
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Quando abbiamo lavorato sul nostro...	1	12,5%																	
la creazione del p.	1	12,5%																	
<p>Which session was your lowlight?</p>	<p>None.</p>																		

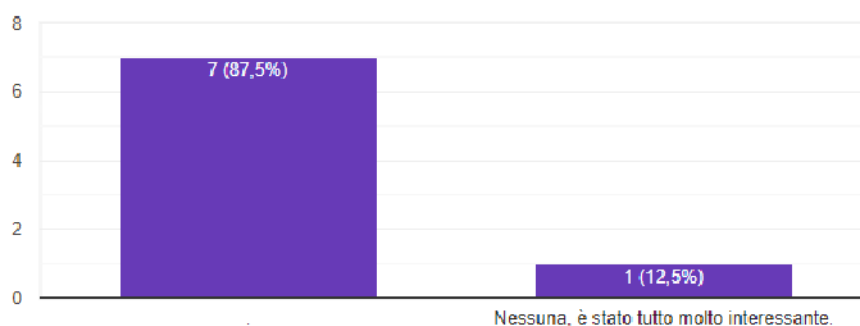


(Which was your least favourite?)

Quale sessione ti è piaciuta di meno?

Copia

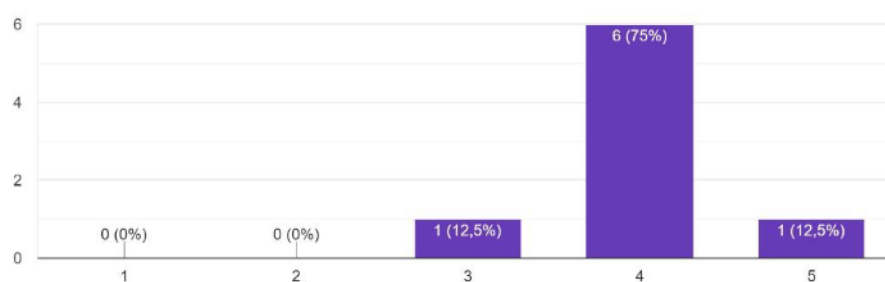
8 risposte



How would you evaluate the overall quality of the speakers?

Come valuteresti la qualità complessiva dei relatori?

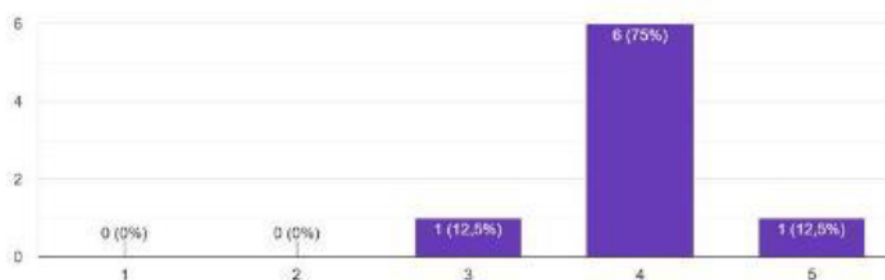
8 risposte



How would you evaluate the structure and length of the sessions?

Come valuteresti la struttura e la durata delle sessioni?

8 risposte





<p>Did you benefit from the exchange between young people and entrepreneurs?</p>	<p>Hai tratto beneficio dallo scambio tra giovani e imprenditori?</p> <p>8 risposte</p> <table><thead><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0%</td></tr><tr><td>2</td><td>0</td><td>0%</td></tr><tr><td>3</td><td>0</td><td>0%</td></tr><tr><td>4</td><td>8</td><td>100%</td></tr><tr><td>5</td><td>0</td><td>0%</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0%	2	0	0%	3	0	0%	4	8	100%	5	0	0%
Rating	Count	Percentage																	
1	0	0%																	
2	0	0%																	
3	0	0%																	
4	8	100%																	
5	0	0%																	
<p>Would you again participate in this program, with different content?</p>	<p>Parteciperesti nuovamente a questo programma, con contenuti diversi?</p> <p>8 risposte</p> <table><thead><tr><th>Response</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>si</td><td>8</td><td>100%</td></tr><tr><td>no</td><td>0</td><td>0%</td></tr></tbody></table>	Response	Count	Percentage	si	8	100%	no	0	0%									
Response	Count	Percentage																	
si	8	100%																	
no	0	0%																	
<p>If you would like to leave us any other feedback or suggestions, this is the place to do so:</p>	<p>None.</p>																		



Impressions

The screenshot displays a Google Meet interface during a 'Buddy training' session. At the top, three participants are visible: ENAIP International, Alessandro Zeppelli, and Elisa de Martini. The main window shows a Google Slides presentation titled '001_Greenpact_Day_One Buddy training'. The current slide, 'Definizione di Turismo Sostenibile', defines sustainable tourism as integrating economic, social, and ecological implications while respecting local needs and preserving resources. Below the presentation, a Google Drive window is open, showing a folder named 'Greenpact Business Mo...'. The folder contains several files, including '001_Greenpact day one Customer support', '002_Greenpact day 2 - 29 April 2021', '003_Greenpact day 1 - 12 May 2021', '004_Greenpact day 3 - 13 May 2021', '005_Greenpact business model service.docx', '006_Greenpact business model service.docx', '007_Greenpact business model service.docx', '008_Greenpact business model service.docx', '009_Greenpact business model service.docx', '010_Greenpact business model service.docx', and '011_Greenpact business model service.docx'. The bottom right corner shows a grid of participant video feeds.

Buddy Boosting Training Program: “Mysliet’ udržateľne, konat’ udržateľne” - 22nd of May - 3rd of October 2024

D.2.2.2 - Bratislava region (PP9 UEBA)

Version 1

07 2024





Regional approach

BBTP has been offered as a voluntary activity for the students of our university or any other interested parties through an open call, offering the opportunity to enhance their knowledge and skills thanks to direct contact with various stakeholders who are active either in the topics of sustainability and green transition or are active in business with focus on tourism and are implementors of green innovation into day-to-day operations, offering their customers an added value.

We as a partner and academic institution have covered the theory of green transition, a topic that is very current and have delivered up to date information from research field, processing information from academic papers and journals, sharing the findings with students. This was mostly done in the first meeting with the attendees, the Kick-off, in the follow-up activities we have served as a moderator between the experts and students.

From the second session forward, experts from all over Slovakia, but also abroad (Germany, Czechia) joined our initiative in order to facilitate their knowledge and real-world experiences to the Futurepreneurs. We tried to ensure a wide typological variety of external subjects. In all of the sessions, the external speakers/experts were given opportunity to tell the Futurepreneurs about their activities and the story that led them to where they are now. An integral part of each session was the discussion, allowing Futurepreneurs to ask directly and seek answers to what interests them.

The training was based on facilitating solutions to real-world business issues in the tourism sector concerning introducing circular and sustainable approaches in the business environment, together with creative methods of work in order for creation of new possible approaches. The challenges identified concerned at three topics:

- IV. Customer communication campaign/strategy (effective communication channels to promote responsible customer behaviour)
- V. Linking to local producers (...raw materials, packaging, food & more...)
- VI. Sustainable management of the premises and promoting sustainable practices (recycling, upcycling, reducing, removing) to the customers

In terms of organisation, it has been decided to steer away a little bit from the 3-month timeframe, as that would be affected with summer holiday season, during which it would be impossible to gather the desired attendance. This has caused some of the sessions to be held in September. Due to unforeseeable events of floods in the Central European region that also heavily affected Bratislava region, the start of the winter semester had to be postponed by a week, which affected our original schedule of sessions by also one week, causing the last session to take place at the beginning of October 2024.

A notable factor with the buddy programme was the volatility of attendees. As the participants were selected through an open call, it was fully on the Futurepreneurs preference, availability and selection on which sessions they decided to participate. We do not see a way to force someone to attend a session in which the topic does not interest him/her, and we also do not think that enforcing attendance in any way would be beneficial to any of the affected parties or the project activity. For each session we have managed to attract a feasible number of attendees and create a very engaging and friendly atmosphere in the room, facilitating good transfer of knowledge and experiences.

The overall objective, was to empower students and future entrepreneurs ("Futurepreneurs") by enhancing their understanding of sustainability, green transition practices, and sustainable tourism. This was achieved through direct interaction with experts from both academia and industry, who shared their knowledge, real-world experiences, and innovative practices.



Attendees explored real-world business challenges, focusing on the application of sustainable and circular economy solutions. For this, they used creative problem-solving to brainstorm and propose innovative approaches to challenges like sustainable resource sourcing, effective customer communication, and responsible business practices.

During multiple events attendees worked in teams in order to design potential solutions for Customer Communication Campaign/Strategy; Partnerships with Local Producers; Sustainable Management Practices and other areas that are relevant to the proposed GREENPACT Certification Scheme.

This setup not only aligns with the goals of promoting sustainability in tourism but also empowers attendees to become active participants in the green transition movement through GREENPACT Ambassador program.



Program

When & where	Topic	Speaker
22 nd of May 2024; UEBA; 15:00 - 16:30 (single session)	<p>Kick-Off: - Presentation of the GREENPACT project "Futurepreneurs and SMEs for a sustainable Central Europe";</p> <p>- Introduction to the problematics of the circular economy - what does science say?</p> <p>- Certification schemes - what is their purpose and perception</p> <p>- Specifics of doing business in tourism - what's planned in future meetings</p>	<p>Prof. Peter Markovič; Dr. Martin Novysedlák;</p>
30 th of May 2024; UEBA; 16:00 - 19:00 (double session)	<p>Circular economy from the perspective of INCIEN: - Presentation of the Circular Economy Institute.</p> <p>- Examples of good and bad practices from Slovakia and abroad.</p> <p>- Barriers to the development of the circular economy in our country.</p> <p>- Certification of sustainable businesses - purpose, benefits, real life outcomes.</p> <p>- Greenwashing and circular business models. Measurable indicators of circularity.</p> <p>- Workshop: Roleplaying game Circula</p>	<p>Katarína Bednáriková (INCIEN)</p> <p>Petra Csefalvayová (INCIEN)</p> <p>Michaela Augustín (INCIEN)</p>
14 th of June 2024; On-line (MS Teams) 16:00 - 17:30 (single session)	<p>Evaluation of wellness hotels in terms of business sustainability</p> <p>- Real world experiences from Germany, Austria and Slovakia,</p> <p>- Presentation of original research results,</p> <p>- Certifications and their scope of practicality for a tourism business unit</p> <p>- Discussion with students about preferences and trade-offs in hotel industry & tourism</p>	<p>Maximilian Maas (Hotel-Restaurant Maas, Lunzerath)</p>
25 th of June 2024; On-line (MS Teams) 16:00 - 17:30 (single session)	<p>Villa Dr. Szontagh Vysoké Tatry:</p> <p>- Brand of Dr. Szontagh - who he was and his legacy</p> <p>- The influence of Szontagh's story on contemporary tourism and associations in the Tatras.</p>	<p>Ing. Katarína Maj Vrabelová (Villa Dr. SZONTAGH)</p>



	<ul style="list-style-type: none">- Certifications and their scope of practicality for a tourism business unit- Our advice to guests on how to behave ecologically. Education of employees about ecology.- How do we handle food? Using local resources and preventing food waste.	
26 th of September 2024; UEBA 15:15 - 18:30 (double session)	<p>SUSTAINOVA - Inspire the business sustainability transformation:</p> <ul style="list-style-type: none">- Screening of the unique Beyond Zero documentary about one of the most inspiring stories of sustainability transformation in business.- Discussion on other successful stories of sustainable business.- Discussion on other marketing communication of businesses in scope of sustainability (Greenwashing, Certification, green transition programmes)	Tomáš Svoboda (SUSTAINOVA)
3 rd of October 2024; UEBA 15:15 - 16:45 (single session)	<p>EZO.sk - A successful story of a Slovak entrepreneur and sustainable business</p> <ul style="list-style-type: none">- From 90's to 20's - Upkeeping tradition while transitioning to sustainable packaging- Looking back - pitch presentations - The scope of 1st Collaboration LAB challenge after the BBTP, new insights, understandings and ideas. (workshop)- Discussion and mentoring.	Zdenka Bajusová (EZO.sk)

Impressions & Lessons learned

From the business perspective

- Companies are **interested** in sustainable practices but only to the extent of business profitability; in rare cases are willing to cut margins but expect returned added value in customer perception and branding (this is where certification could be the answer)
- Companies find it hard to utilize the **potential of promoting** their sustainable practices - they do not know how to persuade price oriented customers
- Companies **do not trust the young** (GenF) to deliver practical and functioning solutions

From the training perspective

- Solving specific challenges has proved to be a good learning experience for the GenF



- GenF can provide relevant inputs and insights to the business sector
- Business sector is interested in the outcomes (as proved at the final presentation)

As a good practice we could point out following aspects of the training program:

- Working in teams
- Providing space for SME and Futurepreneur (especially youth) interactions in a safe environment where it is okay to train and create imperfect solutions, learning about these imperfections and polishing and narrowing down said imperfections
- Working on real-world issues through workshops - activating attendees

Result/Feedback

After each session a Feedback form was shared through e-mail with all of the Futurepreneurs. The Feedback form consisted of 5 questions with a Likert scale of 1-5 points, with 5 being the best rating possible. The feedback forms were anonymous in order to receive as objective feedback as possible.

The 5 questions were as follows:

- The event fulfilled my expectations.
- The contents were well structured and easy to follow.
- The acquired knowledge is applicable in practice
- The acquired knowledge is beneficial for me
- The lecturer was professional, he knew how to communicate well and transfer knowledge

Session / Question	1 Kick-Off	2&3 INCIEN	4 M. Maas	5 Szontagh	6&7 SUSTAINOVA	8 EZO.sk	QUESTION AVERAGE
The event fulfilled my expectations.	4	4,5	3,57	4,29	4,79	4,2	4,23
The contents were well structured and easy to follow.	4,44	4,88	3,57	4,57	4,57	4,1	4,36
The acquired knowledge is applicable in practice	4,22	4,13	4,14	4,43	4,71	4,1	4,29
The acquired knowledge is beneficial for me	4,22	4,25	3,86	4,29	4,79	4	4,24
The lecturer was professional, he knew how to communicate well and transfer knowledge	5	4,38	4,14	4,43	4,93	4,7	4,60
SESSION AVERAGE	4,38	4,43	3,86	4,40	4,76	4,22	4,34



As it can be seen in the table, the overall feedback rating is above 4 in each question, suggesting a high rate of satisfaction with the activities within the Buddy programme. Only one session (#4) averaged below 4 points, which was one of the online sessions. While lowest among the sessions, the score is still in the area that we would consider a good experience for attendees.

When asked about specific details, attendees mentioned that there were connection issues for some of them, that information were too overwhelming due to bad distribution among slides, causing overload and loss of focus. We have communicated this to the speaker afterwards.

In relevance to this however, multiple attendees communicated that the on-line form caused them to lose focus and do something else on the computer while just listening, what we can confirm as organisers that interaction was vastly lower than in the case of in person events.

Next steps and 2nd training cohort improvements

Due to the reasons stated in the previous section, for the 2nd cohort we will try to prefer in-person events, that received gratitude and joyful comments from both speakers (SME's) and Futurepreneurs.

In addition to that, we will try to provide more opportunities for direct interaction of SMEs and Futurepreneurs, not just in way of verbal exchange, but actual cooperation setting, in the form of workshops. The goal will be to create environment in which the SME will not be the one who just commands and gives orders but put themselves into the shoes of a Futurepreneurs, understanding their values and struggles when developing their sustainable business.

At the same time better communication will be facilitated between the attendees, proving that they can cooperate on human level, that their goals of sustainable business are mutual and that the generation F can provide answers to challenges, good ideas, and is capable of problem solving and product development and evolution.

As the project consortium also progressed with the development of the certification scheme, even more attention will be given to this topic, asking more specific question on perception and usability of such a scheme, motivating attendees to also become GREENPACT Ambassadors. The upcoming 2nd Regional Collaboration Lab will be focused on the area of creative

Registrations, Participants and Attendance

As the activity was continuously promoted as an open call (with direct invites to attendees of previous sessions, seeking continuous attendance) the attendance varied between sessions, what we associate with varying interest in specific subtopics/external experts and, of course, personal priorities of Futurepreneurs.

Through all the sessions we managed to achieve attendance of 40 unique futurepreneurs. The total number of "session-hours" attended by Futurepreneurs was 134, bringing the average attendance per person to 3,35 sessions. While this number might seem low, considering the total number of sessions being 8, it is strongly affected by the attendees of just one or two sessions, who cherry-picked topics of their interest. The average number of attendees per session has been 16,75 people, this number does not include SME stakeholders or UEBA project team members.

The most popular session was the screening of the "Beyond Zero" documentary. It could be, that the generation of Futurepreneurs has a preference/inclination to audio-visual content as a medium for transferring knowledge. With that said, we also see as important to highlight the fact that the subsequent discussion about the document but also about current global status quo in transitioning towards green solutions (the speaker has extensive business experience from Vietnam) was fruitful and engaging.



In terms of SME stakeholders, 7 external experts have been reached from 5 organisations. Out of these, 2 were organisations facilitating sustainability knowledge, processes and business models to businesses, while the other 3 were SMEs with focus of activities directly aimed or strongly related to tourism.

Attendees who participated in at least 5 sessions received a certificate of attendance.

UNIVERSITY OF ECONOMICS IN BRATISLAVA
FACULTY OF BUSINESS MANAGEMENT

CERTIFICATE OF ACHIEVEMENT

This certificate confirms that

Name Surname

successfully completed the

Green and Impact Entrepreneurship Boosting Buddy Training Program,

focused on circular economy, business transformation and impact entrepreneurship. Participant gained comprehensive theoretical and practical skills in sustainable business practices for the tourism and creative industries.

Peter Markovič
Project manager

Martin Novysedlák
Program coordinator





Gallery






Microsoft Teams | Úprava | Zobraziť | Otvoriť | Pomocník

GREENPACT - Circular Economy Event (Initiation)

55:04

Introductory questions for the subsequent discussion

1. Are the UN's SDGs suitable as goals for tourism and should they be implemented by companies?
2. Do you think that Slovakian tourism, especially the High Tatras region, is threatened by climate change?
3. As a guest, would you prefer a sustainable hotel or a sustainably managed destination and possibly pay more?
4. Should the government do more to promote sustainable practices through market intervention or will the market regulate itself through CO2 prices?



Source: Relax Guide 2024, Haubers Naturresort Oberstaufen.

Participants: Marko Hecovský (FPM EU), Martin Hecovský (FPM EU), Peter Hecovský (FPM EU), Aneta Adam, Diana Bednoržiková (FPM EU), Gábor Filip, Hecovská Veronika, Hecovská Daniela, Katalin Patkó, Katalin (Hecovská), Kovács József (FPM EU), Kovács Tímea, Martin Hecovský (FPM EU), Michalčíková Katarína, Rebošková Laura, Skudová Lucia, ZH (Guest) (Hecovská), Peter Dvořák (FPM EU v Bratislavě), Zuzana Hájková (FPM EU v Bratislavě), Raymond Tereza.


Microsoft Teams | Úprava | Zobraziť | Otvoriť | Pomocník

GREENPACT - Mila Dr. Sztefán

45:17

Predaj

Etické a ohľaduplné nakupovanie



GREEN FRIDAY!

Participants: Peter Hecovský (FPM EU v Bratislavě), Aneta Adam, Diana Bednoržiková (FPM EU), Gábor Filip, Hecovská Veronika, Hecovská Daniela, Katalin Patkó, Katalin (Hecovská), Kovács József (FPM EU), Kovács Tímea, Martin Hecovský (FPM EU), Michalčíková Katarína, Rebošková Laura, Skudová Lucia, ZH (Guest) (Hecovská), Peter Dvořák (FPM EU v Bratislavě), Zuzana Hájková (FPM EU v Bratislavě), Raymond Tereza.

