

ECO-SE E-TRAINING

ONLINE NON-FORMAL EDUCATION TRAINING FOR YOUTH WORKERS



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INTRODUCTION

The online non-formal education training for youth workers named Eco-SE E-training is a part of the “Building capacities for innovation in the eco-social entrepreneurship education” (BC4ESE) project that aims to address the pressing needs of organizations in the Western Balkan region that are dedicated to working with young people.

This Eco-SE e-training aims to motivate and prepare youth workers to promote an eco-social approach to entrepreneurship among young people. It aims to promote sustainable development and foster a culture of innovation among the younger generation. This professional development program is structured in six e-learning modules delivered over a two-day training period. Each module is carefully designed to cover different aspects of eco-social entrepreneurship, providing in-depth knowledge and practical skills. Whole program is designed to motivate and prepare youth workers to disseminate an eco-social approach to entrepreneurship, thereby promoting sustainable development and fostering a culture of innovation among the younger generation.

As result, the Eco-SE e-training will enhance the skills of youth workers and equip them with the necessary tools to inspire and guide young people. By focusing on entrepreneurship, the program ensures that participants are well prepared to support and lead the next generation of eco-social entrepreneurs. This approach not only builds individual skills, but also contributes to the broader goal of creating a more sustainable and innovative future.



ABOUT THE PROJECT

The focus of the BC4ESE project is meeting the needs of organizations from the Western Balkan region that are working with young people. Local organisations need support in raising their capacities so they can be spearhead in implementing new non-formal learning activities. By fostering cooperation between eight partners project will contribute to the development of cross-border cooperation and raising the capacity of organisations both from Program and Partner countries.

Through BC4ESE project we aim to build capacities for the promotion of eco-social entrepreneurship (ESE) and the development of non-formal education tools and methodologies. This will engage young people to engage ESE through the development of their soft, entrepreneurial and digital skills thus enabling behavioural changes for individual preferences, cultural values and awareness for sustainable development and lifestyles.

Specific objectives of O4 intellectual output - Online non-formal education training for youth workers " Eco-SE E-training "

- To modernize and innovate the teaching/training material that youth organizations and youth centres (targeted by dissemination activities) tend to introduce in their daily routines and which are interwoven with the reinforcement of the field of eco-social entrepreneurship.
- To fully exploit all the possibilities provided through the digital gamified processes, and especially through the big trend of digital game-based learning which take into consideration the validated results of the already existing research, by employing various synchronous digital tools, such as on-line courses and interactive platforms, digital gamified processes, digital media, VR Elements, apps, QR codes etc.
- To foster cooperation across different regions of the EU with public and private organizations by the exchange of good practices through joint initiatives that will raise the capacities of organizations working with young people through non-formal education in order to contribute to the promotion and development of eco-social entrepreneurship in partner countries and beyond.

ECO-SE E-TRAINING

The online non-formal education training for youth workers “Eco-SE E-training” contain 6 e-learning modules in two days educational program aimed at upskilling youth workers regarding their entrepreneurial, digital and youth working skills.

The Eco-SE e-training is based on non-formal education methods, which encompass a wide range of approaches designed to enhance learning outside of traditional academic settings. These methods include game-based education, which uses interactive and engaging games to facilitate learning by making educational content more accessible and enjoyable. Role-playing education involves learning through imitation of exemplary individuals or characters, with the aim of inspiring and imparting values and skills through real-life examples. E-learning, on the other hand, uses digital technologies to deliver educational content at a distance, offering flexibility and accessibility to learners of all ages and backgrounds. These methods not only complement formal education, but also cater to different learning styles and preferences, fostering a more inclusive and dynamic educational environment.

The general themes of the Eco-SE e-training emphasize the development of entrepreneurial and digital skills among young people, recognizing that these skills are essential for navigating today's rapidly evolving global economy. The focus on developing entrepreneurial skills, including green and social, encourages young people to cultivate innovative thinking, problem-solving skills and business acumen, preparing them to start and manage businesses effectively.

The expected competences gained by the end users of Eco-SE E-training cover a wide range of skills that are crucial for personal and professional development. Participants can expect to enhance their youth work skills through practical experience, improve their digital skills to navigate digital platforms and tools, and gain insights into social economy and eco-social entrepreneurship. They will also learn about frameworks such as ENTRECOMP and DIGICOMP that guide the development of entrepreneurial and digital skills. In addition, participants are provided with resources to facilitate the implementation of digitally-led youth work, including materials for e-learning activities and gamified learning, enabling them to create engaging and impactful educational experiences.

ECO-SE E-TRAINING EDUCATIONAL MODULES

M1 INTRODUCTION TO ENTREPRENEURSHIP

This module aims to introduce youth workers to the basic concepts of entrepreneurship, including the characteristics of successful entrepreneurs, the entrepreneurial mindset, and the process of starting and running a business. As a result, participants - youth workers will have the knowledge and digital tools to educate young people about the different types of entrepreneurships and the key skills needed to succeed.

Name of the workshop	Entrepreneurship Fuel!
Objective of the workshop	<ul style="list-style-type: none"> • Introduce youth workers to the basic concepts of entrepreneurship, including the characteristics of successful entrepreneurs, the entrepreneurial mindset, and the process of starting and running a business. • Develop fundamental knowledge about entrepreneurship, develop skills and entrepreneurial spirit through activities • Provide a pleasant and engaging environment for learning and collaboration throughout the workshop program. • Encouraging out-of-the box thinking
Main activities of the workshop: Please explain the context and objectives of the activities you are planning and in which way they meet the objectives of the project.	<p>Trainers welcome the participants to the course and introduce topic in a few sentences. Everybody also says something interesting about topic and their experience (5 minutes)</p> <p><u>Starting a business</u> - online game (15 minutes) Then the participants will play the game- Starting a business- to get acquainted with managing and starting eco-friendly business.</p> <p>Discussion – after the playing the game, participant will discuss about challenges for the young people that want to start a business and to make a list of steps that new entrepreneurs need to pass to be successful (15 minutes)</p> <p>To sum up the activities, moderator will make short presentation related to entrepreneurship with</p>

	<p>presentation of definition, types and modern business framework for young people with business ideas (20 minutes with Q&A session).</p> <p>Virtual networking game - Business dates (15 minutes) the goal is to understand the process of developing business networks.</p> <p>Discussion – after the playing the game, participant will discuss about importance of networking for business and to make a list of people and event to attend that new entrepreneurs need to pass to be successful (15 minutes)</p> <p>Energizer - Memorable paper (10 minutes) Each participant will take a paper (they can choose a colour) and put the paper on their back. After, all participant needs to write something as a memory to everyone's paper in term of business idea or entrepreneurship (sentence, nickname, a message). This energizer will provide memories for all participants after the workshop.</p> <p>The last 10 minutes will be used to reflect on the Workshop, give feedback to the trainers.</p>
<p>Methods used</p>	<ul style="list-style-type: none"> • Work in pair • Icebreaking activities • Group building • Getting to know activities • Interactive online-games, • Virtual challenges
<p>Needed materials and setting requirements</p>	<p>Internet access Laptops Phones, Papers and pencils from recycled materials Markers Flip charts Sticky notes</p>
<p>Competences gained by this workshop</p>	<ul style="list-style-type: none"> • Gained/improved understanding of social economy and eco-social entrepreneurship • Gained knowledge and digital tools to educate youth about different types of entrepreneurships and the key skills needed to succeed. • Advanced digital capabilities

	<ul style="list-style-type: none"> • Adaptability • Team Communication and Collaboration • Attitude of Engagement in the activities • Action-oriented approach, leadership skills • Enhanced youth work skills
Download module and materials	

M2 INTRODUCTION TO ECO-SOCIAL ENTREPRENEURSHIP

This session for youth workers explores the principles of eco-social entrepreneurship, focusing on businesses that aim to address social and environmental issues. As a result, youth workers will understand the eco-social concept in business and know how to introduce young people to businesses that are not only profitable, but also make a positive contribution to society and the environment.

Name of the workshop	Eco-social entrepreneurship
Objective of the workshop	<ul style="list-style-type: none"> • To improve participants' knowledge of the basics of eco-social entrepreneurship • To improve the understand of social and environmental issues • To improve skills for eco-social entrepreneurship through practical cases • To learn how to create an eco-social enterprise
Main activities of the workshop: Please explain the context and objectives of the activities you are planning and in which way they meet the objectives of the project.	<p>Before starting, the trainer will conduct an icebreaker called the meme games. The trainer will ask the participants to upload a meme that sums up their feeling of the day. Duration: 5 minutes.</p> <p>The second part will focus on a presentation that the trainer will give on eco-social enterprises. The Power Point will consist of the basic knowledge of the concept and some practical examples of eco-social enterprises.</p> <p>The power point will be divided in the following areas:</p> <ul style="list-style-type: none"> - Definition of eco-social enterprises - Characteristics of eco-social enterprises - Brief history about eco-social enterprises - Practical cases of eco-social enterpreuneruship <p>After the presentation, participants will have a basic knowledge of eco-social enterprises and how to</p>

	<p>identify one. They will be able to recognize eco-social enterprises and distinguish them from traditional enterprises. Duration: 15 minutes</p> <p>After the presentation, participants are divided into groups in which they are provided with a traditional enterprise and an eco-social enterprise. They are asked to identify the similarities, differences and potentials of the two - based on the presentation and characteristics discussed. This will allow the participants to discuss in smaller groups and assess the learnings of the module, the trainer and a facilitator should rotate in the groups to provide guidance. Duration: 20 minutes</p> <p>The trainer will divide the participants into two groups and do the human chain game. Duration: 10 minutes.</p> <p>After the human chain, the trainer will explain the activitie, starting with the same participants into two groups and creating their own eco-social enterprise. The aim is to put into practice what they have learned in the previous workshop and through the presentation. During the creation of the enterprise, participants will design one person per group to present the idea. Duration: 30 minutes</p> <p>The session ends with an evaluation of the whole workshop by the participants. Duration: 10 minutes</p> <p>Through this workshop, the participants will gain a comprehensive knowledge of eco-social entrepreneurship, social and environmental issues and how to create their own business. They will improve their digital, organisational and communication skills.</p>
Methods used	<ul style="list-style-type: none"> • Icebreaker game • Kayoot!

	<ul style="list-style-type: none"> • Presentation on Power Point • Group discussion • Teamwork collaboration • Online digital tools
Needed materials and setting requirements	Teamwork online game (BC4ESE platform) Presentation on Power Point Access to internet Computers Paper and Pencils
Competences gained by this workshop	<ul style="list-style-type: none"> • Teamwork and collaboration skills • Critical thinking and self-reflection • Entrepreneurial skills • Communication skills • Brainstorming • Creative skills
Download module and materials	

M3 SUSTAINABILITY AND SOCIAL RESPONSIBILITY

In this module, youth workers will learn about the importance of sustainability and corporate social responsibility (CSR) in business. They will receive knowledge and digital tools to introduce young people to sustainable business practices, ethical decision-making, and how companies can balance profit with positive social and environmental impact.

Name of the workshop	Sustainability and Social Responsibility
Objective of the workshop	<ul style="list-style-type: none"> • Increasing social responsibility • Embracing innovative ideas for sustainability • Raising awareness of social responsibility • Supporting open-minded culture to understand better the connection between sustainability and social responsibility
Main activities of the workshop: Please explain the context and objectives of the activities you are planning and in which way they meet the objectives of the project.	Before the start of the first activity of the workshop, the trainers will go through and explain What is the purpose of the workshop, what is going to be done during the next 90 minutes. The trainers gives an overview of what will be the game played later on and gives a short explanation how the game reflects on the topic of the workshop: corporations (regardless of the scale of the corporate) integrate social and environmental considerations into their business operations and collaborate with nonprofit

organizations to address social challenges and achieve sustainability goals. It focuses on creating shared value for both the corporation and society through initiatives such as community development projects, environmental stewardship, or ethical sourcing practices.

These cooperation models take various forms, but their main characteristic is an awareness of the responsibility individuals and communities have in their behavior, which directly impacts the environment and, consequently, sustainability.

Furthermore, recent studies emphasize that fostering an environment-friendly culture and prioritizing well-being within an organization enhances employee retention. This is particularly true for the younger generation, who show increased loyalty to corporations demonstrating strong sustainability and ethical practices.

Through teamwork, both within and between organizations, corporations can collectively achieve greater social and environmental impact, ensuring sustainable development for the future.

This part of the workshop should last about 15 minutes.

Then, the participants do a short ice breaker activity with the help of menti.com. Trainer registers for the free account, creates a question for voting: "What can motivate you to be more sustainability-conscious?". participants join with the code provided by the trainer and write one word describing how they feel. When voting ends, the trainer creates the mood board and shares with the participants and shortly can explain how the team feels. This should last 10 minutes at most.

After the short ice breaking session the trainer can start the game, which is "What is teamwork?" In this game the trainer should divide participants into 3 groups. Trainer goes through the first 5 slides of the presentation of the game. There are 2 videos embedded and on the last slide participants have the chance to share thoughts.

	<p>This session should take maximum 10 minutes</p> <p>Each group has been allocated to a company profile.</p> <p>Participants/groups have 10 minutes to research the assigned company.</p> <p>Then it's action time, participants have 15 minutes to prepare an action plan: 1. assign to everybody one role. If there are more participants than the number of the roles, the team should select 1 participant for each role to represent the team. 2. participants divide different tasks among themselves.</p> <p>When time is up each group will present their action plans, each group has 3 minutes so this session should be a maximum of 10 minutes. Then the evaluation and feedback session will take 20 minutes. During this time the group will evaluate the action plan of each team and will give feedback about it.</p> <p>The next 5 minutes will be used to reflect on the workshop, give feedback to the trainers and vote on which team had the most creative and innovative ideas.</p> <p>And finally the last 5 minutes is used by the trainer to wrap-up: what has been learnt with the workshop; what were the objectives and how the game helped to fulfill the objectives. Trainers may ask some questions to sparkle the reflection and also to call out of the key take-aways. These questions can be the following: "Can you name 3 forms of cooperation between you and a corporation to meet sustainability objectives? If there is no answer, trainers can list the following forms: corporate sponsorship, employee volunteering programs, skill-based volunteering, cause marketing partnerships, corporate philanthropy, corporate social responsibility (CSR) partnerships, direct donations, workplace giving, fundraising. Have they ever</p>
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	participated in any of them? What would they do with love?"
Methods used	<ul style="list-style-type: none"> ● Team Building ● Menti.com ● Presentation ● Feedback giving
Needed materials and setting requirements	Internet Access Laptop menti.com Ability to share screen for trainers and participants Ability for teams to be split into virtual rooms
Competences gained by this workshop	<ul style="list-style-type: none"> ● Ability to think outside of the box ● Ability to be open-minded for new ideas ● Capability to see their own responsibility and impact on changes ● Understanding the cooperation between corporates and individuals to achieve sustainability ● Capability to give feedback ● Ability to motivate corporate to increase their social responsibility
Download module and materials	

M4 INNOVATION AND CREATIVITY

This session highlights the role of innovation and creativity in entrepreneurship. Youth workers, as participants, will explore techniques for generating creative ideas, developing innovative products and services, and fostering a culture of innovation in their organizations. As result, they will gain knowledge and materials on how to equip young people with creative skills in business.

Name of the workshop	Innovation and Creativity
Objective of the workshop	<ul style="list-style-type: none"> ● Generating creative ideas ● Developing innovative products and services ● Fostering a culture of innovation ● Encouraging out-of-the-box thinking
Main activities of the workshop: Please explain the context and objectives of the activities you are planning and in which way	Before the start of the first activity of the workshop, the trainers will go through and explain tools of the Design thinking methodology. There is no need to go in-depth with these tools, merely to explain the order in which they are used and their purposes.

they meet the objectives of the project.

This part of the workshop should last about 15 minutes.

Then, the participants play the game “Strategize” - <https://gd.games/kalimeracroatia/strategize> to get acquainted with the concept of SWOT. This should last 5 minutes at most.

Later, the next activity is the SWOT Role Play. Different roles need to be assigned to each participant within respective teams (e.g., CEO, customer, competitor, market analyst, employee). Each team should be presented with a different business scenario. Each role should implement the Design Thinking method to get closer to their persona. The participants will be handed out the Design Thinking tools: Empathy Map, Stakeholder Map and Persona Chart. After filling out these tools, they need to recognize one Strength, one Weakness, one Opportunity and one Threat respectively for their business scenario, then organize all of the given items on their SWOT Analysis chart.

Scenario 1: A technology company is planning to launch a new sustainable smartwatch. This product has innovative features but there are concerns about the competitive market and customer adoption.

Roles: CEO, Customer, Competitor, Market Analyst, Employee.

Scenario 2: A successful vegan food chain in the US is considering expanding into the European market. They need to analyze potential challenges and opportunities in the new market.

Roles: CEO, European Customer, Local Competitor, Market Analyst, Franchise Manager.

Scenario 3: A popular organic clothes retail brand faces a public relations crisis due to a controversial advertisement. They need to assess the impact and strategize a response.

Roles: CEO, Customer, PR Competitor, Market Analyst, Store Manager.

	<p>Scenario 4: A traditional manufacturing green company is undergoing digital transformation to stay competitive. They are investing in automation and AI technologies. Roles: CEO, Employee, Competitor, IT Market Analyst, Supplier.</p> <p>Scenario 5: A small but innovative startup has the opportunity to partner with a large multinational corporation. They need to evaluate the potential benefits and risks of this partnership. Roles: Startup CEO, Corporate Partner Executive, Competitor, Market Analyst, Startup Employee.</p> <p>This activity should last 15 minutes, where the participants will be given 10 minutes to fill in the aforementioned Design Thinking tools and 5 minutes to assess the SWOT organize them in the chart.</p> <p>After this, a group discussion of 5 minutes will be held when the participants can share their thoughts with the trainers and the rest of the group. The participants will need to keep their filled in SWOT Analyses and Design Thinking tools for later use.</p> <p>Afterwards, in the brainstorm activity, the participants reflect on their SWOT Analyses from the SWOT role-play activity and the trainers encourage them to implement innovative and creative solutions in their strengths and opportunities to make them even more viable, as well as to mitigate the weaknesses and threats in their situations, by using the rest of the Design Thinking tools. The trainers should remain available and accessible for all questions that the participants may have individually or as a team. This activity should last no more than 25 minutes.</p> <p>After the brainstorming activity, each team will present their respective solutions and receive feedback from the trainers and other participants. This part of the workshop should not last longer than 20 minutes.</p>
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	The last 5 minutes will be used to reflect on the workshop, give feedback to the trainers and vote on which team had the most creative and innovative ideas.
Methods used	<ul style="list-style-type: none"> • Team Building • Energizer • SWOT Analysis • Design Thinking
Needed materials and setting requirements	Internet Access Laptop Google Jamboard Design Thinking Tools Ability to share screen for trainers and participants Ability for teams to be split into virtual rooms
Competences gained by this workshop	<ul style="list-style-type: none"> • Ability to implement the basics of Design Thinking • Ability to implement SWOT Analysis • Ability to think outside of the box • Understanding the difference between innovation and invention • Boosted creativity • Ability to overcome inspiration block
Download module and materials	

M5 BUSINESS PLANNING AND STRATEGY

This module covers the basics of business planning and strategy development. Youth workers will practice creating business plans, conducting market research, and developing strategic goals and action plans to guide their businesses toward growth and success. As a result, they will have the knowledge, digital tools and materials (e.g. Canvas model) to introduce young people to business planning and strategic approaches at the beginning of this process.

Name of the workshop	Business Planning and Strategy
Objective of the workshop	<ul style="list-style-type: none"> • Equip youth workers with essential skills and knowledge for guiding young people in business planning and strategic business development. • Teach participants to create comprehensive business plans, conduct effective market research, and develop strategic goals and action plans.

	<ul style="list-style-type: none"> • Ensure proficiency in using digital tools and models, such as the digital game Strategize, to facilitate the business planning process
<p>Main activities of the workshop: Please explain the context and objectives of the activities you are planning and in which way they meet the objectives of the project.</p>	<p>STEP 1: The workshop starts with an introduction and icebreaker in order to create a welcoming environment and allow participants to introduce themselves. Trainers welcome the participants to the workshop and introduce themselves in a few sentences. Everybody also says their name and something interesting about themselves. <i>Duration of this step will be 5 minutes.</i></p> <p>STEP 2: After the introduction, the trainer will prepare a short lecture followed by a Q&A session discussing the key components of a business plan (executive summary, business description, market analysis, organizational structure, product line, marketing, and sales strategy, funding request, financial projections). With this step trainer will provide a foundational understanding of what business planning entails. <i>Duration of this step will be 20 minutes.</i></p> <p>STEP 3: This step is very important for the participants. The trainer will talk about conducting market research using SWOT and will introduce a practical tool for analysis (digital tool: Strategize). Participants will practice conducting a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for a hypothetical business using this digital tool. This includes:</p> <ul style="list-style-type: none"> •Strengths: Identifying internal factors that give the business an advantage in the market. •Weaknesses: Recognizing internal factors that could be detrimental to the business's success. •Opportunities: Analyzing external factors that the business could exploit for growth and success. •Threats: Assessing external factors that could pose risks to the business. <p><i>Duration of this step will be 30 minutes.</i></p> <p>STEP 4: This step will include strategic goal setting and action planning. After the digital tool and SWOT analysis, trainer will focus attention on the</p>

	<p>importance of setting clear and measurable business goals and after that to create actionable plans to achieve them. This will be an interactive group activity where participants use the SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) to set strategic goals. They will then outline an action plan to achieve one of their goals, including necessary steps, resources, and timelines. They will work in groups according to the similarities of business ideas. <i>Duration of this step will be 15 minutes.</i></p> <p>STEP 5: After setting the goals, we continue with the presentation of the Business Model Canvas, using the sustainable BMC. Trainer will Introduce a practical tool for visualizing and developing business models and give it to the participants so they can practice on their own business ideas. They will work in groups, discussing the model and how to fulfill it. <i>Duration of this step will be 15 minutes.</i></p> <p>After the participants have commented on the BMC in groups, we close the workshop with a review of the model and questions. Trainer will Reinforce the key points covered and provide an opportunity for final clarifications. The trainer will finish the workshop with next questions for reflection: <i>What was the most valuable insight you gained from today's workshop? Which activity did you find most helpful, and why? How do you plan to apply what you've learned today in your work? Are there any specific tools or concepts from this workshop that you think will be particularly useful in your future business planning efforts?</i> <i>What did you find most challenging about today's workshop, and how did you overcome it? Can you share an example of how you might use the Business Model Canvas in a real-world scenario?</i></p>
<p>Methods used</p>	<ul style="list-style-type: none"> • Team building: To create a welcoming environment and allow participants to introduce themselves.

	<ul style="list-style-type: none"> • Interactive Lectures: To provide theoretical knowledge and context. • Group Activities: To foster collaboration and peer learning. • Q&A Sessions: To clarify doubts and reinforce understanding. • Digital Tools Demonstration: To introduce useful digital tools for business planning.
Needed materials and setting requirements	Printed copies of the Sustainable Business Model Canvas Computers or tablets with internet access Projector and screen Market research tools and resources (digital games) Stationery (pens, notepads)
Competences gained by this workshop	<ul style="list-style-type: none"> • Business Planning Skills • Market Research Skills • Strategic Thinking • Digital Literacy • Collaborative Skills • Practical Application
Download module and materials	

M6 MARKETING AND SALES

The final module focuses on effective marketing and sales strategies. Youth workers will learn techniques for understanding customer needs, developing marketing campaigns, using digital marketing tools, and building strong sales techniques to drive business growth. As a result, they will have the basic knowledge and materials to introduce young people to effective marketing and sales planning.

Name of the workshop	Marketing and Sales
Objective of the workshop	<ul style="list-style-type: none"> ▪ To improve participants' knowledge of the basics of marketing, with a focus on understanding customer needs ▪ To increase understanding of elements of marketing mix ▪ To introduce to the participants effective sales and marketing efforts targeting both consumers and businesses ▪ To improve skills for eco-entrepreneurship through digital learning on the example of

	marketing decision-making in eco-social enterprise
<p>Main activities of the workshop: Please explain the context and objectives of the activities you are planning and in which way they meet the objectives of the project.</p>	<p>At the beginning of the session, the trainer introduces the participants to the session and the importance of marketing in entrepreneurship. Timeframe: up to 5 minutes.</p> <p>Participants will listen to an introductory presentation on marketing. The presentation is focused on the basic elements of the marketing mix and especially on examining the needs of buyers/clients. All elements are presented in a ppt format that is easily accessible to the trainer and is attached to the training documents.</p> <p>The presentation was prepared to introduce the topic in a simple and comprehensible way to participants with different backgrounds. Respecting the available time frame for the part of the training dedicated to Marketing and sales, the content of the presentation covers the essential basics of marketing such as:</p> <ul style="list-style-type: none"> ▪ Market research and its importance ▪ Steps and methods in market research ▪ Clarification of each element of the marketing mix ▪ An example of a market research questionnaire <p>Timeframe: 15-20 minutes.</p> <p>The trainer will finish the presentation in this part, concluding with slide number 20.</p> <p>Then the participants will be assigned a team task - in smaller groups. Participants should visit the website https://seljak.me/</p> <p>Their task is to jointly consider and list the main characteristics according to the elements of the marketing mix:</p> <ul style="list-style-type: none"> ○ <u>Product</u> (some of the possible questions for discussion: Name a few characteristics of the service - support when selling through the

website? What value does it deliver for customers?)

- o Price (here they are not discussing the prices of individual products presented on the site, but the price of advertising on the site)
- o Promotion (some of the possible questions for discussion: Do you think that this way of presentation is suitable to reach customers? Would you add anything? etc)
- o Place (Can online sales in this way contribute to increasing sales revenue for sellers? etc).

Each team – group works on just one element. In total, 4 groups will cover all the elements.

Timeframe: 20 minutes for discussion in groups.

The proposal is to start an open discussion with the participants after this, focusing on the Product and the Price, while the parts related to Promotion and Distribution will be discussed after the second presentation and the online game played from the Interactive Web Platform. Timeframe: 10 minutes.

The second part of the presentation (from slide number 21 till the end) is about sales and digital marketing channels that can help sales. The trainer should explain to the participants the most important facts related to sales, related to the research of customer needs, which is the basis of marketing.

An important part refers to the steps in sales, which can be helpful to participants when planning further work on the market.

When it comes to digital channels, in addition to a short presentation, the participants will be presented with an example from the experience of Facebook advertising through the BC4ESE project. Timeframe for presentation: up to 10 minutes.

Participants will be invited to play the Starting a Business game from the Interactive web platform "Eco-SE-E-lab." Timeframe: 10-15 minutes.

	<p>This game fits perfectly into this workshop because:</p> <ul style="list-style-type: none"> - simultaneously treats issues of sales and marketing and sustainability; - represents an example of making marketing decisions related to environmental awareness; - due to its connection with the Interactive Web Platform and digital learning. <p>Final 10-15 minutes are dedicated to moderated discussion with participants, and some the questions could be asked:</p> <ol style="list-style-type: none"> 1. Do you have experience in marketing? 2. In your opinion, what are the key challenges to market their business effectively today? 3. What is a advantage of a company pursuing environmental sustainability? 4. How should companies address sustainability? 5. How will marketing affect the sustainability?
<p>Methods used</p>	<ul style="list-style-type: none"> • Presentation – ppt • Group /team work • Discussion • Digital online game
<p>Needed materials and setting requirements</p>	<p>Presentation – prepared by CDP “Globus” Internet access Paper Pencils Flipchart (optional) Access to link and platform: https://seljak.me/ https://ecosocent.eu/o3-interactive-web-platform-eco-se-e-lab/</p>
<p>Competences gained by this workshop</p>	<ul style="list-style-type: none"> ▪ Improvement of market research skills ▪ Improvement of knowledge on specificities of marketing mix ▪ Understanding key features of digital marketing and channels ▪ Advancement of digital and eco-entrepreneurial skills by using online game presented on the Interactive web platform “Eco-SE-E-lab” ▪ Improvement of entrepreneurial skills: information gathering, critical thinking, analyzing, brainstorming
<p>Download module and materials</p>	

PROPOSED AGENDA OF ECO-SE E-TRAINING DAYS

Day I	Day II
Introduction session	Energizer
Introduction to Entrepreneurship	Innovation and Creativity
Pause	Pause
Introduction to Eco-Social Entrepreneurship	Business Planning and Strategy
Sustainability and Social Responsibility	Marketing and Sales
Reflection of the day	Evaluation



ADDITIONAL RESOURCES FROM THE BC4ESE PROJECT

O1: E-book “Eco-social entrepreneurship analysis: needs, obstacles and good practices”

The e-book "Eco-social entrepreneurship analysis: needs, obstacles and good practices" aims to provide a comprehensive examination of the eco-social economy in Europe and the Western Balkans. The ultimate goal of this document is to inspire and support young people to start and develop eco-social enterprises by ensuring that they have access to the necessary resources and support at every stage of their entrepreneurial journey.

Link: <https://ecosocent.eu/eco-social-entrepreneurship-analysis-needs-obstacles-and-good-practices/>

O2: Educational production e-book “Gamified eco-entrepreneurship education”

The e-book "Gamified eco-entrepreneurship education" explores the use of digital gamification and role model education methods in teaching entrepreneurship to young people across Europe and the Western Balkans. The publication aims to develop engaging, gamified digital educational resources that promote social and eco-entrepreneurship, ultimately encouraging more young people to start and grow eco-social enterprises.

Link: <https://ecosocent.eu/gamified-eco-entrepreneurship-education/>

O3: Interactive web platform “Eco-SE-E-lab”

"Eco-SE-E-lab is an innovative and interactive online platform designed to empower young people in the field of eco-social entrepreneurship. The platform offers 18 gamified educational modules, each carefully designed to immerse users in the field of eco-social entrepreneurship through a mix of interactive games, virtual challenges and digital activities.

Link: <https://ecosocent.eu/o3-interactive-web-platform-eco-se-e-lab/>



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