



Business and Wellness from Green Economy Growth

Training Programme for Green Micro Entrepreneurs

For

The training programme is targeted at

- *established and future micro entrepreneurs* exploiting business opportunities and implementing business operations based on the resources found in nature. Future entrepreneurs who want to participate in the training programme need a viable business idea.
- In addition, *business developers supporting green micro entrepreneurs* are welcome to participate.

In particular, the training programme is target at, but not limited to, the following sectors: nature-based wellbeing services and experiences, local food, wild berry sector, herb farming, natural cosmetics, eco-clothing and handicraft. These entrepreneurs produce small-scale products and services based on the sustainable utilisation of local natural resources contributing also to well-being.

Purpose

Green entrepreneurs have good prospects for growth in the Central Baltic Area. Consumers purchase and consume environmentally friendly, natural and healthy products and services. To respond to these new demands and markets, entrepreneurs need specific business competencies. They should be able to exploit business opportunities and to convert innovative business ideas into profitable and sustainable business activities.

The purpose of this professional training programme is to increase subject-specific business competencies necessary for green entrepreneurs to support the development of those competencies, and in turn, to contribute to their long-term success, competitiveness and customer satisfaction. The training programme builds on the special characteristics of the green consumption and green entrepreneurship and business.



Benefits

The training programme

- enables participants to deal with business problems and run wmore sophisticated but profitable business.
- supports participants in adapting to a changing business environment.
- increases participants ability to run a market-oriented and value-driven business and make sustainability values a part of the entrepreneurial decision-making, business operations, product and service offering and business relationships.
- increases participants' competence, confidence and tools to develop and grow their business.
- gives participants peer support and a platform to share knowledge and experience.
- enables participants to concentrate on the selected business-related issues in their enterprise.

The participants get **the NatureBizz Toolbox** to support their business development.

Modules of the training programme

The content of the training programme is designed based on green entrepreneurs' and business support organisations' interviews in the Central Baltic Area. This ensures relevance of the training programme to participants needs. These eight modules form a solid basis for green micro entrepreneurs to develop their enterprises.



By participating in the training programme, the participants get a practical tool to support their business development in each module. Together, these tools form

the NatureBizz Toolbox



Business Model Canvas

Trend Analysis

Green Brand Strategy

Quality Management Analysis

Product & Service Design and Development Plan

Supply Chain Process Model

Customer Journey Map, Communication Strategy

Export Strategy

Module 1. Managing Green Micro Business

The purpose of this module is to build a better understanding of green micro business and its strategic planning and management.

Keywords: Core elements of green micro business, sustainability-driven philosophy, strategic business planning and management

Learning outcomes: Each participant will be able to identify the core elements of green micro-business, to analyse current development needs and to set a sustainability-driven philosophy for their own micro enterprise. They learn to work strategically to develop their business.

Tools: Business Model Canvas, NatureBizz Toolbox

Assignment: To design a business model, to develop a sustainability-driven philosophy and to identify relevant business development needs

Module 2. Understanding Green Consumers

The purpose of this module is to increase competencies in green consumerism, consumer demand and identifying industry trends.

Keywords: Green consumerism, sustainable consumption, demand, trend identification

Learning outcomes: Each participant will understand the concepts of green consumerism and sustainable consumption. They will understand the consumer and consumer demand and how to develop their own business responding to the demand. They will be able to identify and analyse new trends of the industry with different methods.

Tools: Different methods to identify and analyse new trends in the industry

Assignment: To prepare an analysis of the trends in the industry



Module 3. Building a Green Brand

The purpose of the module is to increase competitiveness and growth of sustainability-driven green micro entrepreneurs by being able to create a green brand plan and a strong green brand for a green micro enterprise.

Keywords: Green branding, green brand planning, identifying the strengths of green brands, brand strategy, green brand positioning

Learning outcomes: Each participant will be able to develop an understanding for the bearing ideas and concepts, processes and activities of green branding in a sustainable micro business context as well as to identify green brand strengths of the own micro-enterprise.

Tools: Methods to compose a green brand strategy as well as to integrate it into the own business model and communication. Green brand plan, Green brand strategy, Green brand positioning

Assignment: To create, formulate and design a green brand plan for the own micro enterprise

Module 4. Steps towards Sustainable Quality

The purpose of the module is to increase understanding of, and to explore if, and how quality and quality management, as well as a quality and/or environmental certification could fit into the business model and strategies of the own micro-enterprise.

Keywords: Quality and quality management, sustainable quality, models and strategies for managing quality and/or environmental certifications

Learning outcomes: Each participant will be able to develop an understanding for general principles of quality and quality management, as well as for quality and environmental certifications in green micro-enterprises. The participants will also develop know-how of the variety of eco-certifications available in the Central Baltic market (FI, ES, LV, SE).

The issue if, why, or why-not, and how quality and quality management, as well as a quality and/or environmental certification would suit the own business model will also be explored.

Tools: Principles and methods for integrating and implementing quality and quality management, as well as a quality and/or environmental certification in business models and strategies

Assignment: To prepare an analysis of how quality and quality management, as well as a quality and/or environmental certification could be integrated and implemented in the business model and strategies of the own micro-enterprise

Module 5. Green Product Development and Service Design

The purpose of this module is to learn how to incorporate green concepts and service design principles in product and service design and development in a green micro enterprise.

Keywords: Green product and service, service design thinking, the framework for green product and service design and development

Learning outcomes: Each participant will be able to understand the holistic picture of green products and services. They will understand the core principles of service design thinking, service design phases and processes and know how to use the tools of service design. They can create a persona of the green product and service, to analyse the product life cycle and be able to develop a guidance plan on value added green product and service design and development for their business.

Tools: Brainstorming, persona and lifecycle analysis and guidance plan on value added green product and service design and development

Assignment: To develop a guidance plan on value added green product/service design and development



Module 6. Managing Supply Chains in Green Micro Business

The purpose of this module is to study the concept of supply chain management, learn to evaluate the core fundamentals and trends of logistics and to explore the relationship between domestic and foreign goods supply in a green micro enterprise.

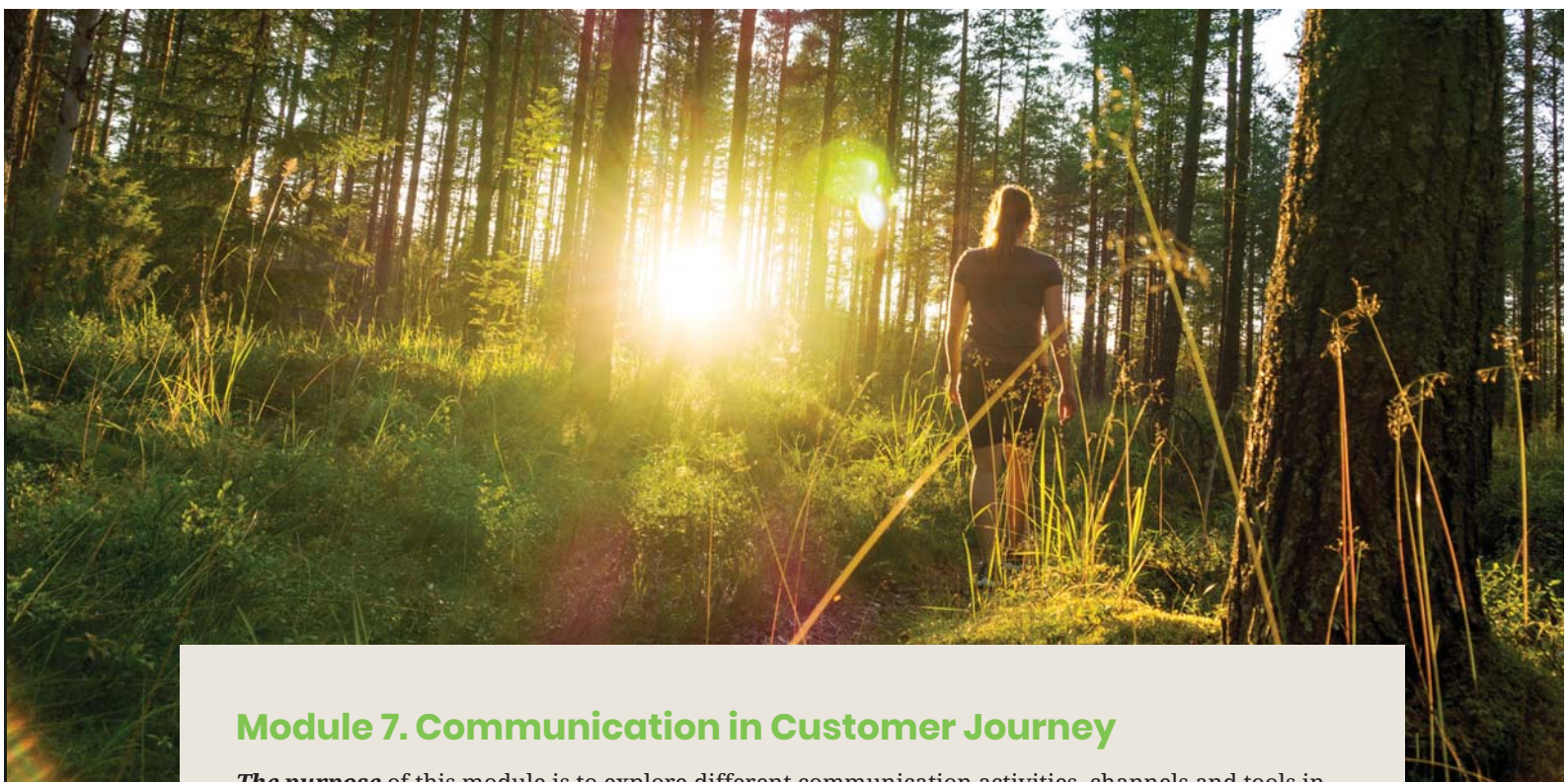
Keywords: Supply chain management, fundamentals and trends of logistics, transportation decisions, relationship between domestic and foreign goods supply

Learning outcomes: Each participant will be able to understand the definition, complexity and key issues of supply chain management and the differences are between centralised vs. decentralised systems. They will understand the value of information and the concepts of supply chain integration, the Bullwhip effect, the push-based and pull based systems as well as the basics of transportation decisions and apply this knowledge in their business.

Tools: Analytic frameworks for supply chain management push and pull systems, BPMN2 (business process modelling notation 2) modelling tools: Aris Express, BPMN Studio, BPMN.io, Yaoqiang BPMN Editor

Assignment: To create a well-structured company supply chain process model in BPMN2 (business process modelling notation ver. 2) for few basic products (incl. services) provided by the company





Module 7. Communication in Customer Journey

The purpose of this module is to explore different communication activities, channels and tools in different stages of customers' journey to attract customers and motivate them to buy value added green products and services of a green micro enterprise.

Keywords: Communication strategy, customer journey, value-adding communication

Learning outcomes: Each participant will be able to understand the holistic picture of communication activities, channels, tools and sales opportunities on different stages of customers' journey. They will learn to recognise different aspects in communication that can influence customer experience and use suitable means of communication on each stage of customer journey. The participants will know how to plan a communication strategy for their business.

Tools: Customer journey map, communication strategy

Assignment: To create a communication plan for a company, taking into account different steps of customers' journey

Module 8. Green Entrepreneurs Go International

The purpose of this module is to provide knowledge and understanding to develop an export plan based on company and perform target market analysis, in order to prepare to go international with a green micro enterprise.

Keywords: International business strategy, international marketing, target market analysis, choice of logistics and transportation services, cost-revenue analysis; international communication

Learning outcomes: Each participant will be able to understand the difference between going local or international, the concepts of target markets, segmentation and cost-benefit analysis. They will know how to prepare an export plan for their business.

Tools: Methods to compose an export strategy and plan

Assignment: To prepare plan for exporting/ cooperating over the border, to gain new market/customers, and/or to involve strategic partners

