



# 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.

## Contents

The training programme consists of eight modules, which each increases subject-specific business competencies necessary for green entrepreneurs. This gives the participants the freedom to concentrate on the relevant competencies necessary to increase the competitiveness of their business. Each module is equivalent to 20 hours participant's work.

1. Managing **Green Micro Business**
2. Understanding **Green Consumers**
3. Building a **Green Brand**
4. Steps Towards **Sustainable Quality**
5. **Green Product Development and Service Design**
6. Managing **Supply Chains** in Green Micro Business
7. **Communication** in Customer Journey
8. Green Entrepreneurs **Go International**

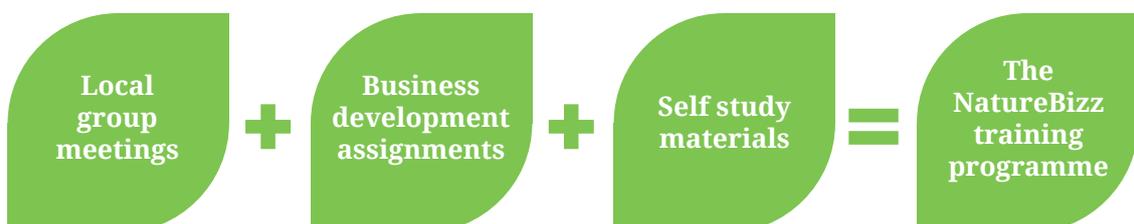
In the first module, Managing Green Micro Business, participants design their business models and identify their most relevant business issues. Based on the needs analysis, they choose relevant modules from the training programme to develop their business with different tools and methods. It is recommended that participants choose at least four modules to able to most benefit from the training.



## Learning-by-doing

The training programme has a learning-by-doing approach. Each participant completes from one to eight modules by attending to local group meetings with other participants and performing individual assignments. The assignments are connected with participants own enterprise and business issues. The training enables participants to apply the competencies acquired right away in their business and to develop their enterprises or business ideas based on **the NatureBizz Toolbox**.

Participants receive self-study materials to increase their in-depth understanding of the topics. In addition, the participants are welcome to join seminars organised by the project and a study tour to Åland in April 2020.





## Schedule

The programme is organised from January 2020 to May 2020 in Finland, Sweden, Estonia and Latvia. Participants can study all the chosen modules from January to May.

Five local group meetings are held during the training programme in each country simultaneously: 16.1.2020, 6.2.2020, 5.3.2020, 2.4.2020 and 7.5.2020.

The first local group meeting on 16.1.2020 is an introduction day to the training programme and the last meeting on 7.5.2020 is a presentation day of the individual assignments allowing the participants to get feedback. The local group meetings on 6.2.2020, 5.3.2020, 2.4.2020 are held in the selected green enterprises in each country.

The purpose of these meetings is to learn and to create a platform for peer support and sharing knowledge and experience. It is advisable to attend the local group meetings to get the most benefit from the programme.



## Location

### Finland

- Different locations in Satakunta region, western and southern Finland

### Sweden

- Different locations in Stockholm area and Gotland

### Estonia

- Different locations in West Estonia and Pärnu region

### Latvia

- Different locations in Vidzeme region

Information on the exact locations are available in the project webpages [www.projectnaturebizz.eu](http://www.projectnaturebizz.eu)



## Registration

Participants register by online preferably until 5.1.2020 to participate in the training programme. Registration to separate, single modules is open until 15.3.2020.

Participants register also separately for each local group meeting two weeks beforehand the meeting by using the same form.

Registration is also required to study independently a module/modules without attending to the local group meetings.

The links to the registration form are available in the project webpages [www.projectnaturebizz.eu](http://www.projectnaturebizz.eu)

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## Study platform

All information and material of the programme are uploaded in the Moodle learning environment for independent online study. Link to the Moodle learning environment is available in the project webpages [www.projectnaturebizz.eu](http://www.projectnaturebizz.eu) Study materials are also available in the project webpages [www.projectnaturebizz.eu](http://www.projectnaturebizz.eu)

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## Language

Study materials are provided mainly in English. Assignments can be submitted in local language. Local group meetings and seminars are held in local language.

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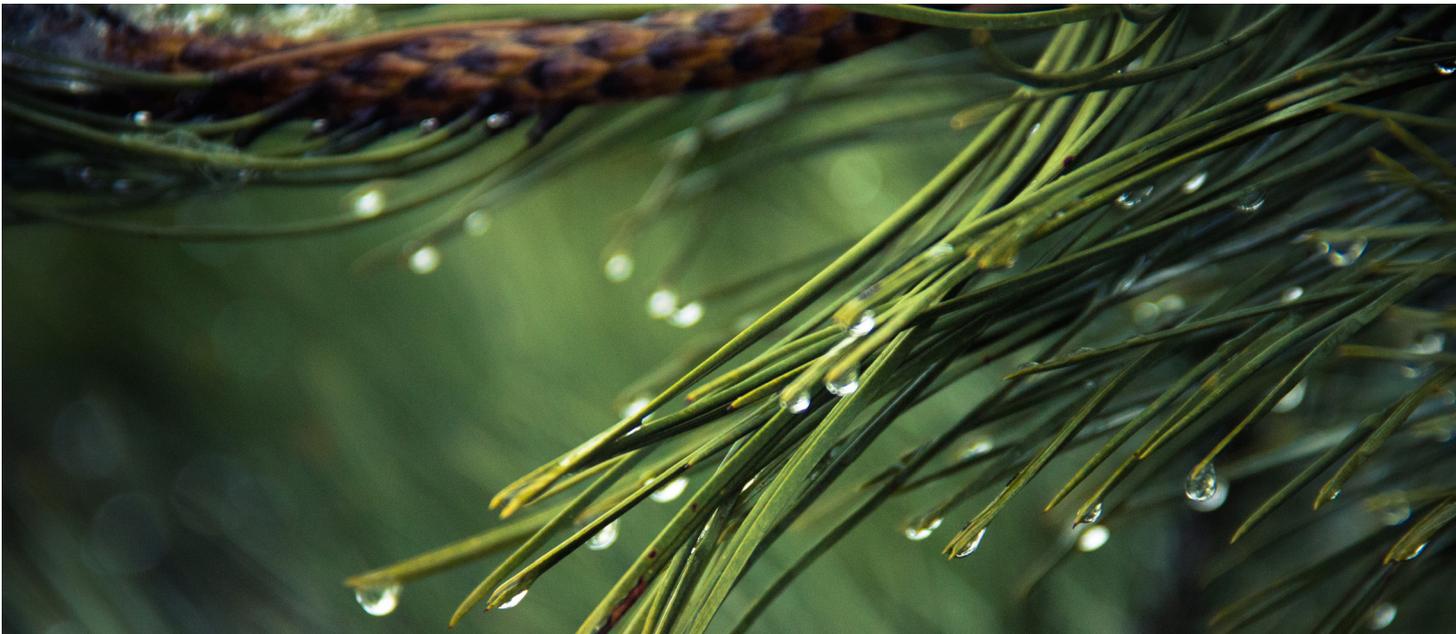
## Assessment

Trainers' oral feedback is completed with peer-to-peer feedback during the presentation day for all modules. Completed and presented assignments are graded pass/fail.

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## Certifications

Certifications will be provided for completed modules. If the participant wants to receive a certificate, it is necessary to submit the assignments until the due date.



## 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.

Nature  
Bizz

TOOLBOX

○ ECOLOGICAL

○ SOCIAL

○ ECONOMIC

○ TECHNOLOGICAL

GREEN  
ENTREPRENEURS  
GO INTERNATIONAL

MANAGING  
GREEN MICRO  
BUSINESS

COMMUNICATION  
IN CUSTOMER  
JOURNEY

UNDERSTANDING  
GREEN CONSUMERS

MANAGING SUPPLY  
CHAINS IN GREEN  
MICRO BUSINESS

BUILDING A  
GREEN BRAND

GREEN  
PRODUCT  
DEVELOPMENT  
AND SERVICE  
DESIGN

STEPS  
TOWARDS  
SUSTAINABLE  
QUALITY

[projectnaturebizz.eu](http://projectnaturebizz.eu)

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.

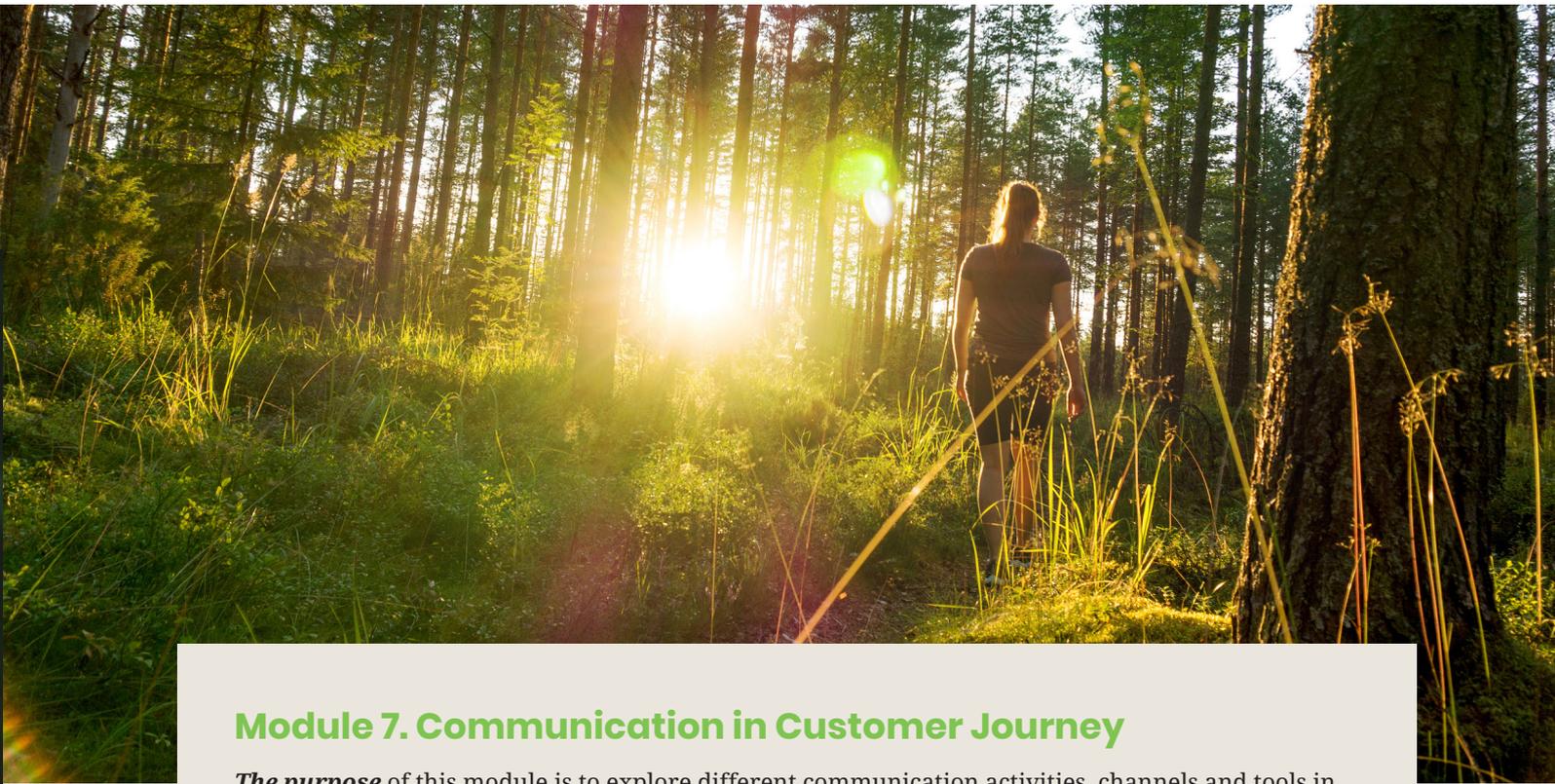
**Keywords:** Supply chain management, fundamentals and trends of logistics, transportation decisions, relationship between domestic and foreign goods supply

**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

