



ECO- ENTREPRENEUR'S HANDBOOK

EMPOWERING YOUTH THROUGH
SUSTAINABILITY AND INNOVATION

SUMMARY

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The handbook is a comprehensive educational resource designed for young people who want to make a positive impact on the world through sustainable business practices. Developed in the context of our **Erasmus+ KA210 strategic partnership** of project **“Let's Empower Youths with Eco-entrepreneurship”** with project number: **2024-1-NL02-KA210-YOU-000254026**, this guide draws from the collective knowledge and experiences of youth workers and organizations from **Türkiye, France, Greece, and the Netherlands**.



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This handbook is the result of a collaborative effort among four dedicated organizations from across Europe: **MEGEDER**, Türkiye; **CAH - Centre d'Accompagnement et d'Hébergement**, France; **Fthia in Action**, Greece; and **Edu-Talents**, the Netherlands. Each partner contributed unique expertise, insights, and experiences that enriched the development of this educational resource.

The content combines theoretical insight with practical steps for launching an eco-business. It also includes strategies for cultivating sustainable habits, understanding global policies like the European Green Deal, and integrating the UN Sustainable Development Goals (SDGs) into business models. The target audience includes young changemakers, youth workers, educators, and Erasmus+ participants.

The first chapters focus on understanding climate change and its impact on health, ecosystems, and future generations. Young people are portrayed as key agents of change who can lead the shift to sustainability. The handbook explains how education and youth work can promote climate literacy and social responsibility.

Building on this, the section on developing sustainable habits emphasizes individual responsibility. It explores how experiential learning, community projects, peer role models, and storytelling can foster a culture of sustainability. The Türkiye meeting introduced the concept of Ahilik, a historic Anatolian model of ethical entrepreneurship based on integrity, community service, and environmentally responsible trade. Tools such as JouleBug, Too Good To Go, and Ecosia are suggested to promote habit tracking and awareness.



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The chapter on youth entrepreneurship defines it as more than a business endeavor, it is a path to empowerment, innovation, and inclusion. It introduces an Entrepreneurial Attitude Scale, developed during the Paris meeting, which evaluates personal traits, decision-making, innovation skills, and leadership qualities crucial for entrepreneurial development.

The core of the handbook presents eco-entrepreneurship as a fusion of innovation, sustainability, and ethical practice. It contrasts traditional and green business models, emphasizing circular economy principles, social innovation, and long-term environmental goals.

In the step-by-step guide to launching an eco-business, the handbook outlines:

- Identifying environmental or social problems
- Developing sustainable ideas and business models
- Prototyping, testing, and iterating
- Budgeting with environmental accountability
- Branding and digital communication
- Continuous learning and adaptation.

Financial and legal considerations are also detailed. The handbook explains how to register an eco-business, comply with environmental regulations, and manage sustainable finances. Funding opportunities include Erasmus+ grants, EU Green Deal support, and crowdfunding platforms. Young entrepreneurs are also encouraged to pursue sustainability certifications such as ISO 14001 and B Corp status.

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One chapter is dedicated to Erasmus+ and EU opportunities that support young eco-entrepreneurs. Programs such as KA1 youth exchanges, KA2 partnerships, and Erasmus for Young Entrepreneurs provide platforms for learning, networking, and business development. Youthpass and Europass certifications validate skills acquired through mobility and training.

The transnational journey, with meetings in Rotterdam, Paris, İzmir, and Kamena Vourla, offered experiential learning that enriched the content of this handbook:

- **Rotterdam** focused on legal structures and climate policy literacy.
- **Paris** emphasized behavioral change, social innovation, and entrepreneurial mindset.
- **İzmir** linked innovation with cultural ethics via the Ahilik tradition.
- **Kamena Vourla** explored local business ideation and community relevance.

These mobility events created an international platform where young people and youth workers exchanged practices and developed a deeper understanding of sustainable business from multiple perspectives.



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The final chapters include case studies that showcase youth-led eco-enterprises across Europe:

- Verdurable (France) turned agricultural waste into compostable packaging.
- Fullsoon used AI to reduce restaurant food waste.
- Teapsule (Greece) introduced compostable herbal tea capsules.
- Bionova (Türkiye) transformed food waste into bioethanol and fertilizers.
- These stories highlight resilience, creativity, and community engagement, offering role models for young readers.

The handbook also provides a comprehensive toolkit including:

- Learning platforms
- Mentorship and incubation programs (Erasmus for Young Entrepreneurs, Climate-KIC)
- Financial tools (budgeting apps, life cycle analysis)
- Networking opportunities (Youth Climate Labs, Impact Hubs)
- SDG alignment tools (SDG Action Manager).

In conclusion, the Eco-Entrepreneur's Handbook serves as both a motivational and instructional guide. It encourages young people to take initiative, build sustainable ventures, and contribute to a more just, green, and inclusive economy, starting from wherever they are.





**Let's get started on your
journey to becoming an
eco-entrepreneur!**



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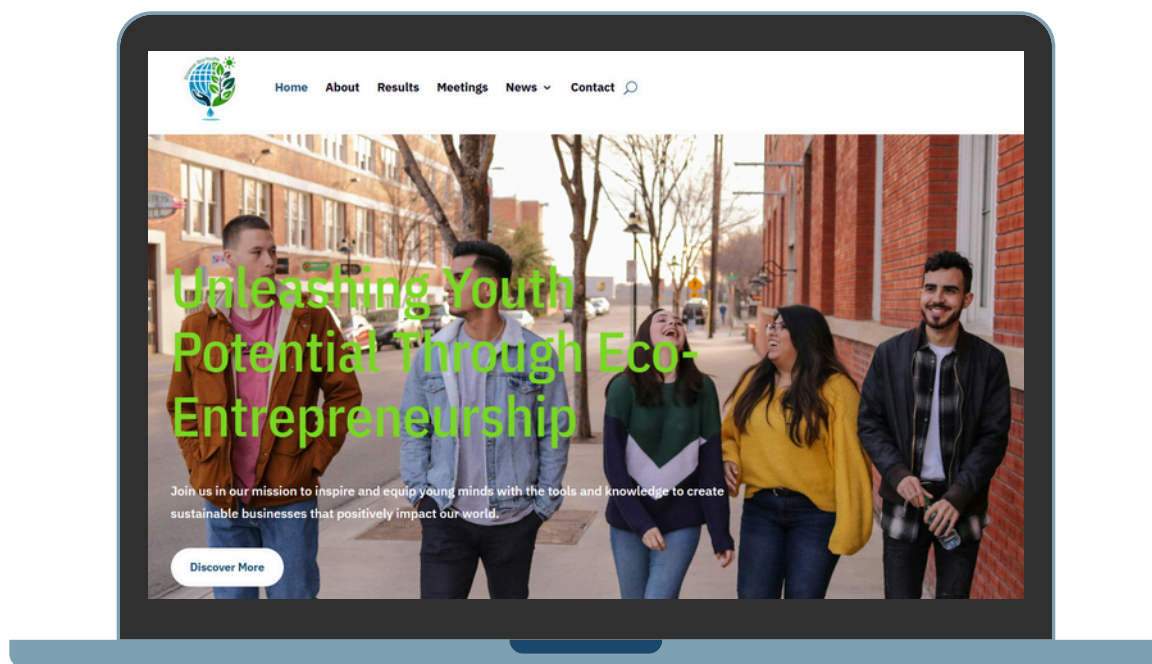
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