

Trans Green Inspiration

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Date of creation

2022

Description

The practice follows the following steps:

1. **Training model, resources and new trainers:** This phase involves the development of two [manuals](#) for trainees and trainers and a detailed course curriculum, as well as the training of new trainers in green social entrepreneurship from both partner organisations.
2. **Preparation of “forward-looking” centres:** The project contributes to the development of 2 educational eco-hubs in nature, where the trainings take place. The eco-hubs are located in the cross-border area of Bulgaria and North Macedonia.
3. **Green social entrepreneurship trainings:** The two partner organisations conduct 4 eco-trainings, each lasting eight days with small groups of 12 to 13 participants, reaching a total of 50 young people. The trainings are based on a “learning by doing” approach and cover the following topics:
 - Environmental protection: practical examples from EU countries.
 - Social businesses and practices to deal with climate change - practical examples from EU countries.
 - Social Entrepreneurship
 - Social Innovations, Sociocracy: innovative social technology for growing agile and resilient organisations.
 - Development and validation of social business ideas in the area of environmental protection.
 - How to write a business plan.
 - Identify funding opportunities to start a social business.

The practical part includes:

- Development of green social business ideas and business plan by the participants in the training.
- Feedback and advice by the trainers.

4. Dissemination of the results and the training model:

The organisers engage in direct outreach to relevant NGOs in Bulgaria, North Macedonia, and the EU, as well as Youth centres, schools, and the Bulgarian Ministry of Education. All training materials are freely available on the website.

- Two promotional videos presenting the initiative, shared on YouTube, website, partner's Facebook page and other relevant FB groups.

Link to promotional video with feedback from participants in Bulgaria: https://www.youtube.com/watch?v=6UY4XAf_x1A&t=1s

Link to promotional video of trainings in North Macedonia: <https://drive.google.com/file/d/1zzQloeY-Nbak-3-ZJHuDM56TvfALKbjH/view>

- Presentations in 8 schools: Promoting green social entrepreneurship widely among youngsters in schools and universities.
- The project concludes with a public event in the cross-border area of Bulgaria and North Macedonia with the local communities that aims to promote and share good practices of green social entrepreneurship and to spread the values of sustainability.
- The dissemination strategy also includes radio and TV interviews, publications in national and regional media and a strong online presence.

Beneficiaries

NEETs in recent search

- NEETs 18- to 30-year-olds
- Other young people

Countries



Bulgaria



The Republic
of North
Macedonia

Education level and sector

Adult education

Non-formal and informal education.

Environmental education.

Level of implementation / Scope

Provider level Local level

2022 - 2023

Aims of policy/initiative

The aim of this project is to develop and deliver high quality training in green social entrepreneurship to NEETs and other young people, and to support their active citizenship and transition to the labour market by engaging them in practically oriented trainings. The project aims to promote green social entrepreneurship as a solution to the social and environmental problems of today's society and to increase the organisational and training capacity of both partners by expanding their activities and contributing to the development of their educational eco-hubs, thus multiplying the results of the initiative.

Features and types of activities implemented

At the core of the training model is the “learning by doing” approach, the basis of both the programme and the methods by which the educational process takes place in practice. The programme is designed for young people who want to acquire knowledge and skills in a non-formal way and apply them in practice, in an environment with specific conditions and with the presence of trainers and practitioners.

Key elements of the “learning by doing” approach are:

1. **Less theory, more practice:** When presenting a topic, an interactive approach for examination is used, looking for techniques to go deeper into the topic and, at the same time, gaining practical experience so that the theory can actually be applied and integrated into practice.
2. **Stimulating and reflecting on the experience:** An important element of the learning is the daily sharing circles, where everyone is encouraged to participate, share and reflect on their impressions and experiences of the activities in which they have participated, including challenges, victories, etc.
3. **Promoting self-awareness through self-directed exploration:** Through these exercises young people learn to answer their own questions using research tools and acquire the skills to discern and develop a critical mind.
4. **Developing social skills:** The development of social skills is one of the main objectives of the training and is implicit in all activities.
5. **Principle of choice and non-violence:** Every day different activities are offered and participants can choose in which area they want to gain new knowledge and skills and how deep they want to go. This enables us to offer a personalised programme that meets the individual needs and interests of the participants. The approach is to give space for creativity and initiative and to allow participants to choose their own activities, programme, and curriculum.

No participant is forced to speak, share, or participate. Everyone can choose the role of observer or participant.

Types of activities:

1. **Practical eco-activities :** The participants learn how to make eco- products, such as building composters, greenhouses and installing water collectors. These activities exemplify green and resilient business solutions that can be applied in the cities to promote sustainability and green lifestyle. Through these practices, participants learn how to transform waste into rich soil, harvest rainwater, grow organic food and build with natural materials.
2. **Mental and body health:** During the training participants experience and achieve mental and body well-being through daily activities such as yoga, dance, meditation, healthy diet and walks in the nature.
3. **Green social entrepreneurship course:** Interactive lectures, discussions, movies, and videos provide participants with a comprehensive understanding of green social entrepreneurship.
4. **Development of business plan:** Participants develop a green social business idea and create a business plan.
5. **Community engagement activities:** Participants develop green social business ideas that benefit the local communities, engage in activities that promote harmonious community life (with equal participation of all members), clean the area, and learn about recycling and waste management.

Target group

- Youth organisations and NGOs focused on non-formal education and skills development for NEETs, looking to implement experiential and practical training methods in eco-education.

- Vocational Education and Training (VET) providers who aim to engage NEETs through short, flexible training programmes.
- Local government bodies and community organisations who are interested in conducting eco-activities in eco-hubs or supporting community-based learning initiatives for NEETS.
- Educational institutions and schools who are looking for models of non-formal, practical environmental education, designed for NEETS.

Resources

The amount of EUR 30 000 Euro, funded by the European Commission under the Erasmus+ KA2 programme, “Trans Green Inspiration” (project number 2022-1-BG01-KA210-YOU-000084531).

Project partners:

Association “Hope for us-2008”, Bulgaria

Association “Natural perspective”, North Macedonia

Evaluation of the measure

The evaluation of the project includes participant feedback surveys, participant Facebook posts, photos, promotional videos, observation and face-to-face participation, team performance evaluation surveys, reporting documents, and monitoring reports.

Link to monitoring report in Bulgarian

language: https://drive.google.com/drive/folders/1FoW2LjMpWe-c-btCxSg4tI3xqApg8ZII?usp=share_link

Evidence of effectiveness of the measure

- A total of 50 participants were trained in 2 “forward-looking” eco-centres, located in Bulgaria and North Macedonia. All the participants learned about green social entrepreneurship and developed their own business ideas and detailed business plans.
- As a result of these efforts to build bridges between formal and non- formal education, 300 students were reached from 8 different schools. A lecture was given on environmental protection and promoted green social entrepreneurship as a business solution to environmental and social problems.
- Green training model and training materials on social entrepreneurship were developed that can be used in long term by other non-formal education organisations
- The capacity of both partners increased through the development of their eco-hubs.
- New knowledge and skills acquired by trainers to deliver new courses and upgrade their eco-training to green social entrepreneurship training.

Success factors

Research shows that NEETs and other young people are willing to make their contribution to the well-being of the planet, but there are no educational structures that provide practical training, especially in areas such as social entrepreneurship and environmental protection,

where special training and conditions are required. The research also indicated that young individuals are discouraged from pursuing entrepreneurship due to several misconceptions. These include the beliefs that entrepreneurship necessitates substantial investment, it is prohibitively expensive, and entrepreneurs are solely profit-driven.

Through the developed and delivered training, young people were inspired to adopt a healthy lifestyle in harmony with nature. Moreover, the root causes of environmental and social problems were discussed and encouraged NEETs and other young people to develop their own business ideas based on their personal interests, talents and motivation. We then supported them to develop their ideas into green social enterprises and to create an actionable business plan.

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Related intervention approaches



Skills development

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