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# 102 – Induction to Pedagogy for NGO staff

## Module 3 – Ways to develop entrepreneurial ideas

### Part 1: What is an entrepreneurial idea?

Prepared by EPEK



NGEnvironment

Foster European Active Citizenship and Sustainability  
Through Ecological Thinking by NGO's

ERASMUS+ Programme – Strategic Partnership  
Agreement No.  
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# Agenda

## 1. What is entrepreneurial idea?

1.1 A definition

1.2 Ideation

## 2. What does an entrepreneurial idea needs to be successful?

2.1 Sources of creativity

2.2 Sources of innovation

2.3 Indicators of innovation and creativity

## 3. What is the mentality and skills to be a successful entrepreneur?

3.1 Entrecomp model

3.2 Entrepreneurial skills



# Learning Outcomes of Module 2

- ❖ Understand entrepreneurial competences
- ❖ Understand what is meant by creativity
- ❖ Understand what is meant by innovation in starting a new business
- ❖ Be able to review innovative activity in a new business
- ❖ Understand the mindset and skills required to be a successful entrepreneur



Source: Roman Synkevych,  
[https://unsplash.com/photos/B4Ngz\\_pdvz4](https://unsplash.com/photos/B4Ngz_pdvz4)



# Overview on Module 2: Ways to develop entrepreneurial ideas

Module/Unit	Learning Outcomes – The learner will:	Indicative Content
Ways to develop entrepreneurial ideas	<ul style="list-style-type: none"> <li>•Understand entrepreneurial competences</li> <li>•Understand what is meant by creativity</li> <li>•Understand what is meant by innovation in starting a new business</li> <li>•Be able to review innovative activity in a new business</li> <li>•Understand the mindset and skills required to be a successful entrepreneur</li> </ul>	<ul style="list-style-type: none"> <li>•Ideation</li> <li>•Sources of creativity</li> <li>•Sources of innovation</li> <li>•Indicators of innovation and creativity</li> <li>•<u>EntreComp</u> model</li> <li>•Entrepreneurial skills</li> </ul>



# 1.1 Entrepreneurial idea?- A definition

**“An [entrepreneurial idea] is a concept that can be used for financial gain that is usually centered on a product or service that can be offered for money. An idea is the base of the pyramid when it comes to the business as a whole”**

Source: [https://en.wikipedia.org/wiki/Business\\_idea](https://en.wikipedia.org/wiki/Business_idea)



Task

**Have a look at the following video.**

**After watching write down the most interesting entrepreneurial idea!**

**Share your ideas with the group.**



## 1.2 Ideation

Task

Video:

Ideas of entrepreneurial ideas.

[https://www.youtube.com/watch?v=ez09N1nH\\_OY](https://www.youtube.com/watch?v=ez09N1nH_OY)

Nuovo Entrepreneur - YouTube



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# Ideas from green entrepreneurial models!

## Manufacturing of Green Products



The demand of vegan, organic or herbal soaps, lotions, shampoos as well as other cosmetics whose has continued to grow.

Source: <https://bigfashiontrends.com/2019/07/25/handmade-soap/>





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# Ideas from green entrepreneurial models!

- Cultural routes



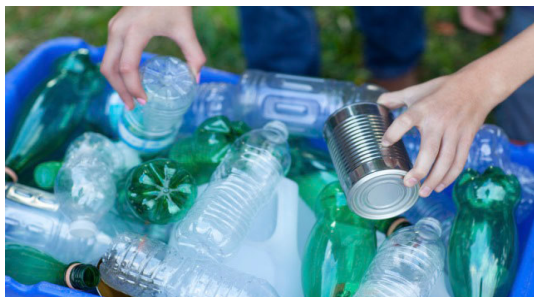
Source: <http://insedia.me/idea/>

Since 1998, the Cultural Foundation «Routes of the Olive Tree» has been implementing short and long **cultural itineraries** inspired by the Olive Tree **Civilisation**, from Greece towards the Euro-Mediterranean countries.

<https://olivetreeroute.gr/>

# Ideas from green entrepreneurial models!

## • Waste Management/Recycling Business



Source: <https://www.theexeterdaily.co.uk/news/local-news/teignbridge-launches-recycling-rewards>  
[http://megacenter-lesvos.blogspot.com/2018/03/blog-post\\_24.html](http://megacenter-lesvos.blogspot.com/2018/03/blog-post_24.html)

Recycling is a great step towards ensuring that toxic waste does not end up in the landfills. An electronics recycling business is a great area as old computers, mobile phones, fax machines as well as outdated television sets can be used to produce items that can be used elsewhere. You can also consider offering a pickup service for such electronics and deliver them to recyclers at a fee even though you may not offer actual recycling services.



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# Ideas from green entrepreneurial models!

- The search, identification, discovery, study, research, preservation, promotion and protection of ecological and environmental values and resources, natural and cultural heritage, quality of life and antiquities in each place and across the country.
- Organization **Clean-up Days** - Clean-up Events.



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# Entrepreneurial competence

The proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations, and in professional and personal development.

Source: <https://ec.europa.eu/esco/portal/document/el/0a89839c-098d-4e34-846c-54cbd5684d24>



# Entrepreneurial competence

- As mentioned above, transversal knowledge, skills and competences are relevant to a broad range of occupations and economic sectors. They are often referred to as core, basic or soft skills and are the cornerstone for the personal development of a person. Within the skills pillar, transversal skills and competences are organised in a hierarchical structure with the following five headings:
  - thinking
  - language
  - application of knowledge
  - social interaction
  - attitudes and values

Source: <https://ec.europa.eu/esco/portal/document/el/0a89839c-098d-4e34-846c-54cbd5684d24>



# Entrepreneurial competence

## ➤ Example:

Working as a "commercial pilot" requires the competence to combine knowledge about "geographic areas" and "air transport law" with skills relating to "read maps" and "execute flight plans".



# Entrepreneurial competence

## Skill:

- refers to the use of methods or instruments in a particular setting and in relation to defined tasks.

## Competence:

- is broader and refers to the ability of a person, facing new situations and unforeseen challenges, to use and apply knowledge and skills in an independent and self-directed way.

→ However, there is no distinction between skills and competences recorded in the ESCO skills pillar.

Source: <https://ec.europa.eu/esco/portal/document/el/0a89839c-098d-4e34-846c-54cbd5684d24>



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# Thank you very much for your attention!

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<http://ngenvironment.eduproject.eu/>



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