

## Business and Wellness from Green Economy Growth (NatureBizz)



Programme Priority: P4 Skilled and socially inclusive region

Programme Specific Objective: 4.2. More aligned vocational education and training (VET) programmes in the Central Baltic region

Sub-programme: Central Baltic

Duration: 01.03.2018 - 31.10.2020

Total funding: 399.933 EUR

ERDF funding: 311.251 EUR ERDF

Project Summary:

Because of an increasing demand for natural, healthy and ecological products, entrepreneurs are getting closer to the green movement and the. This green and circular growth offers new business opportunities, to micro entrepreneurs. Yet, there is a true mismatch between demand and supply. We have an abundance of natural resources in the Central Baltic area, but we do not know, yet, how to turn them into green businesses.

The aim of the project is to support the growth and competitiveness of green entrepreneurship by aligning and improving relevant skills. The project is targeted mainly to micro entrepreneurs that exploit local natural resources in their business activities when producing sustainable, small-scale products and services that contribute to human wellbeing. The project provides the means to modernise professional training and redirect skills helping to adapt to changing business environment.

As a result, an aligned, cross-sectoral and professional training programme about green entrepreneurship and business development will be designed and piloted. The emphasis of the programme is in how to develop local natural resources into sustainable business activities. First, needed skills are identified and aligned through research activities. They are translated into a new training programme whose courses, and study material are all included in an open access online platform. The programme is also piloted online and combined with different experience exchanging events and various communication activities (webinars, information and coaching days, publications)

## Map of Partners

## Partners

Lead Partner

### Satakunnan ammattikorkeakoulu

Country: FI

[www.samk.fi](http://www.samk.fi) [1]

**Partner budget:** 165.703 EUR

**Amount of ERDF funding:** 124.277 EUR ERDF

Project Partners

### Vidzemes Augstskola

Country: LV

[www.va.lv](http://www.va.lv) [2]

**Partner budget:** 63.523 EUR

**Amount of ERDF funding:** 53.995 EUR ERDF

### Tartu Ülikool, Pärnu Kolledz

Country: EE

[www.ut.ee](http://www.ut.ee) [3]

**Partner budget:** 49.485 EUR

**Amount of ERDF funding:** 42.062 EUR ERDF

### Södertörns högskola

Country: SE

[www.sh.se](http://www.sh.se) [4]

**Partner budget:** 121.222 EUR

**Amount of ERDF funding:** 90.917 EUR ERDF

Associated Partners

### Pohjois-Satakunnan Kehittämiskeskus Oy

Country: FI

## **ProAgria Länsi-Suomi ry**

Country: FI

## **Dabas aizsardzības pavalde**

Country: LV

## **MTU Pärnu Lahe Partnerluskogu**

Country: EE

## **Gotland Regional Matkultur**

Country: SE

## **Results**

### **Expected results**

### **Achieved results**

Project result in category - Aligned vocational education and training programme

## **NatureBizz designed and implemented a cross-sectoral professional training programme for green entrepreneurship and business development**

Project NatureBizz designed and implemented a cross-sectoral professional training programme for green entrepreneurship and business development. The training programme is targeted at established and future micro-entrepreneurs exploiting business opportunities and implementing business operations based on local natural resources.

The needed skills were identified by performing research activities in four countries. The identified skills were aligned and translated into professional training programme of green entrepreneurship and business development. The [NatureBizz Handbook](#) [5] that can be used both by learners and teachers, was designed.

The training programme consists of eight modules with the assignments. The modules form a solid basis for green micro-entrepreneurs to develop their business. Each module includes a practical tool to support business development. The modules are the following:

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

The new training programme was piloted in the four participating countries: Estonia, Finland, Latvia and Sweden during spring 2020. Training days exploring the content of the modules were organised for future and established green entrepreneurs to increase their business skills. In total, certificates were issued to 175 participants.

The results of the research which were done in all participating countries before developing the training programme, have also significant value. They gave valuable insights to green entrepreneurship and business and can be used as a basis in curriculum and course design. All the partners use research results and case examples in their courses as study material.

In addition, during the implementation of the project, new industry-academia relationships were established with micro entrepreneurs and their umbrella organisations and universities. By developing training programme for green entrepreneurship, project also supported sustainable development and enhanced the possibility of integrating sustainability values in entrepreneurship and business education.

Project website: [www.projectnaturebizz.eu](http://www.projectnaturebizz.eu) [6]

Project page in database

[Business and Wellness from Green Economy Growth](#) [7]

At a glance

- The needed skills were identified by performing research activities in four countries;
- The identified skills were aligned and translated into professional training programme of green entrepreneurship and business development;
- The [NatureBizz Handbook](#) [5] that can be used both by learners and teachers, was designed;
- Central Baltic area report: [Business from nature:skills needed in green entrepreneurship and business development](#) [8]

Files

 [Sweden country report](#) [9]

 [Finland country report](#) [10]

 [Latvia country report](#) [11]

 [Estonia country report](#) [12]

Tags

[New products and services](#) [13]

[education and training](#) [14]

[SME and entrepreneurship](#) [15]

## Project Visibility

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### **Other media visibility**

[Kuluttajatrendit lisäävät liiketoimintaosaamisen tarvetta \(Aitoja makuja, 2020\)](#) [19]

[Vihreä yrittäjyys kukoistaa liiketoimintaosaamista kasvattamalla \(AMK-lehti, 2020\)](#) [20]

[Luontoyrittäjien liiketoiminnan osaamistarpeet tunnistettu \(Aitoluonto, 2018\)](#) [21]

[Firmasid argitatakse nõgest jahvama \(Pärnu Postimees, 2018\)](#) [22]

[Vihreää yrittäjyyttä ja liiketoimintaa kehitetään Itämeri-yhteistyössä \(Verkkolehti Satanen, 2018\)](#) [23]

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### Links

[1] <http://www.samk.fi> [2] <http://www.va.lv> [3] <http://www.ut.ee> [4] <http://www.sh.se> [5] [https://www.projectnaturebizz.eu/wp-content/uploads/2020/06/2020\\_C\\_2\\_SAMK\\_Business\\_from\\_nature.pdf](https://www.projectnaturebizz.eu/wp-content/uploads/2020/06/2020_C_2_SAMK_Business_from_nature.pdf) [6] <https://www.projectnaturebizz.eu/> [7] <https://database.centralbaltic.eu/project/75> [8] [https://www.projectnaturebizz.eu/wp-content/uploads/2019/01/NatureBizz-Central-Baltic-area-report\\_final.pdf](https://www.projectnaturebizz.eu/wp-content/uploads/2019/01/NatureBizz-Central-Baltic-area-report_final.pdf) [9] [https://database.centralbaltic.eu/sites/default/files/NatureBizz-Country-report\\_Sweden\\_November-2018\\_final\\_0.pdf](https://database.centralbaltic.eu/sites/default/files/NatureBizz-Country-report_Sweden_November-2018_final_0.pdf) [10] [https://database.centralbaltic.eu/sites/default/files/NatureBizz-report-FI\\_final\\_0.pdf](https://database.centralbaltic.eu/sites/default/files/NatureBizz-report-FI_final_0.pdf) [11] [https://database.centralbaltic.eu/sites/default/files/NatureBizz-report-LATVIA\\_2018\\_0.pdf](https://database.centralbaltic.eu/sites/default/files/NatureBizz-report-LATVIA_2018_0.pdf) [12] [https://database.centralbaltic.eu/sites/default/files/NatureBizz-reports-Estonia\\_2018\\_0.pdf](https://database.centralbaltic.eu/sites/default/files/NatureBizz-reports-Estonia_2018_0.pdf) [13] <https://database.centralbaltic.eu/tags/new-products-and-services> [14] <https://database.centralbaltic.eu/tags/education-and-training> [15] <https://database.centralbaltic.eu/tags/sme-and-entrepreneurship> [16] <http://www.projectnaturebizz.eu/> [17] <https://www.facebook.com/CBNatureBizz/> [18] <https://twitter.com/naturebizz> [19] <https://aitojamakujaletti.fi/kuluttajatrendit-lisaavat-liiketoimintaosaamisen-tarvetta/> [20] <https://uasjournal.fi/tag/liiketoiminta/> [21] <https://www.aitoluonto.fi/ajankohtaista/Luontoyrittajien-liiketoiminnan-osaamistarpeet-tunnistettu-461.html> [22] <https://parnu.postimees.ee/4499879/firmasid-argitatakse-nogest-jahvama> [23] <http://satanen.satakuntaliitto.fi/satanen.aspx>