

LLP TOI Leonardo da Vinci Program –European Commission
INVESTinGREEN Jobs and Skills project
CUP: G93D13000700006

Fine tuning of the INVESTINGREEN model
Review document of the INVESTinGREEN Guidelines

The following document aims to summarize the process of testing and adaptation of the INVESTINGREEN model, described in the guidelines and the related annexes, at territorial level during the pilot phase.

In particular, we are going to see the main differences between the original annexes of the model and their local adaptation. These annexes are:

1. Annex A_Self_Evaluation for entrepreneurs_1
2. Annex B_Self_Evaluation for entrepreneurs_2
3. Annex C_Self_Evaluation for entrepreneurs_3
4. Annex D – profile of the entrepreneur
5. Annex E – Business Plan
6. Annex F – Feasibility form

These annexes are the practical instrument that allowed to implement the activities of training in order to give to the trainers and the final beneficiaries (green potential entrepreneurs) the tools for preparing a good business plan to support their innovative green ideas and have more possibilities to see their business ideas financed by credit institutes.

The INVESTINGREEN Model, created in the first phase of the project, from the adaptation of the Regional Honour Loan (Marche Region), has been tested in 4 Territories of Europe: Perugia (IT), Milano (IT), Murcia (ES) and Galati (RO).

Each territory had to consider its local context once the partners start to arrange the Pilot Action.

Perugia, with Partner n.2 (ITER Innovazione Terziario) was the only partner that did not made any modification to the original annexes, since they suits perfectly their territorial situation. As well as the needs of the VET and tutoring system.

Murcia, represented by Partner n 3 (Municipality of Murcia), give an important contribution in the “second phase” of the adaptation of the model, namely the Pilot. Before organizing the training sessions, a revision work has been done for preparing the public call , in which it was explained that “As a preliminary phase to the reception (recruitment) of enterprising initiatives, work has been done to generate new tools that will allow new entrepreneurs to benefit from a more favourable economic and social atmosphere. Thus, studies have been conducted on the characteristics of the sector, the entrepreneurs' backgrounds and also the existing financial instruments. New financing agreements have been reached with

banks”.

The annex “profile of the Green Entrepreneur” was partially merged with information on the type of training needed, the planning sought with the tutor, and other practical request of information.

Also the annex “Opinion of Feasibility” was completely readapted to have a quick instrument for the assessment of the business idea and its possible success.

For the business plan and the monitoring, two excel file have been created and used. This format allowed a more efficient collection of the results, that made it easier to process the data at a later stage.

Milano territory was represented by Partner n 4, namely the Scuola Superiore del Commercio, del Turismo, dei Servizi e delle Professioni. The school made a big effort, organizing an extended campaign targeted to the professionals of the sector, Chamber of Commerce and professionals of the credit institute on one hand, and making agreements with the University of the city on the other hand for the second part of the training, detecting the most promising students and creating 4 innovative green business ideas. This could be possible thanks to the work of adaptation of the INVESTINGREEN guidelines annexes.

The Partner n.4 updated the annex “Feasibility form”, enriching it with detailed indicators. It was therefore possible to deeply analyze the ideas presented, scored them and find the most interesting and adapt ones.

Finally, it was created an annex ad hoc to create the business plan. This facilitate the trainees, in this case mainly coming from the academic world, in the phase of structuring a concrete business plan, being guided in every step. In this case the need was primarily related to the experience of the participants: while in Murcia the call for INVESTINGREEN courses mainly interested farmers and agricultural professionals, in order to recover partially their activity, currently with very low economic value, and converting it in an activity related to the green economy, the Milano situation was more oriented on the students of matters related to innovation and green sectors, to help their ideas becoming concrete possibilities for working. The approach chosen has been based on the involvement of the University’ students as aspiring green entrepreneurs had really successful between stakeholders and SSCTSP decide to give a little bonus (500€ out of the budget project) to award the best business plan. Finally, the University would like to reply for the next year this experimentation because it has been a good opportunity to employment for their students.

The approach of Partner n. 7 in **Galati** (Satean Foundation) was mainly a mix between the two.

From one side, the institutional word were involved from the beginning, activating their network of Category Associations, Credit Institutions and Professional Training, form the other hand, there was a deep involvement of the University, with the participation of students to the training sessions.

A participation form was created for complying with the formal commitments, to respect the degree of beaurocracy in the country. Then the “Business Idea” annex was enriched with a brand new part on the motivations for starting a new business, the possible external and internal influences for the success of the initiative, and a part dedicated to the previous experiences and skilled acquired.

This exercise shows that the INVESTINGREEN Model and its annexes should be considered a good framework for the territories interested in getting out from the crisis and give new hopes to the people living and working in that context. But an effort should be done by each different local context to take this model and adapt it to their needs and exigencies, in order to reach a satisfactory result.