

HENGE – Heritage and Natural resources for Green Entrepreneurship

Curriculum Framework

A number of subject areas were addressed through the Grundtvig Partnership Project 'Panorama' with the intention to provide a guide which people living in rural areas could utilise to carry out an 'Evaluation of Heritage and Natural Resources' in their local area and help to inform on potential opportunities for establishing new business enterprises. The target group for HENGE is those living in rural areas who have little or no formal education and are at risk of marginalisation arising from socio-economic disadvantage. With this profile in mind, the curriculum framework will be set at EQF level 2/3 to ensure its accessibility to all.

The Panorama project explored three broad subject areas and these will form the basis of the curriculum framework (i) Evaluation of resources, (ii) Conservation and Management of Resources, (iii) Business Matters. Outline content under each of these subject areas is indicated below.

1. Evaluation of Resources

- Self-assessment – Is rural enterprise for you? / Are you right for rural enterprise?
 - Self reflection
 - SWOT
 - BACK
 - Learning Skills

- Evaluating assets
 - Land you have to work with
 - Assets of this property
 - Geographical
 - Buildings
 - Infrastructure
 - Support
 - Social
 - Amenity
 - Transport
 - Heritage
 - Built – Buildings and boundaries
 - Natural – Species and habitats, geodiversity, water
 - Cultural – Local traditions, community links
 - People
 - Skills in your community
 - Networks and partnerships

- Community Assessment
 - Community Character
 - Culture and Events / Cultural Heritage
 - Greenspaces
 - Built Places
 - Infrastrucutre

- Resource Assessment
 - Built Heritage
 - Cultural Heritage
 - Natural Heritage
 - Infrastructure
- Establishing Aims and Objectives
- Sustainability – Sustainable Development and Your Business/Enterprise

2. Resource Management and Conservation

- Interpretation
- Nature Conservation
 - Habitats and Species
 - Landscapes and geodiversity
 - Practical Approaches
 - Legislation
 - Funding
- Building Conservation
 - Physical maintenance / Conservation
 - Understanding local importance
 - Legislation
 - Funding
- Conserving/Maintaining Culture
- Conserving Natural Resources

3. Environmental Best Practice for Business (Green Skills?)

(Business and resources)

- Resource requirements for potential business
- Understanding resource use in potential business
- Planning for efficient use of resources
 - Countryside Resources
 - Water
 - Waste
 - Wood
 - Soil
 - Plants
 - Animals
 - Business Resources
 - Energy
 - Paper
 - Machinery/Tools/Equipment
 - Transport
 - Procurement
- Environmental best practice and sustainability (interdependence)
 - Social
 - Economic
 - Environmental

4. Business Matters

- Market Research

- Planning your business
 - Business Plan
 - Management of your business
 - Finance
 - Risks

- Marketing
 - Marketing Strategy
 - Marketing Plan
 - Promotion and Innovation

- Legal and Liability considerations
 - Setting up a business
 - Natural World
 - Pollution
 - Built Environment
 - People

- Managing Risk and Liability
 - Insurance
 - Risk Assessment