

1. AT SCHOOL OF ECOLOGICAL EDUCATION



Get your help!

Every year we record the loss of a staggering amount of trees, the majority of which are illegally harvested by lumber companies on preserved land. Increasingly, these regions are losing their people, too, as a lack of work and educational opportunities sends young people elsewhere.

The rural inhabitants of these at-risk forests often live on less than \$1.25 a day and have no claims or rights to the ancestral lands they call home. Economic desperation drives many of these communities to clear forests for subsistence agriculture, cut down trees for firewood, and sell illegally-harvested timber at prices far below market value.

You are an environmental defender and a social entrepreneur. All your business is about sustainability and helping people in need. Looking at what is happening around you, what solution would you offer?

SUSTAINABILITY

1. THE POSSIBLE SOLUTION



A nonprofit organization focused on ecological education and job skills was founded. They opened a School, where they became even more familiar with the challenges that accompany widespread forest destruction.

To address these issues, they set up a shop in an abandoned building and began educating 15 local children. Over the past 20 years, the school has grown to 400 students, 40 full-time employees, and onsite carpentry and gardening workshops. Later on the entrepreneurs took on a new challenge: leveraging a grant for their carpentry school into a social enterprise that could create jobs for the community and counter the effects of deforestation.

At first, they used what they had—stockpiles of local hardwoods, onsite carpenters with over 10 years of experience, and relationships with local designers—to make and sell bathroom boxes to nearby hotels.

SUSTAINABILITY

2. ECO DESIGNING FOR REUSABLE PACKAGING



Get your help!

In 2019, the European Parliament banned single-use plastics, including Styrofoam used in food boxes and cups. European Commission data reveals that over 80% of marine waste is plastic, and items covered by European law contribute to 70% of it. Eliminating disposable Styrofoam is crucial due to its significant role in spreading microplastics, posing health risks to organs. The extended decomposition of Styrofoam, its petrochemical-derived raw material (styrene), and the dangers of burning it highlight environmental and health concerns. Thermal recycling, while an option, poses potential air pollution risks even in controlled conditions.

You are an entrepreneur from the environmental sector. As such, you would like to use your knowledge and your infrastructure to create some alternatives to single-use plastic items (food boxes and cups made of polystyrene).

SUSTAINABILITY

2. THE POSSIBLE SOLUTION



A biotech company has launched the Eco project to remove styrofoam from single use utensils. The project was awarded as an innovative project that uses agricultural and industrial waste and special mushroom culture to produce biodegradable material, biosporin, as a substitute for styrofoam. The company is having high revenues and its number of clients at micro and macro levels are highly increasing. This company made a social impact on ecology and environmental protection through waste management and responsible production, promoting circular and green economy practices. Their biosporin material has won the Best Technological Innovation Award.

SUSTAINABILITY

3.

EMPOWERING AGRICULTURE FOR SUSTAINABLE PROSPERITY



Get your help!

In numerous regions, the challenge of poverty persists, impacting millions of individuals. This issue extends beyond mere financial constraints, manifesting as a barrier to educational opportunities, decent employment, and essential services. Poverty becomes a cyclical challenge, intricately linked to various aspects, hindering the overall well-being and sustainable progress of communities. Small farmers often struggle with access to resources, education, and fair markets, perpetuating the cycle of poverty in rural areas.

You are an entrepreneur in the agricultural sector. Your primary concern revolves around the limitations faced by small-scale farmers and the imperative need for sustainable agricultural practices. What action would you take to propose an appropriate solution to help solve this issue? Which solution would you propose?

SUSTAINABILITY

3.

THE POSSIBLE SOLUTION



A cooperative created a targeted program aimed at empowering small-scale farmers in rural communities, it focuses on providing essential resources, education, and promoting sustainable agricultural practices to enhance economic resilience and foster community development. This multifaceted approach begins with tailored training programs, equipping farmers with modern and sustainable techniques. The cooperative model ensures that farmers have collective strength, allowing them to pool resources and negotiate fair prices in the market. Strategic partnerships with educational institutions and government agencies further support the initiative, integrating cutting-edge technologies and innovations. By emphasizing sustainable practices, the initiative not only aims to improve economic outcomes but also prioritizes the long-term health of both the community and the environment.

SUSTAINABILITY

4. EMPOWERING HOMELESS PEOPLE



Get your help!

Facing the threat of homelessness and serious employment challenges in our communities, marginalized groups face complex issues that deepen their struggle for survival and integration. Based on economic insecurity, these individuals lack stable employment opportunities, making them vulnerable to displacement, thus preventing their ability to experience permanent housing. Their lack of education and health care compound their hardships and problems, leading to a vicious cycle of unemployment and homelessness. Structural discrimination further marginalized some groups and increased structural barriers to their access and opportunities.

You are an entrepreneur in the publishing and journalism sectors, you are sensitive on the topic presented. What would you propose to address the issues of marginalization and increasing of homelessness in your community?

SUSTAINABILITY

4.

THE POSSIBLE SOLUTION



In 2010, a coalition of civil society organizations and individuals created a magazine that is distributed directly by the marginalized people. The magazine is distributed through a vendor network, with 50% of every issue sold going directly to the vendor. The social enterprise also offers trainings on soft skills and technical skills.

This self-employment and daily psychosocial support help marginalized individuals generate income, gain self-confidence, and develop skills, ultimately moving towards independence. The magazine has grown into a branched media platform, educating and motivating citizens for activism and promoting democratic principles and values in civil society. With over a hundred permanent sellers, the magazine has provided work, income, psychosocial, and economic support for over 350 individuals.

SUSTAINABILITY

5. EMPOWERING WOMEN FROM SOCIALLY DISADVANTAGED GROUPS



Get your help!

In many communities, women and girls belonging to socially disadvantaged groups are often subjected to multiple discrimination and gender-based violence. They face practical problems like inadequate infrastructure, limited access to education or childcare, social protection and health services. Many struggle to find and keep employment not only because of the general unfavorable economic cycle, but also due to lack of education and skills.

You are an entrepreneur, and you are oriented to act for giving answers to the needs of the community where you live. Which actions would you take in order to propose an adequate solution to contribute to solve the presented issues?

SUSTAINABILITY

5. THE POSSIBLE SOLUTION



A social enterprise opened a dry cleaning and laundry service that employs women from socially disadvantaged groups, with the aim of returning them to social flows and decent life. They offer them trainings aimed at work engagement, restoring self-confidence and helping them to regaining dignity and economic stability. The clients of the service are business entities and a large number of citizens. Free laundry and ironing services are provided to the most vulnerable categories of society. The company also provides social protection services.

SUSTAINABILITY

6. EMPOWERING YOUNG PEOPLE FROM POOR URBAN AREAS



Get your help!

Young people from poor urban areas, who are far from employment and training, are subject to restrictions linked to their mobility and therefore could enter into a situation of exclusion and marginalization. Often, they can't afford a driver's license, buying a car, they do not have space for a bike, they have limited city awareness and lack information about key places for meetings, work and training. Staying in the same neighbourhood, getting by on a few services, produces a lack of mobility that makes it harder for them than for the general population to find gainful employment.

You are an entrepreneur in the social sector, with specific skills in catering. You intend to take action to meet the needs of the community where you work. What actions would you take to propose an appropriate solution to help solve these problems? What solution would you propose?

SUSTAINABILITY

6. THE POSSIBLE SOLUTION



A social enterprise created a social catering service. Profits are redistributed between the chef's and the participants who have helped to prepare the catering. The catering service is offered exclusively to cultural, artistic and municipal associations. A dozen or so, catering events are held throughout the year. The chef takes the basic equipment with him, and the venues are equally equipped (municipal halls, auditoriums, cultural centers and associations). The program allows participants to discover their own city discovering places and cultural events they hadn't imagined and develop skills in cooking, service and social relations. Many of the participants have gone on to pursue careers in the cultural and social spheres. They have also been able to experience mobility in Europe and develop many other skills.

The driver's license has also made it possible to find work, to multiply the chances of a decent job offer, and for some to go back to study.

SUSTAINABILITY

7. FOOD & INCLUSION



Nowadays it is difficult to offer a job to people with autism.

Those who would like to work are always discouraged to find offers and in society this is a serious problem because it accentuates inequalities in the population.

It is not easy for people with autism to enter a job because they need the right time to get used to the changes affecting them, but with the right support they can prove they are good workers as other citizens.

You are an entrepreneur in the field of food service with experience in managing restaurants. You have a good team. You know associations that work with autistic people. What action would you take to propose an appropriate solution to help solve this issue? Which solution would you propose?

SUSTAINABILITY

7.

THE POSSIBLE SOLUTION



You find a space where you can open a restaurant. You and your team get engaged in a training for working with people affected by autism. You open a pizza-restaurant where the majority of employees are autistic. You create training courses for them, to know each other, work together and learn how to prepare pizza and serve it to people.

This offers a stable job for the people with autism, facilitating their gradual inclusion in the world of work. It also makes them feel stimulated to live in a society that accepts everyone without any kind of discrimination.

SUSTAINABILITY

8.

FROM INSECURITY TO PROFESSIONAL CARRIER



Get your help!

The statistics show that the number of women that are victims of violence increases daily. It also shows how difficult it is for them to find psychological support and to rebuild their lives. In a lot of cases, if they were victims of domestic violence, they would still keep living with their abusers because they are not financially independent. And in most cases, it is difficult for them to financially support a psychological journey that is constant and helpful to heal and deal with the trauma.

You are an entrepreneur in the textile field and your friend is a clinic psychologist specialised in violence victims. You are the owner of an atelier.

Which actions would you take in order to propose an adequate solution to contribute to solve these issues?

Which solution would you propose?

SUSTAINABILITY

8.

THE POSSIBLE SOLUTION



You and your friend open a home-laboratory that welcomes women who are vulnerable because they have suffered physical, psychological violence. You offer these women a path of psychological support and listening and, at the same time, tailoring training courses, for free.

They have the opportunity to learn an ancient but still very popular craft: tailoring, which holds together care and high quality standards. Each piece is made of sustainable and innovative raw materials or recycled fabrics.

In this way they acquire skills, rebuild their self-esteem, and work to gain that financial autonomy that is the necessary condition for emancipation from their abuser.

SUSTAINABILITY

9.

GIVE THE BILLBOARDS A SECOND LIFE



Get your help!

Billboards, posters, and leaflets used in campaigns end up in illegal landfills, where it takes over 1500 years for the material they are made of (PVC foil) to decompose. Landfills often have fires that are difficult to put out; they burn for days or weeks and release a wide range of toxic particles into the air. Heavy rains during rainy seasons cause many additional problems. Due to the large rise in the water level of the rivers, the water collects a huge amount of PVC materials that are located along the riverbeds. Recycling of this type of waste is possible only in certain countries, at very high prices. On the other hand, women over the age of 45 are affected by the transition, and for this reason, they have difficulties finding employment opportunities and inclusion in society.

You are an environmental engineer, who lost her job and is thinking of starting her own business as an entrepreneur. All your business ideas are oriented toward acting to give answers to the needs of the community where you live.

SUSTAINABILITY

9.

THE POSSIBLE SOLUTION



A sustainable eco-social business was started by two women who turned recycled PVC from advertising billboards into eco-friendly accessories, wallets, and backpacks. The focus of production is the recycling of PVC foil for billboards, which takes up to 1,500 years to decompose in nature, and the company's mission is to promote socially responsible business through specific waste management and finding its new purpose. The team handcrafts eco-friendly, unique bags, folders, cases, and wallets, making sure that behind each product there is its own story.

At the same time, it employs women over 45 years old who are affected by the transition, which is the reason for difficulties in finding job opportunities and inclusion in society.

SUSTAINABILITY

10. JOURNALISM FOR EMPOWERMENT



Get your help!

Women in detention are subjected to limitations of personal freedom and therefore live in a condition of unease and marginality. The biggest difficulty is being able to open up to the world. Their future after the detention is also not clear, reentering the community after prison can be fraught with many complex challenges. Especially because of societal barriers, once ex-offenders are released, it is more difficult for them compared to the general population to find gainful employment, secure a consistent source of housing, and generally to become productive members of society.

You are an entrepreneur in the information and journalism sector. You have skills in graphics and layout. You are oriented to act for giving answers to the needs of the community where you live. Which actions would you take in order propose an adequate solution to contribute to solve the presented issues?

SUSTAINABILITY

10. THE POSSIBLE SOLUTION



In a penitentiary center, a group of long-term prisoners created, with the help of graphic designers and independent journalists, a women's magazine. The company is not a simple prison newspaper cobbled together with the means at hand, it is a real quarterly magazine with a meaningful number of pages (52) and that produces 600 copies.

It is also an innovative artistic and cultural project, which allows editors to develop their capacities for literary and graphic expression. They develop teamwork skills working together with a common objective. It is a rewarding experience both from the economic and motivational point of view.

SUSTAINABILITY

11. SECOND CHANCE



Get your help!

Women, Men and Minors in detention are subjected to limitations of personal freedom and therefore live in a condition of unease and marginality. Their future after the detention is also not clear, reentering the community after prison can face a host of complex challenges. Once ex-offenders are released, it is more difficult for them compared to the general population to find gainful employment, secure a consistent source of housing, and generally to become productive members of society. This is a problem for all communities.

You are an entrepreneur of the textile sector. At the moment the issues that disturbs you are marginalization of inmates and environmental sustainability. Which actions would you take to propose an adequate solution to contribute to solve these issues? Which solution would you propose?

SUSTAINABILITY

11. THE POSSIBLE SOLUTION



The solution adopted by the social enterprise “Officina Creativa” was to create a social brand called “Made in Carcere”. The idea of inventing a brand of tailor-made products made in prison stems from the desire to build dignity, awareness and to give women in prison a second chance, creating strategies for social inclusion through work.

Inmates have the opportunity to acquire technical and professional skills, so to be hired, receive a regular salary and, build awareness and regain a sense of dignity.

By training and remunerating the work of prisoners, “Officina Creativa” has built, demonstrate and validate a new model of “circular social economy”, that it is capable of self-sustaining itself in a regime of free competition, also supporting the environment through the recovery of inventories, fabric samples and textile material donated by companies, which becomes the raw material that would otherwise be destined to textile landfills and incinerators.

SUSTAINABILITY

12. SUSTAINABLE DELIVERY SERVICES



Get your help!

The delivery services are very popular nowadays. Even if they give jobs to people all around the world it remains difficult to find a delivery that guarantees health and safety for the employer and sustainability for the environment around us. However they exploit people in need of money, giving them an underpaid job.

This problem has multiple consequences: employers are not protected properly, even when they are using cars, bicycles, motorcycles, kick scooters. Those are also the cause of pollution and road accidents.

You are an entrepreneur, you work with a team of professionals in different fields (work contracts and conditions, sociologist, product designer, environmental expert). Which solution would you propose to solve the described problem?

SUSTAINABILITY

12. THE POSSIBLE SOLUTION



Create a sustainable delivery by ensuring decent work standards for the employees, creating a respectful and inclusive working environment with establishing a salary measured by the work done by the employee and number of hours worked. Reconsider the transport means promoting the reduction of environmental costs from gas emissions, contributing to the reduction of noise impact. Through this sustainable delivery activity, the company helps to reduce road traffic, promoting better livability of public space.

SUSTAINABILITY

13.

TRAINING FOR SOCIAL ENTREPRISES



Get your help!

Adults in rural areas encounter difficulties in acquiring training in the world of entrepreneurship. More specifically, in social and solidarity-based entrepreneurship: training opportunities are located in urban centers several kilometers away, with limitations in terms of access. The countryside's exodus is increasing. Unemployment rates in the countryside and intermediate towns are exploding, and poverty is on the rise. Yet there are plenty of opportunities to take over entrepreneurial activities! But the lack of training is stopping adults from getting involved and taking action.

You are an adult education entrepreneur. You have a good knowledge of how to set up adult training on social economy. You intend to take action to meet the needs of the community in which you work. What actions would you take to propose an appropriate solution to help solve these problems? What solution would you propose?

SUSTAINABILITY

13. THE POSSIBLE SOLUTION



It was created an adult training center in a town, located in a rural area. Its objective is to encourage the creation and development of activities contributing to sustainable development, ecologically sustainable and part of social, solidarity, local and equitable economy approaches.

The course is open to anyone in the region with a business idea in the field of social economy. Each year, 40 people follow the 6 original modules offered by this training.

Adults in training will improve their skills, discover their territory differently and ask themselves questions about ethics in business, and the social enterprise is making profit.

At the end of the training course, more than 90 percent of adults find work in the sector of their entrepreneurial ideas or open a social and solidarity business.

SUSTAINABILITY