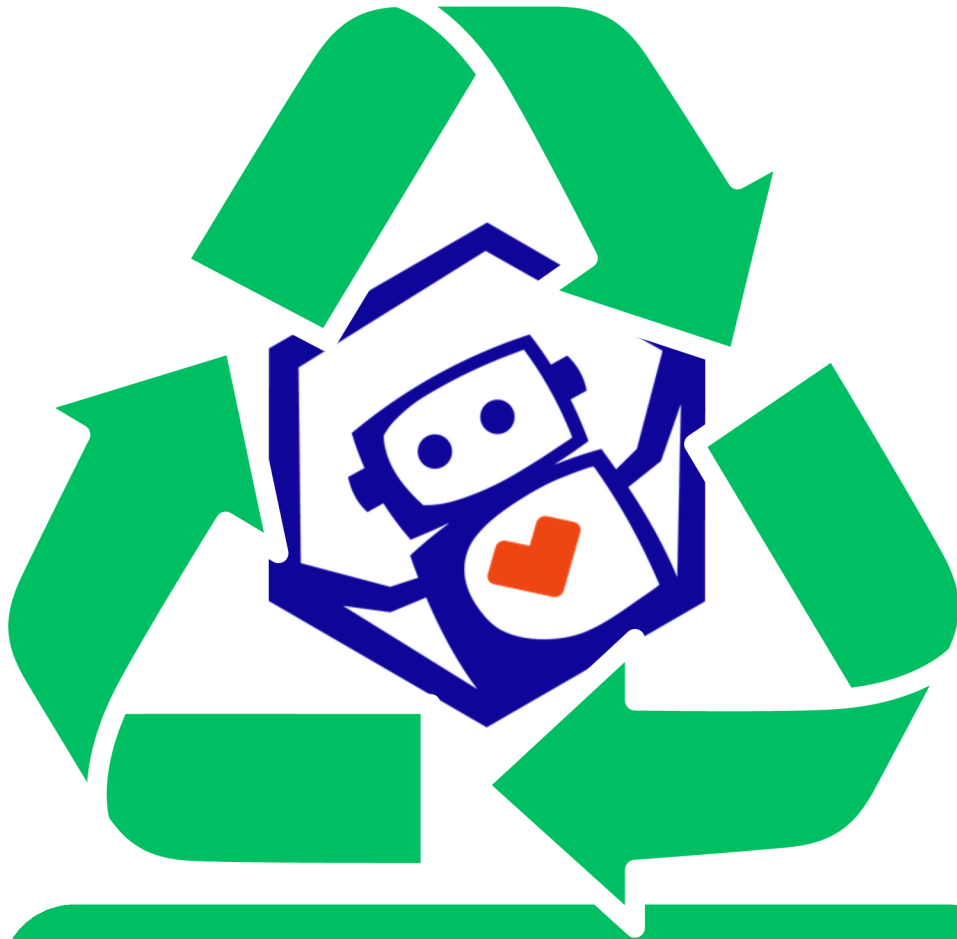


EU **FOR** **ALL**

Using Sustainable Entrepreneurship to Repurpose Europe's Heritage for All





**STEP BY STEP
GUIDE ON HOW
TO CREATE
SUSTAINABLE
BUSINESS**



The resources of the EU FOR ALL project, including the materials kit, 3D models, and educational proposals, are undergoing continuous improvement. We are constantly working to incorporate new ideas, adjustments, and contributions from the participating teams. Therefore, both the documents and files may be reviewed and updated over time.

www.euforall3dproject.com

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PARTNERS:



1. Warm-up Phase – Towards a Sustainable World

- Introduction to the 17 Sustainable Development Goals (SDGs)
- Plastic waste in our environment
- Categorising SDGs according to sustainability pillars
- Creating a short video about chosen key sustainability issues

2. Research Phase – Exploring Sustainable Businesses

- What makes a business sustainable?
- Introduction to circular economy thinking
- Analysing real sustainable and circular businesses
- Company mission, values and social impact
- Target groups and value creation
- Connections between businesses and SDGs
- EU support programmes for young and green entrepreneurs

3. Creative Phase – Product Ideation

- Introduction to innovation with recycled materials
- Generating product ideas from recycled PET bottles using 3D printing
- Defining problems and needs addressed by each product
- Linking product ideas to selected SDGs
- Exploring market needs and user perspectives
- Market research on product ideas
- Analysing competitors and existing solutions
- Identifying unique value and innovation
- Evaluating sustainability aspects
- Selecting the most promising product idea

4. Design Phase – Let's Start a Company

- Defining the product and its sustainability value
- Creating a company vision
- Choosing a company name and slogan
- Understanding what makes a business sustainable
- Developing a basic business plan
- Exploring funding options and start-up resources
- Choosing the legal form of the business
- Official steps of starting a company (infographic)
- Defining work roles and required skills
- Marketing strategy and target groups
- Designing company image, logo and colours
-



5. AI Integration Phase

- Using AI to support product and company development
- Creating brochures and information materials with AI
- Writing website and flyer content with AI
- Generating visual mockups of the product and its impact
- Improving usability and further development ideas

6. Presentation Phase – Pitch

- Structure of a pitch
- Presenting the product and prototype

7. Evaluation & Reflection

- Peer assessment
- Self-assessment
- Final project reflection



📌 Sustainability goals - 17 Goals to Transform Our World



SDG - Sustainable Development Goals - a development area defined by the United Nations. "The Sustainable Development Goals are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet."

SUSTAINABLE DEVELOPMENT GOALS



🔍 Explore the SDGs!



For more info about the SDGs, follow the QR code!



1 Warm-up! Towards a Sustainable World

🔍 Let's categorize the SDGs!



Sustainability is not only about protecting the natural environment – it is equally important to develop society and the economy in a responsible and conscious manner that does not compromise our future. The three pillars of sustainable development are therefore environmental, social and economic.

Group the SDGs according to the three pillars. Write the SDG number in the appropriate column and give an example from your environment!

Environmental	Social	Economic
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>



1

Warm-up! Towards a Sustainable World

Q Collect the sustainability issues that are most important to you! 

Choose the sustainability goals that are most important to you! Discuss your opinions and choose the 3 most important ones together!
List them here!

Make a short, few seconds long video in which you

- present the three sustainability goals you have chosen
- explain why you chose these three
- show how problems related to these goals appear in your environment

Copy here the URL of your video!



Research Phase: Exploring Sustainable Businesses

🎯 What makes a business sustainable?

It is environmentally friendly in terms of raw materials, production and transportation (recycled raw materials, local suppliers, environmentally friendly production processes, waste minimization, environmentally friendly transportation means). It strives for digital solutions in office and administrative work, and minimizes the use of paper. When employing labor, it strives for a balanced application in terms of gender, age and health status.

It keeps social sustainability in mind and looks for opportunities to support good causes.

🎯 What circular economy means?

The circular economy is a way of thinking where things are not used once and then thrown away, but instead circulate like a cycle.

This means that when we no longer use an object, we don't throw it away, but repair it, reuse it, or make new materials from it—for example, a 3D-printed object made from a PET bottle. This way, less waste is generated, and we better preserve the Earth's resources.



🔍 Let's learn from real companies!

The following URLs present sustainable or circular economy businesses. Choose two of them and analyse them according to the given criteria.

<https://www.plasticpreneur.com/stories>

<https://thepostfiber.com>

<https://www.unicef.org/eca/stories/rainergy-story-determination-success-and-sustainable-energy>

<https://tourmix.delivery>



2

Research Phase: Exploring Sustainable Businesses

What is the name of the company?
What does it express? How does it refer to its activity?



Copy here the company logo!
What does it express? How does it refer to its activity?



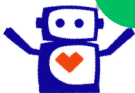
How do the company name and logo express the company's goals?



Mission of the company



What problem does the company address?



Which SDG(s) does it relate to and how?



Who are the target users of this solution?



What value does it generate, what impact does it have?



2

Research Phase: Exploring Sustainable Businesses

What is the name of the company?
What does it express? How does it refer to its activity?



Copy here the company logo!
What does it express? How does it refer to its activity?



How do the company name and logo express the company's goals?



Mission of the company



What problem does the company address?



Which SDG(s) does it relate to and how?



Who are the target users of this solution?



What value does it generate, what impact does it have?



2

Research Phase: Exploring Sustainable Businesses

🎯 How Europe helps young people build a greener future

The EU supports young people who want to make the world greener and fairer — whether you want to start a business, protect nature, or bring new ideas to your community.

Explore the options below! Which support could you use for your business? Shoot a promo video about the selected support program!



The European Green Deal

The EU's big plan to make Europe the first climate-neutral continent by 2050 — supporting projects on clean energy, recycling and waste reduction, nature protection and cleaner transport

[More information: European Green Deal – EU Official Website](#)

Erasmus for Young Entrepreneurs

This program helps young people who want to start their own business. It offers

If you have a business idea, you can visit another European country and work with an experienced entrepreneur there for a few months, learning how real companies work and get ideas for your own future business.

[More information: Erasmus for Young Entrepreneurs](#)



The Start-Up Village Initiative

This program supports young entrepreneurs in rural areas – small towns and villages – to build green and innovative businesses in areas like sustainable farming, green tourism, digital services, renewable energy. Thus young people don't have to move away to start something new.

[More information: EU Start-Up Village Initiative](#)



Creative Phase: Let's Find out a New Product!



What Can We Innovate With Our Recycled Filament?



Come up with 3 product ideas that can be made from recycled PET bottles using 3D printing!

List your ideas below! Also write what problem, need your product solves!

Explain which of the SDGs selected in the Warm-up phase it relates to and how!



Is it worth entering the market with it?



Let's explore this question carefully! Which product is worth starting to produce? Do some market research!

Assess it.

- What solutions others offer to the problems you have identified,
- What makes your product unique, novel or beneficial?

Also look for an answer to the question:

- who the potential buyers of your products might be,
- why would they buy the product, and
- how much would it be worth to them.

Also take sustainability aspects into account!

Work in pairs! Each pair should conduct market research on one product. Use the tables on the next page!



Decision



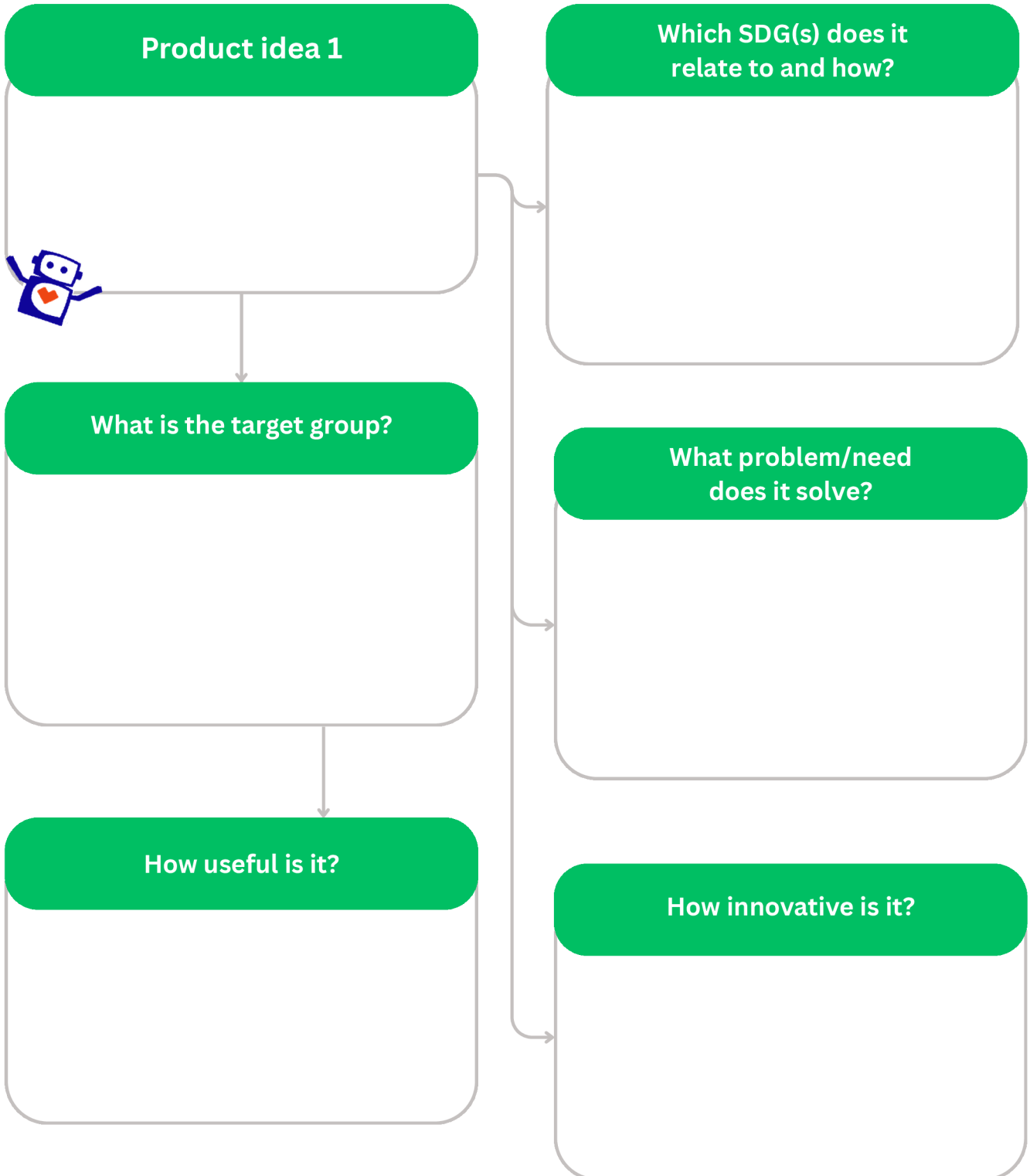
Based on the results of the market research below, choose the one from the 3 product ideas that you can expect the best results from producing!



3 Creative Phase: Let's Find out a New Product! - Product 1



What Can We Innovate With Our Recycled Filament?



3 Creative Phase: Let's Find out a New Product! - Product 1

🔍 Competitors

Competitor name	What solution does it offer?	What makes your solution different?

🔍 Target group

Target group	Why should one buy the product?

🔍 Sustainability contribution

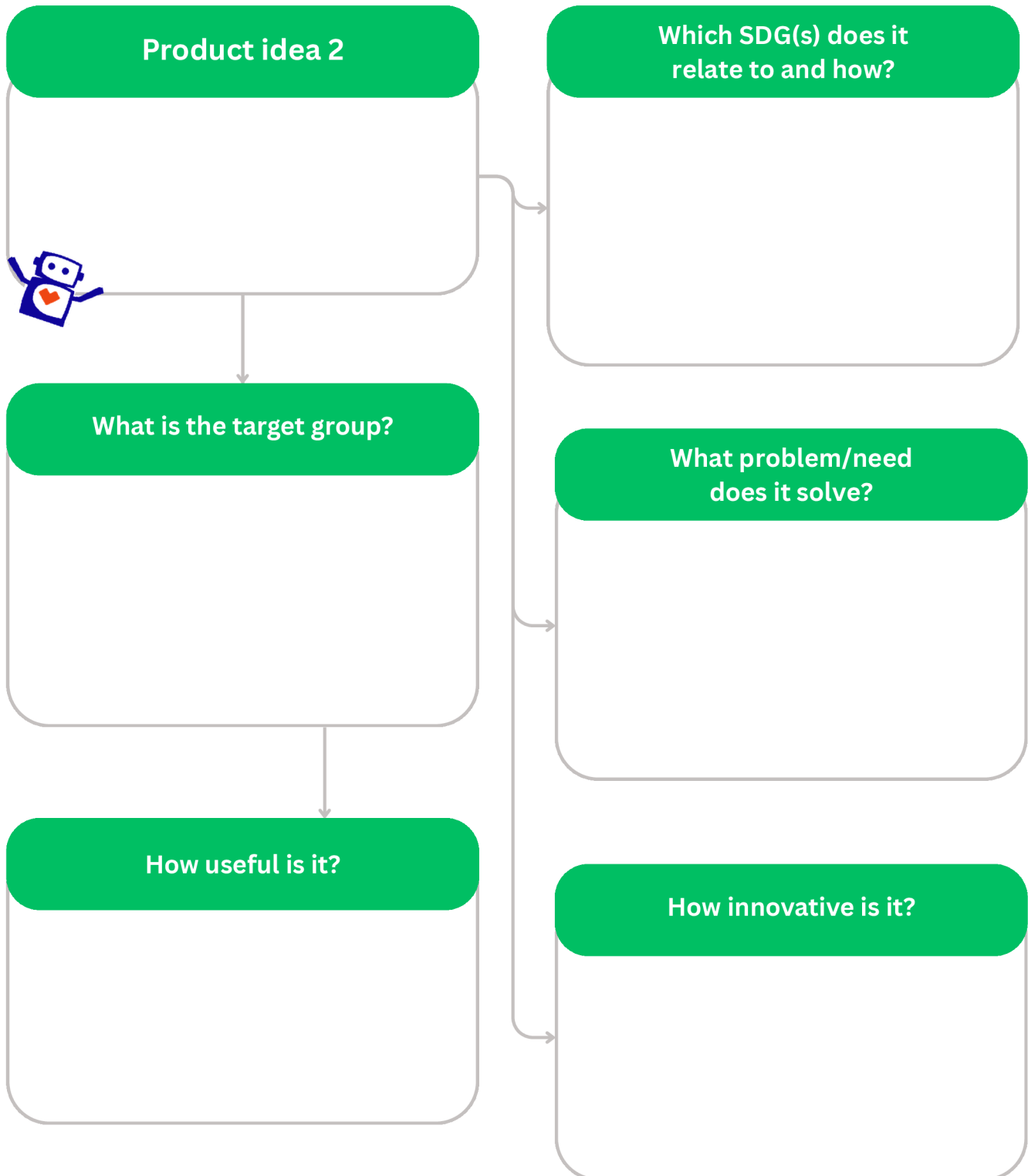
Sustainability goal	How does your product contribute to it?



3 Creative Phase: Let's Find out a New Product! - Product 2



What Can We Innovate With Our Recycled Filament?



3 Creative Phase: Let's Find out a New Product! - Product 2

🔍 Competitors

Competitor name	What solution does it offer?	What makes your solution different?

🔍 Target group

Target group	Why should one buy the product?

🔍 Sustainability contribution

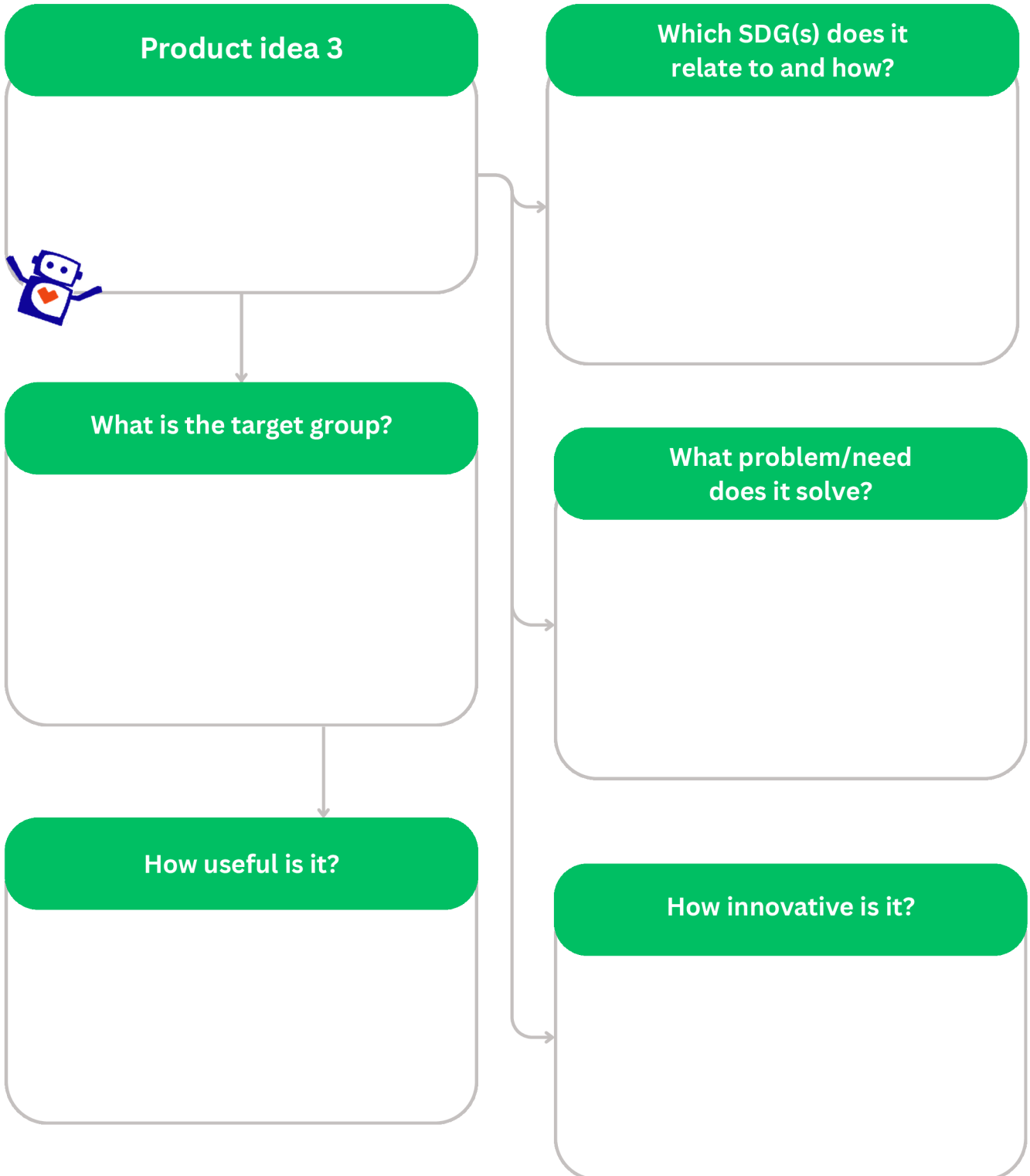
Sustainability goal	How does your product contribute to it?



3 Creative Phase: Let's Find out a New Product! - Product 3



What Can We Innovate With Our Recycled Filament?



3 Creative Phase: Let's Find out a New Product! - Product 3

🔍 Competitors

Competitor name	What solution does it offer?	What makes your solution different?

🔍 Target group

Target group	Why should one buy the product?

🔍 Sustainability contribution

Sustainability goal	How does your product contribute to it?



4 Design Phase: Let's Start a Company

Now that you have decided what innovative, sustainable product you will produce from recycled PET bottles using 3D printing, it's time to start your company!

The vision

Write down the vision of your future company !

The product

Write down the product you are going to manufacture!
Provide detailed information about the product, its usefulness, the process of making the product and sustainability aspects!



4 Design Phase: Let's Start a Company



We need a good name and a slogan!

What is a good company name?

It expresses the business's activities, is meaningful, and attracts the target audience.

It is easy to remember, pronounce and describe, and it sets you apart from your competitors.

It is advisable to refer to your company's sustainability efforts.

Come up with ideas!

Write down 5 possible company names!

Then examine each one based on the above criteria and decide what your company name should be!

Company name

What is a good company slogan like?

It is simple and short, easy to remember. It answers the question "Why do we exist?" in one sentence.

It is advisable to refer to your company's sustainability efforts.

It appeals to emotions: arouses curiosity, creates a positive mood.

A good slogan conveys value, not just a product.

Come up with ideas!

Write down 3 possible slogans!

Then examine each one based on the above criteria and decide what your slogan should be!

Slogan



4 Design Phase: Let's Start a Company

What makes your business sustainable?

A business is considered sustainable if it not only generates profit, but also takes into account the interests of people, the environment, and the future. Its purpose may be to promote environmental awareness, combat social inequalities, promote well-being, health, and make culture accessible.



Come up with ideas! Gather goals, causes, and social groups where your product, knowledge, and technical equipment can help!

Collect your ideas here or use online applications like

<https://padlet.com/>

<https://miro.com/>

<https://canva.com/>



4 Design Phase: Let's Start a Company

🎯 The basis of everything: the business plan

After developing your business idea, you must prepare your business plan, the main chapters of which are:

- a description of your product (a description of the product you want to manufacture and all the services associated with it),
- the marketing and PR plan (what tools and channels you will use to advertise the product, how you will keep in touch with customers),
- sales (what channels do you involve that will result in the sale of the product),
- operation (definition of suppliers necessary for the production of the product: suppliers of raw materials and other materials, production costs, distribution methods and costs, and other costs, e.g. rent, overhead costs, wages, contributions)
- finances (start-up costs, regular monthly expenses, planning for generating revenue)
- indicators of success (amount of revenue, level of profit, growth rate of turnover and number of customers)



Create a mind map for your business plan!

Briefly describe how you envision your business based on the above considerations!

Some ideas - applications suitable for creating mind maps:

<https://www.canva.com/graphs/templates/concept-maps/>
tutorial on YouTube
<https://www.mindmup.com/>



Business plan



4 Design Phase: Let's Start a Company



Where does the money needed to start a company come from?

Based on the following, decide from what situation you will start your company!

	Again	Not
Do you have sufficient equity?	<input type="checkbox"/>	<input type="checkbox"/>
Do you get loans from family, friends, or acquaintances? <i>(1. The success of the business can have a tremendous impact on the relationship between the participants in the future!</i> <i>2. Relatively small commitment and available very quickly)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Did you take out a bank loan? <i>(1. It has a longer course in time, it can take 1-2 months</i> <i>2. You will have to pay interest and bank charges on top of the amount borrowed.</i> <i>3. You must take into account the arrangements and costs of obtaining the necessary documents.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Are you issuing bonds or shares? <i>(1. A bond is a security that embodies a credit relationship, which can be purchased by an individual, company, or other organization, depending on your decision. By purchasing the bond, you are lending money to your business in exchange for your undertaking to repay the amount plus regular interest payments every six months or annually.</i> <i>2. A share is a security that embodies ownership rights. It is only worth considering this for businesses with large start-up capital, and this is also supervised by legal regulations.)</i>	<input type="checkbox"/>	<input type="checkbox"/>
Are there any EU, state, provincial/county, or local financial assistance programs for green business startups? <i>(1. It is a longer process, may take several months</i> <i>2. You must take into account the arrangements and costs of obtaining the necessary documents.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Do you use online crowdfunding? <i>(1. The goal should be to collect a specific amount of money within a specified period of time.</i> <i>2. You need to be extremely careful in selecting your target audience to be effective.)</i>	<input type="checkbox"/>	<input type="checkbox"/>



4 Design Phase: Let's Start a Company

What should be the legal form of our business?

You can choose from several types of business forms. Match the name of the business form with its impact!

Joint stock company

A business that doesn't just want to make money, but also wants to help – people, communities, or the environment.
Its goal is not to get rich, but to make the world a better place – while also being economically sustainable, meaning it is able to support itself from its activities.

Limited liability company

A form of business where several people or even one person start a company to work together and make money by making products or providing services. The owners only risk the amount of money they have invested in the company. If the company has problems (for example, it incurs debt), the owner does not lose his own assets, only the money invested in the company.

Social enterprise

It's a larger company that is divided into smaller parts.
When you buy a share, you become the owner of a small piece of the company. This is documented in a document. If you buy many small shares of the company, you have more say and can make more money if the company does well.

Discuss which form would be best for your business! Come to a consensus!




The form of our business:



4 Design Phase: Let's Start a Company

 **Let's make the business official!**

 Create an infographic about the official steps involved in starting a company! On the infographic, show the following steps in the correct chronological order and add a short, few-word explanation.

Signing of the articles of association in the presence of a lawyer

Commercial court registration

Opening a bank account

Choice of registered seat

Preparation of articles of association

1. _____
2. _____
3. _____
4. _____
5. _____



 Some ideas - applications suitable for creating infographics:

<https://www.canva.com/create/infographics/>

<https://piktochart.com/>

<https://chatgpt.com/>



4 Design Phase: Let's Start a Company



What jobs will there be in your business?

What jobs will there be in your business? What skills and knowledge are required to fill each job?

Work role	Required skills and knowledge



Gather the team!

Write job advertisements for each position! Don't forget to highlight why it's good to work for your sustainable company!

You can also ask ChatGPT for ideas!



4 Design Phase: Let's Start a Company



Marketing

Select 2 target groups from those previously examined!
For both target groups, define the marketing message, choose the most effective communication channel to reach them, and create marketing material accordingly!
(The more interactive, the more effective!)

Target group:

Marketing message:

Communication channel:

Marketing material:

Target group:

Marketing message:

Communication channel:

Marketing material:



AI Integration Phase

Design the company's image!!

Design your company logo!

Also determine the colors that will be characteristic of the company's appearance (documents, product brochures, marketing materials)!

Use Canva or ask ChatGPT to design your logo!

Using Canva you can build the logo using different graphics elements, icons, short texts.

If you ask ChatGPT for help, clearly define what the purpose of the business is, what it will produce, what elements should be included in the logo, and what colors should be used.

Using AI, create a vertical and horizontal version of the logo, with and without a slogan. Also create a version that can be easily integrated into the product during 3D printing.

Logo

Colors

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>



5 AI Integration Phase

After successfully creating the prototype, now use AI to make the idea even more usable!



Information materials about the company

Use AI to create brochures about your company in different styles and formats. The brochures should contain the most important information about the company (vision, slogan, logo, product, sustainability aspects) in line with the needs of the target group and the information platform.

Create an introduction for your website, flyers, and infographics!



5 AI Integration Phase



Use AI to generate visual mockup of your product!

A mockup is an image or visualization that shows how an idea will look and function before it is actually created. For example, it depicts the prototype in its real environment or in operation.

A large, empty rounded rectangle with a thin grey border, intended for a visual mockup of a product.

Use AI to generate visual mockup of the sustainable impact of your business!

A large, empty rounded rectangle with a thin grey border, intended for a visual mockup of the sustainable impact of a business.

6 Presentation Phase: Business Presentation

Pitch or elevator speech

A pitch or elevator speech is a short, persuasive presentation in which the speaker presents an idea, product, service, or the business itself in a few minutes. Due to the time constraints and the need to capture the audience's attention, the pitch must be direct and assertive.

It greatly enhances the effectiveness of your pitch if you back it up with a visually appealing, concise presentation or a shot video.



Prepare a 5-minute pitch to introduce your business!

It is useful to include the following in your presentations!

- Product name and purpose
- A question, example, story, graphic that grabs the audience's attention and directs them to your main point.
- The sustainability problem your business offers an answer to
- Describe your solution
- Methods and results of surveying the target audience and competitors
- How does your product respond to the needs of your target audience?
- Business plan of the enterprise
- Your labor policies
- What do you plan to do to make your business sustainable?
- The image of the business
- What is your marketing strategy?
- What are your CSR ideas?
- Make room for questions!



Make a presentation or a short video in which you support or illustrate your pitch

Copy here the URL of your presentation or video!



7 Evaluation and Self-Assessment Phase



Peer feedback on business and presentations

Based on the information obtained from the pitches, evaluate the businesses using the following criteria!

Business name:

Total score:

Evaluation criteria	Score		
The pitch presented the business in a concise, purposeful, and attention-grabbing manner within the available time.	3	2	1
The sustainability problem that the business offers a solution to is important.	3	2	1
The solution, product answer to the problem	3	2	1
The target audience and their needs have been carefully assessed	3	2	1
It is clear how the company offers more, better, and innovative solutions compared to its competitors.	3	2	1
The business plan is well thought out	3	2	1
The business can be classified as sustainable in all aspects	3	2	1
The name is apt, easy to remember, and expresses the essence of the product/service	3	2	1
The logo and other corporate identity elements are imaginative, well-thought-out, and express the content of the business.	3	2	1
The company's marketing strategy is well thought out, the channels and messages are appropriate for the target groups	3	2	1



7 Evaluation and Self-Assessment Phase



Evaluation of the group's work

Team work

How engaged were you with the challenge? 5 4 3 2 1

How good was the cooperation among the members of the group? 5 4 3 2 1

How well did you manage to distribute the work among yourselves? 5 4 3 2 1

Creativity

How original was the group's idea regarding recycled product? 5 4 3 2 1

How creatively did the group use the information they received? 5 4 3 2 1

How creatively did the group come up with the company name, logo, and presentation of the company and product? 5 4 3 2 1

Sustainability awareness

To what extent can the business be considered sustainable? 5 4 3 2 1

To what extent have you managed to capture a real sustainability problem? 5 4 3 2 1

To what extent is the product idea linked to the SDGs? 5 4 3 2 1



7 Evaluation and Self-Assessment Phase



Evaluation of the group's work

Digital solutions

How varied was the group's use of digital tools?

5 4 3 2 1

How effectively did you use digital tools?

5 4 3 2 1

To what extent have you developed your skills in using digital tools?

5 4 3 2 1

Entrepreneurship

To what extent did the your knowledge of entrepreneurship increase?

5 4 3 2 1

To what extent did your knowledge of EU support for young and green businesses increased?

5 4 3 2 1

How viable is the business plan developed by the group?

5 4 3 2 1



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These materials aim to provide accessible and engaging learning experiences that foster key competencies in digital skills, problem-solving, and critical thinking. Through interactive and hands-on approaches, the project seeks to empower learners of all backgrounds by equipping them with the necessary tools to navigate an increasingly digital world.

Developed in collaboration with experts in education, technology, and inclusion, these resources reflect the commitment of the EU FOR ALL consortium to innovation in education and the reduction of the digital divide.

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