



Business plan

In the next stage of this project, you will be tasked with developing a comprehensive business plan for a new company that operates within the framework of the green economy. Following your visit to the local enterprise that successfully integrates sustainable practices into its operations, you have gained valuable insights into how economic growth can be achieved in harmony with environmental responsibility.

Your objective is to design a business concept that demonstrates both commercial viability and a clear commitment to sustainability. Working collaboratively, you will define the mission and vision of your company, establish its core values, and outline the strategies and practices that will support its contribution to a more sustainable future.

This exercise is intended to strengthen your understanding of the relationship between entrepreneurship and environmental stewardship, while also providing practical experience in business planning. At the conclusion of the activity, each group will present its business plan, highlighting the innovative ways in which your proposed company embodies the principles of the green economy.