



**INNOGREEN**

# **INNOVATIVE GREEN PRACTICES TO ADDRESS CURRENT CHALLENGES**

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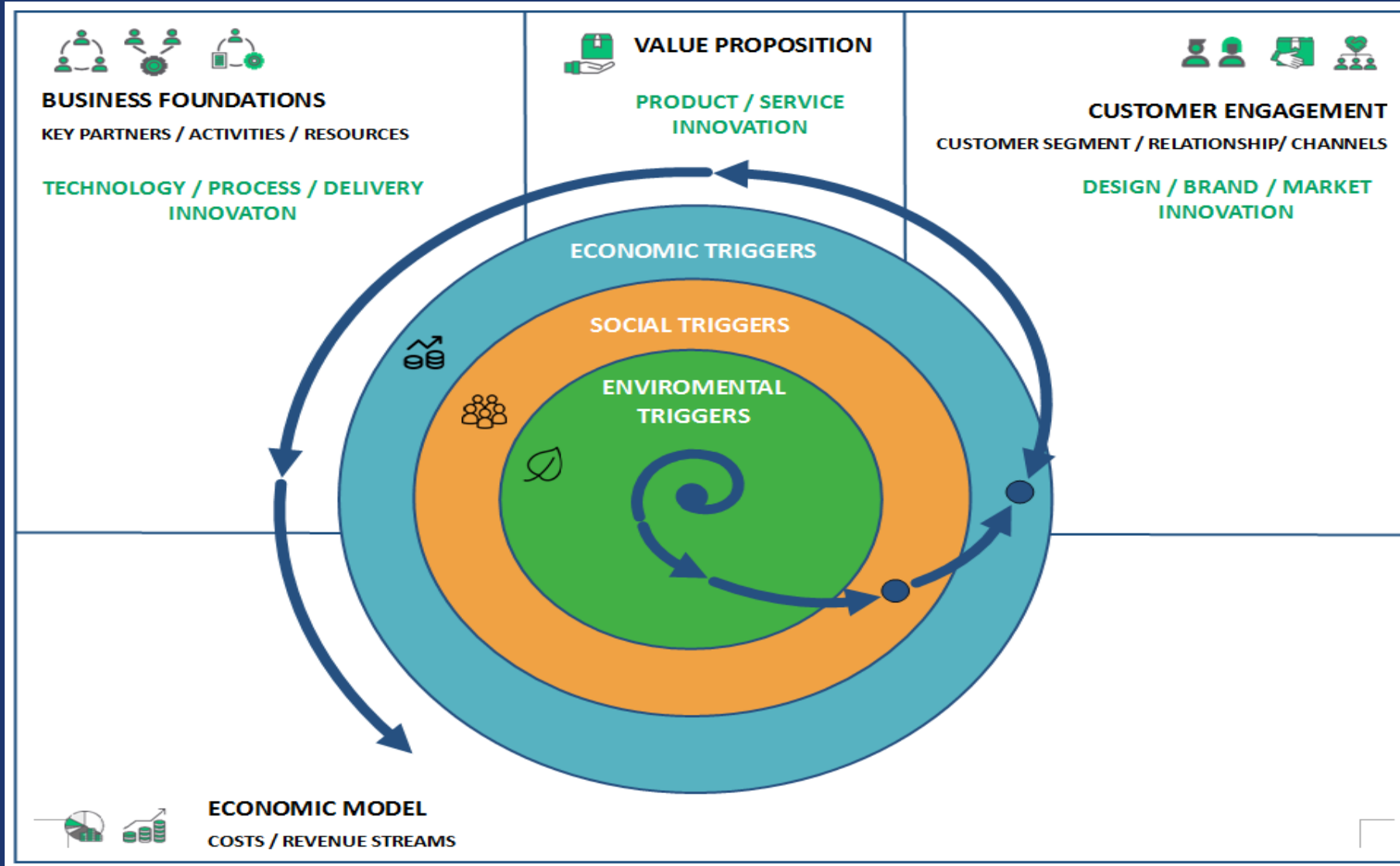


## WHAT IS INNOGREEN: INNOVATIVE ENTREPRENEURS LEADING GREEN BUSINESSES

- A two-year project, financed by the EC under Erasmus+
- Partners (8): Romania, Italy, Greece, Poland, Portugal, Austria, Switzerland and Malta
- Sixty (60) interviews conducted with entrepreneurs leading companies that practice sustainability
- Sixty (60) case studies, 159 'triggers', GBIC (Green Business Model Canvas)



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# INNOGREEN ENVIRONMENTAL TRIGGERS

## Green practices – Environmental Triggers



Choose the



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## SOME EXAMPLES:

(1) AUSTRIA: A marketing and retail enterprise: A swapping party with about 200 participants is organized twice a year, keeping the clothes in circulation is better than disposing of them.

- Environmental trigger: Sustainable Value Proposition: Reduce environmental impact
- Social trigger: Sustainable value creation: Socially responsible practices; Recycling program
- Financial trigger: Eco friendly practices

(2) GREECE: A social cooperative that produces special souvenirs, awards, and works of art: The enterprise is the only company with the right to use the international patent 'Environmentally friendly olive leaf panels' and the only company globally that uses olive leaves to produce various objects including premium gifts and souvenirs.

- Environmental trigger: Key Resources: Sustainable Technology & Resources: Repurpose waste
- Financial trigger: Eco friendly practices

## WHAT COMES NEXT?