

### 3rd part: SWOT analysis (2h)

- Now that the eco-business is defined, it is time to carry out a “SWOT” analysis (Strengths, Weaknesses, Opportunities, Threats). To do this, distribute the “SWOT” sheet to each player.
- SWOT analysis is a strategic analysis technique that aims to identify the strengths, weaknesses, opportunities and threats surrounding a company, a project or an individual. This strategic tool allows you to identify the actions to take in order to develop your activity while strengthening your competitiveness.

- **Examples of questions to ask for strengths:**

What are the strong points of the eco-business? What need(s) does it meet?

How does the company stand out?

What skills and/or resources can I count on when starting an eco-business?

- **Examples of questions to ask for weaknesses:**

What skills and/or interpersonal skills do I lack today to get started?

Do I need financial or material resources? Specific help?

- **Example questions to ask for opportunities:**

Resources to seek out, skills to acquire? Funding? A network of partners to mobilise?

- **Examples of questions to ask for threats:**

What role does competition play? Obstacles to overcome? Any concerns for the future?

End the workshop with a debriefing based on the remaining time. Examples of questions to ask: Did this exercise seem difficult to you? Are you thinking of implementing your project? What levers need to be pulled to get started? What support can we offer you?...



## In the shoes of an eco-entrepreneur

### Educational support



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# PRESENTATION OF THE WORKSHOPS

The player is an eco-entrepreneur who wants to start his business. In the first workshop, the player defines his eco-business. In the second he discovers the life of an eco-entrepreneur via a “game of the goose” including drawing cards. The objective is to complete the course as quickly as possible. The third and final workshop finalises the project via a SWOT analysis.

## CONTENT

- 1 “define your eco-business” sheet
- 1 “my speech” sheet
- 1 “SWOT analysis” sheet
- 1 game board
- 1 double
- 4 pawns (1 per player)
- 8 purple “thematic” cards
- 8 “typical” navy blue cards
- 16 orange “question” cards
- 16 red “pitfall” cards
- 16 “advantage” green cards
- 16 blue “challenge” cards



## UNROLLED

### 1st part: the definition of the eco-business (2h)

- First of all, players must define their eco-business. If they don't have a concrete idea, they can randomly draw a “thematic” card and a “type” card to inspire an eco-business idea.
- The second step consists of the more precise definition of eco-business. To do this, distribute the “define your eco-business” sheet to each player. It is recommended to allow players between 30 minutes and 45 minutes to complete this document.
- The third step is a writing workshop aimed at writing a speech presenting your eco-business. Distribute the “my speech” sheet to each player. Each player can have access to their phone or computer to conduct research during this time. It is recommended to allow players between 45 minutes and 1 hour to complete this document.
- The last step is the oral presentation of the speech. The goal : to be convincing in your argument and your body language.



### 2nd part: the game (2h)

#### Set up:

- Place the board in the center of the table and the “question”, “penalty”, “advantage” and “challenge” cards in 4 separate piles, face down.
- Prepare paper, pens, and a stopwatch.
- Deal out one token per player and place them on the “Start” box.



#### Rules of the game :

The player who rolls the highest number on the dice starts. Each player rolls their dice and goes to the associated square. One square = one card to draw of a similar color.

Depending on the color of the box:

- Orange “question” box: another player reads the question. If the player does not answer correctly, he stays where he is, otherwise he plays again.
- Green “advantage” square: the player reads it aloud then advances the number of squares indicated without playing again.
- Red “penalty” box: the player reads aloud then must propose an answer that he shares with all the players who can react. He then moves back the number of squares indicated without playing again.
- Blue “challenge” box: the player must complete it within the time limit. The other players consult together, and if they consider that the challenge is successful, they can play again.

The game ends when all players have passed the 40th square.

Then, a debriefing is offered as a group depending on the remaining time (recommended time: 30 minutes). Examples of questions to ask: What do you remember about this game? Are you planning to implement your project? What situation encountered caused you the most difficulty? Do you plan to reuse the skills developed during these two workshops?...

#### EDUCATIONAL GOALS

- **Communication:** Improve verbal and written communication skills to effectively articulate ideas, present business concepts and engage with stakeholders such as customers, investors and partners.
- **Networking:** develop skills in building relationships, fostering partnerships and leveraging networks to support eco-entrepreneurial projects.
- **Problem solving and critical thinking:** enable you to analyze complex situations, identify creative solutions and make informed decisions for the company.
- **Adaptability:** facing the challenges and uncertainties associated with eco-entrepreneurship; learn to accept change, learn from failures and persevere in the pursuit of goals.
- **Leadership:** Acquire fundamental leadership and management skills to effectively lead teams, inspire others and create a positive working environment within eco-entrepreneurial businesses.
- **Collaboration:** ability to work effectively in a team, build strong relationships and create synergistic partnerships.

# NOM DE L'ÉCO-ENTREPRISE :

Il est temps de définir votre projet !



Quel est le concept/produit/service proposé ?  
Quelle(s) problématique(s) ou besoin(s) ce projet vise-t-il à résoudre?

DESCRIPTION

Qui sont les clients / utilisateurs cibles ? Qui sont les principaux concurrents?

ETUDE DE MARCHÉ

Quels investissements requis ? Quelle stratégie de prix ?

MODÈLE ÉCONOMIQUE

Quelles sont les compétences et ressources nécessaires ? Quels partenaires/fournisseurs seront impliqués ?

RESSOURCES

Quels sont vos arguments de vente? Comment allez-vous promouvoir ou commercialiser votre offre ?

STRATÉGIE MARKETING

Quelle structure juridique? (entourez la structure choisie)

- **Entreprise individuelle (EI)** : C'est la forme la plus simple. Pas de distinction entre le patrimoine personnel et professionnel de l'entrepreneur. Régime de l'impôt sur le revenu.
- **Entreprise Unipersonnelle à Responsabilité Limitée (EURL)** : Société à responsabilité limitée avec un seul associé. Patrimoine distinct de l'entreprise et de l'entrepreneur. Imposition sur les bénéfices.
- **Société à Responsabilité Limitée (SARL)** : Société de personnes avec 2 à 100 associés. Responsabilité limitée au montant des apports. Imposition sur les bénéfices.
- **Société Anonyme (SA)** : Société de capitaux faisant appel public à l'épargne. Capital divisé en actions. Les actionnaires ont une responsabilité limitée.
- **Société par Actions Simplifiée (SAS)** : Forme moderne et souple de la SA. Peu de formalités de fonctionnement. Convient aux start-ups.
- **Société en Nom Collectif (SNC)** : Société de personnes où tous les associés sont indéfiniment responsables des dettes sur leurs biens propres.
- **Société en Commandite Simple (SCS)** : Associés divisés en commandités (responsables) et commanditaires (responsabilité limitée).
- **Société Coopérative** : Entreprise de personnes fonctionnant sur les principes d'égalité des voix et de la répartition équitable des bénéfices.





# NAME OF THE ECO-BUSINESS:

It's time to define your project!



What is the concept/product/service offered?  
What problem(s) or need(s) does this project aim to solve?

DESCRIPTION

Who are the target customers/users? Who are the main competitors?

MARKET RESEARCH

What investments are required? What pricing strategy?

ECONOMIC MODEL

What skills and resources are needed? Which partners/suppliers will be involved?

RESOURCES

What are your selling points? How will you promote or market your offering?

MARKETING STRATEGY

What legal structure? (circle the chosen structure) - **Please note that these are French legal structures, to be modified according to the country.**

- **Individual enterprise (EI):** This is the simplest form. No distinction between the personal and professional assets of the entrepreneur. Income tax regime.
- **Single-member limited liability company (EURL):** Limited liability company with a single partner. Separate heritage of the company and the entrepreneur. Taxation on profits.
- **Limited Liability Company (SARL):** Partnership with 2 to 100 partners. Liability limited to the amount of contributions. Taxation on profits.
- **Limited Company (SA):** Capital company making public offerings. Capital divided into shares. Shareholders have limited liability.
- **Simplified Joint Stock Company (SAS):** Modern and flexible form of SA. Few operating formalities. Suitable for start-ups.
- **Company in Collective Name (SNC):** Partnership where all partners are indefinitely liable for debts on their own property.
- **Simple Limited Partnership (SCS):** Partners divided into general partners (managers) and limited partners (limited liability).
- **Cooperative Company:** Business of people operating on the principles of equality of votes and equitable distribution of profits.



## THE PITCH

Now that your eco-business is defined, it is time to write a short pitch (5 minutes maximum oral presentation) to convince your audience. Remember that your body language is important. It brings credibility and weight to your message.

## Content

1. Open with a question, a statement, an argument that will attract attention.
2. Present the problem: describe it, who it affects, its impact (with real data and facts).
3. Present the solution proposed by the eco-company and detail it.
4. End with a powerful sentence inviting the audience to get involved in the project (example: "become an actor of change now").

## Tips for good body language

1. Speak loudly and clearly enough to be heard by the entire audience.
2. Breathe calmly: deep breaths allow you to remain relaxed and confident in your flow and tone of voice.
3. Don't speak too quickly and don't hesitate to take pauses.
4. Adopt good posture: stand straight with your shoulders relaxed and your gaze forward.
5. Accompany your words with gestures: with your palms facing up, these gestures give an impression of openness and frankness. Avoid crossing your arms, this can appear defensive.
6. Walk with confidence: don't hesitate to move around the stage or in the room, this adds dynamism. But avoid excessive wandering.
7. Maintain eye contact with your audience to capture their attention.
8. Smile!



Strengths (Internal)

S

Weaknesses (Internal)

W

Opportunities (External)

O

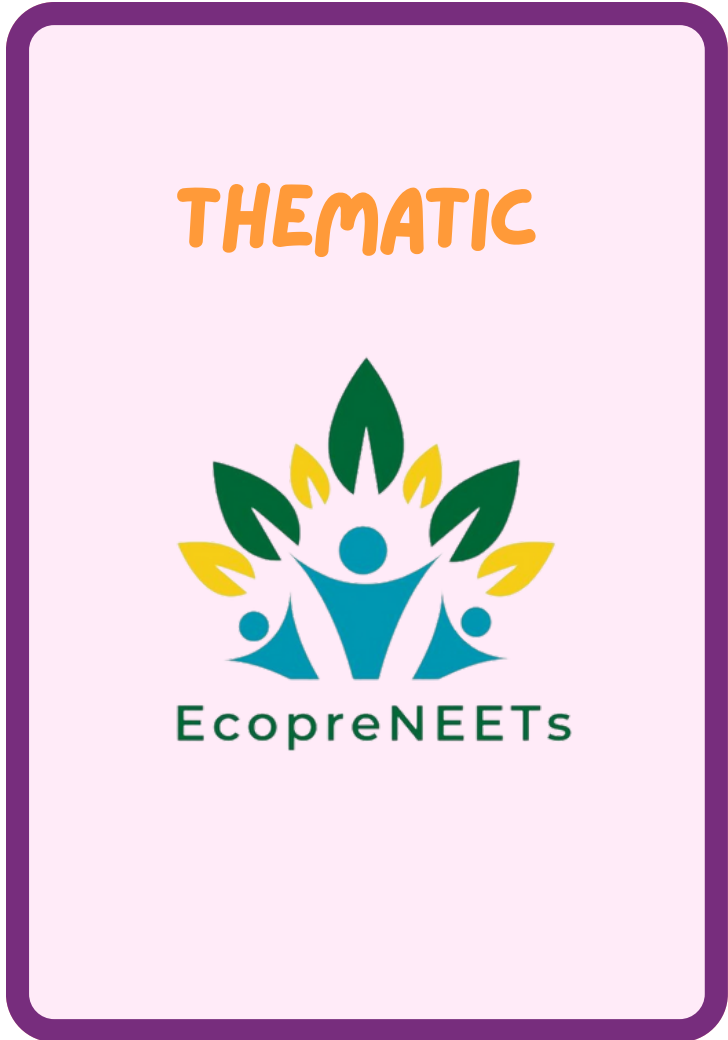
Threats (External)

T

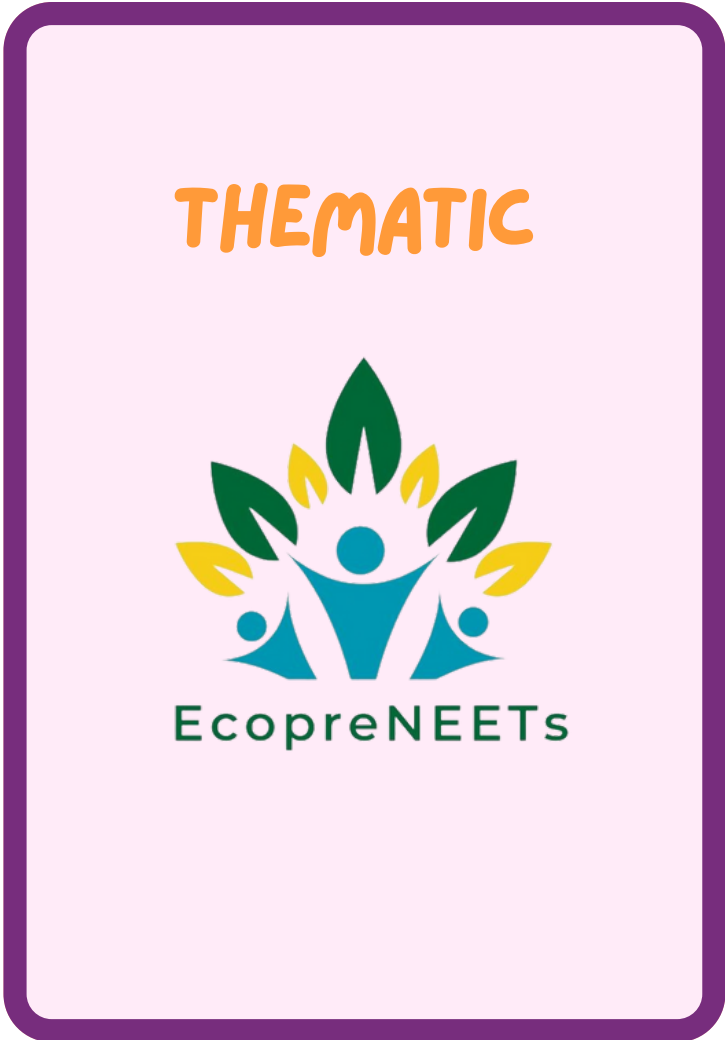


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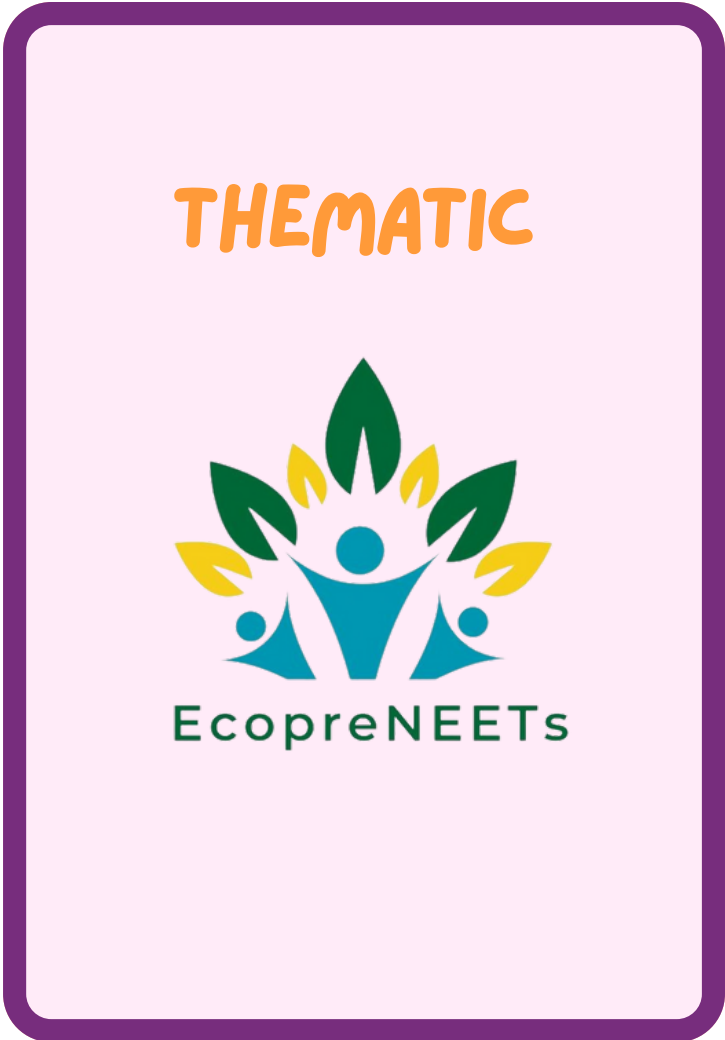
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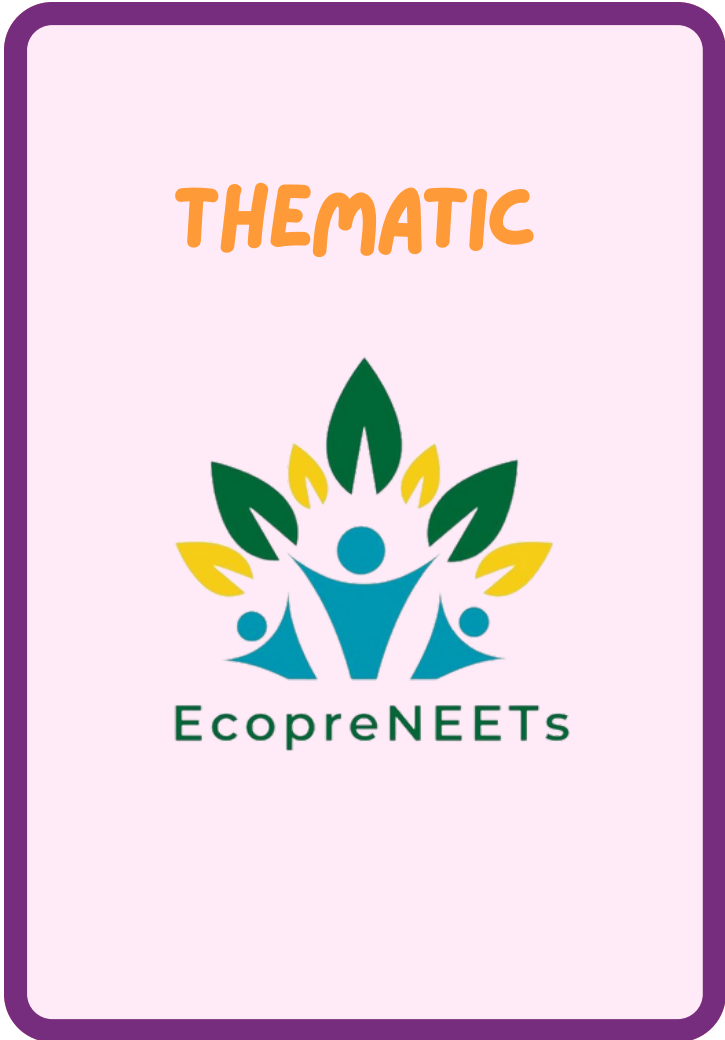
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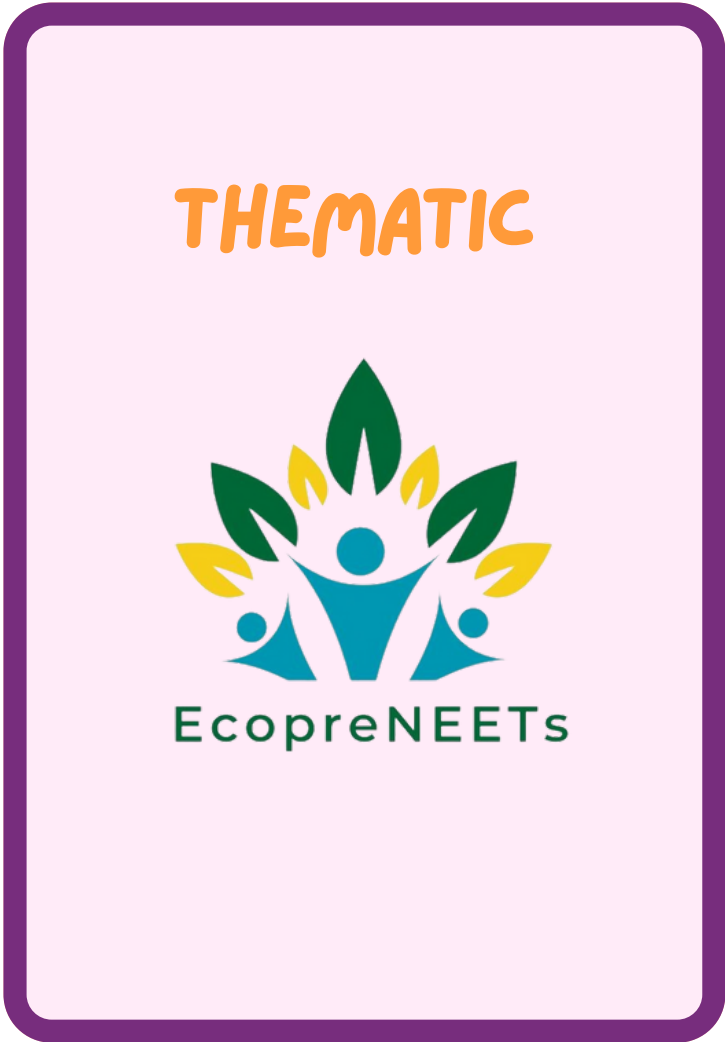
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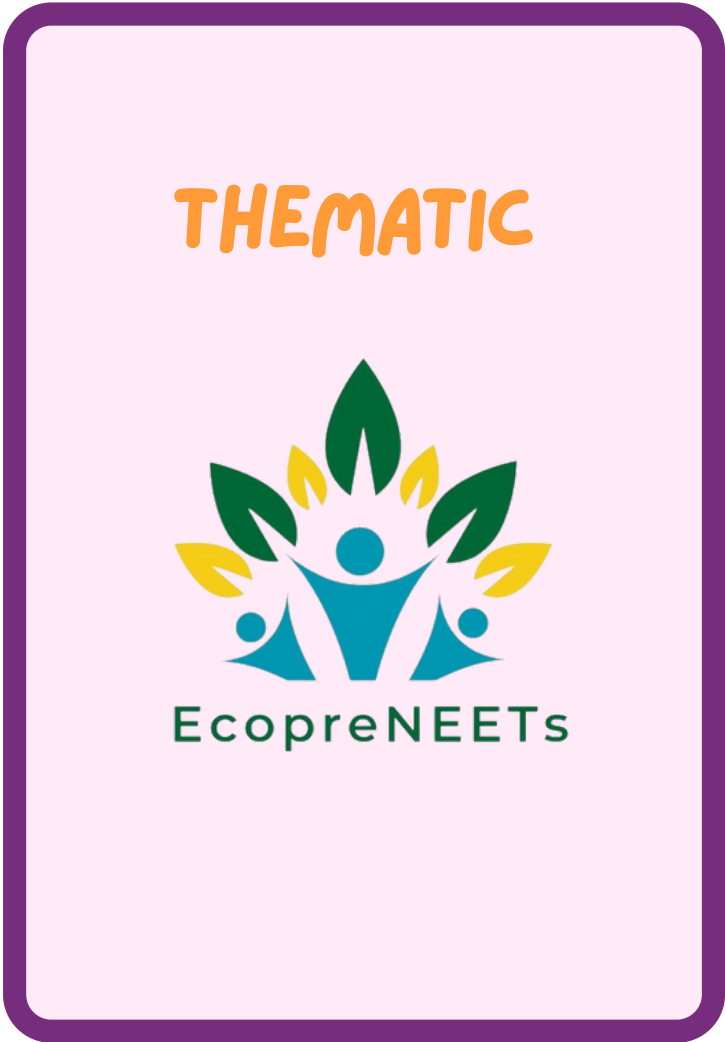
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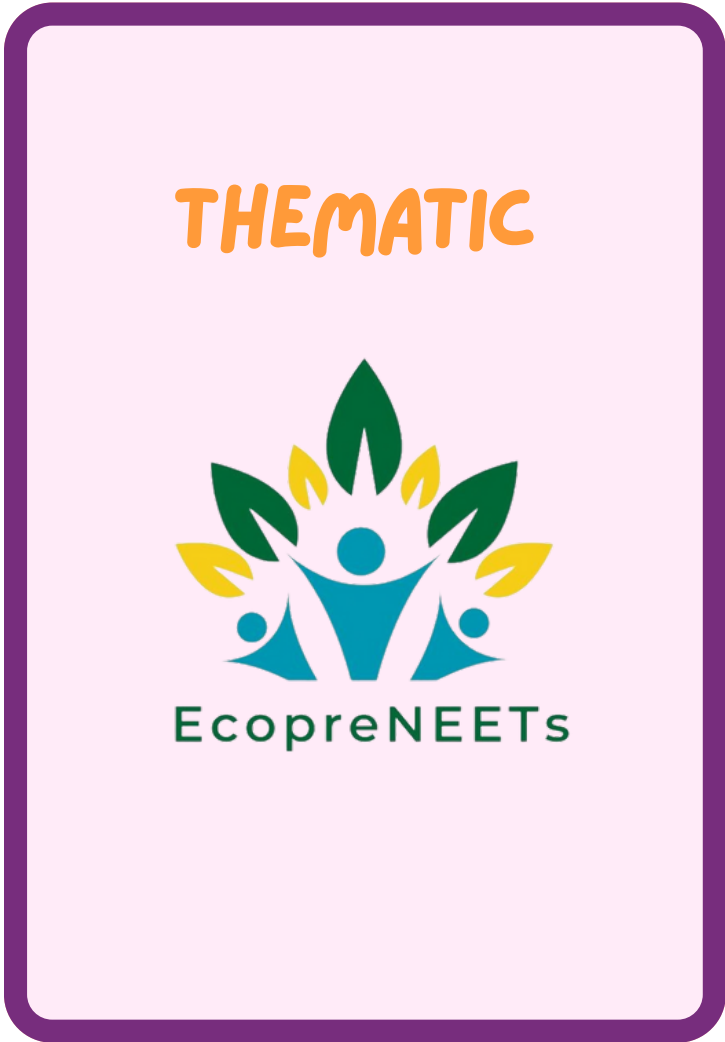
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THEMATIC

Production,  
processing and/or  
marketing of  
healthy and local  
foods

THEMATIC

health and wellbeing

THEMATIC

Eco-construction,  
renovation, energy  
saving

THEMATIC

Recycling, waste  
management,  
upcycling

THEMATIC

Ecological and  
ethical tourism  
(hotels, leisure,  
catering, etc.)

THEMATIC

Low tech / Clean  
tech (basses  
technologies/  
technologies  
propres)

THEMATIC

Ecological transport

THEMATIC

Sustainable  
development  
consultant

FRONT

TYPE



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TYPE

BIC (Industrial and Commercial Profits):  
Purchasing or selling activity (the purchase of materials or goods resold as is or transformed, the purchase of goods intended to be rented, etc.)

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Purchasing or selling activity (the purchase of materials or goods resold as is or transformed, the purchase of goods intended to be rented, etc.)

TYPE

BIC (Industrial and Commercial Benefits):  
Commercial (insurance, entertainment company, security agent, real estate agent, etc.) and artisanal (hairdresser, photographer, chimney sweep, etc.) services.

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TYPE

BNC (Non-commercial benefits): Liberal profession (accountant, lawyer, osteopath, doctor, developer, designer, consultant, translator, etc.)

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TYPE

BIC (Industrial and Commercial Profits):  
Activity of providing accommodation or food (hotels, restaurants, etc.)

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QUESTION



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QUESTION

The European Commission has adopted a series of proposals aimed at adapting EU climate, energy, transport and tax policies to reduce net greenhouse gas emissions by at least 55%. by 2030, compared to 1990 levels. What is its name?

*The Green Deal*

QUESTION

The global average temperature increased by 0.5°C between 1850 and 2017. True or false ?

*False, 1.1 degrees*

QUESTION

Name 2 countries among the 7 emitting the most greenhouse gases.

*China, United States, India, European Union, Indonesia, Russia, Brazil*

QUESTION

The triple bottom line model emphasizes 3 priorities. What are they?

*People, Planet, Profit*

QUESTION

What is the main objective of market research in a business project?

*Understand customer needs and preferences and identify competitors*

QUESTION

What are the 3 pillars of sustainable development?

*Economy, Environment, Social*

QUESTION

What is the approximate lifespan of a plastic bottle thrown into the environment?

*Between 100 and 1000 years old*

QUESTION

What is Greenwashing?

*A false advertising campaign on environmental benefits*



QUESTION



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QUESTION

What is planned obsolescence?

An approach voluntarily limiting the lifespan of products

QUESTION

The Carbon Tax is an incentive measure intended to reduce greenhouse gas emissions.  
True or false ?

TRUE

QUESTION

Crowdfunding or participatory financing is a relevant source of financing for eco-business projects.  
True or false ?

TRUE

QUESTION

Fossil energies (oil, gas, coal) are considered renewable energies.  
True or false ?

False

QUESTION

Name at least one environmental label or certificate

Among the main labels: European Ecolabel, Organic Agriculture, FSC (sustainable forestry management), Cosmebio, MSC (sustainable fishing), Energy Star (efficient electronics), etc. They guarantee compliance with precise environmental specifications.

QUESTION

Any new business must offer an innovative product or service. True or false ?

False

QUESTION

Entrepreneurship is a field reserved for highly qualified people.  
True or false ?

False

QUESTION

An entrepreneur always works alone.  
True or false ?

False - knowing how to surround yourself well and delegate when necessary are crucial skills for any entrepreneur

*PENALTY*



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*PENALTY*



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BACK

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## PENALTY

Your intern is late for the 3rd time this week. What are you doing?

**Penalty: move back 3**

## PENALTY

A potential customer tells you that your products/services are priced too high. What do you answer?

**Penalty: go back 1**

## PENALTY

A competitor is starting his business in the same city as you. What attitude do you adopt towards it?

**Penalty: move back 2**

## PENALTY

Your best-selling product/service must undergo a price increase due to inflation, if you want to be able to keep a profit. What are you doing?

**Penalty: move back 2**

BACK

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BACK

## PENALTY

A product you sold is broken/expired, or a service you were supposed to provide went wrong. What do you offer the customer?

**Penalty: move back 3**

## PENALTY

A customer wishes to cancel an order or reservation after the legal deadline of 15 days. What are you doing?

**Penalty: go back 1**

## PENALTY

You hired a service provider to create your communications tools, but they did not send you the files within the allotted time. How do you react ?

**Penalty: go back 1**

## PENALTY

You have applied for a grant to help launch your business. But you forgot to provide an administrative document.

What are you doing?  
**Penalty: move back 3**

PENALTY



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PENALTY



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PENALTY



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BACK

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## PENALTY

Your website has been hacked, currently preventing orders and reservations. What are you doing?

**Penalty: do not play in the next round**

BACK

## PENALTY

You were interviewed by a local newspaper but there is a mistake on your last name. What are you doing?

**Penalty: do not play in the next round**

BACK

## PENALTY

You started your business 2 months ago but customers are rare because you are not yet identified on the market. What solution(s) do you propose?

**Penalty: do not play in the next round**

BACK

## PENALTY

You want to obtain an environmental label but this requires days of work, to the detriment of your day-to-day management. What are you doing?

**Penalty: do not play in the next round**

BACK

## PENALTY

You are a parent and have a childcare problem. You have a meeting with a partner and have the choice between postponing it or hosting it with your child. Which solution do you choose?

**Penalty: go back 1**

## PENALTY

A customer's child accidentally breaks your equipment. What are you doing?

**Penalty: move back 3**

## PENALTY

You are invited to an international event that could boost your business, but which takes place in the USA. You can only get there by plane. This will harm your image. What are you doing?

**Penalty: do not play in the next round**

## PENALTY

One of your customers, visibly tipsy, is rude to you. How do you react?

**Penalty: go back 1**

ADVANTAGE



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ADVANTAGE

You create buzz on social networks thanks to a video highlighting your know-how, and attract new customers.

Advantage: move forward 1

ADVANTAGE

A local newspaper promotes your eco-business and you attract new customers.

Advantage: move forward 1

ADVANTAGE

You join a collective of eco-entrepreneurs with whom you meet monthly.

Advantage: move forward 3

ADVANTAGE

You create your website.

Advantage: move forward 1

ADVANTAGE

You get funding from your region.

Advantage: move forward 3

ADVANTAGE

You obtain an environmental label.

Advantage: move forward 3

ADVANTAGE

Your customers recommend you via word of mouth.

Advantage: move forward 1

ADVANTAGE

You enter into a partnership with another eco-business, which brings you new customers.

Advantage: move forward 1

ADVANTAGE



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ADVANTAGE

You raise awareness of sustainable development through new actions and this brings you new customers.

Advantage: move forward 1

ADVANTAGE

You choose refurbished digital equipment for your business, and this allows you to invest more in other expenses.

Advantage: move forward 1

ADVANTAGE

You promote an item or service, which brings you new customers.

Advantage: move forward 1

ADVANTAGE

Your friends and family promote your pages on social media and you gain followers.

Advantage: move forward 1

ADVANTAGE

You are participating in an event that allows you to develop your network of partners, financiers and potential customers.

Advantage: move forward 2

ADVANTAGE

You build a customer database and create your first newsletter.

Advantage: move forward 1

ADVANTAGE

You are interviewed as part of a television report.

Advantage: move forward 3

ADVANTAGE

Sensitive to the cause you defend, a supplier offers you the equipment you need free of charge.

Advantage: move forward 1



CHALLENGE



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CHALLENGE

Find a slogan in 2 minutes

CHALLENGE

Draw a logo in 2 minutes

CHALLENGE

Make your speech without your notes

CHALLENGE

Your neighbor on the left is a potential customer, you have 2 minutes to convince him to become a customer

CHALLENGE

Design a flyer in 2 minutes

CHALLENGE

Write your graphic charter (colors, typography, etc.) in 2 minutes

CHALLENGE

Write your very first Instagram launch post in 2 minutes

CHALLENGE

Imagine an introductory offer (example: half-price “discovery” offer) in 2 minutes

**CHALLENGE**



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**CHALLENGE**



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**CHALLENGE**



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**CHALLENGE**



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CHALLENGE

Your neighbor on the right is a departmental elected official. You must present your eco-business to him in 2 minutes

CHALLENGE

Your neighbor on the left is a potential investor that you meet at an event. Introduce yourself to him and tell him about your eco-business in 2 minutes

CHALLENGE

Reply to this comment in writing: “Philippe D: Disappointed with my experience with this company” in less than 2 minutes

CHALLENGE

Reply to this comment in writing: “Isabelle S: I am delighted with my experience with this company” in less than 2 minutes

CHALLENGE

Find 3 words that define your eco-business

CHALLENGE

Find and collect recyclable items from the room in less than 3 minutes

CHALLENGE

Define 3 values specific to your eco-business in less than 2 minutes

CHALLENGE

Define 3 essential skills for the profession of eco-entrepreneur

