DREAM
After COVID

Interactive Brochure

DREAM
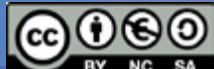after covid

PROJECT NAME: DREAM AFTER COVID
- Designing Responsible Entrepreneurial Actions with social Mindset AFTER COVID -

PROJECT REFERENCE: 101051610-ERASMUS-YOUTH-2021-CB

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Welcome to the Brochure "Dream After COVID": Transforming your Dreams into Reality

"In Dragon Dreaming, dreams become actions and actions become tangible manifestations of change." - Vivienne Elanta

Introduction to the Brochure to the "Dreaming After COVID" Project

In this Brochure, you will be immersed in the exciting **"Dreaming After COVID"** project, an initiative that seeks to inspire young people to become entrepreneurial, connected and actively involved in their communities in the post-COVID-19 world. Working together the partners "PASOS" (Spain), "Oriel" (Italy), "BWNGO" (Egypt) and "BRAVO" (B&H), we are excited to bring you a comprehensive project that empowers young people to not only dream, but also materialize those dreams into projects with real impact.

Navigating the Post-COVID World: Context and Challenges

The COVID-19 pandemic presented unexpected challenges around the world, affecting our lives and societies. As we move forward in the recovery process, there is an opportunity to cultivate a new generation of proactive and resilient young people, capable of making a difference in their communities. The "Dream After COVID" project stems from the idea that young people are not only the future, but also active agents of change starting today.

Objectives: Empowerment, Connection and Engagement

At its core, this project is based on three essential pillars: Empowerment, Connection and Engagement. Our fundamental belief is that by providing young people with the right tools, methods and skills, we can empower them to lead their own path towards a positive future. Through international collaborations, we seek to connect young people with diverse backgrounds and experiences, promoting mutual understanding and learning. In addition, this project invites them to create social projects that address post-COVID challenges, with a focus on sustainability and innovation.

Key Activities and How We Do It:

The "Dreaming After COVID" project involves a series of activities and approaches to achieve our objectives:

1. **Creation of Youth Social Projects:** Youth and youth leaders will work together to conceive and implement projects that contribute to post-COVID recovery. Through courses, workshops and mentoring, young people will bring their ideas to life.

2. **Connecting Across Borders:** We value intercultural understanding. Therefore, we have created an Interactive Brochure that shares democracy tools, entrepreneurial resources and participants' projects.

3. **Empowerment through Sustainability:** The strength of the project lies in empowering young people. Our dissemination campaign shares results and methods widely, encouraging sustainable practices in youth communities.

Building a Resilient Future

"Entrepreneurship is living a few years of your life like most people won't, so you can spend the rest of your life like most people can't." – Warren G. Tracy's Student

This Brochure is your companion to explore the "Dream After COVID" project. Through its pages, you will discover the guiding principles, transformative methodologies and activities that make up this inspiring initiative. We share the vision of creating a new generation of enterprising and conscious young people, who not only imagine a better future, but also actively work to make it a reality. As we face the challenges of the post-COVID society, these young entrepreneurs will play a key role in building a more sustainable, inclusive and resilient world.

We invite you to explore the different parts of the "Dream After COVID" project through this Brochure. It is your map to navigate through innovative methodologies, inspiring collaboration and transformative outcomes that together chart a path to a brighter future. Let's get started!

"The philosophy of Dragon Dreaming is a reminder that real success is more than outcomes; it's the process of personal and collective growth." - Patricia Shaw

Mentoring Methodology in the "Dreaming After COVID" Project

Mentoring Methodology in the "Dreaming After COVID" Project

One of the outstanding features of the "Dream After COVID" project is its collaborative and structured approach to mentoring participants. As we delve into the methodology behind this initiative, we can understand how it fosters empowerment, collaboration and the creation of projects with real impact. Here's how this methodology connects to the project's core objectives and pillars:

1. Personal and Collective Empowerment:

a. The methodology is based on empowering young people, providing them with tools, skills and knowledge to become agents of change in their communities.

b. Participants are guided through local courses and workshops to develop practical and technical skills in project management and creation.

2. Fostering Connection and Collaboration:

a. Mentoring takes place through regular meetings and online tutorials, promoting a constant connection between participants, youth workers and mentors.

b. Young people benefit from international collaboration by interacting with people from diverse backgrounds and perspectives, thus enriching their cultural understanding.

3. Focus on Participatory and Co-Creation Methodologies:

a. Participants not only acquire knowledge, but also co-create their social projects.

b. Mentoring involves creative and critical thinking sessions that help young people turn their ideas into viable and sustainable projects.

4. Promoting Sustainability and Innovation:

a. Mentoring addresses aspects of sustainable projects, instilling in young people the importance of sustainability in their projects and in society in general.

b. It introduces tools and methods for designing projects that address post-COVID challenges in innovative and effective ways.

5. Practical Tools and Resources:

a. Participants receive practical tools, such as methodologies for sustainable project development, project management and information and communication technologies (ICT).

b. Mentoring encourages the efficient use of resources and tools to maximise the impact of projects.

6. Continuous Guidance and Motivation:

a. Tutors provide constant guidance and motivation to participants, encouraging them to overcome challenges and move forward in the realisation of their projects.

b. Young people receive personalised guidance to address specific obstacles and questions as they progress.

Ultimately, the mentoring methodology in the **"Dream After COVID"** project aligns with the fundamental objectives of empowerment, collaboration and sustainability. By combining structured mentoring with the active participation of young people, it creates an environment conducive to transforming dreams into projects with real and lasting impact. This methodology seeks to develop not only conscious entrepreneurs, but also individuals who will forge a more resilient and promising future for their communities and the world at large.

"Dragon Dreaming is a journey that transforms both individuals and communities, creating lasting positive impact."
- John Croft

Structure of the Mentoring Application and Explanation of Guidance

Mentoring Methodology in the "Dreaming After COVID" Project

Below, we present the structure that we will follow for the application of the mentoring and the explanation of the Brochure, divided into the titles of the projects, the learning of the entrepreneurs and the relevant tools:

● **Summary of the Projects**
Project Title 1: In this section, we will provide a concise summary of the project, addressing its essence and objectives in a maximum of two pages.

● **Learnings of the Entrepreneurs**
Project Title 1: In this segment, we will explore the learnings and lessons drawn by the entrepreneurs throughout the development of the first project. We will analyse their experiences, challenges and achievements in a maximum of two pages.

● **Relevant Tools**
Tool 1: In this part, we will explore the first relevant tool in depth, detailing its functionality, application and benefits in a maximum of two pages.
This structure will allow us to explore and understand in detail each project, the valuable learnings of the entrepreneurs and the tools that drive their success.

PROJECTS

· SPAIN
· ITALY
· EGYPT
· BOSNIA AND HERZEGOVINA

PROJECTS SPAIN
Project 1: "Santander Youth Hostel"

Project Summary

During the mentoring process, we have provided continuous and valuable support to a young entrepreneur on his way to setting up his own business. The "Santander Youth Hostel" project has been a collaborative effort between our partner, Permacultura Cantabria (Spain), and the entrepreneur. Here is a summary of the different phases we have gone through in this exciting experience:

- **Start-up Phase:** Definition and Planning In the early stages of the project, we focus on presenting and defining the idea. We worked on formulating SMART objectives and conducted a thorough analysis of the tourism and hospitality sector to assess its strengths and weaknesses. Our aim was to establish a solid foundation for the business, demonstrating the viability of the youth hostel.
- **Opportunity Exploration Phase** In this phase, we deepened the SWOT analysis and feasibility planning. Despite identifying weaknesses, key strengths emerged that supported the viability of the project. We recognised the constant demand for travel and changing social preferences as positives that we could leverage.
- **Strategy and Development Phase** Here we dive into strategy, addressing financial challenges and determining the break-even point. We explore approaches such as seasonal operation and negotiating with suppliers to optimise operating costs.

- **Creativity and Innovative Solutions Phase** During this stage, we encouraged creativity and generation of ideas to overcome blockages and challenges. Keeping an open mind, we look for innovative solutions that could enhance the project.
- **Digital Tools and Visibility Phase** In this phase, we explore technological tools and strategies to improve efficiency and collaboration. We work on marketing, promotion and building a strong brand.
- **Sustainability and Future Phase** As we progressed in the project, we began to consider sustainability in its cultural, social and digital dimensions. We explored the circular economy and its application to the youth hostel, considering aspects such as waste management, choice of suppliers and materials.

Throughout this period, we worked side by side with the entrepreneur, facing challenges and capitalising on opportunities. We have transformed a simple idea into a solid and viable business plan, analysing financial aspects, marketing strategies and sustainability. Although there has been no shortage of difficulties and obstacles, we have maintained a positive and innovation-oriented attitude. Together, we have shaped a promising project that could make a significant impact on tourism and hospitality in Santander.

Entrepreneurial learning

Throughout this incredible entrepreneurial journey, we have traveled a path that resembles the life cycle of a living being thanks to the Dragon Dreaming methodology. This methodology has been more than a framework, it has become a philosophy that has guided every step we have taken in the "Santander Youth Hostel" project. Here are some valuable learnings from the Dragon Dreaming perspective:

- **Personal Growth:** The first lesson that has had a profound impact on people is the commitment to personal growth. As we worked on the creation of our youth hostel, we realised that our personal growth and development were essential to the success of the project. We have learned to overcome our own self-imposed barriers, to step out of our comfort zone and to embrace innovation with courage. The project is not only about business, but also about our personal transformation.

- **Community Building:** Dragon Dreaming taught us to value community in its full breadth. Not only did we build a strong team, but we also recognised the importance of our connection to the local community. As we shared our dream with others, we received valuable support and feedback. The collaboration and exchange of ideas within our community strengthened our project and made it more resilient.

- **Service and Care for the Earth**: One of the most beautiful aspects of Dragon Dreaming is its focus on sustainability and respect for the Earth. As we worked on the creation of the lodge, we became aware of the importance of reducing our environmental impact and contributing to the regeneration of the Earth. This perspective inspired us to consider sustainable building options and to look for ways to give back to nature much more than we take.

In retrospect, each stage of the project felt like a life cycle. We started with a dream, nurtured it with ideas and hard work, overcame obstacles as a resilient organism, and finally found ourselves at the point of emerging as a viable project. Throughout this process, Dragon Dreaming reminded us of the importance of holistic vision, collaboration and the balance between personal growth, community and sustainability.

As I continue my journey as an entrepreneur, I will carry the principles and teachings of Dragon Dreaming with me. This methodology has not only shaped our project, but has also influenced the way I see the world and my role in it. The youth hostel is not just a business; it is a shared dream that embraces personal transformation, community connection and respect for the Earth. I am excited for what the future holds and grateful to have had the opportunity to embrace Dragon Dreaming on this inspiring journey.
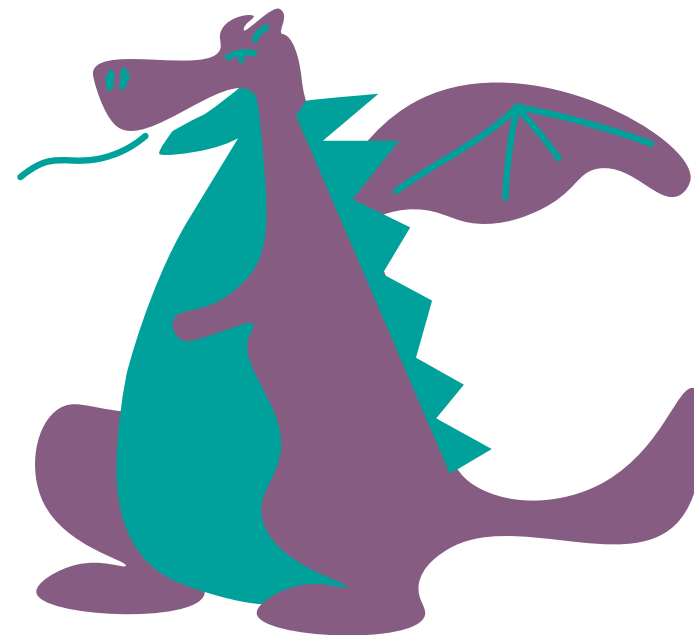
Tool: Dragon Dreaming Methodology for Project Venturing

John Croft explains Dragon Dreaming

In our exciting entrepreneurial journey with the Santander Youth Hostel project, we have employed a powerful and unique tool known as Dragon Dreaming. This methodology offers an organic and collaborative approach to project creation, based on fundamental principles of sustainability, innovation and resilience. Developed by John Croft, Dragon Dreaming is not only a process model, but also a philosophy that aims to create culturally meaningful, socially responsible and digitally connected projects. Here, we will break down how the key components of Dragon Dreaming apply to our project context:
journey.

Philosophy and Principles: Dragon Dreaming is built on three interconnected principles that guide the entrepreneurial process:

- **Personal Growth**: Recognising that personal growth and healing are essential to success, Dragon Dreaming encourages those involved to overcome self-imposed barriers, develop skills and face challenges.
- **Community Building:** Values the formation of strong and meaningful connections within the team and the wider community. Collaboration and mutual support foster resilience and project success.
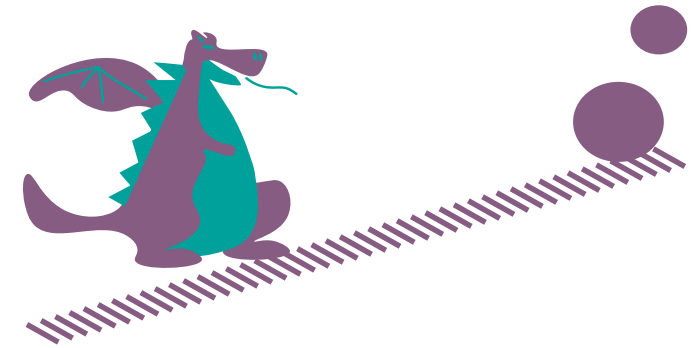- **Service and Care for the Earth:** Promotes environmental responsibility and respect for nature. Projects should contribute to the regeneration and well-being of the Earth, giving back more than they get.

Project Life Cycle The Dragon Dreaming methodology follows a four-phase cycle that mirrors the life cycle:

- **Dream:** Starts with an inspiring vision of the project. Explores purpose, passion and core values. It invites you to dream big and overcome limitations.
- **Planning:** This involves the creation of a detailed strategy and action plan. It defines the scope, sets clear objectives and identifies necessary resources.
- **Action:** This phase is the active implementation of the project. It involves teamwork, overcoming challenges and adapting to changing circumstances. It seeks team cohesion and synchronisation with the community.
- **Celebration:** Focuses on recognising and celebrating the project's achievements and learning. Celebration strengthens the sense of achievement and connection with the community.

Process Model The Dragon Dreaming process model encompasses four interrelated areas:

- **Dream:** Define a clear and exciting vision for the project. Find inspiration in your personal values and in the well-being of the community and the Earth.
- **Planning:** Create a detailed strategy and plan that reflects the dream. Set concrete goals and steps, while maintaining flexibility to adapt to changes.
- **Action:** Implement the plan collaboratively, encouraging active participation and engagement. Overcome challenges and evolve as you go.
- **Celebration:** Acknowledges achievements and learning. Celebrate milestones and share results with the community. This strengthens the connection and motivates future projects.

Innovation and Sustainability Dragon Dreaming encourages innovation in all aspects of the project, from conceptualisation to implementation. It also advocates sustainability in three dimensions: cultural, social and ecological. Projects must be culturally meaningful, socially responsible and earth-friendly.

Holistic Approach A distinctive feature of Dragon Dreaming is its holistic approach. It seeks to balance personal satisfaction with project success and contribution to the community and the Earth. This holistic approach generates a deep sense of purpose and connection in the entrepreneurial process.

Project Summary

Empowering Creativity through the Art Dome Project: A Youth Entrepreneurship Journey.

Our organisation, Permacultura Cantabria (Spain), has had the honour of guiding and supporting a young entrepreneur in his ambitious project of the Artistic Dome. Since its inception, we have worked tirelessly to materialise this vision into a palpable reality that will enrich the lives of children and young people in rural Cantabria.

Initial Phase: Creating the Safe Creative Space Focusing on the creation of an artistic space in the form of a geodesic dome, we immersed ourselves in two-hour sessions throughout this period. We explored objectives and the four phases of the Dragon Dreaming Wheel, thus establishing the central purpose of our cultural project. Our focus is on the creation and production of creative domes, as well as the promotion of cultural activities, including theatrical performances, artistic workshops and events.

Development and Refinement Phase The following months led us to a deep introspection. We used tools such as the SWOT analysis and the Feasibility Plan to assess our weaknesses and strengths. Through in-depth meetings and analysis, we assessed the feasibility of the project and established solid foundations to move forward. In addition, we perfected artistic techniques and introduced the entrepreneur to concepts such as the formal analysis of works of art.

Building on Solid Foundations Phase The subsequent stages led us to optimise the project in all aspects. We explored technological tools and applications to improve day-to-day management, and focused on sustainability and circular economy in the cultural and social sphere. We strengthened the visibility and marketing strategy, establishing a strong brand identity.

Results Phase and Promising Future As we approach the end of this exciting journey, it fills us with joy to see the evolution of the young entrepreneur and the realisation of his project. From creating a safe space for artistic expression to considering sustainability and the circular economy, we provided the support needed to transform a vision into a tangible project.

As we look ahead, we are confident that this Art Dome project will continue to flourish. The young entrepreneur has demonstrated unwavering commitment and passion, and we are excited to see how his creativity and determination will continue to leave a positive mark on the local community and beyond. With the support of Permacultura Cantabria, this project exemplifies the power of entrepreneurship and transformation through art and culture.

Entrepreneurial learning

Undertaking with Harmony: The Permaculture Driven Art Dome Journey
Since the exciting inception of the "Artistic Dome" project, I have been immersed in an enriching and fulfilling entrepreneurial journey. Every step has been guided by the philosophy and principles of permaculture, a sustainable design methodology that has been both my compass and the framework that has uniquely shaped my vision. Let me share how permaculture training has been the catalyst behind the success of this project and how it has influenced my approach to the creation of the Art Dome.

Creating an Inspiring Space From the outset, the Art Dome was not just a physical structure, but a space for expression, creativity and collaboration. Inspired by permaculture principles of observation and response, I embarked on a process of careful exploration and planning. My permaculture background helped me to capture the essence of the community's needs and translate them into an architectural design that harmonised with the surrounding nature. Each session, each encounter, was a step towards creating an environment that was not only beautiful, but also full of authenticity.

Leveraging Resources Efficiently Following the principles of permaculture, which values capturing and storing energy, I applied this idea to the venture. Identifying opportunities and resources was essential to

the growth of the Artistic Dome. Thanks to my permaculture background, I was able to understand the importance of optimising every available resource, from funding to the creative skills of the team. Applying principles such as making a return and using renewable resources allowed me to move forward in a conscious and sustainable way.

Adaptation and Resilience The principles of self-regulation and acceptance of feedback in permaculture became essential tools in the evolution of the project. Through each session and each challenge, I learned to adapt and approach obstacles with a positive outlook. Just as an ecosystem recovers from disturbances, the Art Dome demonstrated a similar resilience through the application of these ideas. My training in permaculture gave me the confidence to face the ups and downs of the entrepreneurial process and emerge stronger.

A Conscious and Lasting Impact The permaculture philosophy of caring for the Earth, people and sharing surplus resonated deeply with my vision for the Art Dome. My background in permaculture inspired me to not only create a physical space, but also a space that would create a positive and lasting impact. A commitment to sustainability and business ethics became a cornerstone of the Art Dome. Every step I have taken, every decision I have made, has been influenced by this philosophy, creating a company that is not only an artistic space, but a symbol of how values can merge with business creation.
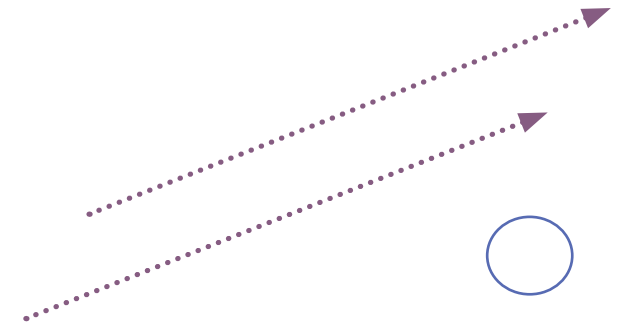
A Legacy Built with Permaculture The Art Dome is more than a building; it is a testament to how permaculture training has transformed my entrepreneurial perspective. Through its principles and philosophy, I have been guided towards creating a project that is harmonious with nature, respectful of resources and conscious of its impact.

My permaculture training has been the beacon that has illuminated every decision, every step and every achievement in this inspiring entrepreneurial journey. I am excited for the future and to continue to apply these values in my entrepreneurial journey, guided by permaculture and the spirit of conscious creation.
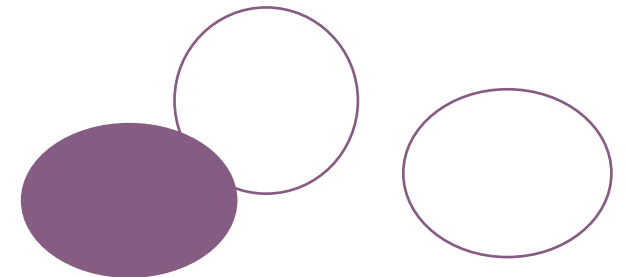
Tool: Permaculture for Sustainable Entrepreneurship

Self-Sufficiency Made Easier Using These 12 Principles!

Permaculture is a sustainable design methodology based on ethical and ecological principles to create integrated and harmonious systems. When applied to entrepreneurship, permaculture offers an innovative approach to developing entrepreneurial projects that are economically viable, socially just and environmentally responsible. Permaculture principles, philosophy and design patterns find a deep connection to entrepreneurship, influencing it significantly:

Principles of Permaculture:

- **Observation and Response:** In both permaculture and entrepreneurship, it starts with a detailed observation of the environment and needs and then generates effective and appropriate responses.

- **Capture and Store Energy:** In entrepreneurship, identifying and seizing opportunities efficiently is fundamental, as in permaculture, where the aim is to capture and store natural resources.

- **Getting a Return:** In both entrepreneurship and permaculture, the focus is on achieving positive results and tangible benefits from the efforts invested.

- **Apply Self-Regulation and Accept Feedback:** Similar to a successful entrepreneurship, permaculture promotes constant adaptation and continuous improvement based on feedback.

- **Use and Value Renewable Resources and Ecosystem Services:** At the business level, permaculture emphasises the importance of using resources sustainably and respecting the limits of the environment.

- **No Waste:** As in sustainable entrepreneurship, permaculture seeks to minimise waste and maximise efficiency in the use of resources.

- **Designing from Patterns to Details:** In entrepreneurship and permaculture, a holistic view of the project is required, considering from general patterns to specific details.

Permaculture philosophy:

Permaculture is based on the ethics of caring for the earth, caring for people and sharing surpluses fairly. This philosophy aligns perfectly with social responsibility and sustainability, aspects that are increasingly valued in successful ventures.

Importance of Permaculture in Entrepreneurship:

- **Sustainability:** Permaculture promotes business models that consider the long-term impact on the environment, ensuring the survival of the business and its harmony with nature.

- **Innovation:** Permaculture design principles inspire creativity and the search for unique solutions, essential in a competitive entrepreneurial environment.

- **Resilience:** Permaculture promotes diversity and adaptability, key qualities for enterprises to overcome challenges and recover from obstacles.

- **Shared Value:** The permaculture ethic aligns with the growing demand for businesses that generate a positive impact on society, enhancing reputation and customer loyalty.

- **Resource Efficiency:** By applying the principles of energy capture and storage, ventures can make better use of resources and minimise costs.

Project Summary

Transforming the Heritage of Peña Cabarga
Welcome to an exciting journey of transformation and creativity in the heart of Peña Cabarga. In this project, we have undertaken an exciting challenge: to revitalise and reimagine the heritage of this iconic region. Throughout various phases, we have woven a story of innovation, collaboration and empowerment. Join us as we explore the stages that have brought this vision to reality, from conception to sustainability. Each phase represents a thread in the tapestry of this exciting journey. Come and discover how we have brought a shared vision to life, forged strong partnerships and incorporated technology, creativity and strategy to create an enduring legacy. Welcome to the narrative of "Transforming the Heritage of Peña Cabarga".

- **Initial Phase - Weaving the Vision:** In this initial chapter of the project, we drew the outlines of the vision that we enthusiastically embraced. Together with the young entrepreneur, we created a solid strategy using Organisational Innovation (OI) tools, set SMART goals and wove a creative approach using the Dragon Dreaming approach. Our first SWOT analysis began to unravel the unique challenges and opportunities we would face.

- **Growing Phase - Collaborating in Depth:** In this chapter, we review the first steps and explore our SWOT analysis in more depth, triggering a cascade of learning. We collaborate with the entrepreneur to shape a Feasibility Plan, identifying both areas for improvement and routes for collaboration with other cultural and educational entities. The seed of interest from the schools ignited our passion to continue.

- **Development Phase - Forging the Path:** In this phase, the project began to acquire entrepreneurial depth. We worked side by side with the entrepreneur in a thorough business study to discern the break-even point. We ventured into dialogue with local authorities, seeking support and solidifying partnerships in the region. Our confidence in public financial viability grew, as did our commitment.

- **Creative Phase** - Unleashing the Imagination: In this chapter, we unleash the imagination and the power of creativity. Using creative thinking techniques, we accompanied the entrepreneur to overcome blocks and explore new perspectives. The generative questions and the win-win-win approach injected vitality into our strategies.

- **Technology Phase -** Spinning the Digital: The story began to be woven with digital and practical threads. We guided the entrepreneur through technological tools to optimise daily organisation and efficiently manage financial aspects. We focused on virtual security and ensured smooth work connections.

- **Personalised Phase -** Empowering the Entrepreneur: In this phase, we empower the entrepreneur on a personal level. We deepen their skills, reinforce their strengths and address their weaknesses. Through morphological analysis and self-discovery, we refine the story and consolidate their determination.

- **Strategic Phase -** Setting the Course: The story gained visibility and solid presence. We developed marketing and visibility strategies to bring the mission to life. Together with the entrepreneur, we defined a solid commercial brand and charted the path to share the narrative with the world.

- **Sustainable Phase** - Weaving the Future: In this last phase, the narrative was enriched with the fibres of sustainability. We explored the circular economy and guided the entrepreneur in applying its principles to the project. Each cultural, social and digital element came together in a coherent and enduring tapestry.

Entrepreneurial learning

Throughout the exciting journey of the Transforming the Heritage of Peña Cabarga project, I have witnessed a rollercoaster of learning and growth that has left an indelible mark on my management vision and decision-making in my heritage conservation enterprise. Each phase has been like a thread woven into a unique tapestry, and I want to share how these lessons have translated into my day-to-day life at HeritageViva.

- **An Inspiring Vision:** My experience in this project has reinforced the importance of having a clear and passionate vision from the outset. As with HeritageViva, weaving a strong vision not only gives direction, but also instils a sense of purpose in every step we take.

- **Strategic Innovation:** I have taken the innovation learnt to the heart of "HeritageViva". I realised that it is not just about maintaining heritage, but about addressing challenges with creativity. Tools such as Organisational Innovation (OI) have allowed me to develop solid strategies to tackle problems in new ways.

- **Structured Planning:** As with every phase of the project, I have applied the structured approach to HeritageViva. Setting SMART goals and adopting the Dragon Dreaming approach has been instrumental in keeping us on track while conserving and sharing our heritage.

- **Integral Analysis:** The comprehensive SWOT assessment has been a tool that I have integrated into "HeritageViva". Analysing our weaknesses and opportunities allows us to make informed decisions and anticipate challenges, just as I did in every phase of this project.

- **Fruitful Collaboration:** Collaboration has been key to HeritageViva. As with the project, I have sought partnerships with other entities and communities to enrich our approach to heritage conservation and ensure that it is a joint effort.

- **Business Insight:** I learned to discern financial viability in "Transforming the Heritage of Peña Cabarga". This lesson has been translated into "HeritageViva", where I understand the importance of seeking support and partnerships from the local community and authorities to ensure our sustainability.

- **Creativity Unlocked:** I have applied creative thinking techniques in HeritageViva to overcome blocks and find innovative approaches to our mission. Creativity has become a valuable tool to address challenges in heritage conservation.

- **Technology Adoption:** The incorporation of technology in "Transformando el Patrimonio de Peña Cabarga" taught me to optimise the management in "HeritageViva". I have implemented technological tools to improve organisation and efficiency in our daily operations.

- **Personal Development:** The personal development phase pushed me to grow and strengthen myself, something I have brought to HeritageViva. Through self-discovery and overcoming weaknesses, I have taken on a stronger and more effective leadership role in our company.

- **Strategic Approach:** As in the strategic phase of the project, I have worked on defining the brand and strategy of "HeritageViva". Marketing and visibility strategies have been brought to life to share our narrative with the world.

- **Holistic Sustainability:** The circular economy and sustainability that I explored in "Transforming the Heritage of Peña Cabarga" have shaped the way we work at HeritageViva. Every aspect of our heritage conservation is guided by the responsibility to be sustainable and enduring.

These learnings have enriched my heritage conservation journey through HeritageViva. Like each thread in the tapestry of the project, these lessons have empowered me to approach each challenge with confidence, creativity and a sustainable perspective.

Tool : Holacracy

"Holacracy" by Brian Robertson - BOOK SUMMARY

Transforming Organisational Management with **Innovation and Agility.**
Holacracy is an **organisational management methodology** that seeks to revolutionise the way companies and organisations function, breaking away from traditional hierarchical structures and adopting an approach based on **autonomous circles and defined roles.** This innovative tool has gained popularity in business and entrepreneurship due to its **ability to foster agility, transparency and collaboration** in all areas of the organisation.
At its core, Holacracy aims to decentralise decision-making by empowering members of the organisation at all levels. **Autonomous circles** are a fundamental pillar of Holacracy, as they represent specific operational units within the organisation. Each circle has its own **mission, objectives and responsibilities,** resulting in a more agile and **adaptable structure**. Within each circle, roles are clearly defined, detailing the responsibilities and authority associated with each position.
A distinctive feature of Holacracy is **structured meetings** that facilitate decision-making and the resolution of tensions. **Tactics**" and "**Governance**" meetings are essential components of this approach. During Tactics meetings, members address operational issues, discuss challenges and make decisions relevant to day-to-day implementation. Governance meetings,

on the other hand, focus on adjusting roles and responsibilities, and adapting the rules for running the circles. These meetings provide a space for open communication and collaboration, which promotes the constant adaptation and evolution of the organisation.

Implementing Holacracy can generate significant benefits for organisations. By decentralising decision-making, members at all levels are empowered, increasing agility and adaptability in the face of change and challenges. Defined roles and structured meetings improve clarity of responsibilities and communications, reducing conflict and improving operational efficiency.

In short, **Holacracy represents** a disruptive transformation in organisational management by fostering autonomous circles and defined roles, as well as implementing structured meetings for decision-making and resolution of tensions. Adopting this methodology can lead to greater **agility, transparency and collaboration,** enabling organisations to address challenges and capitalise on opportunities in an ever-changing business environment.
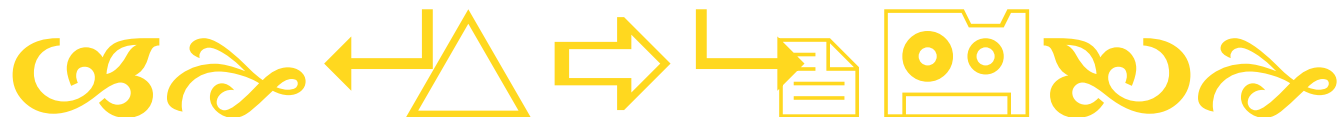
PROJECTS SPAIN
Project 4: "Emotional Network"

Project Summary

Fostering Youth Entrepreneurship through the Emotional Network Project

In collaboration with Permacultura Cantabria (Spain), we are proud to present the "Emotional Network" project, an exciting and transformative initiative that aims to strengthen and empower youth through the promotion of emotional intelligence. Throughout various phases, we have worked tirelessly to guide a young entrepreneur in realising their vision, providing them with the tools and support needed to create a positive impact in the local community and beyond. From inception to results and future promise, this project highlights the importance of cultivating emotional intelligence as a fundamental pillar of successful youth entrepreneurship. Join us on this exciting journey as we explore how the Emotional Network is paving the way for a generation of emotionally intelligent and empowered young entrepreneurs.

Initial Phase: Cultivating Emotional Awareness

In this initial phase of the Emotional Network project, we focused on laying the groundwork for this collaborative initiative. We explored the objectives and outlined the four key phases using the Dragon Dreaming Wheel. Our focus is on fostering social and emotional intelligence, both in education and in the workplace, through a series of innovative activities, such as the "karabirdt" platform.

Development and Strengthening Phase

During the following months, we spent time in deep reflection. Using tools such as the SWOT analysis and the Feasibility Plan, we meticulously assessed the weaknesses and strengths of the Emotional Network project. Through thorough analysis, we created a solid foundation for moving forward. In addition, we refined our focus on healthy emotional decision-making and the integration of emotional intelligence in the educational community.

Construction Phase on Robust Foundations

In this intermediate stage, we are dedicated to optimising all aspects of the Emotional Network project. We explored technological tools to improve daily efficiency, while also addressing sustainability and circular economy issues in the context of the project. We strengthened our visibility and marketing strategies, establishing a strong identity for the Emotional Network project.

Results Phase and a Promising Future

As we near the end of this joint journey, we celebrate the young entrepreneur's growth and the realisation of his Emotional Network project. From cultivating greater emotional intelligence to considering sustainability and the circular economy, we have provided the support needed to transform a vision into a project with real impact.

Looking Ahead Phase

As we look forward, we are confident that the Emotional Network project will continue to thrive. The entrepreneur has demonstrated unwavering dedication and passion, and we are excited to see how his project will continue to enrich the local community and beyond. With the synergy between our NGO and Permacultura Cantabria, this project highlights the power of entrepreneurial youth and their ability to generate meaningful change through a focus on emotional intelligence.

Entrepreneurial learning

Learnings on an Empowerment Journey: Guided by "The 7 Habits of Highly Effective People".

Throughout the **exciting journey** of developing the **Emotional Network** project in collaboration with **Permacultura Cantabria,** I have had the privilege of immersing myself in a transformational experience, shaped by the fundamental principles of **"The 7 Habits of Highly Effective People".** This methodology has illuminated my entrepreneurial path, equipping me with practical tools and enriching perspectives.

Since **Habit 1, "Be Proactive",** I have taken the helm of my project and embraced responsibility for my choices. Focusing on what is within my control has been essential to meet the challenges of entrepreneurship with a resilient mindset.

"Start with an End in Mind", Habit 2, has guided me in defining a crystalline vision and core values for my project. This internal compass has guided my actions towards coherent and sustainable goals.

The astute **prioritisation of Habit 3, "Putting First Things First",** has instilled in me an essential skill. Organising tasks according to importance and urgency has dispelled reactivity, directing my energy towards genuinely strategic activities.

Habit 4, "Think Win-Win-Win", has redefined my perspective on collaboration and relationships. I now pursue mutually beneficial solutions, building bonds of trust and creating an **ecosystem of collaborative work.**

Through **Habit 5, "Seek First to Understand, Then to be Understood"**, I have honed my communication and relationship-building skills. **Empathy** and **active listening** have fostered richer connections, cementing a harmonious working environment.

Synergy, rooted in **Habit 6,** has magnified **my insight into team dynamics.** Recognising the plurality of ideas, I have experienced how genuine collaboration can engender extremely powerful and creative achievements.

With **Habit 7, "Tune the Instrument",** I have internalised the importance of nurturing my holistic wellbeing. Maintaining balance between the physical, mental, emotional and spiritual has been the driver of optimal performance and a sustainable entrepreneurial approach.

"The 7 Habits of Highly Effective People" have been a driving force for my growth on all levels. As I contemplate the horizon of my Emotional Network project, these lessons are empowering. I am confident that they will propel my venture to new heights of success and meaning, enriching our community and transcending.

Tool : The 7 Habits of Highly Effective People"

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE BY STEPHEN COVEY - ANIMATED BOOK SUMMARY

Tool for Personal Growth
"The 7 Habits of Highly Effective People is a powerful methodology that provides a clear and practical framework for personal growth and effectiveness in all areas of life. These habits have been developed by Stephen R. Covey and have become a fundamental Brochure to success in work, relationships and personal development.

- **Habit 1**: Be Proactive Being proactive means taking control of our own life and behaviour. It involves recognising that we have the ability to choose our responses to any situation. Instead of reacting automatically, we strive to make conscious decisions that are aligned with our values and goals.

- **Habit 2:** Start with an End in Mind This habit urges us to have a clear vision of what we want to achieve in life and to define our core values. By setting clear goals that are aligned with our principles, we create a focus that guides us in our daily actions and helps us avoid distractions and deviations.

- **Habit 3:** Putting First Things First Prioritising is an essential skill for staying focused on what really matters. Habit 3 teaches us to identify the most important and urgent tasks and prioritise them. In this way, we ensure that our actions are aligned with our most meaningful goals and values.
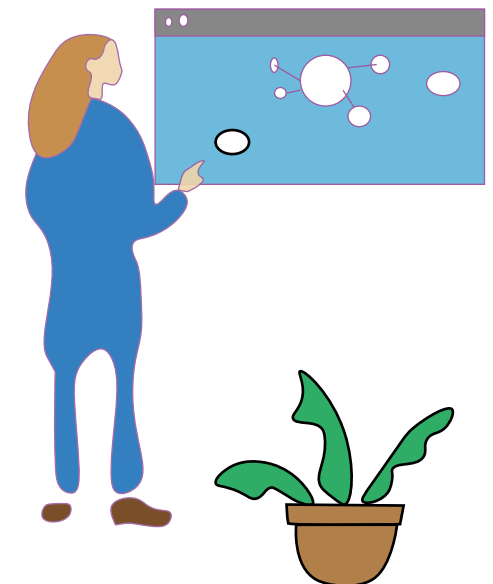
- **Habit 4:** Think Win-Win-Win The "Win-Win" mentality is based on the belief that there is enough success and resources for everyone, and that seeking win-win solutions is the key to long-lasting, collaborative relationships. This habit fosters relationship building based on mutual trust and cooperation.

- **Habit 5:** Seek First to Understand, Then to be Understood Effective communication is essential in all relationships. This habit urges us to actively listen and strive to understand others' perspectives before expressing our own opinions. By practising empathy, we create a solid foundation for successful communication and cooperation.

- **Habit 6:** Synergise Synergy refers to collaboration where the outcome is greater than the sum of the individual parts. This habit encourages us to leverage people's unique differences and strengths to achieve more creative and impactful results through teamwork and genuine collaboration.

- **Habit 7:** Tuning the Instrument

Maintaining balance and taking care of our holistic wellbeing is critical to sustaining long-term effectiveness. Habit 7 reminds us of the importance of taking care of our physical, emotional, mental and spiritual health to be in the best possible position to face challenges and pursue our goals.

"The 7 Habits of Highly Effective People offers a holistic and practical approach to personal growth and effectiveness in all areas of life. Each habit is a valuable tool to help us make conscious decisions, build meaningful relationships and achieve our goals with a clear and balanced focus.

Project Summary

In an exciting collaboration with Permacultura Cantabria (Spain), we have been honoured to be part of the inspiring journey of a young entrepreneur and his project "Natural Cosmetics Micro-Business". Since its inception in November 2021, we have been working tirelessly to shape this vision into a tangible reality that not only benefits the entrepreneur, but also the community.

- **Initial Phase:** Design and Exploration During this initial period, we introduced the core idea of the project and immersed ourselves in an exhaustive search for relevant information. Through two-hour sessions, we explored the essence of the project and analysed similar pilot projects in the natural cosmetics industry. In addition, we introduced the key tool "karabirdt", which was essential in the conceptualisation. This phase also laid the foundations of the project, defining SMART objectives to ensure solid planning.

- **Development and Consolidation Phase** In this phase, we have carried out a thorough review of our work so far. Through a SWOT analysis, we have identified key strengths and weaknesses through the Feasibility Plan. These tools have been crucial to correct areas of improvement and strengthen the essential aspects of the project. In addition, we have assessed the economic outlook and confirmed the feasibility, taking advantage of the growing demand for natural and sustainable cosmetics in the market.

- **Evolution and Preparation for Implementation Phase During this phase,** we have focused our efforts on refining every aspect of the project. We have explored technological tools to optimise our daily operations and have addressed sustainability and circular economy issues, which are fundamental in the context of natural cosmetics. We have strengthened our visibility and promotion strategies, establishing a strong brand identity for the project. This phase has prepared us for successful implementation in the next stage of the project.

- **As** we approach the end of this exciting journey, we celebrate the growth of the entrepreneur and the realisation of their project. From the conception of a natural cosmetics micro-business to the consideration of sustainability and the circular economy, we have provided the support needed to turn a vision into tangible impact. Looking ahead, we are confident that the Natural Cosmetics Micro-Business will continue to flourish. With a solid foundation and well-defined strategies, the entrepreneur is ready to launch his project to the market and offer sustainable and natural alternatives to consumers.

This collaboration highlights the synergy between a young entrepreneur full of passion and a committed organisation such as Permacultura Cantabria. Together, we have created a path of empowerment and positive change in the natural cosmetics industry. With a focus on emotional intelligence and sustainability, this project is a testament to the potential of youth entrepreneurship to generate lasting impact and contribute to community well-being.

Entrepreneurial learning

Discovering the Power of the "8th Habit" in my Entrepreneurial Journey

My exciting journey as a young entrepreneur has led me to a profound encounter with the powerful "8th Habit", a significant extension of the principles presented in "The 7 Habits of Highly Effective People". Below, I share my valuable reflections on how this habit has shaped my approach and guided me in my natural cosmetics project:

- **Expanding my Entrepreneurial Perspective:** My understanding of success has evolved beyond mere sales efficiency. Through the "8th Habit", I have realised that true success is about pursuing personal greatness and leading with genuine purpose. This new perspective has adjusted my vision towards creating a lasting impact in the community.
- **Discovering my Inner Voice:** Inspired by this habit, I embarked on a deep search for my inner voice. Identifying my passions, values and unique talents has been essential to making decisions aligned with my vision. Now, I can create authentic and sustainable products that reflect my authenticity.
- **Inspiring through Leadership:** I have realised that my project transcends the business label; it is a platform to inspire. Guided by transformative leadership, I aspire to motivate others to discover their voice and potential. My project has become a means to empower the community.

- **From Effectiveness to Greatness:** The progress of my project has revealed to me that I seek a greatness that goes beyond mere efficiency. My desire is to leave a positive footprint on industry and society, creating a significant impact on multiple levels.
- **Passion and Business Mission:** Aligning my project with my passions and values has become essential. The "8th Habit" urges me to develop a business mission rooted in authenticity and the well-being of people and planet.
- **Contribution to Society:** This habit has directed my attention to the contribution my project can make to the world. My aspiration is that my brand not only offers quality products, but also has a positive impact. I consider how my project can address environmental and social issues.
- **Personal and Professional Balance:** Inspired by Covey's teachings, I seek to maintain a balance between my personal and professional life. I have learned that sustainable success involves taking care of my well-being while developing my project.
- **Leadership from within:** I have realised the importance of personal and authentic leadership. My approach focuses on leading myself first, setting high ethical and operational standards in my project. I firmly believe that this attitude will influence my team and the industry.
- **Transformative potential:** My project harbours an exciting transformative potential. It is not only about commercial impact; it can also be a catalyst for transforming the cosmetics industry. I long to be part of a shift towards more sustainable and

conscious practices.
- **Continuous Application in Practice:** The "8th Habit" has provided me with exercises and case studies that I constantly apply in my project. This allows me to maintain a clear and focused course for personal and business greatness.

The "8th Habit" has been a solid guide in my entrepreneurial journey. It has transcended mere effectiveness and driven me to pursue personal greatness, turning my project into a means to create a positive impact on the community and the natural cosmetics industry.

Tool : "The "8th Habit"

THE 8TH HABIT BY STEPHEN COVEY | ANIMATED BOOK SUMMARY

Discovering the Power of the "8th Habit": Finding Your Voice and Leading Others

The "8th Habit", a momentous complement to the fundamentals presented in "The 7 Habits of Highly Effective People", stands as an essential guide to inner searching and authenticity. With a focus on discovering our inner voice and inspiring others to do the same, this habit leads to personal and professional greatness, and highlights the revolutionary impact of leading from an authentic foundation. Its essence lies in the powerfully simple, yet profoundly meaningful premise of "Finding your voice and helping others find theirs", leading us to transcend mere efficiency and leave a lasting and profound imprint on our lives and society.

- **Expanding Horizons:** The "8th Habit" amplifies and expands the philosophy of the "7 Habits of Highly Effective People", taking us beyond effectiveness to the passionate exploration of personal greatness and leadership imbued with authentic purpose.

- **Discovering the Inner Voice:** Introduced by Stephen R. Covey, this habit challenges each individual to embark on a journey of deep self-exploration to discover their "inner voice". This voice is authentic and unique to each person, reflecting their unique passions, values and talents.

- **Inspire Others:** Rooted in transformational leadership, the "8th Habit" drives us to be beacons of inspiration, motivating others to discover and embrace their own voices and potentials. Each of us becomes a catalyst for positive change in others.

- **From Effectiveness to Greatness:** Beyond effectiveness, this habit invites us to seek sustainable and lasting impact in all areas of life. It challenges us to rise beyond simple efficiency into a realm where greatness and meaning become the norm.

- **Passion and Mission:** Covey stresses the importance of aligning our actions and choices with a business and personal mission that is rooted in authentic values. This alignment provides the moral compass for our decisions and actions.

- **Contribution to Society:** The "8th Habit" leads us to consider not only our own lives, but also how we can make a meaningful contribution to the world at large. It challenges us to explore how our actions can have a positive and lasting impact on our community and beyond.

- **Personal and Professional Balance:** Covey, author of several influential books on leadership and personal development, emphasises balance between the personal and the professional as the path to greatness in both areas. He recognises that a balanced life is fundamental to lasting success.

- **Leading from the Inside Out:** The "8th Habit" advocates authentic and personal leadership. Covey encourages us to lead ourselves first, setting high ethical and operational standards, before influencing others. True influence comes from genuine respect and trust, rather than formal authority.

- **Transformational Potential:** Covey, who is also known for his book "The 7 Habits of Highly Effective People", explores how leading from the inner voice has the power to transform organisational culture and society at large, creating deep and sustainable change.

- **Practical Application:** As a practical guide, the "8th Habit" offers concrete exercises and case studies that enable readers to integrate and apply its principles in daily life, both personally and professionally.

Project Summary

Perspective of the Mentor to the Young Entrepreneur
Over a series of collaborative sessions in the Urban Permaculture project, we have built a solid foundation and advanced the planning and implementation of the project. Here is a summary of the key activities and approaches addressed in each phase:

- **Initial Phase:** Idea Development and Goal Setting In our first session, we explored the conception of an urban garden under permaculture principles in Santander. Together, we defined concrete and measurable objectives for the project, focused on creating a horticultural space for self-consumption, improving the quality of life of citizens and promoting a sense of community.
- **Analysis and Evaluation Phase** We dedicate one session to the analysis and evaluation of the project. We carry out a SWOT analysis to discern the strengths, weaknesses, opportunities and threats of the project. In addition, we begin to draw up a Feasibility Plan to examine the financial and operational viability. We identify the strengths and opportunities to enhance the project.
- **Strategic Planning Phase** We continued with strategic planning. We explored the search for the financial break-even point and discussed securing financing and site selection for the project. Sustainability was highlighted as a key factor, and we proposed financing and improvement strategies.
- **Innovation and Overcoming Obstacles Phase** In another session, we focus on creativity and overcoming blocks. We apply creative thinking and obstacle removal techniques to stimulate innovative ideas. We also explore technological tools for day-to-day project management.
- **Entrepreneur Profile and Strengths Phase** We continue the creative exploration, focusing on the entrepreneur's strengths and characteristics. We generate a complete profile and use their strengths to drive the project forward. We define a checklist and refine the main idea.
- **Organisational and Technological Efficiency Phase** We introduced organisational and technological tools to maximise management efficiency. We discussed options for working remotely and collaborating virtually, as well as for controlling customers and costs.
- **Visibility Phase and Marketing Strategies** We concentrate our efforts on visibility and marketing strategies. We address the essential steps to promote the project, strengthen the brand and carry out effective marketing campaigns.
- **Sustainability and Circular Economy Phase** In the last session, we explored sustainability and the circular economy. We introduced the concepts and applications of the circular economy in projects like ours. We established the pillars of a sustainable and viable project.

Each session has nurtured the evolution and constant improvement of the Urban Permaculture project. From idea conception to financial planning, promotion and sustainability, we have provided the tools and knowledge necessary to successfully implement the project.

Entrepreneurial learning

The experience of the "Urban Permaculture" project and the application of the "Six Thinking Hats" methodology have provided me with valuable lessons in my entrepreneurial journey:

- **White Hat (Facts and Figures):** I discovered the importance of basing my decisions on objective information and hard data. Evaluating data on the feasibility of an urban permaculture garden allowed for a realistic assessment of resources, costs and benefits to the community.

- **Red Hat (Emotions and Feelings):** I recognised the relevance of exploring one's own and others' emotions. Connecting emotionally with the idea of the urban garden strengthened the passion in the team and promoted a more cohesive collaboration.

- **Black Hat (Critical and Cautious):** I understood the need to consider challenges from the start. The black hat helped me to identify potential obstacles, such as legal restrictions and maintenance issues, allowing me to take preventive measures.

- **Yellow Hat (Optimistic and Positive)**: I learned to maintain a positive attitude and focus on the benefits of the project. Evaluating the positive aspects, such as the impact on quality of life and community cohesion, pushed me to move forward.

- **Green Hat (Creative and Creativity):** I discovered the importance of being creative and exploring innovative approaches. The green hat allowed me to come up with novel solutions to specific challenges, such as spatial design and community engagement.

- **Blue Hat (Control and Organisation):** I understood the importance of planning and organisation. Using the blue hat helped me to guide discussions, keep focus on objectives and ensure a coherent integration of ideas into the overall project plan.

The "Six Thinking Hats" methodology in the Urban Permaculture project provided me with a comprehensive and balanced perspective. This tool helped me to make informed decisions, consider diverse perspectives and manage challenges proactively. As an entrepreneur, I learned to approach the process

Tool 6: Six Thinking Hats

How to use the Edward de Bono's Six Thinking Hats for decision making

The "Six Thinking Hats" methodology, developed by psychologist and author Edward de Bono in his book of the same name, offers an innovative and highly effective approach to approach decision-making, problem-solving and critical thinking from multiple perspectives. This methodology uses six metaphorical 'hats', each representing a particular approach or point of view, allowing individuals to explore a problem or situation from different angles. Although the possibility of "Seven Hats for Thinking" was mentioned earlier, de Bono's methodology is based on six hats. An expanded description of these six hats is presented below:

- **White Hat (Facts and Figures):** When using the White Hat, the focus is on the objective information and hard data available. This hat invites participants to analyse and evaluate facts and figures, identify patterns and trends, and assess the relevance of the information to the problem at hand. Essentially, it is about making decisions based on sound, data-driven information.
- **Red Hat (Emotions and Feelings):** The Red Hat focuses on the emotional dimension of decision-making. Here, people have the opportunity to express their intuitions, opinions, instincts and emotions about the issue under discussion. No logical justification or argumentation is required; instead, it is about sharing genuine emotional reactions that may influence the perception and understanding of the situation.
- **Black Hat (Critical and Cautious):** The Black Hat encourages consideration of potential negatives, risks and challenges. By wearing this hat, participants look closely at weaknesses, potential problems and obstacles that could arise. This critical perspective helps to identify weaknesses and take steps to address them and mitigate risks.
- Yellow Hat (Optimistic and Positive): The Yellow Hat focuses on highlighting the positive aspects and benefits of an idea, solution or decision. Here, participants assess the opportunities, advantages and possible favourable outcomes. By adopting this optimistic perspective, constructive thinking and the search for solutions that can lead to a successful outcome is encouraged.
- **Green Hat (Creative and Creativity):** The Green Hat encourages creativity and lateral thinking. This is where people can unleash their imagination and generate new ideas, unconventional approaches and innovative solutions. It encourages exploring alternatives and considering possibilities that might not be obvious from other perspectives.
- **Blue Hat (Control and Organisation):** The Blue Hat plays a controlling and managing role in the thinking process. It is the hat of the session leader, responsible for leading the discussion and coordinating the use of the other hats. This hat ensures that the process remains focused, that all approaches are properly explored and that a coherent conclusion is reached.

In the context of entrepreneurship, the "Six Thinking Hats" methodology can be particularly valuable:

- **Diversity of Perspectives:** Entrepreneurs often face complex challenges. By wearing the hats, they can explore these situations from a variety of perspectives before making crucial decisions.
- **Informed Decision Making:** The White Hat approach promotes the collection and analysis of objective information. This is essential for making informed decisions on issues such as the market, competition and financial viability.
- **Risk Management:** The Black Hat enables entrepreneurs to identify potential obstacles and risks in their plans, contributing to more effective management of challenges.
- **Creativity and Innovation:** The Green Hat encourages the generation of fresh and creative ideas. In an entrepreneurial environment, this can lead to innovation and the development of unique products or services.
- **Opportunity Assessment**: The Yellow Hat helps to weigh up the potential benefits. This is essential when considering new business opportunities and assessing whether it is worth investing resources.
- **Strategic Planning:** The Blue Hat provides structure and organisation, essential for strategic planning and coordination of efforts in a venture. The session leader can ensure that all perspectives are explored coherently and effectively.

Ultimately, the Six Thinking Hats methodology offers a powerful framework for collaborative thinking, decision-making and problem management in entrepreneurship and beyond.

Project Summary

Throughout the phases that make up the "Personal Coaching" project, we have traced a complete path of business development and personal growth. As your coach, I have had the honour of accompanying you from the initial conception of the idea to the implementation and evaluation of strategies. Below is a summary of the highlights of each phase of the project:

- **Initial Foundation Phase - Idea and Strategy:** IIn this inaugural stage, we built the foundations of the "Personal Coaching" project. Together, we explored the idea, set specific goals and mapped out an initial strategy. By focusing on pillars such as support, accountability and personal leadership, we laid the foundation for an effective coaching business.
- Analysis and Planning Phase - Strategic Assessment: At this stage, we delved into the essence of the project through a SWOT analysis and the creation of a feasibility plan. We identified both strengths and weaknesses, allowing us to make informed decisions and adjust the strategy as necessary. This stage laid the foundation for continuous and progressive development.
- **Financial and Strategic Approach Phase - Business Plan and Feasibility:** The third chapter was crucial in addressing the financial and strategic aspects. We conducted a comprehensive study to define the break-even point of the future business and started to forge the Business Plan. In addition,

we considered negotiations with suppliers and financing strategies to ensure the viability of the project.
- **Creativity and Overcoming - Innovation and Challenges Phase:** At this point, we dive into creativity and overcoming obstacles. Using creative thinking techniques, we explore ways to overcome blockages and challenges in the project. In addition, we discuss the concept of "win-win" in the organisational culture, encouraging a positive outlook for future growth.
- **Deepening and Planning Phase - Strengths and Attributes:** During the fifth period, we continue to delve deeper into analysis and planning. We explored the essential attributes for a successful entrepreneur and developed checklists to ensure the quality and coherence of the project. This set

the stage for cohesive and effective progress.
- **Strategic Execution Phase - Promotion and Positioning:** The sixth tranche focused on carrying out the marketing strategy. We defined and implemented initiatives to promote the personal coaching service. These actions were based on a deep understanding of the needs of the target audience and aimed to establish a solid presence in the market.
- **Action and Evaluation Phase - Measuring Results:** The seventh segment dealt with action and evaluation of results. We launched promotional campaigns and collected audience feedback. Through the analysis of key performance indicators, we measured the effectiveness of the marketing strategies, which allowed us to adjust and improve our promotional actions.

- **Reflection and Closing Phase - Lessons Learned and Future:** In this last phase, we close the project cycle. We reflect on the whole process, identifying achievements and challenges. We evaluated how the methodologies, tools and strategies applied throughout the project contributed to the final outcome. This closing phase provided a complete overview of the entrepreneurial journey and lessons learned.

Throughout this journey, you have shown remarkable dedication and an ability to adapt and learn at every stage. The combination of critical analysis, creative thinking and effective marketing strategies has been essential to the success of the project. You are now ready to apply these skills in future endeavours and continue your personal and professional development. I congratulate you on this outstanding achievement!

Entrepreneurial learning

Throughout my journey as an entrepreneur and in developing the personal coaching project, I have had the opportunity to link fundamental learnings with Robert Kiyosaki's "Cash Flow Quadrant" tool. These learnings have played an essential role in my financial approach and how I have approached my entrepreneurial project. Below, I highlight the key lessons I have learned:

- **Income Diversification:** I recognised the importance of not relying exclusively on a traditional job or income generated solely by my individual efforts. Through my personal coaching project, I strived to create multiple sources of income that would allow me to move into quadrants D and I. This financial diversification has given me greater freedom and the ability to generate income independently and passively.

- **Financial Literacy:** Kiyosaki's perspective on assets and liabilities provided me with a solid foundation of financial literacy. I learned to evaluate my financial decisions strategically, which has been essential to managing my project resources effectively. Now, I make informed financial decisions regarding investments and expenditures.

- **Experience Based Learning:** I adopted the philosophy of learning through practical experience. By observing my personal coaching project unfold and facing real challenges, I have gained invaluable lessons that cannot be obtained in a theoretical environment alone. This approach has fostered my growth as an entrepreneur and helped me to make sounder decisions.

- **Taking Calculated Risks:** I embraced the idea that taking calculated risks is essential for financial and business growth. My personal coaching project led me to step out of my comfort zone and explore new opportunities with an eye on long-term rewards. I realised that overcoming the fear of failure is critical to achieving more ambitious goals.

- **Entrepreneurship and Efficient Systems:** Inspired by Kiyosaki, I embraced the entrepreneurial spirit and focused on creating efficient systems and processes for my personal coaching project. This allowed me to free myself from the need to be constantly present and instead build a business capable of operating successfully even in my absence.

- **Mindset Change:** I experienced first-hand how mindset and beliefs can influence financial success. The positive, growth-oriented mindset I cultivated helped me face challenges with determination. In addition, surrounding myself with people who shared similar financial values gave me support and valuable insights.

By applying the concepts of the "Cash Flow Quadrant" to my personal coaching project, I have learned to diversify income streams, become financially educated, take calculated risks, create efficient business systems and cultivate a growth-oriented mindset. These lessons continue to guide my journey as an entrepreneur and have been crucial to my personal and financial growth on this exciting journey.

Tool : The "CashFlow Quadrant"

RICH DAD'S CASHFLOW QUADRANT (BY ROBERT KIYOSAKI)

The **"CashFlow Quadrant"** is an enlightening concept introduced by author Robert Kiyosaki in his influential book "Rich Dad, Poor Dad". This tool introduces a classification of individuals into four categories according to their main source of income and their approach to wealth generation. The categories are as follows:

- **Employee (E):** Those in this category work for others and receive a wage or salary for their time and effort. However, they lack full control over their time and income, being subject to the decisions and schedules of their employers.

- **Self-employed (A)**: The self-employed are those who work on their own account, as independent professionals or small business owners. Although they have greater autonomy than employees, their income is still directly proportional to their personal time and effort.

- **Business Owner (D)**: In this category are business owners who have set up systems and equipment to generate income. These people do not rely exclusively on their personal labour; instead, they have created structures that allow them to earn money even when they are not physically present.

- **Investor (I):** Investors earn income through financial assets, such as stocks, real estate, bonds and other investments. Their main objective is to make their money work for them and generate passive income, without requiring active involvement in management.

The fundamental purpose of the "CashFlow Quadrant" is to emphasise the importance of moving from quadrants E and A to quadrants D and I. The latter provide greater financial freedom and the ability to generate passive income. Kiyosaki highlights the need to diversify income sources and to become financially educated in order to make informed decisions and achieve financial independence.

Key aspects of the tool:

- **Financial literacy:** Kiyosaki stresses the importance of acquiring knowledge in personal finance and investing. He suggests that learning how to manage money, invest and generate passive income is crucial to achieving financial security.

- **Assets and liabilities:** Kiyosaki redefines the concepts of assets and liabilities in a unique way. For him, an asset is anything that puts money in your pocket, while a liability is anything that takes money out of your pocket. This perspective helps you evaluate financial decisions more effectively.

- **Learning through experience:** Kiyosaki advocates the importance of learning through experience and highlights how he himself learned valuable lessons by observing and participating in entrepreneurial activities from an early age.

- **Risk and reward:** Kiyosaki believes that taking calculated risks is essential for financial growth. He advocates overcoming the fear of failure and being willing to make bold decisions in pursuit of greater rewards.

- **Entrepreneurship:** Kiyosaki promotes the entrepreneurial spirit and encourages consideration of starting one's own business as a path to financial independence. He stresses the importance of building efficient systems and teams that function without the constant presence of the owner.

- **Importance of mindset:** Kiyosaki stresses how mindset and beliefs influence financial success. He advocates cultivating a positive, growth-focused mindset, and also surrounding yourself with people who share similar financial values.

This tool provides essential insight into understanding how to build wealth and move towards financial independence. Kiyosaki's lessons call for diversifying income, educating yourself financially, taking calculated risks, and cultivating a growth-oriented and entrepreneurial mindset.
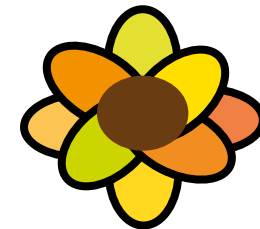
Project Summary

Company Eco Turismo Educativo
Introduction:
In this exciting journey, we have developed an innovative proposal that combines eco-education with tourism services, creating a unique experience for our clients. Throughout several phases, we have worked on feasibility, strategy, creativity, marketing and sustainability to bring this initiative to life.

Our Vision:
Our vision is to create a leading educational ecotourism agency in the Veneto region and beyond, inspiring people to connect with nature and understand the importance of environmental conservation. We want to offer enriching experiences that combine natural beauty with meaningful learning.

Project phases:
- **Start-up Phase:**
  - Development of the idea of an "Eco Educational Tourism Company".
  - Creation of a strategy and launching of the pilot project.
  - Setting key objectives and targets.
- **Analysis and Evaluation Phase:**
  - SWOT analysis to identify strengths, weaknesses, opportunities and threats.
  - Feasibility plan development and strategy improvement.
  - Identification of areas for strengthening and success so far.
- **Financial Focus Phase:**
  - Addressing the financial aspect and finding a balance.
  - Detailed analysis of costs and associated expenses.
  - Understanding the competitive and socio-economic environment.
- **Creativity and Innovation Phase:**
  - Application of creative thinking techniques to overcome blockages.
  - Generation of innovative ideas through methodologies such as Dragon Dreaming.
- **Opportunity Exploration Phase:**
  - Use of morphological analysis techniques to explore variants.
  - Identification of key attributes of successful entrepreneurs.
  - Establishing solid foundations through checklists.
- **Technological Optimisation Phase:**
  - Improving daily operations with technological tools.
  - In-depth training in accounting and financial management.
- **Visibility and Marketing Phase:**
  - Development of visibility and marketing strategies.
  - Creation of a plan to promote the business and establish a strong brand image.
- **Sustainability Phase:**
  - Focus on sustainability in various aspects of the project.
  - Exploring circular economy concepts for a more sustainable approach.
- **Achievements and Future:** Throughout these phases, we have made significant achievements. We have transformed an idea into a solid and enriching proposition. We have optimised our strategies and established a solid market presence. Looking ahead, we will continue to apply our innovative and sustainable approach to expand our presence and reach new horizons.

We are thrilled by the achievements we have reached in each phase of the "Empresa Eco Turismo Educativo" project. Our dedication and enthusiasm have led us to create a unique proposal that fuses environmental education with tourism.

Entrepreneurial learning

Lessons Learned from the Young Entrepreneur in "Educational Ecotourism Enterprise":

- **Comprehensive and Simplified Vision:** The Canvas methodology has illuminated my entrepreneurial journey by providing a comprehensive and simplified vision of my business. Like shining a light in the darkness, it has shown me how each part connects, giving me a deeper and more holistic understanding of how it all works together.
- **Customer in Central Focus:** The "Value Proposition" component has taught me to prioritise the needs of my customers. Defining how my product or service satisfies their desires has been essential. This approach has transformed the way I create experiences that genuinely add value to their lives.
- **Learning through Action:** The Canvas methodology has shown me the importance of testing and validating my ideas in the real world. Its iterative approach has been eye-opening. Now, tweaking my business model based on real results and feedback reduces my anxiety and increases my confidence in decision making.
- **Adaptability without Limits:** The flexibility of the Canvas has surprised me. It has been like a tailor-made suit for my educational eco-tourism project. Customizing each component to our unique needs has ensured that my business model is authentic and relevant.
- **Depth Beyond the Surface:** Completing the Canvas has allowed me to discover areas of improvement and strength in my business model. This introspection is a constant source of inspiration. Knowing where to focus has helped me to guide my project forward.
- **Empowering Collaboration:** The Canvas tool has not only benefited me personally, but has also empowered collaboration. Working with my team to complete each component has aligned us and fostered effective communication. We have combined our ideas and skills to enrich our strategy.
- **Decisions with Perspective:** The Canvas has reminded me of the importance of considering the whole business in my decisions. Not focusing on just one part has been transformative. I now make more informed decisions, considering how each part intertwines and contributes to the bigger picture.

The Canvas Methodology has been my faithful companion in my entrepreneurial journey. It has provided me with clarity, confidence and a solid approach. Each component of the Canvas has shaped and strengthened my educational eco-tourism project, and I am excited about what the future has in store for my journey.

Tool : Canvas Methodology - Business Model Analysis

The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips

Introduction to the Canvas Methodology:
The "Business Model Canvas" is a valuable strategic management tool created by Alexander Osterwalder and Yves Pigneur in 2010, presented in their book "Business Model Generation". This innovative methodology has provided entrepreneurs and companies with a visual and practical way to analyse, design and communicate business models effectively.

Essential Components of the Business Model Canvas:
The Business Model Canvas is composed of nine fundamental elements that describe key aspects of a business model:

- **Customer Segments:** Identify the groups of people or companies that are the main focus of your product or service.

- **Value Proposition:** Explain how your product or service satisfies the needs or desires of your customers.

- **Distribution Channels:** Describe how to deliver your value proposition to customers.

- **Customer Relationships:** Indicates how you interact and maintain relationships with your customers.

- **Income Sources:** List the ways in which you generate income through your customers.

- **Key Resources:** Identify the assets needed to operate and deliver your value proposition.

- **Key Activities:** Details the essential actions you need to take to make your business work.

- **Key Partners:** Mention the collaborations and strategic alliances that facilitate your operation.

- **Cost Structure:** List the expenses involved in maintaining and operating your business model.

Highlights and Key Concepts:

- **Visualisation and Communication:** The Canvas provides a panoramic and simplified view of the business, facilitating understanding and communication within the team, investors and partners.

- **Interactive approach:** The Canvas methodology promotes constant adaptation. Changes in any element allow the business model to be tested and improved.

- **Hypothesis Validation:** Allows hypotheses about the performance of the business model to be formulated and tested in reality, reducing risks and supporting informed decisions.

- **Flexibility and Agility:** Suitable for startups and established companies, adaptable to various industries and business models.

- **Learning Tool:** Filling in the Canvas uncovers opportunities and weaknesses, prompting reflection and constant improvement.

- **Team use:** Facilitates collaboration, allowing teams to complete the Canvas and align understanding of the business model.

- **Holistic Approach:** The Canvas considers all parts of the business holistically, avoiding focusing on one aspect at the expense of others.

The Business Model Canvas is a powerful guide that illuminates the design, analysis and improvement of business models, benefiting both entrepreneurs and established companies in their quest for success and sustainability.

Project Summary

Welcome to Green Bite, an innovative project that is changing the way we approach food sustainability. In a world where environmental awareness and health concerns are constantly growing, Green Bite stands as a beacon of creativity and change in the food industry. This project is not only about organic food, but also about a radically fresh and unique approach to solving the challenges we face in the production, distribution and consumption of sustainable food. Through the application of Lateral Thinking, Green Bite has succeeded in redefining norms, questioning entrenched assumptions and finding solutions that transcend conventional boundaries. In this journey, we will explore how this project has transformed the way we view food sustainability and how it is paving the way to a greener and more promising future.

Phase 1 - Foundations and Initial Exploration: Defining Values and Understanding the Market: In the course of mentoring the "Green Bite" project, I have had the honour of accompanying the entrepreneur on his journey towards the creation and development of a unique and sustainable catering business. Over several stages, we have thoroughly explored each essential step in bringing this project to fruition, strengthening his ability to turn a vision into an impactful reality. Below is a synthesis of the key learnings from this exciting journey.

Phase 2 - Creativity and Menu Design: Innovation in Organic Gastronomy: As we moved forward, we focused on creativity and innovation in the creation of organic menus. The entrepreneur acquired skills to design attractive and sustainable culinary options, adapted to various types of events and celebrations.

Phase 3 - Sustainability and Business Strategy: Creating a Sustainable Approach: In this phase, the understanding of production costs and pricing strategy were highlighted. The entrepreneur learned how to develop promotional and marketing strategies to highlight the sustainable value of their catering, in addition to implementing environmentally friendly practices.

Phase 4 - Organisation and Expansion: Structure and Growth: The importance of having a solid organisational structure and a cohesive team was highlighted in this phase. We explored together possible collaborations with local producers and discussed potential routes for expansion, preparing for future growth.

Phase 5 - Monitoring and Continuous Improvement: Measuring Success and Moving Forward: Measuring success and impact became key elements. Together, we designed performance indicators, researched new culinary trends and established plans to assess environmental and social impact, demonstrating an ongoing commitment to continuous improvement.

Phase 6 - Reflection and Future Planning: Celebrating Achievements and Planning Consolidation As the project came to a close, the entrepreneur and I shared the achievements and challenges faced during this journey. We identified valuable lessons and areas for improvement, creating an action plan to consolidate and expand the social catering of organic products in the future.

At each stage, the entrepreneur showed impressive adaptability and learning ability. Throughout these stages, he has acquired essential tools for creating sustainable business models and demonstrated a consistent commitment to innovation and positive impact. In collaboration, we have charted a path towards a catering business that not only provides organic food, but also drives lasting social and environmental change.

Entrepreneurial learning

Entrepreneurial Learning in the GREEN BITE Project through the Lateral Thinking Approach.
During my journey in the GREEN BITE project, I have gained valuable lessons by applying the Lateral Thinking approach to address challenges in innovative and creative ways. The following points summarise the key learnings I have gained through this methodology:

- **Reassessing Food Sustainability from New Perspectives:** On this journey, I have realised that enriching food sustainability involves looking beyond conventional perspectives. I have broken down the barriers of traditional approaches, allowing me to explore new ways to make organic food exciting and engaging.
- **Forging Innovative and Environmentally Friendly Solutions:** Lateral Thinking has taught me the importance of considering solutions of all kinds, even those that seem unconventional. Thanks to this methodology, I have devised innovative ideas to tackle food waste and promote sustainable practices in the food industry.
- **Challenging Entrenched Assumptions in the Food Industry:** One of the most significant discoveries has been to challenge deeply entrenched assumptions in the food industry. I have been able to find ways to reduce environmental impact by questioning previously accepted, unscrutinised aspects of organic food production and distribution.
- **Fusing Unusual Elements to Generate Positive Impact:** The Lateral Thinking approach has allowed me to make surprising connections between seemingly disparate elements. This creative process has led me to conceive projects that combine food sustainability with other disciplines, such as environmental education or innovative technology.
- **Breaking Patterns that Limit Innovation:** I have discovered how to break free from the constraints imposed by routine patterns of thinking. Through this liberation, I have explored solutions that challenge industry norms and identified unique ways to deliver value through food sustainability.
- **Deploying Creativity for Sustainable Change:** The Lateral Thinking approach has encouraged the application of creativity in the search for sustainable solutions. I have internalised that innovation and creativity are essential to address current challenges in organic food production and consumption.

My immersion in the Lateral Thinking approach in the context of the GREEN BITE project has been enlightening. I have gained the ability to think unconventionally, opened new doors in the field of food sustainability and cultivated a fresh and creative approach to revolutionise the organic food industry.

Tool: "Pomodoro Method"

Does Pomodoro actually work for flow? (thanks Huberman)

Pomodoro Method: History and Principles for Efficient Time Management
The Pomodoro Method is a time management strategy created by Francesco Cirillo in the late 1980s. Its name comes from a tomato-shaped kitchen timer ("pomodoro" in Italian) that Cirillo used while studying at university. The basic premise of this method is simple: break down work into short intervals, called "pomodoros", followed by short breaks. This helps maintain concentration and productivity, counteracting procrastination and mental exhaustion.

Key Principles:
The technique is based on the following principles:

- **Divide and Conquer:** Work is divided into manageable segments of time, the pomodoros, which lessens the feeling of overwhelm and makes tasks seem more achievable.
- **Intensive Focus:** In each pomodoro (usually 25 minutes), you dedicate yourself exclusively to a single task, without distractions, thus improving your concentration and the quality of your work.
- **Short Breaks:** After each pomodoro, take a short break (usually 5 minutes) to rest and recharge before starting the next cycle.
- **Feedback and Adjustments:** At the conclusion of each cycle (consisting of four pomodoros followed by a longer break), a review is conducted to assess progress and adapt planning as necessary.

Outstanding Benefits:
The Pomodoro Technique offers a number of advantages:

- **Increased Productivity:** The method stimulates deep concentration and efficient time management, which boosts productivity.
- **Overcoming Procrastination:** Dividing work into time segments decreases the feeling of overwhelm, reducing the tendency to procrastinate.
- **Maintaining Vitality:** Regular breaks allow you to rest and avoid mental exhaustion, helping to maintain energy throughout the day.
- **Promoting Concentration:** The technique promotes immersion in a single task, which can raise the quality and depth of work.
- **Self-management and self-awareness:** Regular work and rest cycles stimulate self-management and control over time and tasks.

Example of Application:
Suppose you have to complete a writing task. Here is an example of how you could apply the Pomodoro Technique:
1. Set a timer of 25 minutes (one pomodoro).
2. Spend that time on the writing task, uninterrupted, until the alarm goes off.
3. After 25 minutes, take a 5-minute break to relax, stretch or do a different activity.
4. Repeat steps 1-3 three more times, completing a total of four pomodoros.
5. After the fourth pomodoro, take a longer break of 15-30 minutes to recharge.

Remember that you can adjust the length of pomodoros and breaks to suit your preferences. The focus is on finding a rhythm that works best for you and allows you to balance concentration and rest.

Project Summary

Within the framework of the mentoring provided to the entrepreneur, the exciting development path of this organic honey business, known as "Project Bee-Green", has been mapped out. Over several strategic phases, it was explored from the roots of the idea to its blossoming into a sustainable, one-of-a-kind business. Each phase contributed to building a solid foundation for organic honey, focusing on quality, sustainability and responsiveness to market needs. Below is a summary of the key phases that shaped the path to Project BeeGreen's success.

Summary of Mentoring for the Organic Honey Entrepreneur - Plan BeeGreen
During the mentoring process, the mentor accompanied the entrepreneur through the following phases in the development of this organic honey business, called "BeeGreen Project":

- **Phase 1: Seeding the Idea.** We explored the vision and objectives behind the organic honey business idea. The entrepreneur shared his inspiration and initial goals.
- **Phase 2: Unravelling the Landscape** We carefully analysed the market, researched the competition and defined the target audience. Key competitors were identified and strategies were designed to stand out in the market.
- **Phase 3: Weaving the Proposition** In this phase, the focus was on creating a unique value proposi-

tion for organic honey. The entrepreneur outlined the values and unique characteristics that would differentiate his product.
- **Phase 4: Harvesting Sustainability** We design a sustainable production process, focusing on bee care and honey harvesting methods, in harmony with ecological principles.
- **Phase 5: Pollinating the Market Marketing** and commercialisation strategies were addressed, including building a strong brand, identifying effective sales channels and segmenting potential customers.
- **Phase 6: Navigating the Regulations** The legal compliance and certifications phase was crucial. The entrepreneur obtained information on the regulations necessary for the production and marketing of organic honey.
- **Phase 7: Nurturing Finance** We discuss financial management and business sustainability, estimating costs and exploring sustainable practices to integrate into the business model.
- **Phase 8: Successful Take-off** The entrepreneur planned the gradual launch of the business and established key performance indicators to measure success in the launch and follow-up phase.

- **Phase 9: Conscious Expansion** Scaling strategies were explored in the expansion phase, considering how to expand product offerings and reach a wider audience in a sustainable way.
- **Phase 10: Adaptation and Continuous Improvement** The importance of constant evaluation and adaptation was emphasised in the continuous improvement phase, to ensure alignment with objectives and the changing environment.
- **Phase 11: Weaving Support Networks** Valuable resources and support networks were presented in the strengthening phase, including beekeeping associations and training programmes.
- **Phase 12: Conclusions and Commitment** The last phase consisted of a reflection on what was learned during the mentoring and a reaffirmation of the ongoing commitment to support the entrepreneur in his or her journey with Project BeeGreen.

The entrepreneur gained a solid and comprehensive understanding of how to develop his organic honey business from initial concept to implementation and sustainable growth.

Entrepreneurial learning

During the exciting mentoring stage of my BeeGreen Project, I have gained valuable learnings by applying Lateral Thinking as a creative and strategic tool in building my organic honey business. Here I share the main learnings I have acquired through this innovative approach:

- **Change of Perspective:** I understood that I should not limit myself to conventional approaches. I learned to change my perspective, exploring new dimensions and considering non-traditional angles in my decision-making. This flexibility allowed me to find more innovative and fresh solutions.

- **Exploring Possibilities:** Through Lateral Thinking, I have expanded my mind to consider a wide range of ideas, even those that seem outlandish initially. This constant exploration generated a steady stream of creative and novel ideas.

- **Challenging Assumptions:** I adopted the skill of questioning assumptions ingrained in my organic honey industry. By challenging traditional beliefs, I was able to discover new ways of addressing problems and solutions that might have previously gone unnoticed.

- **Unusual Connections:** Through the practice of Lateral Thinking, I have learned to connect seemingly unrelated concepts. This skill allowed me to create unique approaches and innovative solutions, such as combining beekeeping aspects with sustainable practices in other fields.

- **Escape from Habitual Thinking Patterns:** I broke free from conventional thinking patterns and ventured into uncharted territory. I understood that by departing from pre-established routes, new opportunities and creative solutions open up.

- **Exemplary Application:** Through the example of designing a new game for children, I understood how I can apply Lateral Thinking not only to my organic honey business, but to any problem at hand. I learned that combining unconventional approaches could generate surprisingly useful and original ideas.

Thanks to this mentorship, I assimilated Lateral Thinking as an essential tool to nurture my creativity, challenge boundaries and approach problems from new and exciting perspectives. I integrated these learnings in an integral way in my innovative and sustainable approach in the BeeGreen Project, strengthening its position in the organic honey market.

Tool: "Exploring Lateral Thinking"

Lateral Thinking Edward De Bono | Lateral Thinking Exercises

Concept, Principles and their Application in the Post-COVID Era
Lateral Thinking, a methodology conceived by Edward de Bono in the 1960s, stands as a creative and revolutionary approach to solving problems and generating innovative solutions. By exploring unconventional perspectives, it challenges the usual linear approach to tackling challenges. Instead of tackling problems in a straightforward and sequential manner, this approach seeks to escape from established patterns and discover new perspectives that result in fresh and surprising solutions.

Concept: Lateral Thinking offers an alternative to the conventional approach to problem solving. Instead of tackling challenges head-on, this creative approach proposes a new perspective to address them. Its relevance is even more evident in the post-COVID era, where adaptability and innovation are essential to meet the changing and complex challenges ahead.
Fundamental Principles: The underlying principles of Lateral Thinking are fundamental in the search for solutions in today's environment:

- **Perspective Shift:** This principle invites us to explore problems from different angles. In a post-COVID era where challenges can be multifaceted and complex, the ability to adopt different perspectives becomes an invaluable tool for discovering novel and effective solutions.
- **Exploring Possibilities:** Lateral Thinking encourages consideration of a broad spectrum of ideas, even those that may seem unconventional or even outlandish. In today's changing context, this constant exploration allows for the identification of adaptable and versatile solutions.
- **Challenging Assumptions:** This principle drives to challenge pre-established assumptions. In the post-COVID era, where conditions and circumstances have evolved, challenging these assumptions can lead to solutions that better fit the new reality.
- **Unusual Connections:** The ability to find connections between seemingly unrelated concepts is essential in an interconnected world. The post-COVID era demands comprehensive and holistic solutions, and the ability to create these unusual connections can lead to innovative and effective ideas.
- **Escape from Habitual Thinking Patterns:** Recovery and resilience in the post-COVID era require a flexible and open mindset. Lateral Thinking promotes precisely this by encouraging the search for fresh and unconventional approaches to the problems we face.

Lateral thinking is proving to be an essential tool in the post-COVID era. Its ability to promote innovation, adaptability and the transformation of challenges into opportunities makes it a valuable resource for navigating a constantly changing environment and finding effective and surprising solutions.

Projects EGYPT
Project 1: Sustainable Urban Farming Initiative

Project Overview:

The "Sustainable Urban Farming Initiative" is a pioneering project set to transform urban spaces across Egypt into hubs of sustainable agriculture. The collaboration between local agricultural organizations, urban planners, and community leaders seeks to address the pressing challenges of food security, environmental sustainability, and community well-being. By strategically integrating urban farms into key metropolitan areas, the initiative aims to create a robust and localized food supply chain that promotes access to fresh produce and fosters environmental stewardship.

Objectives:

1. **Urban Agriculture Promotion:**
   - **Strategy:** Establish sustainable urban farms in key urban centers.
   - **Activities:** Collaborate with urban planners to identify suitable locations, secure land, and implement innovative farming techniques such as vertical farming and hydroponics.
2. **Community Engagement:**
   - **Strategy:** Engage local communities in the cultivation and maintenance of urban farms.
   - **Activities:** Conduct workshops on sustainable farming practices, organize community gardening events, and establish volunteer programs to instill a sense of ownership and community pride.

3. **Sustainable Supply Chain:**
   - **Strategy:** Create a localized and sustainable food supply chain.
   - **Activities:** Establish partnerships with local businesses, create distribution networks, and implement waste reduction measures to minimize the environmental impact of food transportation.

Strategies and Activities:

1. **Urban Farm Workshops:**
   - Conduct regular workshops covering a range of topics, including vertical gardening, aquaponics, soil health, and composting.
   - Collaborate with agricultural experts, nutritionists, and environmentalists to provide holistic education on sustainable urban farming.
2. **Circular Economy Integration:**
   - Implement circular economy principles in farm design, waste management, and resource utilization.
   - Explore partnerships with recycling initiatives to repurpose organic waste into compost and collaborate with local businesses to create a closed-loop system.

3. **Community Farmers Markets:**
   - Establish local farmers markets to directly connect urban farmers with consumers.
   - Organize events, cooking demonstrations, and educational sessions at the markets to raise awareness about the benefits of locally sourced and sustainable produce.

Learnings and Challenges:

The "Sustainable Urban Farming Initiative" presents a unique learning opportunity for entrepreneurs. Insights into urban planning regulations, resource optimization, and community engagement strategies will be gained. Challenges may include navigating bureaucratic hurdles, optimizing resource utilization, and fostering sustained community participation.

Relevant Tools:

1. **Urban Farm Planning Software:**
   · Utilize advanced software for efficient planning and design of urban farm spaces, optimizing land use, and maximizing crop yield.
   · Incorporate GIS technology to analyze the urban landscape and identify optimal locations for urban farms.
2. **Circular Economy Assessment Toolkit:**
   · Develop a toolkit for assessing and integrating circular economy principles into urban farming practices.
   · Include modules on waste reduction, energy efficiency, and sustainable resource management.

3. **Community Engagement Platform:**
   · Implement a user-friendly platform for effective communication and collaboration among urban farmers and local communities.
   · Include features such as forums, event calendars, and resource-sharing functionalities to foster community engagement.

Projects EGYPT
Project 2: TechInnovate Youth Hub

Project Overview:

"TechInnovate Youth Hub" is a transformative initiative designed to shape the future of Egypt's technology landscape by empowering the youth with cutting-edge skills and fostering innovation. The collaboration between educational institutions, leading tech organizations, and industry experts aims to bridge the gap between theoretical knowledge and practical application. The project envisions a dynamic hub where young tech enthusiasts can collaborate, learn, and innovate, ultimately contributing to the growth of a robust tech ecosystem.

Objectives:

1. **Youth Tech Skill Development:**
   - **Strategy:** Offer an intensive and comprehensive platform for young individuals to enhance their technical skills.
   - **Activities:** Organize tech skill bootcamps, workshops, and certification programs covering a spectrum of emerging technologies.
2. **Innovation Collaboration:**
   - **Strategy:** Foster a collaborative environment where youth can work on innovative projects, share ideas, and build a network.
   - **Activities:** Conduct innovation challenges, hackathons, and collaborative coding sessions to encourage creativity and teamwork.
3. **Tech Ecosystem Support:**
   - **Strategy:** Contribute to the growth of Egypt's

tech ecosystem by supporting youth-led tech initiatives..
- **Activities:** Establish a startup incubation program, connect youth with industry mentors, and create opportunities for networking with established tech professionals.

Strategies and Activities:

1. **Tech Skill Bootcamps:**
   - Organize regular bootcamps covering a spectrum of emerging technologies.
   - Collaborate with industry experts to provide hands-on training, real-world case studies, and exposure to the latest trends in technology.

2. **Innovation Challenges:**
   - Conduct innovation challenges and hackathons, encouraging youth collaboration, problem-solving, and creativity.
   - Provide platforms for participants to showcase their innovative solutions to real-world problems and receive feedback from industry experts.

3. **Startup Incubation Program:**
   - Establish a comprehensive program to support youth-led tech startups.
   - Provide mentorship, funding opportunities, co-working spaces, and legal support to help young entrepreneurs turn their tech ideas into viable businesses.

Learnings and Challenges:

Entrepreneurs leading "TechInnovate Youth Hub" will gain valuable insights into youth-focused tech education, the dynamics of the innovation ecosystem, and the challenges and opportunities associated with startup incubation. Challenges may include adapting to the dynamic tech landscape, ensuring inclusivity, and devising effective strategies for sustained youth engagement.

Relevant Tools:

1. **Youth Tech Skill Assessment Platform:**
   - Implement a platform for assessing and tracking the technical skills of youth participants.
   - Use data analytics to tailor learning paths, identify areas for improvement, and provide personalized feedback.

2. **Innovation Workshop Toolkit:**
   - Provide resources for organizing interactive innovation workshops and hackathons.
   - Include guidelines, templates, and case studies to facilitate the planning and execution of engaging and impactful innovation events.

3. **Tech Ecosystem Mapping Tool:**
   - Develop a tool to visualize and map the local tech ecosystem.
   - Include features such as interactive maps, directories of tech organizations, and analytics to identify trends and opportunities in the tech landscape.

Project Overview:

"EcoMarketplace for Artisans" is a revolutionary initiative that seeks to redefine the global marketplace by creating an online platform exclusively dedicated to eco-friendly and sustainable artisanal products. In collaboration with environmental organizations, the project aims to connect conscientious artisans with a discerning global audience. By promoting sustainable consumption practices and fostering a community of environmentally responsible consumers, the initiative strives to contribute to the broader movement towards a greener and more sustainable world.

Objectives:

1. **Global Exposure for Artisans:**
   - **Strategy:** Provide a cutting-edge platform for artisans dedicated to eco-friendly practices to showcase and sell their products globally.
   - **Activities:** Develop a user-friendly e-commerce platform, curate a diverse range of sustainable products, and implement marketing strategies to attract a global audience.
2. **Sustainable Artisanal Practices:**
   - **Strategy:** Promote sustainable production methods among artisans, ensuring products align with eco-friendly principles and ethical standards.
   - **Activities:** Establish an eco-product certification program, conduct workshops on sustainable production techniques, and collaborate with artisans to enhance their eco-friendly practices.

3. **Consumer Education:**
   - **Strategy:** Educate consumers about the environmental impact of their purchases and promote conscious consumerism through transparency and eco-certification.
   - **Activities:** Develop educational campaigns, provide detailed product information on the platform, and collaborate with influencers and environmentalists to raise awareness about sustainable consumer choices.

Strategies and Activities:

1. **Eco-Product Certification Program:**
   - Establish a rigorous certification program to verify and promote eco-friendly practices among artisans.
   - Collaborate with environmental experts and certification bodies to ensure credibility and transparency in the certification process.

2. **Sustainable Production Workshops:**
   - Conduct workshops and training sessions for artisans on sustainable production methods.
   - Provide resources, case studies, and practical demonstrations to help artisans adopt eco-friendly practices in their production processes.

3. **Consumer Education Campaigns:**
   - Launch educational campaigns to inform consumers about the environmental impact of their purchases.
   - Collaborate with influencers, environmental activists, and educators to create engaging content and promote conscious consumerism.

Learnings and Challenges:

The "EcoMarketplace for Artisans" initiative offers entrepreneurs a unique learning experience in the intersection of e-commerce, sustainability, and consumer behavior. Insights gained may include understanding the dynamics of online marketplaces, navigating eco-certification processes, and promoting sustainable practices in the artisanal sector. Challenges may involve building trust among consumers, ensuring the credibility of eco-certifications, and effectively communicating the environmental benefits of products.

Relevant Tools:

1. Eco-Product Certification Platform:
· Develop a platform for artisans to apply for and obtain eco-certifications.
· Integrate features for transparent documentation, certification verification, and showcasing eco-friendly practices adopted by artisans.

2. Sustainable Production Toolkit:
· Provide a toolkit containing guidelines, resources, and best practices for artisans to adopt sustainable production methods.
· Include case studies, success stories, and templates to assist artisans in implementing eco-friendly practices.

3. Consumer Awareness Platform:
· Implement a platform to educate consumers about the environmental impact of their purchases.
· Include interactive features, educational content, and a blog section to engage and inform consumers about sustainable and ethical consumer choices.

Project Overview:

The groundbreaking "SolarTech Solutions Hub" emerges as a strategic initiative aimed at revolutionizing Egypt's technological landscape by focusing on solar technology innovations. Collaborating with leading solar experts, research institutions, and technology incubators, the project seeks to establish a hub dedicated to solar technology research, development, and entrepreneurship. The overarching objective is to accelerate the adoption of solar solutions and position Egypt as a leader in sustainable energy practices.

Objectives:

1. **Solar Technology Innovation Hub:**
   - **Strategy:** Create a specialized hub fostering innovation in solar technology research and development.
   - **Activities:** Establish state-of-the-art research facilities, facilitate collaboration between researchers and entrepreneurs, and provide a conducive environment for the development of solar-related technologies.
2. **Entrepreneurial Empowerment:**
   - **Strategy:** Empower entrepreneurs to lead the way in the solar technology sector.
   - **Activities:** Launch an incubation program for solar startups, provide mentorship, facilitate access to funding, and offer resources essential for the growth of solar-focused entrepreneurial ventures.

3. **Market Adoption Acceleration:**
   - **Strategy:** Accelerate the adoption of solar solutions in the market.
   - **Activities:** Conduct awareness campaigns, collaborate with policymakers to incentivize solar adoption, and establish partnerships with businesses for the implementation of solar technologies.

Strategies and Activities:

1. **Solar Research Facilities:**
   - Establish cutting-edge research facilities equipped with the latest technology for solar energy research.
   - Foster collaboration between researchers, engineers, and entrepreneurs to facilitate the development of innovative solar solutions.

2. **Solar Startup Incubation Program:**
   - Launch a comprehensive incubation program to support startups focused on solar technology.
   - Provide mentorship, funding opportunities, access to prototyping facilities, and legal support to nurture the growth of solar-focused entre-

preneurial ventures.

3. **Solar Adoption Awareness Campaigns:**
   - Develop and execute targeted campaigns to raise awareness about the benefits of solar adoption.
   - Collaborate with media outlets, influencers, and educational institutions to disseminate information and encourage the widespread adoption of solar technologies.

4. **Policy Advocacy and Collaboration:**
   - Advocate for policies that incentivize and support the adoption of solar technologies.
   - Collaborate with policymakers, industry stakeholders, and advocacy groups to shape policies conducive to the growth of the solar technology sector.

5. **Business Partnerships for Solar Implementation:**
   - Forge strategic partnerships with businesses for the implementation of solar technologies.
   - Facilitate collaborations between startups and established businesses to pilot and deploy innovative solar solutions in various sectors.

Learnings and Challenges:

Entrepreneurs at the helm of the "SolarTech Solutions Hub" will gain invaluable insights into solar technology research, startup incubation dynamics, and the intricacies of promoting sustainable solutions in the energy sector. Anticipated challenges may include navigating the evolving landscape of solar technology, securing collaboration between researchers and entrepreneurs, and effectively advocating for policy changes to incentivize solar adoption.

Relevant Tools:

1. **Solar Research Collaboration Platform:**
   · Develop a collaborative platform to facilitate communication and knowledge-sharing among solar researchers, engineers, and entrepreneurs.
   · Implement features such as forums, project collaboration spaces, and a resource library to enhance collaboration.

2. **Startup Incubation Toolkit:**
   · Provide a toolkit containing resources, guidelines, and best practices for running a successful solar-focused startup incubation program.
   · Include templates, case studies, and success stories to guide entrepreneurs through the various stages of startup development.

3. **Solar Adoption Metrics Dashboard:**
   · Develop a metrics dashboard to track and measure the impact of solar adoption awareness campaigns.
   · Include analytics tools to assess campaign reach, effectiveness, and public sentiment towards solar technologies.

4. **Policy Advocacy Toolkit:**
   · Develop a toolkit to guide entrepreneurs in effective policy advocacy.
   · Include templates for policy proposals, guides on engaging with policymakers, and case studies illustrating successful advocacy efforts.

5. **Business Collaboration Platform:**
   · Implement a platform to facilitate collaborations between startups and established businesses.
   · Include features such as a partnership directory, collaboration forums, and tools for project management to enhance effective business partnerships.

Project Overview:

The "GreenTech Waste Recycling Initiative" is a transformative project aimed at revolutionizing waste management practices in Egypt. In collaboration with environmental organizations, waste management experts, and technology innovators, the initiative seeks to establish an integrated waste recycling ecosystem. The overarching objective is to promote sustainable waste management practices, reduce environmental impact, and create economic opportunities through the recycling and repurposing of waste materials.

Objectives:

1. **Integrated Waste Recycling Ecosystem:**
   - **Strategy:** Develop a comprehensive ecosystem for the recycling and repurposing of waste materials.
   - **Activities:** Establish recycling centers, implement innovative waste sorting technologies, and collaborate with local communities for effective waste collection.
2. **Community Engagement and Education:**
   - **Strategy:** Engage local communities in waste management practices and educate them about the benefits of recycling.
   - **Activities:** Conduct awareness campaigns, organize community clean-up events, and establish educational programs to promote waste reduction and proper disposal.
   ·

3. **Economic Opportunities Through Recycling:**
   - **Strategy:** Create economic opportunities by fostering businesses centered around waste recycling.
   - **Activities:** Provide training and support for entrepreneurs interested in waste recycling, establish partnerships with businesses to use recycled materials, and explore innovative ways to turn waste into valuable products.

Strategies and Activities:

1. **Recycling Center Establishment:**
   · Establish recycling centers equipped with advanced machinery for sorting and processing recyclable materials.
   · Collaborate with waste management experts to ensure the efficient and environmentally friendly operation of recycling facilities.

2. **Smart Waste Sorting Technologies:**
   · Implement innovative waste sorting technologies to streamline the recycling process.
   · Utilize IoT-based sensors, machine learning algorithms, and automation to enhance the accu-

racy and efficiency of waste sorting.

3 **Community Clean-Up and Education Campaigns:**
   · Organize community clean-up events to raise awareness about the importance of waste reduction and recycling.
   · Conduct educational campaigns in schools and communities to instill environmentally conscious habits and promote the benefits of recycling.

Learnings and Challenges:

Entrepreneurs leading the "GreenTech Waste Recycling Initiative" will gain valuable insights into waste management, the implementation of advanced recycling technologies, community engagement, and the potential for creating economic opportunities through recycling. Challenges may include navigating regulatory frameworks, securing community participation, and ensuring the financial sustainability of recycling initiatives.

Relevant Tools:

1. Recycling Facility Management Software:
- Develop a software tool for the efficient management of recycling facilities.
- Include features for inventory management, equipment maintenance scheduling, and real-time monitoring of recycling processes.

2. Smart Waste Sorting Toolkit:
- Provide a toolkit for implementing smart waste sorting technologies.
- Include guidelines, case studies, and resources for selecting and integrating IoT-based sensors, machine learning algorithms, and automation systems for effective waste sorting.

3. Community Engagement Platform:
- Implement a platform to facilitate community engagement in waste management practices.
- Include features such as event calendars, forums for community discussions, and educational resources to encourage active participation in recycling initiatives.

Projects BOSNIA AND HERZEGOVINA
Project 1: Through music we grow

Project Summary

Creating a team of young people with a clear set of sprints and tasks in the form of lyrics or melodies. Would prefer 6 people to create a song that would inspire promotion of inclusivity, prosperity, socializing, and music.

Project initiation

The objective of this phase is to define the project scope, assemble the team and set initial goals. Then we would identify project stakeholders and their roles. To complete all of this, we must recruit a diverse team of 6 young individuals with a passion for or experience in music. The next thing that will be held is a kick-off meeting to introduce the project and set expectations. Developing a high-level project plan to follow everything we have been leading up to is a must. Later on we will create a project backlog with user stories for song creation.

Sprint planning and song composition

This phase is divided in many crucial steps. The first one being to compose the initial song's lyrics and melodies in an iterative manner, focusing on the themes of inclusivity, prosperity, and socializing. The second step is to conduct sprint planning meetings to select user stories for the first sprint. Composing lyrics with melodies for the song is the next step. Review and refining the work in progress with regular team meetings.

In order to track our success, we must collect feedback from team members and stakeholders. As we reach the end of this phase, what we are left with is: recording and producing a demo version of the song, as well as presenting the demo version for additional feedback and approval.

Sprint review and refinement

Starting off sprint review and refinement phase with a review of the demo version of the song, gathering feedback and making necessary refinements. Next up is conducting a sprint review meeting to showcase the progress to stakeholders. Gather feedback on the demo version from team members and stakeholders. What we always must do is prioritize and implement refinements to the song based on feedback. Update the project backlog with any new user stories or tasks that arise from the review process.

Finalization and promotion

Finalizing the song and creating a plan for its promotion. Remastering the song (if needed), including adding new layers, instruments or sections. A crucial step is to develop a strong and beneficial promotion plan that emphasizes inclusivity and socializing as well as networking. Create promotional materials such as artwork, videos and social media content. Launch the song on various music platforms and social media channels. Engage with the audience and encourage them to share the song to promote inclusivity and prosperity.

Project closure and learning

Reflect on the project, document lessons learned and celebrate achievements. Hold a project retrospective to discuss what went well and what could be improved. Document key learnings and insights from the project. Create a final project report summarizing the journey from concept to promotion. Celebrate the completion of the project with the team and stakeholders. Discuss opportunities for future projects or collaborations.
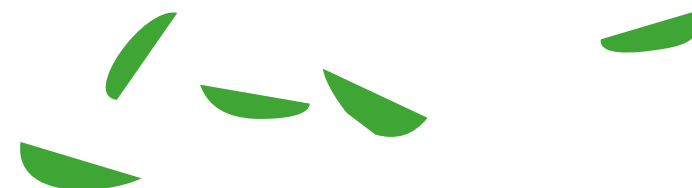
Entrepreneurial learning:

The project will be implemented using the Scrum framework, which involves iterative development and close collaboration among team members and stakeholders. The Scrum framework includes the following key elements:

Product Backlog: This is a prioritized list of user stories and tasks that need to be completed to create the song. It will be continuously refined throughout the project.

Sprints: The project will be divided into time-boxed iterations, known as sprints, typically lasting 2–4 weeks. During each sprint, the team will focus on composing, reviewing, and refining parts of the song.

Daily Standup Meetings: The team will hold daily standup meetings to discuss progress, obstacles, and plans. This will facilitate communication and collaboration among team members.

Sprint Reviews: At the end of each sprint, the team will conduct a sprint review to showcase the work completed during the sprint and gather feedback from stakeholders.

Sprint Retrospectives: After each sprint review, the team will hold a retrospective to reflect on what went well and what could be improved, leading to continuous process improvement.

Promotion: The project will also include a promotional phase, where the song is launched and promoted to the target audience, emphasizing the values of inclusivity, prosperity, socializing, and music.

By implementing Scrum, the project aims to be agile, responsive to feedback, and focused on delivering a meaningful and impactful song that aligns with its themes and values.

Projects BOSNIA AND HERZEGOVINA
Project 2: Run a mile, live a while

Project Summary

"Creating a field within us for other's feelings to feel free running."

PHASES:

Phase 1: Ideation and concept development

Objective:
Define the project's scope, objectives and initial strategies for promoting mental and general health through physical activities and environmental stewardship.

Activities include:

- Formation of an interdisciplinary project team comprising health experts, environmentalists and communication specialists.
- Ideation sessions to generate innovative ideas and concepts for combining physical activities, environmental conservation, and mental health promotion.
- Research and selection of beautiful natural landscapes and shorelines as project locations.
- Development of a comprehensive project proposal outlining objectives, strategies and expected outcomes.
- Identification of potential partners, sponsors and collaboration opportunities.
- Presentation of the proposal for feedback and refinement through an open innovation model.

Phase 2: Planning and preparations

Objective:
Define the project's scope, objectives and initial strategies for promoting mental and general health through physical activities and environmental stewardship.

Activities include:

- Detailed planning of the running, hiking, camping and cleaning tasks within chosen landscapes.
- Development of a participant recruitment strategy and launch of a call for participants.
- Selection of key routes and trails, ensuring their scenic and ecological significance.
- Creation of a social media engagement plan to document and share the project's journey.
- Training sessions for participants on environmental conservation, physical activities and communication skills.
- Exploration of potential technology partners or platforms to enhance project visibility.

Phase 3: Implementation and social engagement

Objective:
Execute the project activities, promote mental and general health and engage participants in creating social media content.

Activities include:
- Commencement of running, hiking, camping and environmental cleaning missions.
- Active engagement of participants in creating and sharing social media content, including videos on ecology, cleanliness, physical activity and the beauty of nature.
- Encouragement of participants to improve social and communication skills by interacting with each other and the community.
- Regular monitoring of the project's progress and ecological impact.
- Collaboration with local communities and environmental organizations to strengthen project outreach.
- Continuous improvement of project activities based on participant feedback and open innovation suggestions.

Phase 4: Evaluation and expansion

Objective:
Evaluate the project's impact on mental and general health, environmental conservation and social skills enhancement.

Activities include:

- Comprehensive assessment of participant experiences, mental health improvements and physical activity levels.
- Evaluation of the ecological impact of cleaning and conservation efforts in selected landscapes.
- Review of social media engagement and outreach metrics.
- Identification of lessons learned and areas for improvement.
- Discussion of opportunities for project expansion to new locations or with additional partners.
- Final reporting on the project's achievements and recommendations for future endeavors.

Entrepreneurial learning:

The implementation of the "Run a Mile, Live a While" project is aligned with the Open Innovation model, which encourages collaboration with external partners, stakeholders, and the broader community to generate innovative solutions and promote the project's objectives. Key elements of the Open Innovation model in this project include:
Cross-disciplinary collaboration: The project team consists of experts from diverse fields, facilitating the exchange of ideas and the integration of different perspectives.

Crowdsourcing ideas: Ideation sessions and the open innovation model allow for the solicitation of creative ideas from a wide range of stakeholders, enabling the project to benefit from external expertise and innovation.

Partner engagement: The project actively seeks partnerships with local communities, environmental organizations and technology platforms to enhance its impact and reach.

Continuous feedback and improvement: Participant feedback and open innovation suggestions are incorporated into project enhancements and adaptations, ensuring ongoing improvement and alignment with the project's goals.

Community involvement: The project engages the community and encourages active participation in environmental stewardship, health promotion and social skill development, fostering a sense of ownership and collaboration.

By embracing the Open Innovation model, the project leverages external expertise, fosters collaboration and maximizes its potential for creating positive impacts in the domains of nature, mental and general health and social skills development.

Project Summary

Empowering a more eco-friendly way of living through the ELC project

ELC has a vision of bringing a sustainable way of living into every household. This online platform can be accessed from all around the world, leading inexperienced individuals striving for a change in their lifestyle directly to experts who can help them achieve and implement new - eco-friendly - ways of living. The project will be constructed with the Design Thinking method, where the sustainable idea is thought through six gradual steps, eventually making it a user-friendly platform, with more space for improvement and positive adjustment.

1. Empathize

· Before launching the project into action, a survey will be done amongst the target group of potential clients, with the goal of understanding their sustainability goals, issues, challenges and finding out the motivation behind them. The online survey's advantage is that it can reach a large number of people within a region, ultimately creating a bigger experimental group out of which the qualitative research will be made. Even though the survey will consist of open-ended questions, still, the post-survey statistics can be drawn out by listing the most common answers - especially if they fall into the same category (e.g. if the question asked

"How often do you recycle?", the answers "Never" or "Once a month" can be listed in the category of "Barely ever/never" in the statistics chart, since the recycling habit is something that is efficient if done on a weekly basis).

· Prior to pursuing the idea at all, the market of eco-friendly consulting services should be thoroughly explored and researched. If there are no similar projects/platforms operating in the region of interest, it is a positive thing for the project's uniqueness on the market - the newer it is to the audience, the more attention it gets. However, if there are consulting services of a similar manner already on the market and represent competition to the project idea, then the next thing to do is identify the gaps by identifying the weaknesses. By bringing the product with improved characteristics - corrected wrongs of the competition - there is a greater chance of successful operating on the busy market.

· The research method of observation does not bring rather quantitative data, but can help understand the consumer behavior and the reasons behind it. Therefore, within the first stage of project development, observation should be done in everyday life, where the attitudes of citizens towards sustainability are explored. For example, spending 10-15 minutes near trash cans with separate labels (plastic, paper, glass) in a busy area of the city is a way of finding out whether the majority will actually stand and think about where to throw their garbage or will just do it randomly, without respecting the labels at all.

2. Define

· With the collected statistics from the survey, the most common problems in households that keep the lifestyle unsustainable will be listed and put into analysis. This means that the defining process will involve the creation of lists e.g. top 10 problems in the sphere of recycling, that will help in the third phase of the Design Thinking method, which is creating solutions. The previously prepared, clearly stated issues will be the base on which the concept of solutions will be built (e.g. if the lack of financial resources is one of the barriers to living more sustainably, the platform will adapt

the price of the services and adjust the packages to contain enough information for the stated price)

· Observation will tremendously help with modifying the platform to the target group. This approach will enhance the understanding of which age groups (roughly) do care more about their environment, therefore having the idea of what consumers to tailor the platform to. For example, if the citizens that fall into the category of adults (20-50) are the ones disrespecting the labels the most, then the way to tailor the platform is to fit in the busy lifestyle of a working person or a person in the university. If the elderly are the ones in question, then the platform can be modified to be simple, step-by-step, and with direct instructions

3. Ideate

· With the previously-created list of most common problems in households, that ultimately pose as barriers in living a more eco-friendly lifestyle, this stage is for creating solutions. For example, if lack of motivation to be consistent is a common problem, the platform will present the positive impact of staying on track on the environment long-term. Those can be some facts, i.e. "if you separate choose to walk or ride a bike to work, it doesn't just save the planet, it helps you stay fit too".

· It's important to show people what's in it for them, because as humans, we expect to benefit from every contribution we do.

·

· When it comes to general solutions of i.e. carbon footprint, the platform can include a map of electric scooter renting spots, bike-renting points in the city, and of course, public transportation options and connections throughout the city (or if the project is on a regional level, then all bigger cities in the region that offer such options).

· The app/platform can have a pedometer in itself, so people have visual and numerical goals of e.g. 10,000 steps a day, which consequentially encourages traveling on foot rather than by car.

· One of the crucial points of creating solutions is to imagine the daily lives of the target audience and the challenges they might face on a daily basis, which essentially helps tailor the ideas to the group much better. The results from the research with the subjective interpretation by the project creators will help with the user-friendliness aspect.

4. Prototype

· Before launching the app/platform to a greater audience, the first version will be tested on a smaller number of randomly chosen people in the target region. The groups will be diverse in age and lifestyle, for the sake of having different feedback on what to improve to adapt the app/platform to be usable by everyone. However, if the empathize and define stages of project preparation confirm that one age group is in need of consultancy much more than the others, then the test groups will be assigned in accordance with

the results of the first two stages.

· Since the platform will also include live consultancy services, the prototype stage will also include creating assessment templates, which will be used by the consultors with the clients to determine what challenges are they facing on their journey towards an eco-friendly lifestyle

· Shopping plans will be created within the prototyping process, where the clients will be guided on how to implement healthy purchasing habits into their lives, which will tremendously impact their overall choices. This will include advice and actual places and points in their city/region where they can spend ecologically: buying local, reducing online orders, shopping at eco-friendly stores, buying recycled items, bringing their own bag, doing shopping mindfully, etc.

5. Test

· By performing the first task mentioned in the prototype phase, which is gathering a small sample of people, and testing the platform's services on them, the test phase includes collecting feedback and refining the offerings according to it. It all depends on what the customers see as an opportunity for improvement - based on that, enough time for development and improvement will be given, before the actual and final implementation of the project.

· The prototype guides will be given to the clients

as a part of the previous phase, but in this phase, we will test the results of their efficiency. This means conducting research on how much the i.e. shopping guide helped the clients to act more eco-friendly in their purchasing habits. The questionnaire or interview would be the method, where through a casual conversation with some close-ended (yes/no) questions, the clients would give their feedback on the mentioned efficiency.

· After each consultancy session that is a part of the prototype process - the trial period of the project - the clients would be asked to give their honest, anonymous opinion on the services they got, based on which the ELC coordinators would know exactly what to work on and what to focus on when fine-tuning the final version of how consultancy would look like on the platform.

· Generally, this phase is for trial and error, where the testing is done for the sake of getting back information directly from the target audience on what things to change before launching the project.

6. Implement

· After the testing period is over and changes are done, the project finally launches into the world in the form of the **"EcoYou"** mobile app, which consists of consultancy services, guidebooks, manuals, a live pedometer, a live map of the region, and personalized solutions based on the user's input of information.

MEASURE & REFINE

Since the design thinking method is based on user-friendly operation, the EcoYou app would have several options for user feedback and quick contact with the tech services behind it. This would enhance the up-to-date technology this project aims for and allow for fast fixes of errors that might occur on the platform itself.

The app offers live information, such as shops, products, and services that promote sustainability in the client's city. For the sake of following the latest trends and staying alert for new things on the market, a team would work on a daily basis to check and include those new products/places/services on the app, making it updated and ready for users to use immediately.

The primary objective is to continuously gather client feedback, as one of the core principles of the EcoYou app within the ELC project.
The secondary would be measuring the environmental impact through changes in carbon emissions, waste production, increased sales of sustainable products, etc.

Lastly, the ELC project would further enforce collaborations with eco-friendly businesses, trying to bring them to the surface of the market and showcase their importance as a part of the overall ELC mission.

Entrepreneurial learning:

During the development of the ELC project, I have learned valuable lessons by applying the Design Thinking method and setting out in detail the steps to achieve a near-perfect implementation of the strategies. Here, I share the main learnings by working with this innovative approach:

User Insights
Design thinking puts a lot of attention on understanding and empathizing with users/customers of the platform. This ensures that all solutions and adaptations are made according to their needs and preferences, ultimately eading to a higher user satisfaction.

Creativity and Innovation
This method encourages creative thinking and brainstorming, promoting a culture of innovation and creating a free space for new ideas within the team. By exploring multiple ideas and perspectives, this method leads to breakthrough solutions. In the end, user satisfaction is the most important, so everyone's creative input is welcome.

Continuous Improvement
Design thinking method is a process that allows for continuous refinement, fine-tuning and improvement of ideas. This helps teams adapt to constantly-changing circumstances, new inputs from the customer side and issues that generally might show up, ultimately ensuring that user's needs are met.

Reduced Risk

Through the phases of prototyping and testing, this method reduces the risk of developing products/services that may not be aligned with what the users need. This leads to saving money in the long run, because mistakes were pre-checked and improved before the actual implementation.

Improved Communication
The use of visual tools and collaborative activities in this method highlights communication within teams and with stakeholders. This leads to clearer and more shared understanding of problems and solutions, because in the end, user-friendly outcome is in the interest of everyone.

Measurable Results
The use of quantitative measures, such as statistics on the app, survey, and the amount of eco-unfriendly trash, can help measure the impact of solutions, making sure that results are both user-friendly and aligned with business objectives

Long-Term Value
By creating solutions that truly meet user needs and expectations, this method leads to long-term value in terms of customer loyalty and sustained business success
Overall, with Design thinking method, innovation, empathy, and user-centric solutions are fostered. It is a valuable asset to anyone seeking to address complex issues and create meaningful solutions.

Projects BOSNIA AND HERZEGOVINA
Project 4: "Virtual Health Awareness Campaign on Roblox"

Project Summary

Perspective of the Game Developer to the Young Players

The main goal here is to spread the word about CO-VID-19 safety through an exciting Roblox game.

Initial Phase: Idea Development and Goal Setting

We kicked off with the cool idea of a Roblox game under 'Gaming Towards Safety'. Our goal was simple - make learning about COVID-19 safety fun and engaging.

Analysis and Evaluation Phase

Here, we played detective! Through a SWOT analysis, we looked at what we're good at, what could be a hurdle, and how we can rock this campaign. The feasibility plan helped us see how to make our game idea come to life effectively.

Strategic Planning Phase
Planning is key! We thought about how to make the game fun and educational. Also, we tackled the money talk for development and getting the word out about our game.

Innovation and Overcoming Obstacles Phase
This was our 'think outside the box' stage. We brainstormed cool ways to overcome challenges and keep players hooked, all while delivering the safety message.

Game Developer Profile and Strengths Phase
Here we checked out what superpowers our game developers have to make this project a hit. Making sure we had the right skills in our squad was crucial.

Organizational and Technological Efficiency Phase
We looked into game-making tools and how to work together smoothly, even from afar. Also, we chatted about keeping track of different game versions and gathering player feedback.

Visibility Phase and Marketing Strategies
We dove into how to create buzz for our game and get it out to as many players as possible. Crafting a brand and planning cool marketing moves were on the agenda.

Sustainability and Educational Impact Phase
Lastly, we talked about the long game - keeping our project going, updating it, and making sure it continues to teach important safety lessons.

Each step along the way sharpened our 'Virtual Health Awareness Campaign on Roblox'. From the spark of an idea to making the game, spreading the word, and planning for the future, we geared up to make a fun yet educational splash in the gaming world!

Gaming Towards Safety - Encouraging Safe Habits Through Gaming Post COVID

Educational Learning

We embraced a 'Six Pillars of Thinking' model to navigate our game-making journey:

- **Fact-Finding:** Looking at real data helped us understand what players enjoy and learn from.
- **Feeling the Vibe:** The connection players felt with the game amped up its educational power, making COVID-19 safety click better.
- **Critical Corner:** Spotting snags early on, like keeping players interested and making our message clear, gave us a heads-up to find solutions.
- **Positive Power:** Keeping an upbeat attitude highlighted the good our game could do in spreading safety awareness.
- **Creative Craft:** Thinking creatively spiced up our challenges and made learning about safety fun.
- **Organizing Ops:** Good planning and organization were our friends in making sure all parts of our project vibed well together.

The 'Six Pillars of Thinking' was our map in making wise choices, facing challenges head-on, and driving our project with creativity and strategy for an awesome, ongoing learning experience.

Project Execution Stages

Day 1 (Understand & Define):

- **Goal:** Create an interactive game on Roblox to educate players about COVID-19 safety measures.

- **Target Audience:** Children and teenagers who are active Roblox players.

- **Desired Outcome:** Players learn about and are reminded of COVID-19 safety protocols in an engaging way.

Day 2 (Sketch):

- The team sketches different scenarios and levels - for instance, one level could be set in a virtual grocery store where players must follow safety protocols to advance.
- They sketch characters, dialogues, and challenges related to COVID-19 safety measures like wearing masks, sanitizing hands, and maintaining social distance.

Day 3 (Decide):

- After reviewing the sketches, the team decides to go forward with the idea of having various real-world scenarios in-game where players can learn about safety protocols.
- They select the most engaging and educational challenges from their sketches to include in the game.

Day 4 (Prototype):

- Using Roblox Studio, the team creates a basic version of the game with a few scenarios and challenges.
- They implement basic gameplay mechanics like character movement, interactions, and a point system for following safety measures correctly.

Day 5 (Test):

- The team invites a group of children and teenagers to play the prototype game.
- They observe the players, gather feedback, and ask questions about what the players learned, what they found engaging, and what could be improved to make the game more educational and fun.
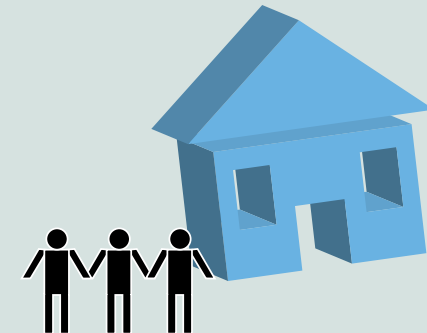
Project Summary

"Planting the quality of life of tomorrow"

PHASES:

Phase 1: Idea generation and feasibility

The primary objective of "Idea generation and feasibility" (Phase 1) is to initiate the project by formulating a comprehensive project proposal and conducting rigorous feasibility assessments. This phase aims to establish a solid foundation for the tree-planting initiative in alignment with ecological and sustainability objectives. Specific goals include assembling a proficient project team, conducting thorough market research, assessing the ecological impact, identifying suitable camp resort locations, and securing necessary partnerships. The successful outcome of Phase 1 will be the presentation of a well-documented project proposal and business plan for approval during the Gate 1 review.

Phase 2: Camp resort setup and pilot workshops

"Camp resort setup and pilot workshops" (Phase 2) is dedicated to the establishment of the camp resort and the execution of pilot workshops. The key objective here is to operationalize the project by securing essential funding and resources, constructing the camp resort in the host country, and selecting and training a proficient team of 20 individuals. The development and testing of workshop materials and curriculum are vital components of this phase. Pilot workshops will be launched with the aim of educating participants on tree planting and sustainability practices. Feedback from the pilot phase will inform refinements to workshop content. At the conclusion of this phase, a Gate 2 review will be conducted to evaluate progress and pilot phase effectiveness.

Phase 3: Workshop expansion and global outreach

"Workshop expansion and global outreach" (Phase 3) concentrates on the expansion of workshops and the engagement of participants in global tree planting endeavors. The overarching objective is to scale up the workshop program to accommodate a broader participant base and extend geographical coverage within the host country. This phase encourages participants to return to their respective countries and initiate similar tree-planting projects, fostering the project's global outreach. Partnerships with environmental organizations and local governments will be established to support these efforts. Regular monitoring and measurement of the growth of tree-planting initiatives worldwide will be conducted. Periodic Gate 3 reviews will assess the impact and alignment with project goals.

Phase 4: Project completion and global sustainability

The primary objective of "Project completion and global sustainability" (Phase 4) is to achieve the project's central goal of planting trees across the host country and beyond. The focus remains on expanding and promoting the project's global reach, while implementing sustainability measures to ensure the long-term viability of tree-planting initiatives. Collaboration with international partners will be paramount in supporting and funding tree-planting projects in various countries. Continuous monitoring and reporting on the ecological benefits and social impact of the project will be conducted. Phase 4 represents the culmination of the project's initial goal, while maintaining a commitment to long-term sustainability. A final Gate 4 review will assess the overall success of the project and provide recommendations for future endeavors.

Entrepreneurial learning:

The implementation of the "A Breath for the Future" project aligns with the Stage-Gate model, a structured approach for managing and evaluating innovation projects. In this model:

Stage 1 (Idea generation and feasibility) focuses on developing a comprehensive project proposal, conducting initial research, and assessing the feasibility of the tree-planting initiative. This stage ensures that the project is well-conceived and aligned with its ecological and sustainability objectives.

Stage 2 (Camp resort setup and pilot workshops) involves the setup of the camp resort and the pilot workshops, allowing the project to test its concepts in a controlled environment. Feedback from the pilot phase informs adjustments and improvements to the project.

Stage 3 (Workshop expansion and global outreach) emphasizes scaling up the project and expanding its reach, both locally and globally. It involves engaging participants in the initiative and fostering a network of individuals committed to tree planting and sustainability.

Stage 4 (Project completion and global sustainability) marks the final phase where the project's objectives are met, and efforts shift toward sustaining and growing the impact on a global scale. Sustainability measures are implemented to ensure the project's long-term success.

The Stage-Gate model provides a structured approach for assessing progress at key stages, making informed decisions, and adapting the project as needed to achieve its overarching goal of improving the quality of life through ecology, nature, and sustainability initiatives.

Conclusion

"In Dragon Dreaming, projects are vehicles for personal fulfillment, community connection, and global transformation." - John Croft

The DREAM AFTER COVID Brochure has been created with the strong conviction that young entrepreneurs are key actors in building a sustainable and resilient future. Throughout this Brochure, we have explored ten essential tools that have been carefully selected to empower and guide these entrepreneurs on their path to success. Through the implementation of these tools and personalised mentoring, young people have had the opportunity to develop essential skills, gain in-depth knowledge and forge the mindset necessary to overcome challenges and seize opportunities.

Throughout this process, the mentoring features have played a crucial role in providing individualized support, guidance and constructive feedback. The young entrepreneurs have transformed their challenges into learning opportunities and have strengthened their personal and professional skills. They have demonstrated exceptional resilience and an ability to face adversity with determination and creativity.

Ultimately, **DREAM AFTER COVID** is more than a Brochure: it is a catalyst for change and a valuable resource for a generation that is ready to make a difference. As these young entrepreneurs apply these tools and share their learnings, we are seeing the emergence of innovative solutions, sustainable business models and a renewed focus on social impact. The future is in the hands of these visionaries, and we are excited to witness them turn their dreams into reality, building a more just, equitable and sustainable world for all. Change starts now, and these young entrepreneurs are leading the way to a better future.

By continuing to implement these tools and promoting the sharing of best practices through the **DREAM AFTER COVID BROCHURE,** we are building an ecosystem where innovation, collaboration and accountability merge to shape a brighter tomorrow. Challenges can be transformed into opportunities, and every obstacle can be a springboard to success. By empowering young entrepreneurs with powerful tools and valuable knowledge, we are actively contributing to the creation of a world where dreams become reality, and where youth become the driving force for positive change. Tomorrow is in their hands and we are excited to see what they will build!

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Motivational Message:
Awaken the Dragon Within and Realize Your Dreams

Dear future entrepreneurs,

Today, we come to you with a message that carries with it the power of transformation and the realization of dreams. Imagine for a moment that within you resides a dragon: an inner force that burns with passion, creativity and determination. This dragon represents your deepest desires, your most ambitious goals and your boldest visions. The Dragon Dreaming methodology invites you to awaken this inner dragon and launch yourself into an exciting adventure of entrepreneurship. On this journey, every challenge becomes an exciting conundrum, and every obstacle is an opportunity to spread your wings and fly higher.

The very essence of the dragon lies in its ability to fuse courage with wisdom. Like the mythical dragon, you too have the ability to face fears and doubts with fearless courage. Do not fear the unknown, but embrace it with the certainty that each step brings you closer to your goals.

Every dream, no matter how big, has the potential to become a reality. The Dragon Dreaming methodology provides you with the map to navigate the waters of creativity, collaboration and positive impact. As you immerse yourself in this approach, you will discover that you are not alone in your quest. You will be surrounded by like minds who will support, guide and collaborate with you to achieve higher goals than you ever imagined.

Remember, an inner dragon knows no limits or barriers. It is a flame that burns with passion and refuses to be stifled by conformity or fear. Your dreams deserve to be pursued with the same ferocity and determination.

So, dear entrepreneur, we challenge you to embrace your inner dragon. Feed it with vision and action. Allow it to fly high and conquer uncharted horizons. Through the Dragon Dreaming methodology, you have the opportunity to become the protagonist of your own legend, building a future that is not only successful, but also meaningful.

Be confident in your abilities, challenge self-imposed limitations, and take a bold step towards realizing your deepest dreams. The path of entrepreneurship can be challenging, but it is also a path worth treading. Keep the fire of the dragon alive in your heart and let it guide you towards a tomorrow full of limitless possibilities.