



Module 2 (Part 1)

From Idea to Action – Entrepreneurial Skills in Action

www.startdsp.eu

This resource is licensed
under CC BY 4.0



 Co-funded by the
Erasmus+ Programme
of the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Deutscher Akademischer Austauschdienst e.V., Nationale Agentur für Erasmus+ Hochschulzusammenarbeit. Neither the European Union nor the granting authority can be held responsible for them.

Module 2 Overview

This module helps you take action with your idea as a green digital entrepreneur. It introduces you to the journey of transforming sustainable digital ideas into real business opportunities by developing the right mindset, creativity, and entrepreneurial skills. You'll explore how to spot opportunities where digital tools meet environmental and social challenges, how to align your personal values with your venture, and how to design purpose-driven business models that create both impact and profit.

01

The Interconnected Future: Putting Business + Green + Digital Together

EntreComp, GreenComp, and DigComp together to turn ideas into purpose-driven ventures. Their synergy builds mindset, sustainability, and digital skills.

Real-European Examples: Entrepreneurial Skills From Idea to Action

Real ventures showing how they used EntreComp, GreenComp & DigComp to form an idea and develop successful green, digital businesses.

This resource is licensed under CC BY 4.0



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Deutscher Akademischer Austauschdienst e.V., Nationale Agentur für Erasmus-Hochschulzusammenarbeit. Neither the European Union nor the granting authority can be held responsible for them.

Module 2 (Part 1) Interactive Learning Elements



Learning Outcomes

By the end of this module, learners will be able to:

Explain the stages of the entrepreneurial journey – from idea, to purpose, to action – in the context of green digital ventures.

Identify gaps and opportunities in sustainability sectors and generate creative, purpose-driven ideas using ideation tools (e.g., Green Business Model Canvas).

Apply core entrepreneurial skills such as creativity, resource mobilisation, systems thinking, and adaptability to early-stage venture development.

Evaluate the potential of your idea by defining a unique value proposition, assessing risks, and considering digital tools like AI, IoT, or blockchain for sustainability impact.



Learning Outcomes

Demonstrate how EU frameworks (EntreComp, GreenComp, DigComp) guide the competencies you need to advance a sustainable digital business model.

Practice entrepreneurial action by designing a mission statement, mapping systemic impacts, and testing your idea through exercises and case studies.



Competences Developed in Module 2

01

Business Skills

Spotting Opportunities – recognising gaps and creating value-driven ideas. **Ethical & Sustainable Thinking** – making responsible decisions that balance social, cultural, and financial value. **Vision** – imagining future-focused, purpose-led initiatives that integrate entrepreneurial, green, and digital elements.

02

Green Skills

Systems Thinking – understanding interconnections between ecological, social, and economic systems. **Critical Thinking** – evaluating green design approaches and identifying sustainable opportunities.





03

Digital Skills

Evaluating Digital Content – critically assessing digital information for quality, relevance, and reliability.

Digital Literacy – effectively using digital tools (e.g., sustainability platforms) to track, manage, and reduce environmental impact.



Section 01

**The Interconnected
Future: Putting Business +
Green + Digital Together**
*The Synergy and
Intersection of the Three
Frameworks*



Overview: The Synergy and Intersection of the Three Frameworks

Turning a sustainable idea into a real business opportunity requires not only vision but also a set of practical entrepreneurial, digital and green skills.

In Europe, a surge of green tech entrepreneurship is underway, driven by young innovators who blend digital tools with sustainability goals.

This Module provides an understanding on the synergy and intersection of the three frameworks and how together they can help you **make the leap from idea to action**, with inspiring examples, academic resources, hands-on tools, and exercises to build your entrepreneurial skillset in the green digital era.



Refresher: Three Frameworks Designed to Drive an Innovative, Inclusive, Green, Digital Ready Economy!

The European Union developed three key competence frameworks – **EntreComp**, **DigComp**, and **GreenComp** – to drive an innovative, inclusive, and sustainable economy.



Each addresses a **critical skill set for 21st-century entrepreneurs, citizens and workers**: entrepreneurial skills (EntreComp), digital skills (DigComp), and sustainability skills (GreenComp).



Rather than viewing these in isolation, they should be used together, as they align with Europe’s strategic “twin entrepreneurial transition” – the simultaneous **digital transformation and green transition** – equipping businesses to innovate, adapt to technology, and act sustainably.



Refresher: Multidimensional Skill Bundles are Needed for Competitiveness

Multidimensional skill bundles encompassing **entrepreneurial, green, and digital dimensions** are increasingly needed for competitiveness in this twin transition era.

Integrating all three frameworks provides a holistic approach to learning and growth, ensuring talent is prepared to seize opportunities creatively, harness digital tools, and champion sustainable practices.

Below, we delve into each framework at a university-level depth, discuss their intersections, and illustrate how they are applied through company case studies.

OCED: [Equipping Smes With The Skills To Navigate The Twin Transition](#)

The Square: [Come Think Again – What do DigComp, EntreComp, and GreenComp have in common?](#)



Recap: DigComp(The Digital Competence Framework)

DigComp defines what it means to be digitally savvy and literate in the modern world. It lays down what it means to be digitally competent – from basic IT skills to critical use of online information – DigComp helps individuals and companies navigate and innovate in a tech-driven economy.

In DigComp, **digital competence** is defined as *“the confident, critical and responsible use of, and engagement with, digital technologies for learning, at work, and for participation in society,* defined as a combination of knowledge, skills and attitudes”**.

DigComp identifies **5 key areas** of digital competence (from information and data literacy to problem-solving) broken down into **21 specific competences**, each with **8 proficiency levels** and examples use cases. Since its launch in 2010, DigComp has evolved to include emerging topics like AI, remote work, and digital accessibility, joint-research-centre.



Recap: **EntreComp**(Entrepreneurship Competence Framework)

EntreComp is the EU's blueprint for developing an entrepreneurial mindset and skill set among citizens. EntreComp breaks entrepreneurship into **15 competences** organised under 3 key areas – Ideas and Opportunities, Resources, and *Into Action*.

A key definition used in EntreComp is that ***“Entrepreneurship is when you act upon opportunities and ideas and transform them into value for others. The value that is created can be financial, cultural, or social.”***

These competences cover the knowledge, skills, and attitudes needed to **create value for others**, be it **economic, social, or cultural value**. *For example*, EntreComp highlights skills like spotting opportunities, creativity, vision, ethical and sustainable thinking (in the *Ideas & Opportunities area*); self-awareness, mobilising resources, and financial literacy (*Resources area*); and taking initiative, planning, coping with ambiguity, and learning from experience (*Into Action area*)



Recap: GreenComp(Sustainability Competence Framework)

GreenComp is the EU's answer to building the skills and mindset needed for a sustainable future. GreenComp equips people across society to **think and act sustainably**, complementing technical knowledge with ethical and forward-thinking dimensions.

It is required so businesses and individuals can respond to the urgent need for people to **“improve and develop the knowledge, skills and attitudes to live, work and act in a sustainable manner”**.

Ultimately, GreenComp's goal is to help learners become **“systemic and critical thinkers”** with the **agency to act for the planet's present and future**. By instilling values of responsibility, empathy, and concern for ecology and public well-being, GreenComp nurtures a mindset where individuals in any role (as workers, consumers, or community members) consider the environmental and social impact of their actions.



Recap: GreenComp(Sustainability Competence Framework)

The framework identifies **12 competences grouped into 4 interrelated areas**. These four areas are often summarised as:

- (1) Embodying sustainability values** (e.g. valuing sustainability, promoting justice and empathy for the planet),
- (2) Embracing complexity in sustainability** (systems thinking, critical thinking, problem framing),
- (3) Envisioning sustainable futures** (future literacy, adaptability, exploratory thinking), and
- (4) Acting for sustainability** (political agency, collective action, individual initiative)

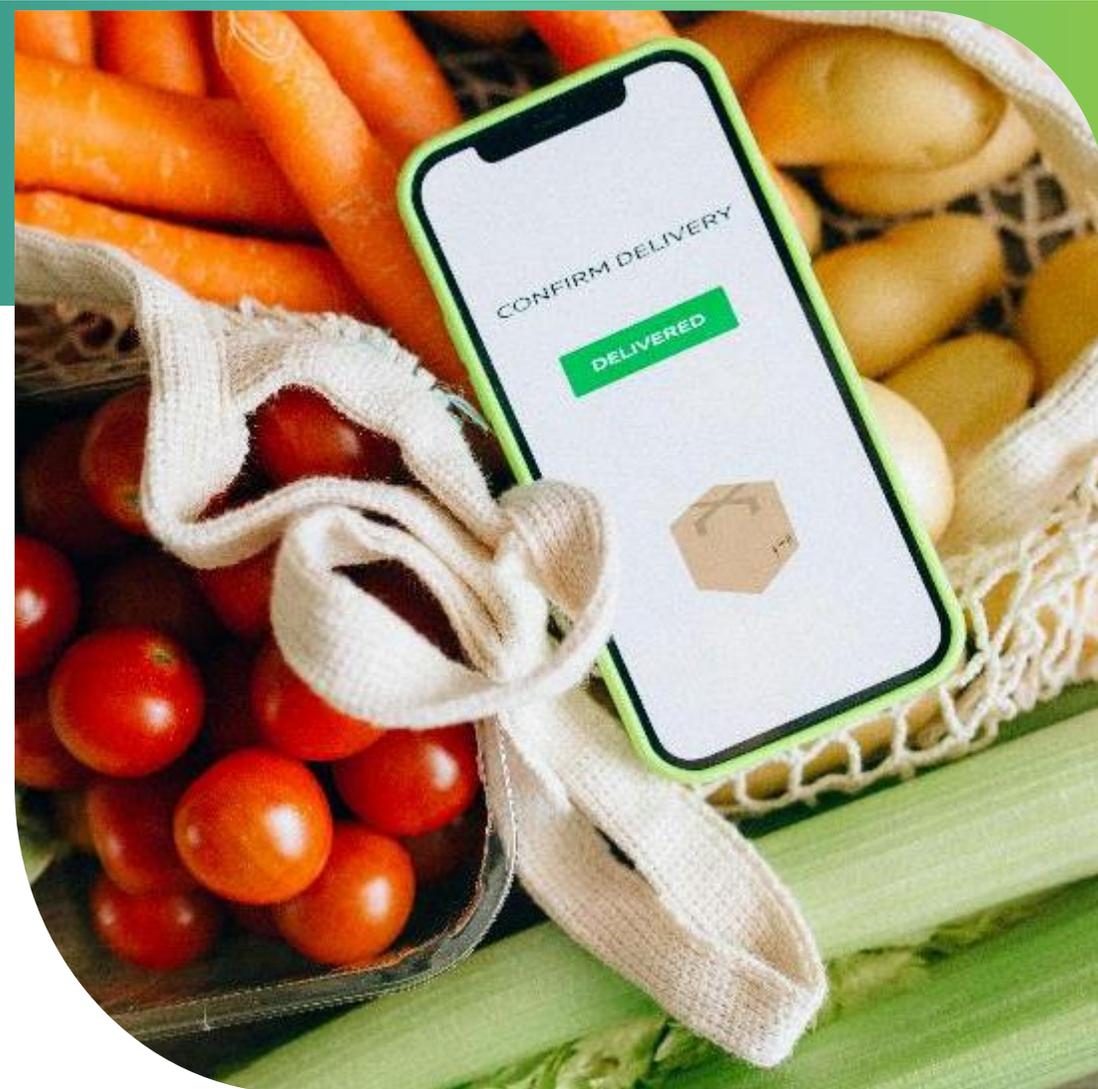


The Synergy and Intersection of the Three Frameworks

Though each framework targets a distinct skill and area, all three are key to intersecting with the EU's broader priorities:

- ❖ digital transformation,
- ❖ green transition, and
- ❖ innovation-driven growth,

The intersections are both conceptual and practical. Each framework on its own is powerful; collectively, they **“pave the way for a brighter, more sustainable, and digitally skilled future,”** fostering a holistic approach to learning and growth in Europe



The frameworks cover different but **complementary dimensions of skills, capability and expertise**. **GreenComp's** sustainability mindset (e.g. ethics, empathy, future-thinking) provides much of the “why” behind change, while **EntreComp** provides the practical “how” to create that change through entrepreneurial action. **Digital skills** then act as an enabler that amplifies both – allowing entrepreneurs to leverage technology for sustainable solutions, and allowing sustainable initiatives to scale and connect via digital platforms.

DigComp focuses on the **tools and literacy** – it ensures people can confidently use digital technologies (e.g. data, software, online communication)

EntreComp provides the **mindset and agency** – it encourages taking initiative, creativity, and turning ideas into value.

GreenComp instills the **values and systems thinking** – it encourages understanding complex ecological systems, ethical implications, and long-term thinking.

When applied together, these skills form a well-rounded capacity to innovate responsibly.
Sustainability competencies + entrepreneurial competencies = sustainability-driven innovation



The Synergy and Intersection of the Three Frameworks

Being an entrepreneur in the EU's view inherently involves considering **sustainability and ethics**, not just profit.

The ComeThinkAgain initiative, explicitly *“synthesises the strengths of these frameworks, identifying overlaps and synergies to develop a holistic approach”* in life and business.

Their intersection is essential for modern problems – such as climate change or digital disruption – that **require a blend of entrepreneurial initiative, digital savvy, and sustainable values.**



The Synergy and Intersection of the Three Frameworks

The next section explores some of Europe's most valued professionals who demonstrate how to **innovate** (*entrepreneurship*) using **technology** (*digital skills*) in a **sustainable way** (*sustainability competence*).

In short, the intersection of EntreComp, DigComp, and GreenComp is where **future-ready companies reside** – at the nexus of innovation, technology, and sustainability.

Learn in this section how embracing all three enables individuals and organisations not only to **adapt** to changes (like new tech or environmental regulations) but to **drive change** – creating new business models and solutions that are digitally advanced and sustainability-oriented.





**Real-European
Examples:**
*Entrepreneurial Skills
From Idea to Action*

Real-European Examples: Successful Green Tech Entrepreneurs & How they Did it!

One of the best ways to learn entrepreneurship is through real-world examples.

Across Europe (and beyond the UK), young “ecopreneurs” are launching ventures that leverage digital technologies—like AI, IoT, and blockchain—to solve environmental challenges.

Get ready to explore how they went from idea to action and the skills they used.

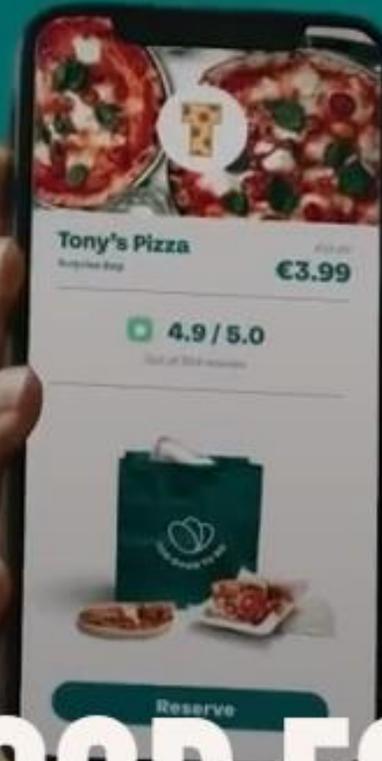


CASE STUDY

Too Good To Go

TGTG's app is the world's largest marketplace for surplus food. We help users rescue good food from going to waste, offering great value for money at local stores, cafes and restaurants.

<https://www.toogoodtogo.com/en-ie>



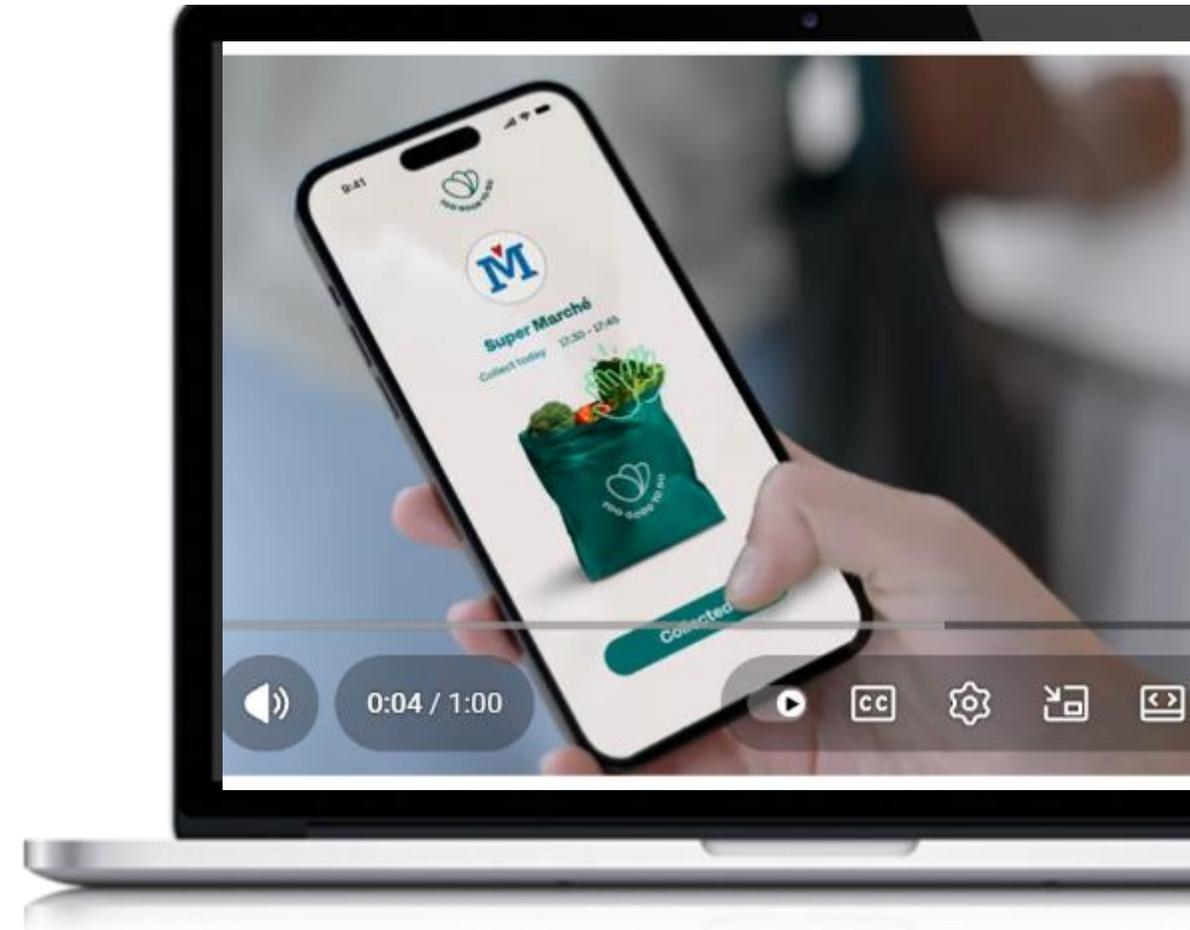
**SAVE GOOD FOOD FROM
GOING TO WASTE**

CASE STUDY: Too Good to Go Smart Green Marketing

Driven by their passion, they set out to create an app that would **connect food businesses with people** who were seeking to help solve the **climate crisis**, get **access to good food**, and **save money**.

The Too Good To Go marketplace app launched in Denmark early in 2016 and became an instant hit. In the first few weeks hundreds of businesses uploaded their surplus food to the app and thousands of users started saving it.

Click to Watch Video



<https://www.youtube.com/watch?v=sqLquaO-VK8>

Source: [Impact Report 2024](#).

Source: [Too Good to Go Website](#)

CASE STUDY: Too Good to Go



Intersection of the 3 Frameworks: *Epitomises the synergy of entrepreneurial spirit, digital technology, and sustainability values.* It tackles the entrenched problem of food waste by creating an innovative two-sided digital marketplace that connects businesses holding surplus unsold food (restaurants, bakeries, supermarkets, etc.) with consumers via a smartphone app.



Powerful Idea: This simple but powerful idea – using a mobile app to “*transform surplus food from waste to product*” – required entrepreneurial vision to spot a new opportunity in a taken-for-granted problem, and digital competence to develop a user-friendly platform at scale



Outcome: The outcome was a **win-win-win model**: businesses gain extra revenue and customer footfall, consumers get cheap meals, and society benefits from reduced waste and greenhouse emissions. By 2022, they expanded across 17 European countries, partnering with 130,000+ food outlets and saving over 44 million meals in one year, illustrating massive impact



The Intersection of Digital Green Innovation

Too Good To Go creates an online marketplace via an App for businesses to sell surplus food at a discount in "Surprise Bags" to consumers.

Beyond this core model, its innovations include:

- ❖ acquiring food manufacturers directly through its marketplace, the "**Magic Parcels**" initiative;
- ❖ acquiring the "**CodaBene**" platform to provide businesses with better inventory management; and
- ❖ launching the "**Look-Smell-Taste**" label to educate consumers about best-before dates and reduce household waste.

Rescue Food Near You

Try Something New From Local Cafes, Bakeries Or Restaurants



Help The Environment By Reducing Food Waste

Enjoy Good Food At ½ Price Or Less

A THRIVING COMMUNITY



400+ MILLION
MEALS SAVED

We save good food from going to waste, through Too Good To Go Platform, Too Good To Go Parcels and Surprise Bags.



100 MILLION
REGISTERED USERS

Using the Too Good To Go app around the world.



175,000
BUSINESS PARTNERS

Actively helping to save good food from going to waste.

The mission is to **inspire and empower people to fight food waste together** through the Too Good To Go app, which acts as a marketplace for surplus food and **helps users get good food at a discounted price.**

‘It’s not just you stepping up for the planet - it’s 100 million people like you reducing food waste together with Too Good To Go’.



CASE STUDY: Too Good to Go



The Digital Solution

DigComp skills (the app and data allow real-time, geo-located matchmaking of surplus food). [Read More](#)

They created a mobile app marketplace that connects bakeries, restaurants, and supermarkets with consumers willing to buy leftover food at a discount.



Environmental Success

They created a mobile app marketplace that connects bakeries, restaurants, and supermarkets with consumers willing to buy leftover food at a discount. The app's success across Europe shows how a purpose-driven idea can scale into a profitable social enterprise.

The Idea

Too Good To Go (founded in Copenhagen, Denmark) began in 2015 when a group of young entrepreneurs dreamed of rescuing surplus food from restaurants!



CASE STUDY: Too Good to Go



The Entrepreneurial Skills

EntreComp Skills (turning an idea into a viable business model, challenging assumptions that sustainability and profit are at odds).

They effectively leveraged *digital innovation* to solve an environmental issue via an *entrepreneurial venture*

The company “broadened the perspective of innovation” by breaking the trade-off between profit and responsibility, reframing food waste reduction as a profitable service rather than pure charity. a discount.



Click to Download the Too Good to Go App here

<https://www.toogoodtogo.com/en-us>



CASE STUDY: Too Good to Go

The case demonstrates that having all three competencies was crucial:

- ✓ Without *digital savvy*, the solution couldn't scale;
- ✓ Without *entrepreneurial execution*, the idea wouldn't materialise;
- ✓ Without a *sustainability ethos*, there was no problem–solution fit.

In essence, TGTG's story is a practical showcase of EntreComp, DigComp, and GreenComp in action – **creative opportunity recognition, enabled by tech, driving positive environmental change**





Practical Exercise: Tackling Food Waste with Apps

Objective: *Design Your Own “Rescue Food” App*



Step 1 Spot the Problem (Entre/Green Comp)

Think about a local food waste issue (cafés, markets, school canteens, or even home kitchens).



Step 2 Sketch a Solution (EntreComp)

On paper or in Canva/Figma, outline a basic app interface:

- Who are the users (restaurants, shops, or consumers)?
- How do they interact (e.g., list surplus food, send notifications, payments)?



Step 3: Add a Green Feature (GreenComp)

Brainstorm one additional sustainability benefit (e.g., offering recipes for leftovers, partnering with local charities, or gamifying food-saving with rewards).



Outcome

Present a 1-minute pitch of your app idea to the group, highlighting how ***digital tech + sustainability = opportunity.***



CASE STUDY

Fairphone

Modular phones. Built to last. Honest inside and out. Longer lifecycles, smarter upgrades, and true progress with every new generation. What sets us apart is how those values are reflected in our product.

<https://www.fairphone.com/nl>



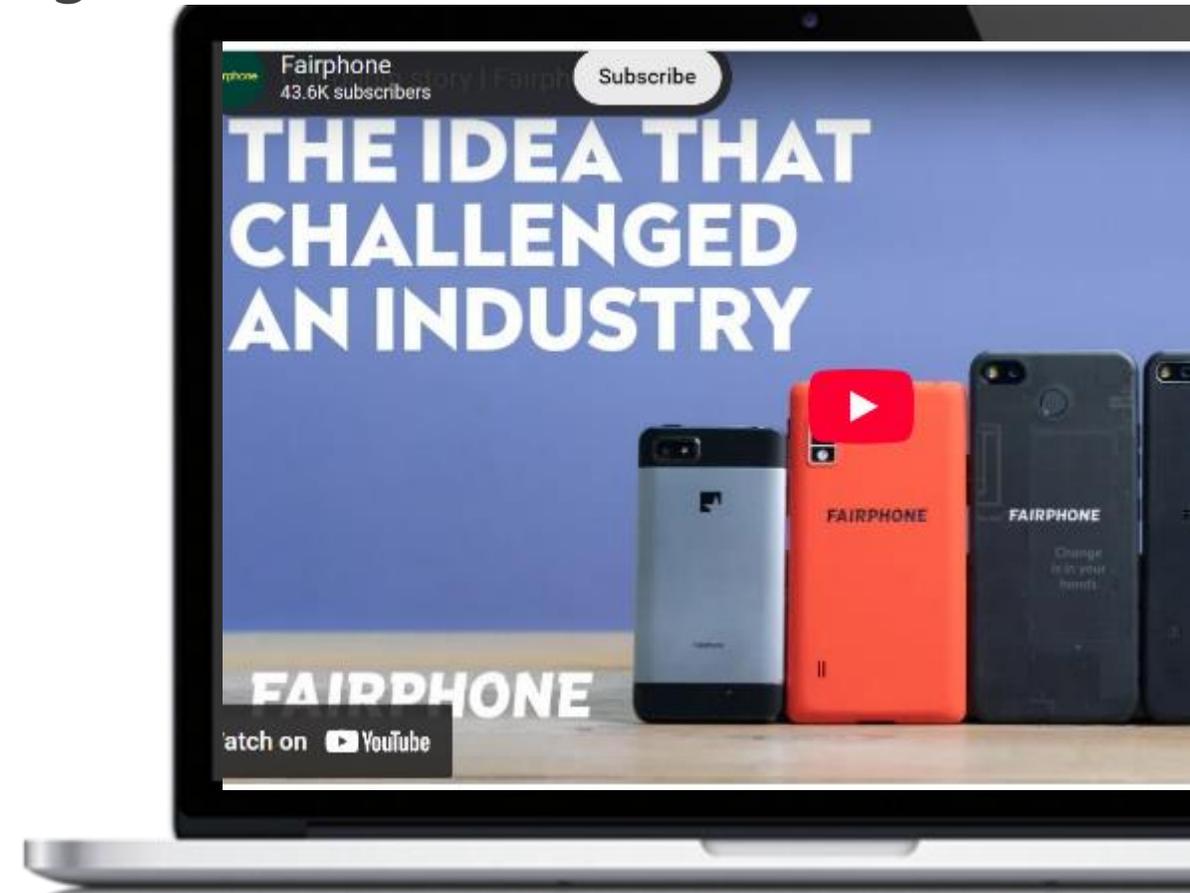
CASE STUDY: Fairphone

Sustainable Tech Innovation through Entrepreneurship

Fairphone is an Amsterdam-based social enterprise (founded 2013) that set out to revolutionise the electronics industry by integrating sustainability from the ground up – a prime example of GreenComp and EntreComp convergence, supported by digital know-how.

Fairphone created the world's first ethical, modular smartphone, rethinking every stage of the device's life cycle for positive social and environmental impact.

[Click to Watch Video](#)



<https://www.fairphone.com/nl>

Source: <https://youtu.be/zEvMaTlo7pU>

Source: [Fairphone created the world's first ethical, modular smartphone](#)

CASE STUDY: Fairphone



Intersection of the 3 Frameworks: This bold endeavor required **strong entrepreneurial competences**: the founders had to challenge a dominant industry's assumptions, mobilize resources via crowdfunding and partnerships, and persist through technical and market hurdles. It also demanded **digital/technical competences** – designing and manufacturing a competitive smartphone involves advanced engineering and ICT skills (Fairphone's product is itself a digital technology).

[Smartphones - and Companies - Designed For The Future: Fairphone's Bas Van Abel](#)



Exemplifies Sustainability Competences: Fairphone's team and community deeply value environmental and social justice, embodying systems thinking (considering e-waste, resource extraction, and circular economy) and future-oriented ethics. The result is a company that has proven that **tech innovation can go hand-in-hand with sustainability**. Fairphone's latest models set new standards for circular economy in electronics – e.g. using recycled and fair-trade materials, offering software updates to extend product life, and operating a take-back program for old devices



CASE STUDY: Fairphone



Outcome: In recognition, Fairphone has received UN awards and is hailed as a champion of sustainable design in industry.

Fairphone's success, albeit modest in market share, has influenced giants (e.g. major manufacturers now explore modular designs or fair sourcing), showing how a small EU company armed with these three competence areas can **reshape an industry towards sustainability**. [Read More.](#)



CASE STUDY: Fairphone



The Entrepreneurial Skills

EntreComp Skills: They saw consumer demand for ethical electronics. The entrepreneurial mindset was crucial for Fairphone to move from an awareness campaign to a viable enterprise,



The Digital Solution

DigComp's technical literacy: They built a complex tech product and an online sales network. Digital skills enabled the creation of a physical tech product and global outreach.

<https://www.fairphone.com/en/2017/09/20/new-camera-modules-make-the-fairphone-2-upgradeable/>



Click to Download the
Fairphone App here

<https://www.fairphone.com/nl>



CASE STUDY: Fairphone



Environmental Success

GreenComp's values and critical thinking (they questioned "business-as-usual" in manufacturing and innovated new supply chain standards). Having a **sustainability focus** ensured the venture stayed true to its mission of fair and green impact. [Read their full green impact report.](#)



"How do you make electronics sustainable?"

We get asked this a lot. The answer? By innovating where it matters the most.

We're dedicated to raising the bar on fairness, from tracing materials to their source, designing our products for longevity, and working with our suppliers on fairer production. Get the full story in our latest Impact Report.

[Read the full report](#)



CASE STUDY

WeavAir

Enterprise intelligence
software to help you reach
your sustainability & net
zero goals

<https://weavair.com/>



WeavAir

CASE STUDY: WeavAir



Intersection of the 3 Frameworks: Founded in 2016, WeavAir was born from the recognition that poor air quality and energy inefficiency are major contributors to climate change and public health crises. Traditional HVAC (heating, ventilation, and air conditioning) systems waste energy and spread pollutants.



Powerful Idea: WeavAir developed IoT sensor networks + AI-powered predictive analytics to monitor air quality and optimise energy systems in real time.



Outcome: Their solutions are deployed in airports, hospitals, office buildings, and smart cities, aligning with EU climate policies and the European Green Deal.



CASE STUDY: WeavAir

Clean Air Through Data-Driven Innovation

WeavAir is a cleantech startup (headquartered in Barcelona with global collaborations) that develops IoT-enabled sensors and AI-powered analytics to improve air quality and energy efficiency in buildings and urban mobility systems. It provides predictive maintenance and carbon tracking for HVAC systems, helping companies cut emissions, reduce costs, and improve health outcomes. It uses Satellite and Drone Imaging Networks and IoT Sensor Networks.



CASE STUDY: WeavAir



The Entrepreneurial Skills

- ❖ **Spotting Opportunities:** Saw regulatory pressure on carbon emissions + rising demand for healthy, sustainable buildings.
- ❖ **Creativity & Vision:** Turned the “hidden” problem of dirty air systems into a value proposition: *air quality = health + cost savings + climate action*.
- ❖ **Mobilising Resources:** Secured EU Horizon 2020 and cleantech grants, built cross-border partnerships with smart city initiatives.
- ❖ **Resilience & Coping with Uncertainty:** Navigated technical challenges (scaling IoT), long B2B sales cycles, and investor skepticism about climate tech.
- ❖ **Learning from Experience:** Iterated solutions from air quality monitoring → full predictive maintenance platform.



CASE STUDY: WeavAir

AI and IoT for Climate Action

Optimising Energy Use for Green Finance



Environmental Success

Example success story: A real estate investment group managing over €1 billion in assets implemented WeavAir's real-time digital twin platform across their buildings, they achieved a **28% emissions reduction** within **18 months**. This transparency enabled them to **secure a €25 million green bond** to fund eco-friendly projects meeting the EU's official sustainability standards

The Idea

'I saw a deep disconnect between our technical ability to measure environmental risks and how that capability is actually applied. Decision makers in infrastructure and finance don't have the high-quality, real-time data they need to take effective climate action. That not only limits environmental outcomes but also blocks access to sustainable financing'

Natalia Mykhaylova, Founder and CEO of WeavAir

Entrepreneurship Education



CASE STUDY: WeavAir

The GreenComp Skills



- ❖ **Systems Thinking:** Tackled interconnected issues — energy waste, CO₂ emissions, public health.
 - ❖ **Critical Thinking:** Challenged “business-as-usual” in HVAC: instead of reactive maintenance, pushed predictive sustainability models.
 - ❖ **Future Literacy & Adaptability:** Anticipated stricter EU emission targets and health-conscious consumers, positioning ahead of regulation.
 - ❖ **Acting for Sustainability:** Reduced emissions by up to 30% for clients, improving compliance with **EU Energy Efficiency Directive**.
-



CASE STUDY: WeavAir

AI and IoT for Climate Action

Optimising Energy Use for Green Finance



The Digital Solution

Our system acts like a brain for infrastructure. It doesn't just measure Environmental, Social, and Governance (ESG) metrics; it helps improve them. *For example, we enable investors to validate the environmental integrity of green bonds, loans tied to environmentally friendly projects, and assess risks that assets might lose value due to climate changes, known as stranded asset risks, using real-time, location-specific data*

The Idea

Cities are on the frontlines of two major global challenges: climate change and rapid urbanisation. They need accurate, timely data, decision-makers struggle to reduce emissions, secure sustainable funding, and build resilient urban environments.



CASE STUDY: WeavAir



The Digital Skills

- ❖ **Data & Information Literacy:** Processes millions of data points (temperature, CO₂, particulate matter).
 - ❖ **Problem-Solving with Digital Tools:** AI models predict failures & inefficiencies before they occur.
 - ❖ **Digital Content Creation:** Provides dashboards for non-expert decision makers (facility managers, policymakers).
 - ❖ **Digital Safety & Ethics:** Ensures GDPR compliance & cybersecurity for sensitive client infrastructure.
-

Click to Access Weavair
Services Now

<https://weavair.com/>



The Intersection of Digital Green Innovation

Predictive Decision Support Software

WeavAir predictive software is based on algorithms that detect, diagnose & predict issues before they become serious to enable fast & accurate decisions and autonomous systems.

Proprietary Data Sources & Models

WeavAir offers modular & continuous data acquisition systems combining networks of satellites, drones and IoT devices to track greenhouse gas emissions, energy efficiency, maintenance, operations & climate risk parameters



The Digital Green Entrepreneur

Natalia Mykhaylova, Co-founder & CEO, WeavAir, has received over 20 innovation awards and has been named Corporate Knights Top 30 Under 30 in Sustainability, Clean Top 50 Emerging Leaders and MIT Technology Review Top Innovators Under 35.



The Intersection of Digital Green Innovation

WeavAir's innovation sits exactly at the **EntreComp–GreenComp–DigComp** intersection:

- ❖ **Entrepreneurial Competence:** Transformed an invisible problem into a *scalable business*.
- ❖ **Green Competence:** Ensured every action aligned with climate and sustainability impact.
- ❖ **Digital Competence:** Used IoT + AI not as gimmicks but as **core enablers** of measurable impact.

This triple-competence approach allowed WeavAir to:

- ✓ Win contracts with EU airports, hospitals, and smart city networks.
- ✓ Position itself as both a **green startup** and a **digital data company**.
- ✓ Build resilience: leveraging EU policy trends (Green Deal, Horizon Europe) to ensure long-term relevance.



Possible Entrepreneurial Challenges & Solutions

Digital + Green = Opportunity: Environmental inefficiencies can be turned into *profitable ventures* when combined with digital tools. Resilience is Critical: Climate entrepreneurs face long cycles & skepticism – persistence + EU ecosystem support are key.



Challenge

Long adoption cycle in conservative industries like building management.

Solution: Built credibility through EU-funded pilots & certifications (EntreComp: mobilising resources + GreenComp: acting responsibly).



Challenge

Complex technology stack (IoT + AI + Blockchain).

Solution: Applied DigComp competences → clear, user-friendly digital dashboards for decision-makers.



Challenge

Scaling internationally.

Solution: Leveraged EU startup ecosystems (EIT InnoEnergy, Smart Cities EU) for market entry.



Practical Exercise: Create a Climate Sensor Scenario

Objective: To help participants understand how digital technologies (AI + IoT) can generate actionable insights for sustainability.

By designing a sensor-based climate solution, learners practice spotting opportunities where data can reduce emissions, improve efficiency, and support green financing — while also thinking entrepreneurially about who benefits and who pays.



Step 1: Pick a Product (*EntreComp*)

Choose something everyday (a phone, T-shirt, sneakers, or a water bottle).



Step 2: Map the Chain (*Entre/Green/Dig Comp*)

Draw 3–5 steps in its supply chain (e.g., cotton farm → textile factory → brand → retailer → consumer).





Practical Exercise: Create a Climate Sensor Scenario



Step 3: Apply Blockchain *(Entre/Green/DigComp)*

Decide what information should be recorded and verified at each step (recycled materials, fair labour, carbon footprint, energy source).



Step 4 – Pitch the Value

Answer: Why would consumers care? Why would businesses adopt it? How does it fight greenwashing?



Outcome

Present a **mock blockchain logbook** (could be a simple table or infographic) that demonstrates supply chain transparency.



Why These Frameworks Matter in Intersection

All three Case Studies Too Good To Go, WeavAir and Fairphone underscore why the intersection of the three frameworks is so important.

Each company addresses a pressing societal challenge (food waste, electronic waste) **through innovation (EntreComp)**, leverages **digital technology (DigComp)** as a tool for scale and efficiency, and is fundamentally motivated by **sustainability values (GreenComp)**.

[TheENCOREapproach](#)



Why These Frameworks Matter in Intersection

Their achievements – creating new markets and influencing behavior while generating economic value – were *“greater than the sum of their parts,”* made possible by combining competencies that are often taught or discussed separately.

These cases illustrate that in practice, an **entrepreneurial mindset grounded in sustainability and enhanced by digital skills can produce solutions that are financially viable and responsible at the same time**

This integrative approach aligns perfectly with EU’s vision of the future workforce: people who can **drive the twin transitions** by innovating in ways that **benefit society and the planet**. It is evident the combination of competences tends to yield **resilient, future-proof innovations**.

[Learning Path 4: Green Transition Facilitator](#)





You have Completed... Module 2 (Part 1)

Section 1 Introduction to From Idea to Action: The Synergy and Intersection of the Three Frameworks

Section 2 Real-European Examples: Entrepreneurial Skills From Idea to Action

Module 2 (Part 2)

Section 3 Practical Application: Building Your Green Digital Venture

