

Module 2 (Part 2)

From Idea to Action – Entrepreneurial Skills in Action

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.

www.startdsp.eu

Module 2 Overview

02

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.

Practical Application: Building Your Green Digital Venture

Learn step by step how to apply EntreComp, GreenComp, and DigComp to design and test your idea. Use free tools to spot opportunities, create solutions, and deliver impact.

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 2) Interactive Learning Elements

-  **51** Slides
-  **01** Exercise
-  **01** Videos
-  **04** Examples

-  **16** Digital Tools
-  **03** Toolkits & Guides
-  **04** Articles & Reports



Section 03

**Practical
Application:
Building Your Green
Digital Venture**

Building Your Green Digital Venture

Welcome to the section that helps you assess your skills for launching your green digital venture!

In this section, you (and your team, if collaborating) will turn a sustainable idea into a purpose-driven digital venture, step by step.

The process is structured around **six key stages** – from spotting a green opportunity to pitching your concept – and at each stage you'll practice skills from three EU competence frameworks:

1. **EntreComp** (entrepreneurship), cultivates an **opportunity-seeking mindset**, creative problem-solving, and ethical, sustainable thinking.
2. **GreenComp** (sustainability), develops **systems thinking** and futures thinking for sustainability, empowering you to address environmental challenges, and
3. **DigComp** (digital skills) to collaborate and innovate in a tech-driven world



Building Your Green Digital Venture

All tasks use **free, accessible tools** (e.g. Canva, Miro, Notion, Google Workspace, Trello), and you can choose flexible deliverables (a business model canvas, a short digital pitch video, a sustainability impact map, etc.) that suit your project.

This approach is **suitable for solo entrepreneurs or teams** and is designed to be easy to follow, visual, and engaging for young innovators. By the end, you'll not only have a venture concept, but also sharpened competencies recognised across Europe – preparing you for future course modules and real-world innovation challenges.

Using the **Start-DSP project** approach which highlights relevant competencies at each stage and how your project can implement and build these in-demand skills.



Practical Application: Building Your Green Digital Venture



Practical Application: Building Your Green Digital Venture



Step 1. Identifying a Green Digital Opportunity *(Systems Thinking & Market Gap)*



Identifying a Green Digital Opportunity means spotting where digital tools (like apps, data, or smart tech) can solve environmental problems.



Using **systems thinking**, you look at how everything connects, and by checking the **market gap**, you find needs that aren't being met.



It's about **matching technology with sustainability** to create smart, green solutions.



01

Identifying a Green Digital Opportunity

(Systems Thinking & Market Gap)

The GreenComp framework emphasises “**Embracing complexity**” – using **systems thinking** to view sustainability challenges holistically. At this stage, zoom out to see the big picture of an environmental problem before zooming in on a specific market gap.



Step 1: The first step is to **spot a meaningful green opportunity**. This means identifying an environmental or social problem that you can address with a digital solution – essentially finding the overlap between a *sustainability need* and a *market gap*. Start by using **systems thinking** to explore the problem space.



For example, If food waste catches your interest, map out the system: from producers to consumers, what factors lead to waste (e.g. surplus at restaurants, improper storage, consumer habits)? Who are the stakeholders (farmers, businesses, households, policymakers)? How do these elements connect?



GreenComp

GreenComp defines “systems thinking” as approaching a sustainability problem from all sides – considering various elements, timeframes, and interconnections in the system.

By understanding the system, you can find leverage points for innovation.

Green Business: How the Environment Impacts Business



Step-by-step instructions: Identifying a Green Digital Opportunity

01 Map the System:

Use a free tool like **Miro** (online whiteboard) or **Google Drawings** to create a simple systems map of your chosen issue. **Draw nodes for key elements (people, processes, resources) and arrows for relationships.** This visual will help reveal pain points and inefficiencies. *EntreComp connection:* you are “spotting opportunities” by observing needs and challenges in context. *GreenComp connection:* you practice systems thinking and critical thinking about sustainability issues.

02 Identify Gaps and Needs:

Analyse your map to find unmet needs or gaps. *Ask yourself:* *Where is there waste or harm that could be avoided? Where do people struggle or lack information?* **For instance,** the map might show restaurants throwing away unsold food nightly – a gap could be a lack of connection between those restaurants and willing takers of extra food. Brainstorm a list of such gaps. This is problem framing – defining a challenge in sustainability terms. Ensure the problem is significant (solving it would benefit society or the environment) and potentially solvable with digital technology.



03

Research the Market:

Once you have a promising gap, do a quick reality check. Use information and data literacy skills ([DigComp Area 1](#)) by searching online: ***Has this problem been addressed by others? What solutions exist, and what are their limits?*** Look for statistics or reports (e.g. % of food wasted, CO2 emitted, etc.) to gauge impact. If solutions exist, ***what's the market gap – a niche or underserved aspect you could improve on?*** Don't be discouraged if similar startups exist; instead, identify what unique angle or feature could make your approach stand out (e.g. focusing on a local community, using a different technology, or targeting a different user group).

04

Opportunity Statement:

Formulate a clear opportunity statement that combines the **problem** and a hint of the **solution**. For example: ***“Many local eateries throw away surplus food (problem); there is an opportunity for a digital platform to redirect this food to people in need or composting facilities (solution idea).”*** Keep it one or two sentences. This statement will guide your project moving forward. ***EntreComp connection:*** Crafting this statement uses *vision* – imagining a better future and the value your idea could create, as well as *ethical and sustainable thinking* – aiming for positive impact on community and environment.



Example: Identifying a Green Digital Opportunity

Students in one case **identified the issue** of **campus food waste**. By **mapping out** the cafeteria system, they saw that untouched surplus food was discarded daily while some students on tight budgets went hungry. They **researched and found** no campus-specific solution in place – a clear gap. Their opportunity statement became:

“We see an opportunity to develop a campus food-share app that alerts students to free surplus food from dining halls, reducing waste and food insecurity.” This concise statement set the stage for their venture.



Aligned Competences:

- ✓ **EntreComp:** Spotting Opportunities; Vision; Ethical & Sustainable Thinking.
- ✓ **GreenComp:** Systems Thinking; Critical Thinking; Problem Framing.
- ✓ **DigComp:** Information & Data Literacy (researching facts, identifying reliable info online)



Need Inspiration? Consider EU Green Deal focus areas – e.g. renewable energy, sustainable agriculture, circular economy – as rich hunting grounds for problems to solve. Many successful green startups began by addressing everyday sustainability issues. For example, the app Too Good To Go tackled food waste by connecting shops' leftover food with consumers looking for discounts.

Practical Application: Building Your Green Digital Venture



Step 2. Ideation & Defining Purpose

(Creative Ideation Tools + Sustainability Frameworks)



Ideation and defining purpose is the process of **generating creative ideas** for green digital solutions and shaping them around a clear mission.



Using **creative ideation tools** (like brainstorming, mind maps, or design thinking) helps spark new ideas.



Then, using and applying **sustainability frameworks** (like the SDGs or circular economy) ensure those ideas create real environmental and social impact.



02

Ideation & Defining Purpose

(Creative Ideation Tools + Sustainability Frameworks)

Two students are brainstorming sustainable solutions. At this stage, use creative techniques (on paper or digital boards) to generate ideas freely. Blend ideation with sustainability frameworks – think about which UN Sustainable Development Goals or green principles your venture can serve.



Time to Refine Your Idea: Now that you've identified a broad opportunity, it's time to ideate – generate and refine a specific solution – and define the purpose of your venture.

In this step you'll use creativity techniques (an important EntreComp skill) alongside sustainability frameworks (like the UN Sustainable Development Goals) to ensure your idea has a strong environmental or social purpose.

The goal here is to come up with a concrete value proposition: **What exactly will you create, and why does it matter for sustainability?**



Step-by-step instructions: Ideation & Defining Purpose

01

Brainstorm Solutions:

Gather your team (or a group of supportive peers if working solo) for a brainstorming session.

- ❑ Use free **collaborative digital tools** like Miro or Canva's online whiteboard to collect ideas with digital sticky notes, or simply use pen and paper.
- ❑ Start with a **"How might we..."** question based on your opportunity statement. (How might we use digital technology to reduce campus food waste?) Encourage quantity over quality in the first round – jot down every idea that comes to mind, no matter how out-there.
- ❑ Consider various **digital approaches** (a mobile app, a web platform, IoT sensors, data analytics, etc.) that could address the problem.
- ❑ Also brainstorm different **business models or incentives** (volunteer-based, ad-supported, freemium service, etc.). At this stage, suspend judgment – the aim is to unlock creative possibilities.

(Tip: Try using ideation techniques like mind-mapping, SCAMPER, or Crazy 8s to spark creativity.)



02

Use Sustainability Frameworks as Guides:

- ❑ To ground your ideation in purpose, filter and expand your ideas with established sustainability frameworks.
- ❑ **TIP** A great reference is the [UN Sustainable Development Goals \(SDGs\)](#) – 17 global goals addressing issues like climate action, clean water, sustainable cities, responsible consumption, etc. Identify which SDG(s) your opportunity relates to (e.g. food waste links to **SDG 12: Responsible Consumption and Production**, and SDG 2: Zero Hunger).
- ❑ This can inspire additional ideas – for instance, thinking of partnerships or features that advance those goals. You might also consider the **Triple Bottom Line** (people, planet, profit) or frameworks like the **Circular Economy** principles (can your idea help reuse, recycle, or regenerate resources?). These give you a lens to ensure your venture’s purpose is truly green and impactful.

7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



03

Converge and Refine:

After a burst of ideas, shift to **evaluation mode**. Discuss which ideas best meet the need, seem feasible with accessible technology, and align with sustainability values. It's okay to combine ideas (perhaps the best solution is a mash-up of two concepts).

Use simple **criteria** to rank options: impact (does it significantly address the problem?), innovation (is it novel or much better than existing solutions?), and implementability with the skills/resources you have.

At this point, *EntreComp's "creativity" competence* comes into play heavily – you're moving from many ideas to a *valuable solution*.

Also apply *GreenComp's "futures literacy"* – imagine the future if each idea were implemented; which idea paints the most inspiring sustainable future?.



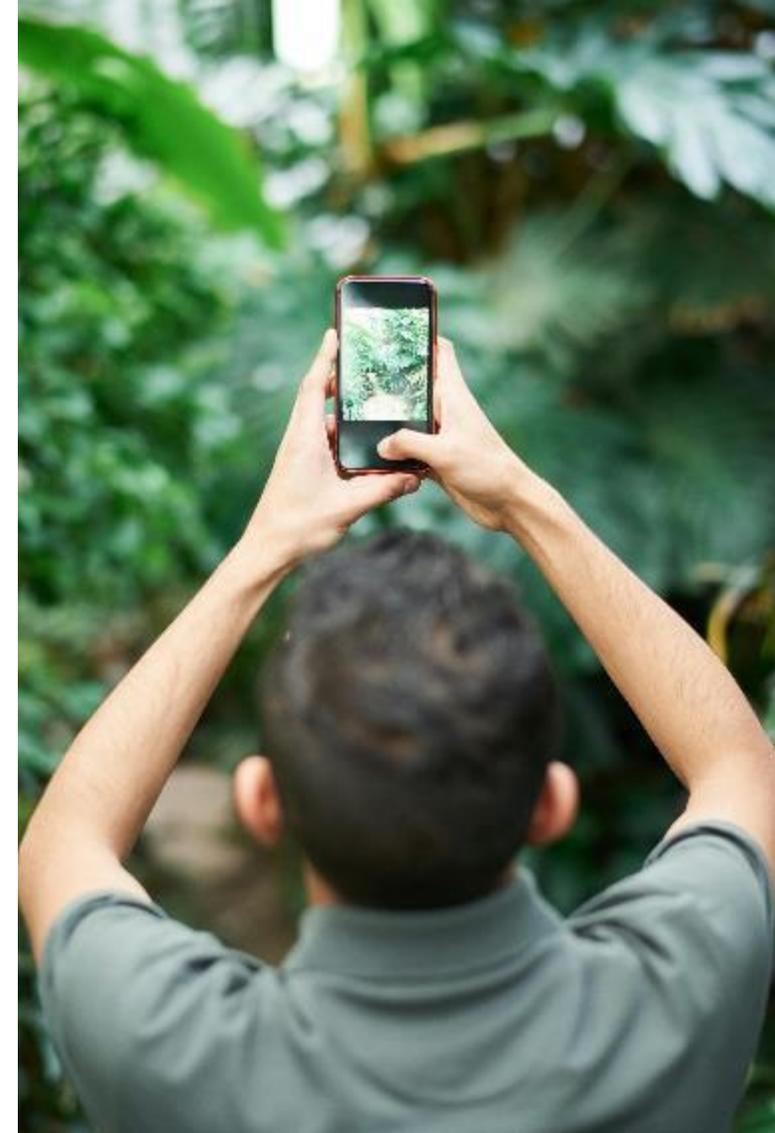
04

Define the Venture's Purpose:

Once you choose a leading idea, articulate the **purpose** of your venture in **one or two sentences**.

This is essentially your **mission statement** – it should capture **what your solution is** and **why it matters**.

For example: *“Our mission is to cut campus food waste in half by connecting surplus cafeteria food with students in real-time via a mobile app, fostering a culture of sharing and sustainability.”*



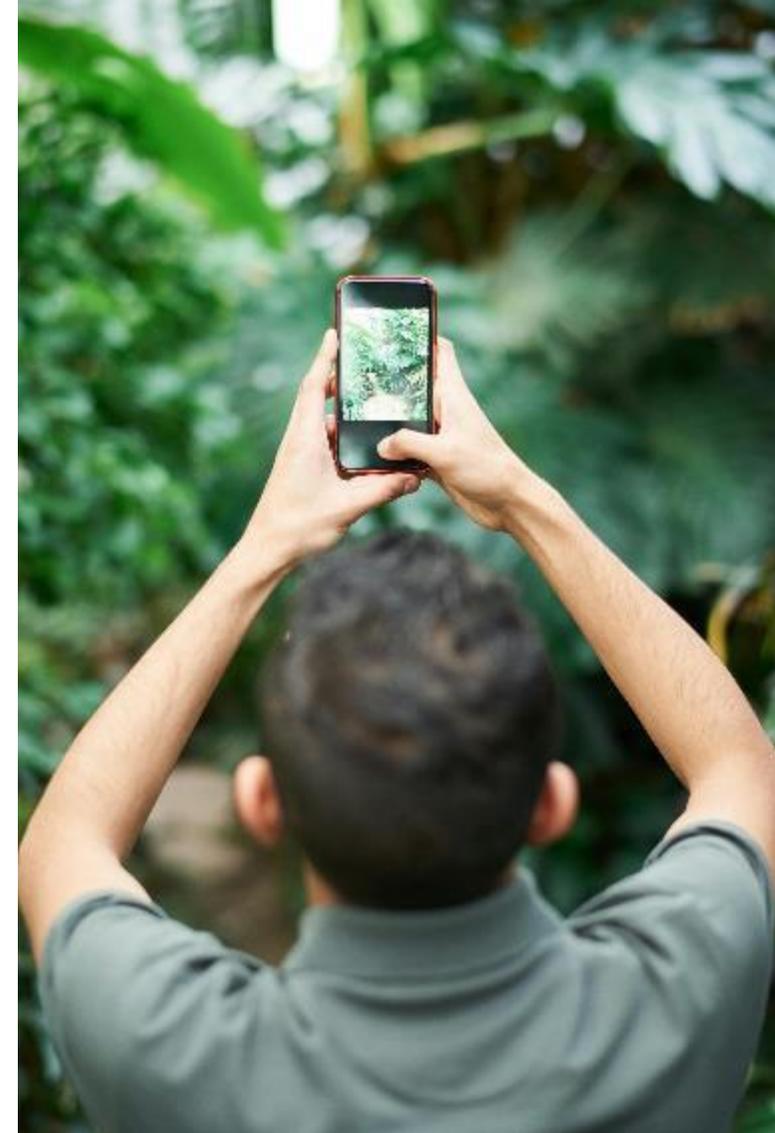
04

Define the Venture's Purpose:

Note how this statement includes a **clear outcome** (cut waste in half), the **method** (a mobile app connecting surplus food to students), and the **broader purpose** (a culture of sharing and sustainability).

A strong purpose statement is motivating and aligns your team on the venture's **"North Star"**.

EntreComp connection: This taps into *"vision"* – building an inspiring vision of the future that can engage others, and *"valuing ideas"* – recognising which idea can deliver the most value and pursuing it.



Example: Ideation & Defining Purpose

Continuing the campus food waste scenario – the team’s brainstorming produced ideas like a food-sharing app, an AI-driven kitchen inventory system, an awareness campaign, and more.

They assessed these against their criteria and chose the **food-sharing app** as the most impactful and feasible.

Aligning with **SDG 12 (Responsible Consumption)** gave them the idea to include tracking of total food saved (to quantify impact).



Aligned Competence:

EntreComp: Creativity; Vision; Valuing Ideas.

GreenComp: Futures Literacy (envisioning alternative sustainable futures);

→ **Exploratory Thinking** (using creativity and cross-disciplinary ideas for novel solutions).

DigComp: Communication & Collaboration (using digital tools to brainstorm in a team)
joint-research-centre.ec.europa.eu;

→ **Digital Content Creation** (expressing ideas in digital media like mockups or documents).

Example: Ideation & Defining Purpose

Their refined mission statement became:

“To create a digital platform that eliminates campus food waste by instantly redistributing leftover food to students and local charities – reducing waste while fighting hunger.”

This clear, purpose-driven definition guided all their subsequent work.



Tip:

You can find **interactive templates** for brainstorming and defining mission statements on tools like Miro or Notion.

For instance, Miro offers free *ideation templates* and Canva has mission statement graphics.

Also, check out the [EU’s Digital Education Action Plan](#) resources – they sometimes showcase tools for collaborative creativity in the classroom.)



Practical Application: Building Your Green Digital Venture



Step 3. Creating a Green Business Model Canvas (Making it Visual)



Creating a green business model canvas means **mapping out** how your sustainable business will work in one clear, visual framework.



It **shows your idea's value**, customers, partners, resources, and impact while highlighting eco-friendly choices.



Making it visual helps you **see the bigger picture** and communicate your green idea clearly to others.



Creating a Green Business Model Canvas: Visualise Your Idea

With a clear purpose and solution concept in mind, it's time to plot how your venture will create, deliver, and capture value – in a sustainable way.



Using the Business Model Canvas (BMC): We'll use the Business Model Canvas (BMC), a one-page blueprint of your venture's key elements, and give it a "green" twist.

The Green Business Model Canvas is essentially the classic BMC infused with sustainability considerations: you'll still map out customers, value propositions, revenues, etc., but also think about environmental and social impact in each part.

This visual plan will help you and others see how your idea can be a viable, purpose-driven enterprise.



Step-by-step instructions: Creating a Green Business Model Canvas

01

Grab a Canvas Template:

Rather than starting from scratch, use a free template for the Business Model Canvas. *(Some suggestions in the links below)*

- Do a search, you can find templates on e.g., **Canva** (just search “Business Model Canvas” and choose a free one) or use **Miro’s Business Model Canvas** template. Google Slides/Drawings also have BMC layouts you can copy.
- **Ensure the template has the 9 standard blocks: Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams.**
- If available, choose a version that includes an extra layer for “*impact*” or “*sustainability*” (some canvases add sections for Environmental/Social Costs & Benefits) – but you can also annotate those yourself.

[The Triple Layered Business Model Canvas: A Tool To Design More Sustainable Business Models](#)

[The Sustainable Business Model Canvas](#)

[Unlocking Sustainability with the Triple Layered Business Model Canvas \(TLBMC\)](#)



02

Fill in the Blocks – with a Green Lens:

Work through each section of the canvas, describing your planned venture. Here's a guide for each, with *green prompts* to consider:



Customer Segments:

Who will use or pay for your product? List primary groups (e.g. students, campus dining services, local charities in the food app example).

Green lens: Also think of beneficiaries who aren't paying customers (e.g. the environment, community). **For instance**, the planet “benefits” from reduced waste – note this qualitatively.



Value Propositions: What value do you deliver to those customers? This is the heart of your idea – e.g. **“We help campus dining halls cut waste and save disposal costs, while students get free food and fewer meals go to landfill.”**

Green lens: Be clear about the sustainability value: reducing carbon footprint, saving money, improving health, etc. A Green VP might include things like **“lower CO2 emissions by X%”** or **“promote local organic produce”** depending on your project.





Channels:

Through what channels will you reach and serve customers? Likely digital channels (app stores, website, social media). **Note** free and easy channels: e.g. an Instagram account for outreach, a simple website using Google Sites, etc.

Green lens: Are your channels low-footprint (digital is typically lower carbon than physical, but also consider green hosting or minimal printing if any marketing materials)?



Customer Relationships: ***What type of relationship will you maintain?*** For a digital product, this might be automated (app notifications) or a community-driven relationship (social media groups, forums). Maybe you'll have gamification to keep users engaged (like badges for "food saved").

Green lens: Ensure any community building emphasizes sustainability values (e.g. challenges among users to increase positive impact).





Key Activities:

List the most important things you need to do for the venture to work.

For example, developing the app, onboarding campus partners, maintenance and support, marketing to students.

Green lens: Include activities to maintain sustainability integrity – e.g. monitoring impact, sourcing eco-friendly materials if any physical component, etc.



Key Resources: What assets are necessary? Here think of both tangible and intangible: e.g. the mobile app itself (technology platform), a pool of volunteers or staff, partnerships with dining halls, etc. Also consider digital resources like open-source software, open data, or free cloud services.

Green lens: If relevant, note resources that make your solution sustainable (e.g. using renewable energy-powered servers, or knowledge of recycling processes, etc.). Many green startups leverage unique resources like patents for clean tech, or strong community ties.





Key Partners: *Who will you need to work with?* No venture operates alone – list partners such as suppliers, sponsors, organisations, and even mentors. **Example:** Campus admin (to obtain policy support), an environmental club (to help promote and coordinate), and possibly local farms (to collect compost).

Green lens: Partnerships can amplify impact (GreenComp’s “collective action” competence – acting together for change). Write down any entity that’s crucial for delivering your value.



Cost Structure: Identify the main costs to run your venture. Early on, many costs will be in development time (sweat equity) and possibly some services (web hosting, marketing). Use free tools as much as possible to keep costs low – e.g. GitHub for code, free tier of cloud, etc.

Green lens: Also plan for any sustainability costs: for instance, if you pledge to donate a portion to environmental causes, or invest in carbon offsets, note those. Keeping costs lean is part of being both entrepreneurial and sustainable.





Revenue Streams: Lastly, how will you sustain financially?

List how money (or funding) comes in.

→ Options include: direct sales, subscriptions, advertising, transaction fees, grants or subsidies (common in social enterprises), or even **“freemium”** models.

→ For a student project, you might not aim for profit initially, but consider what could make it self-sustaining.

→ Maybe the university pays for the service, or local sponsors cover costs in exchange for publicity (e.g. a local grocery sponsors the food app).

Green lens: Ensure your revenue model doesn't incentivize negative impacts.

For example, if ad revenue, partner with eco-conscious advertisers. If selling a product, perhaps use a “take-back” scheme or portion of profits for environmental cleanup.



03

Review for Coherence and Sustainability

Step back and read your Green Business Model Canvas as a whole.

- Does each part support your purpose?*
- Are there any contradictions (e.g. claiming to be eco-friendly but relying on a very carbon-intensive activity)?*
- Ensure the green aspects are not just in the *Value Proposition* but thread through partners, activities, and resources too (this demonstrates “*ethical and sustainable thinking*,” a key *EntreComp* competence). If something feels off, adjust now.

This exercise also builds *EntreComp’s planning & management skills* – you’re essentially making a plan for how to implement the idea.



Example: Creating a Green Business Model Canvas

The campus food-share team created a Green Business Model Canvas.

A few highlights: Under **Key Partners**, they listed the University dining services (to provide leftovers), the student sustainability club (to help run awareness campaigns), and a local food bank (to take any excess for charity) – showing a network of collaborators.

Their **Value Proposition** was “*Zero food waste on campus – saving meals for students and reducing disposal costs/emissions for the college.*”



Aligned Competence:

→ **EntreComp**: Planning & Management (mapping out how to deliver value); Mobilising Resources (identifying key resources & partners needed); Financial & Economic Literacy (considering costs and revenue streams).

→ **GreenComp**: Sustainable Values – **Valuing Sustainability** (making sure the model aligns with sustainability values and fair practices); **Collective Action** (involving partners/community in the model).

Example: Creating a Green Business Model Canvas

They decided on a **Revenue Stream** of a *subscription from the university* (the university would pay a small monthly fee to support the app, justified by savings in waste management costs).

The **Cost Structure** was minimal – mainly app development time and some cloud server fees (they planned to use free tier servers initially). As a sustainability add-on, they included a plan to measure carbon savings from the reduced waste, which they could report to the university (adding value to the service).



→ **DigComp**: Digital Content Creation (using digital tools to design the canvas and potentially prototype aspects of the model); Communication (the canvas helps communicate your plan clearly to others, e.g., mentors or stakeholders).



Example: Creating a Green Business Model Canvas

By filling out the canvas, they identified a need for a partner they hadn't considered initially – the campus IT department (to possibly integrate student login systems with the app).

This planning step ensured no major element was overlooked before moving forward.



Tip:

See [Strategyzer's official Business Model Canvas guide](#) for general tips, and look up the Triple Layered Business Model Canvas if you're curious – it adds dedicated environmental and social layers to the standard canvas.

For now, embedding those considerations into your single canvas is enough, but the triple-layer approach is a great tool for deep sustainability integration.

Practical Application: Building Your Green Digital Venture



Step 4. Designing a Digital Strategy with Accessible Tools



Designing a digital strategy with accessible tools means planning how to use **easy, low-cost, and user-friendly** digital platforms to grow your green business.



It focuses on choosing the **right online tools**—like social media, websites, or apps—that help you **reach customers, share your purpose, and scale your impact** without needing advanced technical skills.



Designing a Digital Strategy with Accessible Tools

With your business model sketched out, it's time to plan how to actually build and deliver your solution digitally.



Designing a Digital Strategy: In this step, you'll outline a simple digital strategy – basically, a plan for developing your product and engaging users online, using only free or readily available tools.

This includes prototyping your product (even if just a demo), choosing the right digital channels to reach your audience, and organizing your project tasks.

Think of it as creating a roadmap for bringing your idea to life in the digital realm.



01

Step-by-step instructions: Designing a Digital Strategy with Accessible Tools

Start by creating a basic **prototype** or mock-up of your product using free tools.



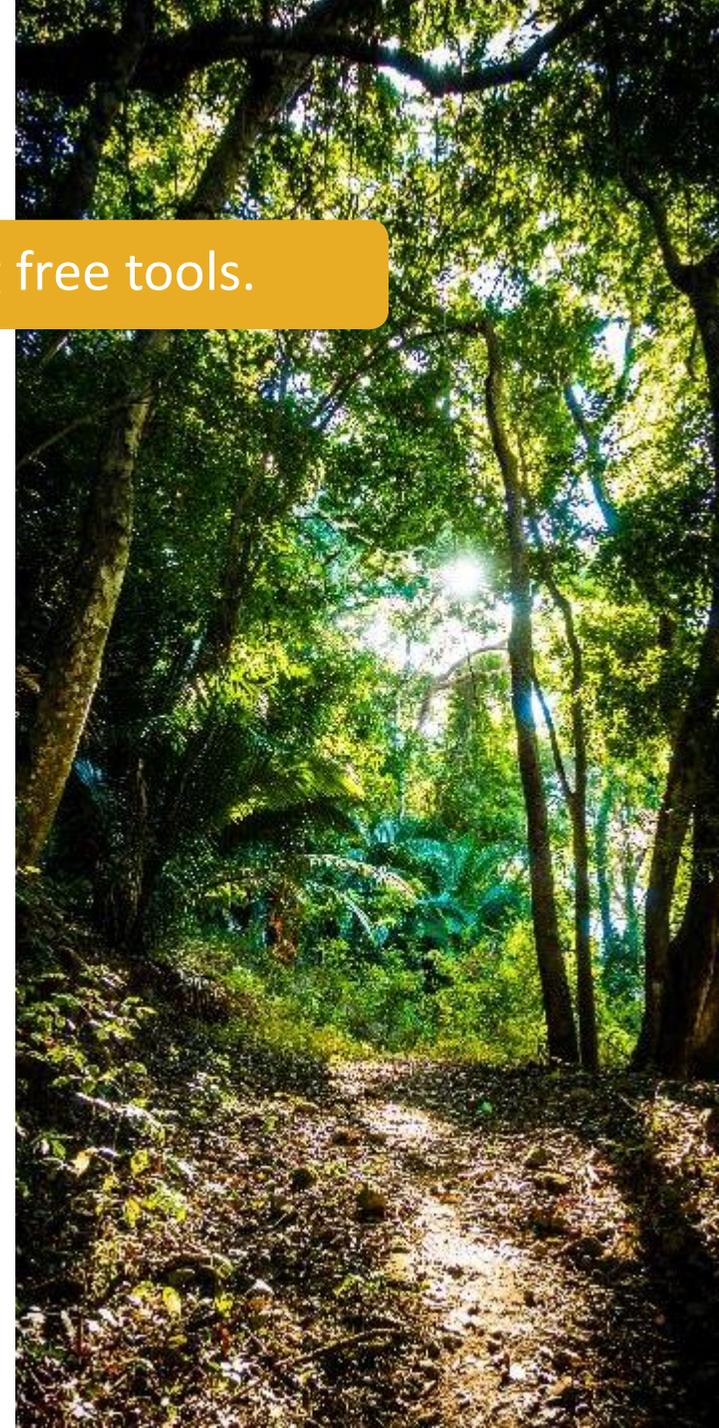
Consider:

If it's an app or website, you can design a simple interface on **Canva** (which has templates for app screens and websites) or use a dedicated free prototyping tool like **Figma** or **Adobe XD** (they have free tiers for students).

For instance, sketch out the main screens of the app – login, the list of available food items, a claim button, etc.



Tip: If your idea is a service platform, perhaps make a one-page **landing website** using a free site builder (Google Sites, Wix free plan, etc.) that explains the service and “simulates” how one would use it.



The goal is not to code a full product (unless you have the skills and time) but to have a tangible demo that you can show others.

This helps in two ways:

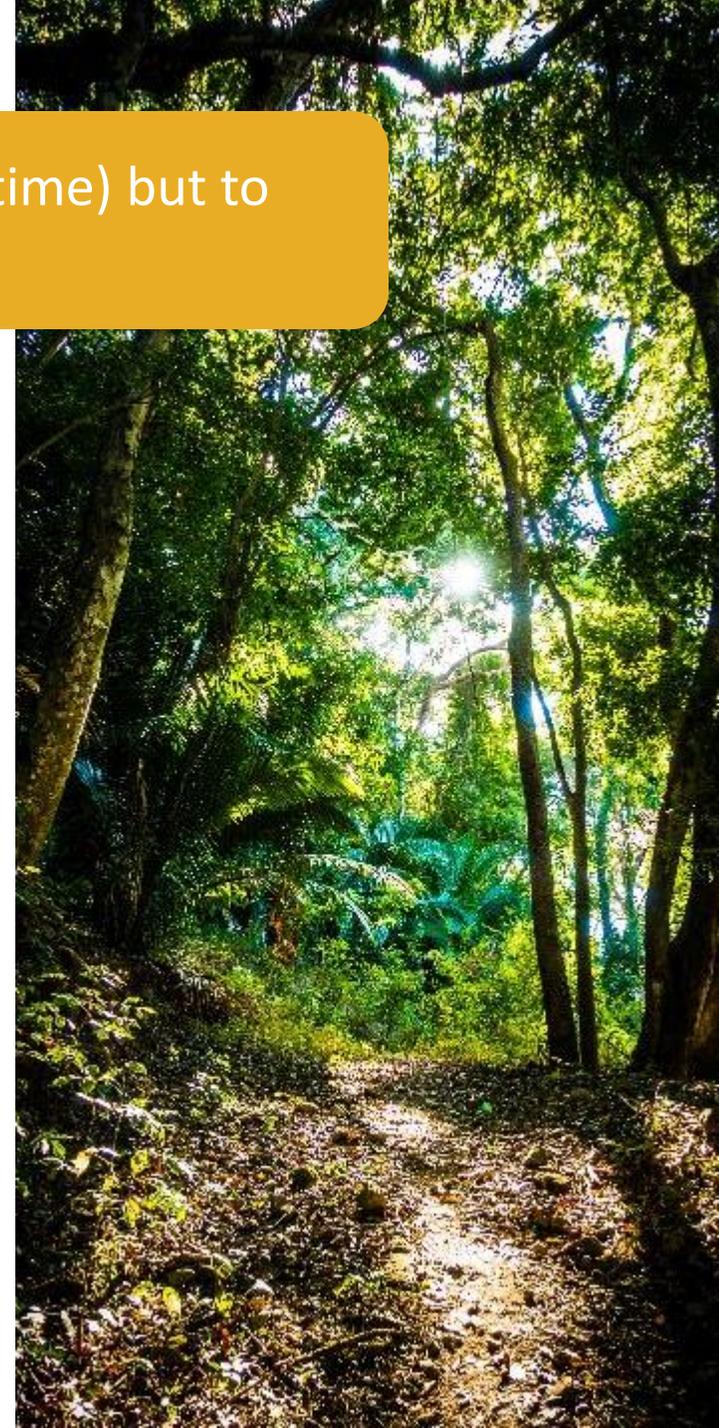


1. You can get feedback early from peers/mentors, and

2. It will make your final pitch more compelling with visuals.



DigComp connection: You'll practice *digital content creation* by making digital mockups and graphics for your venture



02

Choose Your Digital Channels: Next, decide how you will reach and interact with your target users digitally. Identify the online platforms popular with your audience.



Consider:

For students, it could be Instagram, TikTok, or a campus Facebook group.

For a broader public or businesses, maybe LinkedIn or Twitter (now X) is relevant. Since our scenario is campus-focused, the team might choose an Instagram account to share updates and success stories (photos of saved meals) and a WhatsApp or Discord group for instant alerts.

Also consider an **email newsletter** (using a free tool like Mailchimp's free plan or just Gmail) if appropriate to keep stakeholders informed (e.g. weekly summary of impact).



Plan Out Your Content Strategy

Plan out your content strategy in brief – e.g., *“We will post on Instagram twice a week with tips on reducing food waste and highlight our app’s impact, and use the university’s student portal to notify new users.”*

Document these choices in a short social media plan.

DigComp connection: This is all about *communication and collaboration* in digital environments – interacting with your user community online



02

Leverage Free Tech Tools

Identify which free tools will power your operations and team collaboration.



Trello

For project management, you might use Trello (create a board to track tasks like “Design prototype”, “Meet with dining hall manager”, etc.)



Notion

Notion is an AI workspace (e.g., for a more document/wiki style workspace combining todos, notes, and databases – very handy for team collaboration).



Google Workspace

Use **Google Workspace** (Docs, Sheets) to co-write any content or to maintain an impact log.



How to Leverage Free Tech Tools

‘We will use Trello to manage tasks, Google Docs for documentation and planning, Canva for designing promotional graphics, and Microsoft Teams or Slack free plan for team communication.’

By planning this, you ensure everyone knows where to collaborate and its affordable to your project.



Google Forms

If your solution requires scheduling or mapping, there are Google Forms (for feedback or sign-ups),



Google Maps

Google Maps API helps customers easily navigate to your offering and discover what’s nearby—strengthening your value proposition and guest experience.



Miro AI Workspace

A collaborative online platform workspace with AI to accelerate workflows, design acceleration and needs for business, drive transformation and clarity.



Consider the Sustainability of Your Business Operations

Since this is a green venture, consider the sustainability of your digital operations too.

This might mean choosing a web host that runs on renewable energy (some providers have free tiers and claim green hosting), minimizing the data footprint of your app (efficient code = less energy usage), and ensuring digital accessibility (DigComp's Safety area even notes being aware of well-being and inclusion in tech

Be Mindful of Your ICT Carbon Footprint

While at a small scale your project's digital emissions are tiny, building good habits now is valuable. It also becomes a point you can mention in pitches – that you're mindful of the ICT carbon footprint.

For example, the team decided to host their prototype on GitHub Pages, which is a free service and relatively lightweight, and they kept image sizes small to reduce data transfer.



04

Timeline and Milestones

Create a simple timeline for your project implementation. This doesn't need fancy software – a table in Google Doc or a Trello calendar will do.

Also, ask for feedback on your prototype from target users early – it's easier to tweak a design than rebuild after coding. This iterative approach is central to digital entrepreneurship.)*

Mark Key Milestones

Mark key milestones such as *Prototype ready, Feedback testing, Initial launch, User onboarding, etc.*

Keep it Realistic

Keep it realistic given your time (perhaps this project runs over a semester).

A timeline not only guides you but also shows stakeholders (like your instructor) that you have a clear plan.

EntreComp Connection

Continue to Apply EntreComp throughout.

This is exercising “*Taking the initiative*” and “*Planning and management*” – turning ideas into action in a structured way. It also touches on “*Working with others*” if you divide tasks and collaborate effectively.



Example: Designing a Digital Strategy with Accessible Tools

The food-share venture team laid out their digital strategy as follows:

They built a **clickable prototype** of their app using Figma (free) and embedded it on a free Google Sites webpage so testers could experience a “demo”.

They set up an **Instagram page** “@CampusFoodRescue” and scheduled posts highlighting how much food gets wasted and how their app will help (using Canva to make catchy visuals).



Aligned Competence:

→ **EntreComp:** Taking Initiative; Working with Others (collaborating on implementation); Planning & Management (creating a roadmap).

→ **GreenComp:** Adaptability (adjusting your plan and tools as challenges arise – a form of managing transitions in a project); **Individual Initiative** (each person finding how they can contribute to sustainability through their role).



Example: Designing a Digital Strategy with Accessible Tools

For **project management**, they used Trello with columns “Backlog / To-Do, In Progress, Done” to track tasks, and met weekly on Google Meet to sync up. One member took charge of reaching out to the dining hall manager via email to pilot the idea (relationship building).

They also considered **digital sustainability** by choosing a hosting option that claimed to be carbon-neutral (Netlify’s free tier, in this case) for when they eventually deploy the app. By the end of this stage, they had a clear picture of *what* needed to be done and *how* they’d utilize digital tools to do it.



Aligned Competence:

→ **DigComp**: Digital Content Creation (prototyping the app/website);

Communication & Collaboration (engaging users via social platforms, coordinating as a team online);

Safety & Well-being (ensuring your digital solution and practices are accessible and don't harm)



Recap: Building Your Green Digital Venture



What You've Achieved

By completing **Steps 1–4**, you've moved from a vague sustainability problem to a **purpose-driven, digitally enabled venture concept**:



Step 1 — Opportunity Framing: You used **GreenComp (systems & critical thinking)** to map the problem space, surface real gaps, and write a tight opportunity statement.



Step 2 — Purpose & Ideation: You applied **EntreComp (creativity, vision, valuing ideas)** to generate alternatives and converge on a clear **mission** aligned with sustainability principles (SDGs / circularity).



What You've Achieved



Step 3 — Green Business Model: You translated purpose into a coherent model, exercising EntreComp (planning & mobilising resources) and embedding GreenComp (values, collective action) so impact is designed into partners, activities, costs, and revenue—not bolted on.



Step 4 — Digital Strategy: You operationalised the model with a lean tech plan, practicing DigComp (content creation, collaboration, problem-solving) to prototype, choose channels, organise work, and adopt low-cost, accessible tools—while noting digital sustainability and accessibility.



What You've Achieved

In a nutshell, you've achieved.

- a validated **problem framing**,
- a persuasive **mission**,
- a **green business model** that can work in practice, and
- a pragmatic **digital roadmap** to build, test, and communicate your solution.

Together, these steps demonstrate how **EntreComp (mindset & execution)**, **GreenComp (ethics & systems)**, and **DigComp (tools & delivery)** intersect to turn an idea into credible action.





Module 3 (Part 2)

Green Digital Business Models

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

Section 3 Practical Application: Building
Your Green Digital Venture

