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GREENovation

Circular Economy

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Circular economy is an economic model that focuses on reducing waste by reusing, repairing, recycling, and extending the life of products and materials instead of throwing them away.

Practical Example

A company collects used products from customers, repairs or refurbishes them, and sells them again, reducing the need for new raw materials and minimizing waste.

Image



Video



Futher reading

European Commission - Circular Economy Action Plan :https://environment.ec.europa.eu/strategy/circular-economy-action-plan_en

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GREENovation

Resource Efficiency

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Resource efficiency means using natural resources, materials, energy, and water in a smart way so that less is wasted while achieving the same or better results.

Practical Example

A business reduces energy and material use by improving its production process, using energy-efficient equipment, and designing products that need fewer raw materials.

Image



Video



Futher reading

European Commission – Resource Efficiency
European Commission - Circular Economy Action Plan :https://environment.ec.europa.eu/strategy/circular-economy-action-plan_en

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Ecological Footprint

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Ecologicall footprint describes the total impact that a person, product, company, or activity has on the environment, including the use of resources and the pollution it creates.

Practical Example

A company measures its ecological footprint by calculating how much energy, water, and raw materials it uses and how much waste and carbon emissions it produces each year.

Image



Video



Futher reading

European Commission – Environmental Footprint Methods https://environment.ec.europa.eu/topics/circular-economy/environmental-footprint-methods_en

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GREENovation

Climate Resilience

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Climate resilience is the ability of people, communities, and organisations to prepare for, adapt to, and recover from the impacts of climate change, such as extreme weather or rising temperatures.

Practical Example

A city improves climate resilience by planting trees to reduce heat, upgrading drainage systems to prevent flooding, and helping businesses prepare emergency plans for extreme weather events.

Image



Video



Futher reading

European Commission – Climate Adaptation and Resilience

European Commission – Environmental Footprint Methods https://environment.ec.europa.eu/topics/circular-economy/environmental-footprint-methods_en

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GREENovation

Biodiversity Protection

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Biodiversity protection involves safeguarding the variety of life forms on Earth, including plants, animals, and ecosystems, to maintain ecological balance, support resilience against environmental changes, and promote sustainable development.

Practical Example

A company can help with biodiversity protection through various initiatives, for example, participating in reforestation and tree planting projects, or participating in local clean-ups, as waste can increase biodiversity loss.

Image



Video



Futher reading

European Commission – Biodiversity Protection Strategy https://environment.ec.europa.eu/strategy/biodiversity-strategy-2030_en

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GREENovation

Life Cycle Thinking

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Life cycle thinking means considering the environmental impact of a product or service at every stage of its life, from raw materials and production to use, reuse, and disposal.

Practical Example

A company applies life cycle thinking by choosing recyclable materials, reducing energy use during production, designing products that last longer, and planning how they can be reused or recycled at the end of their life.

Image



Video



Futher reading

European Commission – Life Cycle Assessment (LCA)
https://environment.ec.europa.eu/topics/circular-economy/life-cycle-assessment_en

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GREENovation

Sustainable Consumption

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Sustainable consumption means using goods and services in a way that reduces harm to the environment, saves resources, and supports social well-being, both now and in the future.

Practical Example

A consumer practices sustainable consumption by choosing durable products, buying only what is needed, preferring eco-labelled goods, and reducing waste through reuse and recycling.

Image



Video



Futher reading

European Commission – Sustainable Consumption and Production https://environment.ec.europa.eu/topics/sustainable-production-and-consumption_en

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Environmental Responsibility

GREENovation

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Environmental responsibility means acting in ways that protect the environment by reducing pollution, saving resources, and considering the impact of decisions on nature and future generations.

Practical Example

A company shows environmental responsibility by reducing energy use, managing waste properly, choosing sustainable suppliers, and following environmental laws and standards.

Image



Video



Futher reading

European Commission – Environmental Responsibility

European Commission – Life Cycle Assessment (LCA) https://environment.ec.europa.eu/topics/circular-economy/life-cycle-assessment_en

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GREENovation

Ecological Adaptability

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Ecological adaptability is the ability of natural systems, communities, or organisations to adjust their actions and practices in response to environmental changes and challenges.

Practical Example

A farming business shows ecological adaptability by changing crop types to suit new climate conditions, using water-saving techniques, and adopting practices that protect soil and biodiversity.

Image



Video



Futher reading

European Environment Agency – Ecosystem Adaptation https://www.eea.europa.eu/themes/climate-change-adaptation

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GREENovation

Green innovation

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Green innovation refers to the development of new or improved products, services, technologies, or business models that reduce environmental impact and support sustainable development.

Practical Example

A company applies green innovation by creating energy-efficient products, using renewable materials, or introducing digital solutions that reduce waste, emissions, or resource use.

Image



Video



Futher reading

European Commission – Eco-Innovation

European Environment Agency – Ecosystem Adaptation https://www.eea.europa.eu/themes/climate-change-adaptation

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Climate Neutrality

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Climate neutrality means not adding extra greenhouse gases to the planet overall. We do this by cutting emissions as much as possible and balancing what's left by removing or offsetting the same amount.

Practical Example

A small café that uses clean energy, saves electricity and encourages the use of reusable cups. The emissions it cannot avoid, such as those from deliveries, are balanced by supporting projects like planting trees.

Image



Video



Futher reading

European Commission- European Climate Law

https://climate.ec.europa.eu/eu-action/european-climate-law_en?prefLang=lt

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Decarbonisation

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Decarbonisation means reducing or removing carbon emissions caused by human activities, especially from energy, transport, and industry. It is about using cleaner solutions so less pollution is released into the air.

Practical Example

A small business that replaces gas heating with a heat pump and switches from company cars to electric vehicles. By using cleaner energy and transport, the business produces much less carbon pollution in its daily operations.

Image



Video



Futher reading

IEA - Policy Toolbox for Industrial Decarbonisation https://www.iea.org/reports/policy-toolbox-for-industrial-decarbonisation

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Renewable Resources

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Renewable resources are things from nature that we can use again and again because they don't run out, like sunlight, wind, or trees that grow back.

Practical Example

A real-life example of renewable resources is a community installing solar panels on public buildings. The sunlight they capture is a renewable resource that provides clean electricity without running out, reducing reliance on fossil fuels and lowering carbon emissions.

Image



Video



Futher reading

European Parliament, Fact Sheets on the European Union - Renewable energy

https://www.europarl.europa.eu/factsheets/en/sheet/70/la-energia-renovables

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Energy Transition

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

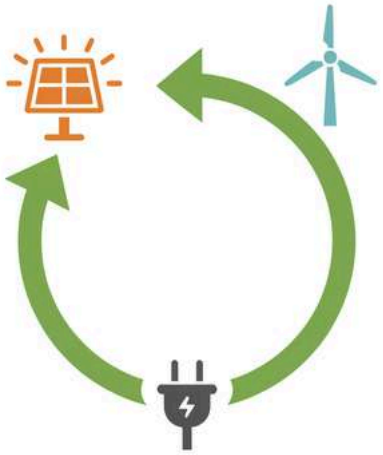
Definition

Energy transition is the process of shifting from using fossil fuels like coal, oil, and gas to cleaner, renewable energy sources such as solar, wind, and hydro, to reduce pollution and combat climate change.

Practical Example

A city replaces traditional streetlights with LED lights powered by solar panels. This switch reduces energy use, lowers electricity costs, and cuts greenhouse gas emissions, showing a practical step toward using cleaner, renewable energy.

Image



Video



Futher reading

European Parliament - Energy transition in the EU

https://www.europarl.europa.eu/RegData/etudes/BRIE/2023/754623/EPRS_BRI%282023%29754623_EN.pdf

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Energy Regulations and Safety

GREENovation

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Energy Regulations and Safety are rules and standards that governments and authorities set to make sure energy, like electricity, gas, and fuel, is produced, distributed, and used safely and responsibly.

Practical Example

Public buildings, such as schools, hospitals, and government offices, install energy-efficient lighting and emergency shut-off systems. These measures ensure the buildings use energy safely, reduce the risk of accidents like electrical fires, and follow local safety regulations.

Image



Video



Futher reading

European Commission- Energy

https://commission.europa.eu/topics/energy_en

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Waste Hierarchy

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

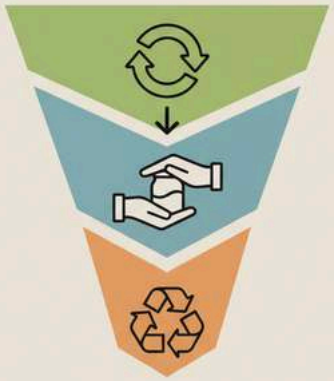
Definition

Waste Hierarchy is a way to handle waste that puts the best options first: make less, reuse, and recycle before throwing things away. It means we should try to waste less and use materials wisely to protect the environment.

Practical Example

A school sets up separate bins for paper, plastic, and metal, encourages students to use reusable bottles and lunch containers, and only sends unavoidable trash to landfill, following the waste hierarchy in daily practice.

Image



Video



Futher reading

European Commission - Waste Framework Directive https://environment.ec.europa.eu/topics/waste-and-recycling/waste-framework-directive_en

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Zero Waste Strategies

GREENovation

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Zero Waste Strategies are approaches that help reduce the amount of waste we create by reusing, recycling, and avoiding unnecessary trash. It means trying to use resources in a way that nothing goes to waste.

Practical Example

Families use cloth bags instead of plastic, refill water bottles instead of buying single-use ones, and compost kitchen scraps to turn food waste into soil for plants. By doing these things every day, they reduce the trash they produce and help protect the environment.

Image



Video



Futher reading

European Circular Economy Stakeholder Platform -ZWE: Zero Waste Europe https://circulareconomy.europa.eu/platform/en/dialogue/existing-eu-platforms/zwe-zero-waste-europe

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GREENovation

Eco-design

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Eco-design is the practice of designing products with the environment in mind, aiming to reduce negative impacts throughout their life, from production to disposal.

Practical Example

A furniture company designs chairs using sustainably sourced wood instead of cutting down forests, and makes them with modular parts that can be replaced if damaged, so the whole chair doesn't need to be thrown away.

Image



Video



Futher reading

European Parliament - Ecodesign rules to ensure sustainable products on EU market https://www.europarl.europa.eu/topics/en/article/20230629STO01708/ecodesign-rules-to-ensure-sustainable-products-on-eu-market

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GREENovation

Sustainable Materials

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

Sustainable materials are environmentally friendly materials designed to have minimal environmental impact and a long durability.

Practical Example

A construction company uses structural elements made from timber coming from responsibly managed forests for their buildings. This limits the production of more polluting materials such as steel, the buildings emit less CO2 and last longer.

Image



Video



Futher reading

University of the Built Environment - 16 sustainable and cost-effective building materials https://www.ube.ac.uk/whats-happening/articles/sustainable-building-materials/

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Sustainable Value Chain

GREENovation

CATEGORY 1 Environmental Sustainability & Green Transition Concepts

Definition

The sustainable value chain is an approach to managing production by taking into account the environmental, social, and economic effects of all phases of the supply chain.

Practical Example

A packaging company uses materials from sustainable or recycled sources, choosing less polluting transport methods and producing packaging that is itself recyclable. It also ensures that workers throughout the supply chain have fair and safe working conditions.

Image



Video



Futher reading

World Economic Forum - Five reasons why sustainable value chains are good for business https://www.weforum.org/stories/2025/09/five-reasons-why-sustainable-value-chains-are-good-for-business/

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Entrepreneurship

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Entrepreneurship is the process of starting and running a new business by identifying a problem and creating a product or service to solve it. It involves taking risks, being innovative, and managing resources to make a profit.

Practical Example

Many Slovenian startups focus on innovation and sustainable business — for example, companies featured in Start:up Slovenija stories reveal how founders built ventures on local soil and environmental responsibility, contributing to a dynamic entrepreneurial ecosystem in Slovenia. 123zero

Image



Video



Futher reading

- Green Entrepreneurship: Sustainable Development for Business
- Entrepreneurship for Sustainable Future: GEM Slovenia 2023,

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Business Planning

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Business planning is the process of outlining a company's goals, how to achieve them, and what resources are needed; it acts like a roadmap that guides decisions and future actions. A business plan helps both new and existing businesses think ahead, stay organized, and communicate their strategy clearly.

Practical Example

Before opening a small sustainable coffee shop in Slovenia, two friends created a detailed business plan that included market research, cost projections, a marketing strategy, and financial goals. SPOT

Image



Video



Futher reading

- Poslovni načrt | SPOT (Slovenia)
- Business Plan Definition - Entrepreneur Small Business Encyclopedia

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Financial Literacy for Entrepreneurship

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Financial literacy for entrepreneurship means having the basic financial knowledge and skills entrepreneurs need to manage money, understand financial statements, plan budgets, and make smart financial decisions in their business.

Practical Example

A small business owner in Slovenia uses financial literacy to track cash flow, forecast expenses, and set prices that cover costs and generate profit; because they understand financial basics (like costs, revenues, and taxes).
Building my know-how: Financial Literacy

Image



Video



Futher reading

- Financial literacy — European Commission
- Financial Literacy Strategy

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Entrepreneurial Mindset

GREENovation

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

An entrepreneurial mindset is a way of thinking that helps people spot opportunities, solve problems creatively, and confidently take action even when things are uncertain. It involves being proactive, adaptable, and ready to learn from risks and setbacks to turn ideas into value.

Practical Example

Add one real-life example that shows how the term is applied. The example can relate to: daily life, workplaces, SMEs, communities, green practices, and more.

Image



Video

Futher reading

- Entrepreneurial Mindset in Education: Fostering Creativity, Initiative & Innovation
- What Is the Entrepreneurial Mindset?

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Strategic Partnerships

GREENovation

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Strategic partnerships are long-term collaborations between two or more organisations that work together to reach shared goals by combining their strengths, resources, or expertise.

Practical Example

In Europe, many small and medium enterprises (SMEs) join the Enterprise Europe Network to form strategic partnerships with other companies across countries and industries, sharing market knowledge, finding new clients abroad, and jointly developing products.

Image



Video



Futher reading

- Strategic partnership—Wikipedia
- Stategic partnership: definition, methods and success factors in Procurement

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Market Demand

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

IMarket Demand tells us how many people want and can afford something in a whole market — not just one person. Businesses look at it to decide what to make, how much to make, and what price to set.

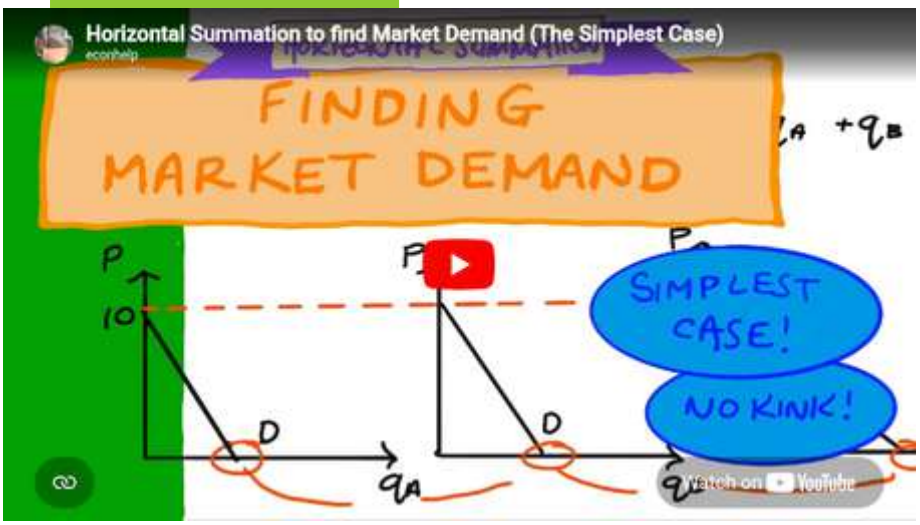
Practical Example

During summer, demand for bicycles and e-bikes increases as both locals and tourists want more bikes for travel and leisure. If many people want to buy these bikes at current prices, a bicycle shop will know there's strong market demand and may order more stock to sell.

Image



Video



Futher reading

- Market Demand Analysis: Understanding Consumer Needs and Business Growth
- How to research and calculate it for a product

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Customer Segmentation

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Customer segmentation is the process of grouping customers who are alike (for example by age, location, or what they buy), a company can make better decisions about what products to offer and how to talk to each group.

Practical Example

A small café notices three main types of customers: local workers, students, and tourists.
By identifying customer segments, the café can tailor its offers (like a daily worker discount, student combo, or tourist guide promos) to match each group's needs and boost satisfaction and sales.

Image



Video



Futher reading

- Market segmentation
- Customer Segmentation: The Ultimate Guide

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Market Validation

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Market validation is the process of checking whether real customers actually want and will pay for a product or service before it's fully launched.

Practical Example

A small eco-friendly cleaning products company asks people to try samples of a new plant-based laundry soap and asks them to fill out a short survey. They find out most people like the soap and are willing to buy it. This test validates the idea before the company makes large orders from suppliers.

Image



Video



Futher reading

- Your Business Idea Is Worthless Until You Validate It
- What Is Market Value, and Why Does It Matter to Investors?

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Business Sustainability

GREENovation

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Business sustainability means running a company in a way that balances economic success with caring for people and the environment, so the business can thrive over the long term.

Practical Example

A small organic farm switches to renewable energy and uses compostable packaging, reducing waste and cutting costs while attracting eco-conscious customers. By reusing resources, they practice sustainability in its everyday operations and strengthens its connection with local communities.

Image



Video



Futher reading

- What is sustainability and why it's important
- Corporate sustainability: what the EU expects from companies

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GREENovation

Innovation

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Innovation is when people or businesses find fresh ideas or smarter ways to solve problems and then turn those ideas into real things that help others.

Practical Example

A small start-up develops a mobile app that helps local shops show their available eco-friendly products in real time. Customers can find and buy sustainable goods more easily, and shops reach more buyers — this is innovation because it improves how people shop and support green practices.

Image



Video



Futher reading

- Science, technology and innovation
- Shaping EU research and innovation policy - European Union

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Business Idea

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

A business idea is a basic concept for a product or service that solves a problem for customers.

Practical Example

Maria sees that many students waste food at school. She creates an app where students can buy leftover meals at a lower price

Image



Video



Futher reading

Business idea overview (Wikipedia) explains the role of business ideas in entrepreneurship.

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Business Model

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

A business model explains how a company creates value and makes money.

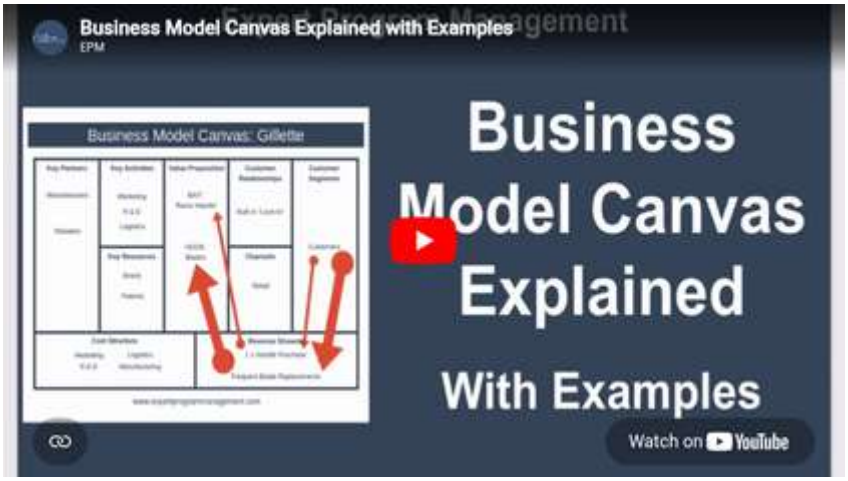
Practical Example

EcoBikes rents electric bikes. Customers pay per hour or monthly. The company also offers guided tours of bike trails for a fixed price. They earn money from both bike rentals and tours. This is their business model: services that create value for tourists and locals who want faster, eco transport.

Image



Video



Futher reading

Business Model Canvas overview describes major elements of a business model.

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Value Proposition

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

A value proposition explains what benefit a business offers to its customers and why they should choose it.

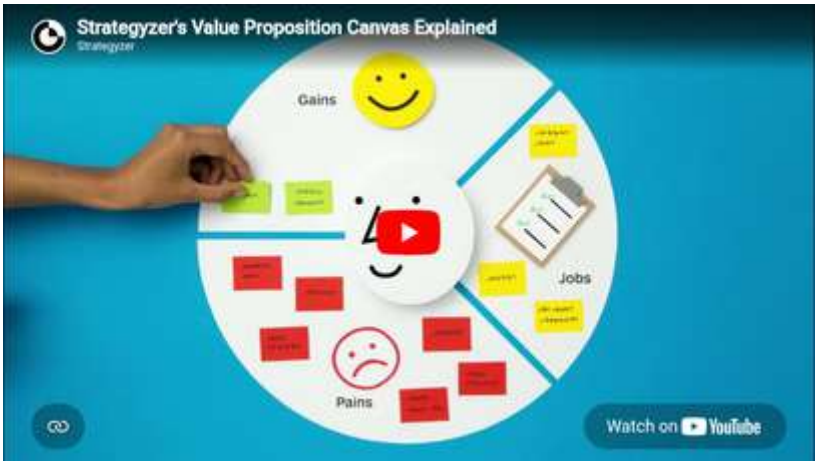
Practical Example

Green Clean is a cleaning service that uses safe, non-toxic products. Their value proposition is “a clean home with products that keep your family healthy and protect the environment.” This tells customers exactly what benefit they get, safe and clean spaces without harmful chemicals.

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Video



Futher reading

Business Model Canvas info on value propositions and how they fit into business planning.

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Revenue Streams

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Revenue streams are the different ways a business earns money from its products or services.

Practical Example

A company sells biodegradable towels online. It earns revenue by:

- selling individual towels
- offering subscription boxes every month
- selling advertising space on its popular eco-news newsletter.

Each way it gets money is a separate revenue stream.

Image



Video



Futher reading

Crash Course explains different types of revenue streams and how they support business income.

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Cost Structure

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Cost structure is the total costs a business incurs to operate and deliver its products or services, including both fixed and variable costs.

Practical Example

A company sells biodegradable towels online.
Its cost structure includes:

- purchasing eco-friendly raw materials
- paying employee salaries
- packaging and shipping orders
- paying for website hosting and online marketing
- renting storage space and covering utility bills.

These are the main costs the company incurs to operate and deliver its products.

Image



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Business Model Generation (2010). Business Model Generation. Wiley.Chapter on the Business Model Canvas, including the Cost Structure building block.

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Risk Assessment

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Risk assessment is the process of finding things that might go wrong in a business and planning how to lower those risks.

Practical Example

A café considers possible risks before opening:

- bad weather reducing customer visits,
- rising coffee bean prices,
- staff illness reducing service.

They plan how to reduce or manage each risk, such as keeping a cash backup fund and backup suppliers.

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Risk management: understanding the basics and importance

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Funding Opportunities

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Funding opportunities are places where a business can get money to start or grow.

Practical Example

Sunny Solar, a start-up that installs small solar kits, applies for a government sustainability grant. They also pitch their idea to local investors and win a small business loan. These are funding opportunities that give them the money to buy materials and hire technicians.

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Understand Funding Opportunities | Grants & Funding

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Investment

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Investment is money that an entity gives to a business expecting to earn more money back later.

Practical Example

Smart Energy, a company that builds community solar panels, receives €50,000 from a local investor. In return, the investor gets part of the profits for the next five years. This investment helps Smart Energy buy equipment and hire workers.

Image



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Futher reading

Entrepreneurship overview covers roles of investors and business value creation.

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Cost-Benefit Analysis

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Cost–benefit analysis compares the benefits of something with its costs to decide if it's worth doing.

Practical Example

A company wants to install rainwater harvesting to save. They calculate:

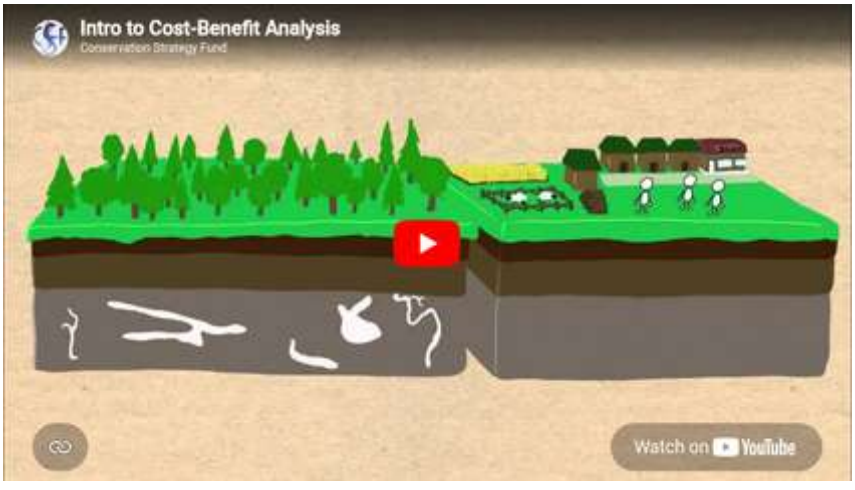
- cost of tanks and installation: €5k
- expected saving on water bills >2 years: €3k
- ecobenefit: reduced water use.

They decide to install it only if savings outweigh the cost. This calculation helps decide.

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Cost-Benefit Analysis Explained: Usage, Advantages, and ...

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Scalability

CATEGORY 2 Entrepreneurship & Business Development Concepts

Definition

Scalability is the ability of a business to grow its output or customers without a large rise in costs.

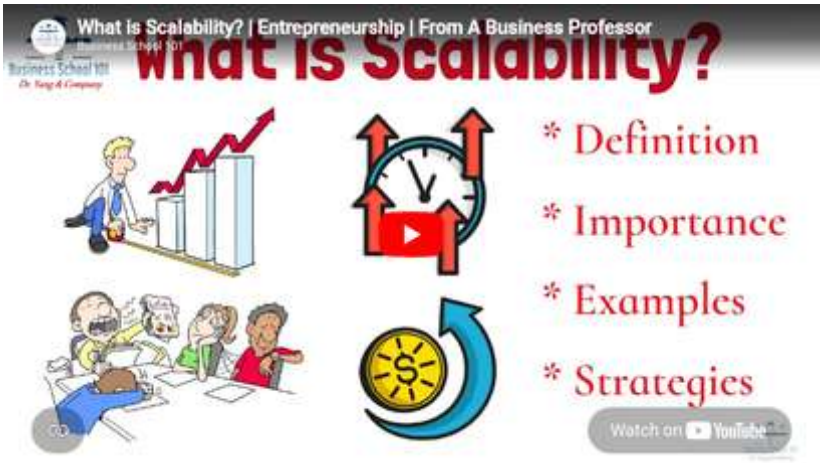
Practical Example

Healthy Foods sells recipes and online cooking classes. Once the course is online, they can have 10 or 1,000 students without much extra cost. This means the business can scale easily as more people join.

Image



Video



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What Is Scalability in Business?

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Smart Tools in Green Jobs

GREENovation

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Smart tools in green jobs are digital or technological tools that help workers use resources more efficiently, reduce environmental impact, and support sustainable practices in their daily work.

Practical Example

A technician uses smart sensors to monitor energy use in a building, helping reduce electricity waste and improve energy efficiency. In agriculture, smart irrigation systems are used to save water while maintaining crop health.

Image



Video



Futher reading

European Commission – Digital Skills for the Green Transition https://digital-strategy.ec.europa.eu/en/policies/digital-skills

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Green Energy Systems

GREENovation

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Green energy systems are technologies and infrastructures that produce energy from renewable sources, such as solar, wind, or water, while causing little or no harm to the environment.

Practical Example

A company installs solar panels and uses smart energy management systems to generate clean electricity and reduce dependence on fossil fuels. Wind turbines and small hydro systems are also used to supply renewable power to communities and businesses.

Image



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European Commission – Renewable Energy https://energy.ec.europa.eu/topics/renewable-energy_en

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Green skills & Competencies

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Green skills and competences are the knowledge, abilities, and attitudes needed to support sustainable practices, reduce environmental impact, and contribute to the green transition in work and daily life.

Practical Example

A worker applies green skills by using energy-efficient equipment, managing waste responsibly, and understanding how their job choices affect the environment. In green jobs, these competencies help employees work sustainably and adapt to new green technologies.

Image



Video



Futher reading

European Commission – Green Skills and Jobs https://employment-social-affairs.ec.europa.eu/policies-and-activities/skills-and-qualifications/green-skills_en

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Digital Competencies

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Digital competencies are the skills and knowledge needed to use digital tools, technologies, and online platforms effectively, safely, and responsibly in work, learning, and daily life.

Practical Example

A worker demonstrates digital competencies by using online collaboration tools, managing digital data securely, operating software or apps related to their job, and adapting to new digital systems in the workplace.

Image



Video



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European Commission – Digital Competence Framework (DigComp) https://joint-research-centre.ec.europa.eu/digcomp_en

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Sustainable Work Practices

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Sustainable work practices are ways of working that reduce environmental impact, use resources responsibly, and support long-term environmental, social, and economic sustainability in the workplace.

Practical Example

An organisation applies sustainable work practices by reducing energy and paper use, encouraging remote work, managing waste properly, and choosing environmentally responsible suppliers and materials.

Image



Video



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European Commission – Sustainable Business Practices https://single-market-economy.ec.europa.eu/smes/sustainability_en

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Technical Tools & Monitoring

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Technical tools and monitoring are technologies and systems used to measure, track, and manage things such as environmental performance, helping organisations make informed decisions and reduce their environmental impact.

Practical Example

A company uses monitoring software and sensors to track energy and water consumption in real time, identify waste, and improve efficiency in buildings, production processes, or services.

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European Environment Agency – Environmental Monitoring https://www.eea.europa.eu/themes/environmental-monitoring

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Green Jobs

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Green jobs are jobs that help protect the environment, reduce pollution, and support the transition to a more sustainable economy.

Practical Example

A person working as a solar panel installer, energy efficiency advisor, recycling manager, or environmental technician is employed in a green job because their work helps reduce environmental impact.

Image



Video



Futher reading

European Commission – Green Jobs and Skills https://employment-social-affairs.ec.europa.eu/policies-and-activities/skills-and-qualifications/green-skills_en

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Labour Market Needs

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Labour market needs refer to the skills, knowledge, and job roles that employers require to fill current and future jobs in the economy.

Practical Example

As demand for renewable energy and sustainability increases, the labour market needs more workers with green skills, digital skills, and technical training to support new and emerging jobs.

Image



Video



Futher reading

European Commission – Skills and Labour Market Information https://employment-social-affairs.ec.europa.eu/policies-and-activities/skills-and-qualifications/skills-intelligence_en

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Quality Standards

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Quality standards are agreed rules or guidelines that ensure products, services, and work processes meet specific levels of quality, safety, and performance.

Practical Example

A company follows quality standards by checking its processes regularly, using certified materials, and ensuring its products or services meet environmental, safety, and performance requirements.

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European Commission – Quality and Standards https://single-market-economy.ec.europa.eu/single-market/european-standards_en

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Work-based Learning

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Work-based learning is a way of learning that combines education with real work experience, allowing people to develop skills and knowledge directly in a workplace environment.

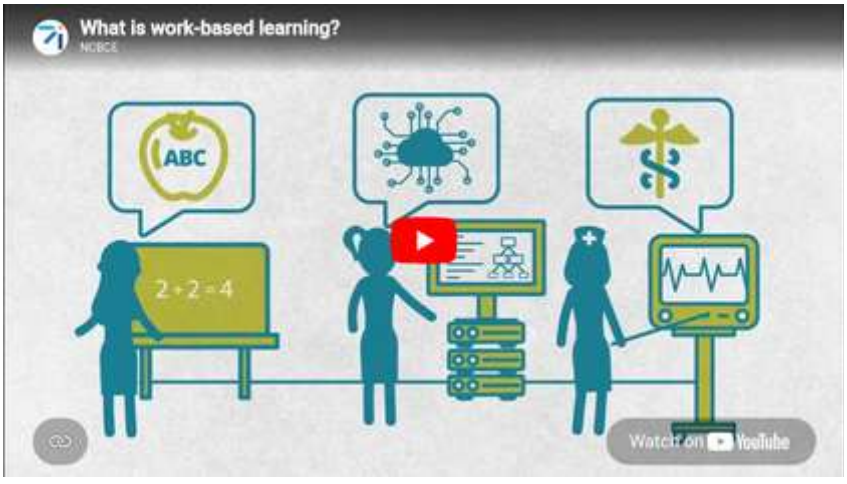
Practical Example

A learner participates in work-based learning by completing an internship, apprenticeship, or on-the-job training, where they gain practical skills while working alongside experienced professionals.

Image



Video



Futher reading

European Commission – Work-Based Learning in VET https://education.ec.europa.eu/focus-topics/vocational-education-and-training/work-based-learning

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Employability Pathways

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Employability pathways are versatile routes connecting individuals from education/unemployment situation to a professional career.

Practical Example

IA student wanted to enter the tech industry but lacked the formal degree and connections required. His employability pathway began by participating to a program. took part to an intensive bootcamp. This structured combination enabled him to bypass traditional barriers.

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"Promoting student employability through higher education" (UNESCO IESALC, 2025).

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Systems thinking

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

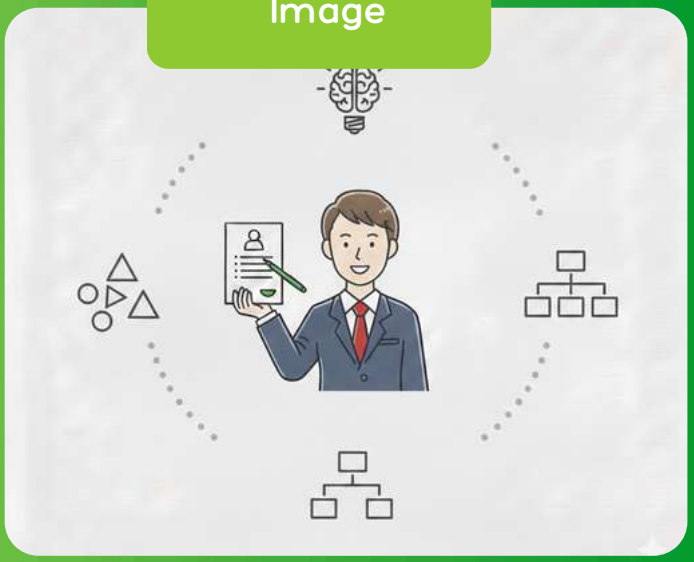
Definition

Systems thinking is a holistic approach to problem-solving that examines how different parts of a complex structure interact, rather than looking at them in isolation.

Practical Example

a university that notices its graduates are struggling to find jobs. Systems approach zooms out to look at the entire ecosystem, discovering that the issue isn't interview skills (for ex), but a disconnection between what is taught and what local industries actually need

Image



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Futher reading

"Thinking in Systems: A Primer" by Donella H. Meadows

"An Introduction to General Systems Thinking" by Gerald M. Weinberg

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Job Profiling

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Job profiling is the systematic process of analyzing and documenting the specific responsibilities, skills, qualifications, and behavioral traits required for a particular role within an organization.

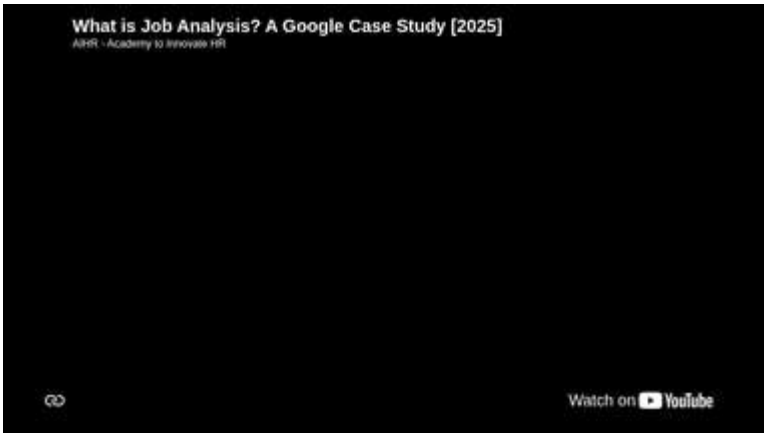
Practical Example

HR shadowed their top-performing employees to identify the actual traits driving success: active listening, technical empathy, and conflict resolution. They built a new job profile around these specific skills and updated their interview process to test for them.

Image



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Futher reading

"Competence at Work: Models for Superior Performance" by Spencer & Spencer

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Career Transition

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

A career transition is the active process of shifting your professional trajectory toward a new industry, role, or type of employment. It generally involves reassessing your existing skills and/or acquiring new qualifications

Practical Example

A school teacher successfully transitioned into a corporate Instructional Designer by treating his career change as a strategic project. He translated his teaching experience into corporate terminology.

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Futher reading

"The Squiggly Career" by Helen Tupper & Sarah Ellis

"Why Career Transition Is So Hard" (Harvard Business Review) by Herminia Ibarra

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Professional Adaptability

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CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Professional Adaptability is the ability to adjust your thoughts, behaviors, and skill sets in response to changing workplace environments, technologies, and challenges.

Practical Example

A Senior Procurement Manager demonstrated professional adaptability by pivoting her entire strategy quickly. Rather than waiting for the old system to recover, she quickly mastered emerging AI-driven logistics tools and cross-trained her team in agile risk management.

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Futher reading

"How to Stay Relevant in the Age of AI" (HBR IdeaCast / Lecture series

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Team-based Work

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Team-based work is an organizational structure where interdependent individuals collaborate toward a shared goal, leveraging diverse skills and collective accountability.

Practical Example

At a leading medical device company, the launch of a new surgical tool was stalled because the engineering and marketing departments were working in "silos." To break the deadlock, the company shifted to a team-based model.

Image



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Futher reading

"The Wisdom of Teams" by Jon R. Katzenbach and Douglas K. Smith

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Problem-solving Skills

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Problem-solving skills are the cognitive abilities used to identify complex challenges, analyze their root causes, and implement effective, sustainable solutions. This process involves a blend of critical thinking and creativity,

Practical Example

A regional logistics manager noticed a recurring delay in deliveries. Rather than simply hiring more drivers, which was the obvious but expensive solution, the manager used root-cause analysis and discovered that the bottleneck was actually a disorganized sorting floor.

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Futher reading

Stop Guessing: The 9 Behaviors of Great Problem Solvers" by Nat Greene

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Work Ethics

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Work ethics represent the set of moral principles and values that guide a person's conduct, reliability, and attitude toward their professional responsibilities.

Practical Example

An accountant at a construction firm discovered a recurring discrepancy in a major supplier's billing,resulting in overpayments. Despite being under heavy pressure, the accountant chose to flag the issue.

Image



Video



Futher reading

"The Power of Character in Leadership" by Myles Munroe

"Extreme Ownership" by Jocko Willink and Leif Babin

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Professional Responsibility

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Professional responsibility is the ethical and legal obligation of an individual to uphold the standards, duties, and codes of conduct inherent to their specific field.

Practical Example

An engineer was asked to review the blueprints for a new complex. During verification, she discovered an error in the calculations Despite the project being behind schedule , she formally reported the error, Her refusal to compromise on safety prevented a potential structural failure.

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Futher reading

"Professional Responsibility: A Guide for Attorneys and Other Professionals" by Jack Sahl

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Occupational Health & Safety

CATEGORY 3 Green Jobs, Employability & Workplace Concepts

Definition

Occupational Health & Safety (OHS) is a multidisciplinary field focused on protecting the safety, health, and welfare of people within the workplace.

Practical Example

A technician noticed a vibration on a valve. Although the production manager insisted the valve could wait , the technician invoked the company's "Stop Work Authority." This OHS protocol allowed any employee to halt operations if they perceived an immediate danger.

Image



Video



Futher reading

"Safety Professional's Reference and Study Guide" by W. David Yates

"Pre-Accident Investigations: Better Questions. An Applied Approach to Operational Learning" by Todd Conklin

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