

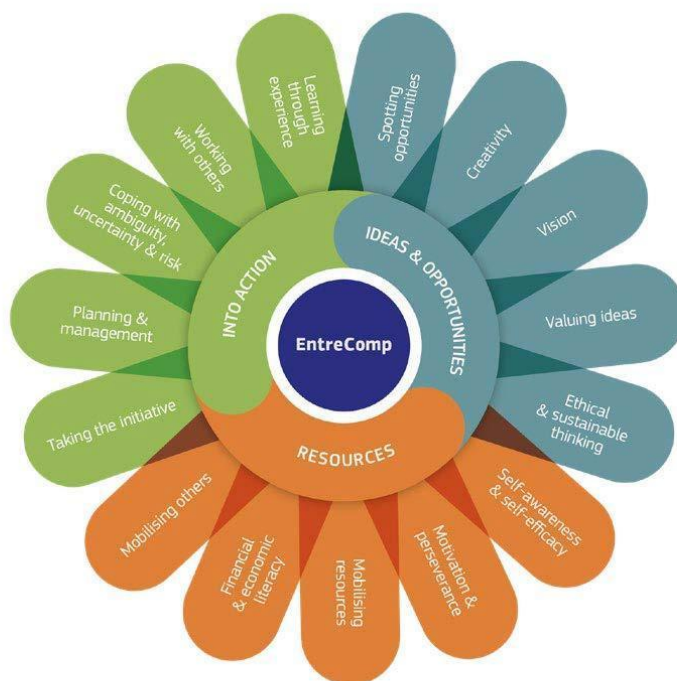
Subunit 2.3: EntreComp

Learning goals

- Getting to know about EntreComp framework.
- Understanding GreenComp support to entrepreneurship.
- To understand the application of EntreComp for Circular Economy.

Definition

EntreComp, short for "The Entrepreneurship Competence Framework," is a reference framework developed by the European Commission to define and assess the entrepreneurial competences necessary for individuals to succeed in various aspects of life, including in the workplace, as active citizens, and as potential entrepreneurs. EntreComp provides a common language for understanding entrepreneurship-related skills and attitudes, promoting entrepreneurial learning, and fostering an entrepreneurial mindset.



The Entrepreneurial Competence Framework consists of three competence areas, each further divided into a set of specific competences.

1. Ideas and Opportunities:

This area focuses on recognizing and creating opportunities, as well as the ability to turn ideas into actionable plans. This area will be deepened throughout unit 3.

COMPETENCE	PRACTICAL HINT	DESCRIPTION
Spotting opportunities	Use your imagination and abilities to identify opportunities for creating value	<ul style="list-style-type: none"> Identify and seize opportunities to create value by exploring the social, cultural and economic landscape. Identify needs and challenges that need to be met. Establish new connections and bring together scattered elements of the landscape to create opportunities to create value.
Creativity	Develop creative and purposeful ideas	<ul style="list-style-type: none"> Develop several ideas and opportunities to create value, including better solutions to existing and new challenges. Explore and experiment with innovative approaches. Combine knowledge and resources to achieve valuable effects.
Vision	Work towards your vision of the future	<ul style="list-style-type: none"> Imagine the future. Develop a vision to turn ideas into action. Visualise future scenarios to help guide effort and action.

Valuing Ideas	Make the most of ideas and opportunities	<ul style="list-style-type: none"> • Judge what value is in social, cultural and economic terms. • Recognise the potential an idea has for creating value and identify suitable ways of making the most out of it.
Ethical and Sustainable Thinking	Assess the consequences and impact of ideas, opportunities and actions	<ul style="list-style-type: none"> • Assess the consequences of ideas that bring value and the effect of entrepreneurial action on the target community, the market, society and the environment. • Reflect on how sustainable long-term social, cultural and economic goals are, and the course of action chosen. • Act responsibly.

0. Resources:

It encompasses competences related to the management of resources, including financial, human, and material resources. The competences of this area will be detailed throughout unit 4.

COMPETENCE	PRACTICAL HINT	DESCRIPTION
Self-awareness and Self-efficacy	Believe in yourself and keep developing	<ul style="list-style-type: none"> • Reflect on your needs, aspirations and wants in the short, medium and long term. • Identify and assess your individual and group strengths and weaknesses. • Believe in your ability to influence the course of events, despite uncertainty, setbacks and temporary failures.
Motivation & perseverance	Stay focused and don't give up	<ul style="list-style-type: none"> • Be determined to turn ideas into action and satisfy your need to achieve.

		<ul style="list-style-type: none"> • Be prepared to be patient and keep trying to achieve your long-term individual or group aims. • Be resilient under pressure, adversity, and temporary failure.
Mobilizing resources	Gather and manage the resources you need	<ul style="list-style-type: none"> • Get and manage the material, non-material and digital resources needed to turn ideas into action. • Make the most of limited resources. • Get and manage the competences needed at any stage, including technical, legal, tax and digital competences.
Financial economic literacy	& Develop financial and economic know-how	<ul style="list-style-type: none"> • Estimate the cost of turning an idea into a value-creating activity. • Plan, put in place and evaluate financial decisions over time. • Manage financing to make sure my value-creating activity can last over the long term.
Mobilizing others	Inspire, enthuse and get others on board	<ul style="list-style-type: none"> • Inspire and enthuse relevant stakeholders. • Get the support needed to achieve valuable outcomes. • Demonstrate effective communication, persuasion, negotiation and leadership.

0. Into Action:

This area is about taking initiative, managing projects, and being resilient in the face of challenges. It also involves networking and collaborating with others. The area will be further described in unit 5.

COMPETENCE	PRACTICAL HINT	DESCRIPTION
Taking the Initiative	Go for it	<ul style="list-style-type: none"> Initiate processes that create value. Take up challenges. Act and work independently to achieve goals, stick to intentions and carry out planned tasks.
Planning & Management	Prioritise, organise and follow up	<ul style="list-style-type: none"> Set long-, medium- and short-term goals. Define priorities and action plans. Adapt to unforeseen changes.
Coping with uncertainty, ambiguity & risk	Make decisions dealing with uncertainty, ambiguity and risk	<ul style="list-style-type: none"> Make decisions when the result of that decision is uncertain, when the information available is partial or ambiguous, or when there is a risk of unintended outcomes. Within the value-creating process, include structured ways of testing ideas and prototypes from the early stages, to reduce risks of failing. Handle fast-moving situations promptly and flexibly.
Working with others	Team up, collaborate, and network	<ul style="list-style-type: none"> Work together and co-operate with others to develop ideas and turn them into action. Network. Solve conflicts and face up to competition positively when necessary.
Learning through experience	Learn by doing	<ul style="list-style-type: none"> Use any initiative for value creation as a learning opportunity. Learn with others, including peers and mentors. Reflect and learn from both success and failure (your own and other people's).

EntreComp takes a holistic approach to entrepreneurship by recognizing that entrepreneurial competences are not limited to starting and running a business. They are also essential for personal development, active citizenship, and employability. In fact, it promotes the idea that entrepreneurial competences can be developed and refined throughout a person's life. It encourages a culture of continuous learning and adaptability.

While EntreComp is often used in educational contexts to guide entrepreneurship education and training, it is also relevant in the workplace, in policy development, and for individuals looking to enhance their entrepreneurial mindset and abilities, such as creativity, initiative, risk-taking, problem-solving, and a willingness to learn from failures. The framework also recognizes that entrepreneurial competences are transversal, meaning they can be applied across various sectors, professions, and contexts (policymaking, education, labour market, etc.).

In its EntreCompEdu version, the framework entails the enhancement of entrepreneurial education for educators who transmit EntreComp based training for their learners.

In summary, EntreComp is a framework designed to promote and assess entrepreneurial competences, with a focus on their relevance in different life domains. It encourages individuals to develop an entrepreneurial mindset and behaviours that are valuable for personal growth, active citizenship, employability, and entrepreneurship.

GreenComp: a support to economics

GreenComp (European sustainability competence framework) as a term, is not a widely recognized or standardized competence framework. It represents the intersection of competences related to environmental sustainability and competitiveness within the context of business and economics. It encompasses a range of skills, knowledge, and attitudes that individuals and organizations may need to promote sustainable practices and maintain their competitiveness.



GreenComp is not a specific competence framework like DigComp or EntreComp; nevertheless, it highlights the importance of integrating environmental sustainability into various professional and business domains. Competences related to sustainability, resource efficiency, green technologies, ethical practices, and eco-friendly innovation are all relevant in the context of education, job market and citizenship. It is more of a future-oriented effort to align all productive sectors to rapidly changing environmental situation.

GreenComp typically encompasses:

- an understanding of environmental issues, including climate change, pollution, resource depletion, and biodiversity loss, and the environmental challenges impact;
- sustainable practices and principles, such as reducing waste, conserving resources, and promoting eco-friendly alternatives to minimize their ecological footprint;
- usage and promotion of green or eco-friendly technologies and solutions that reduce environmental impact, such as renewable energy, energy-efficient appliances, and eco-friendly materials;
- environmentally conscious choices when it comes to purchasing products and services, including supporting sustainable and ethical businesses;

- assessment of the environmental impact of various activities, projects, or products and suggest improvements or alternative approaches to minimize negative effects;
- identification and development of innovative solutions that benefit both the environment and society, involving creative problem-solving and the promotion of green entrepreneurship.

In a business context, GreenComp involves integrating environmentally responsible practices into operations, supply chains, and corporate social responsibility initiatives. With the latter, the framework supports the advocacy for environmental causes, raising awareness, and participating in efforts to effect positive change, such as supporting conservation efforts, participating in clean-up initiatives, or engaging in eco-activism. This way, it would be possible to understand environmental policies, regulations, and international agreements related to environmental sustainability, increasing the ability to navigate them effectively.

In synthesis, GreenComp is not a standardized framework like some other competence frameworks, but it certainly contributes to responsible environmental stewardship and promotion of a more sustainable and eco-conscious world.

EntreComp for Circular Economy

With the purpose of adhering to GreenComp, and adapt EntreComp to the Circular Economy model, which aims to minimize waste and make the most of resources by keeping products and materials and in use for as long as possible, the THINK CirEco project partners created a version of the EntreComp that contemplates fortunate applications of sustainable and eco-friendly economic practices.

As follow, it will be displayed a set of knowledge, skills and attitudes from the EntreComp taking into account the many applications of Circular Economy, so as to support innovation, economic grow and entrepreneurial mindset. In fact, inside the competences' descriptions, many business ideas are hidden. The three competences areas below listed will be deepened in the following training units.

Ideas and Opportunities

COMPETENCE	PRACTICAL HINT	DESCRIPTION
Spotting opportunities	Harness the principles of Circular Economy to unlock opportunities for value creation	<ul style="list-style-type: none"> • Recognize the interconnections between different stakeholders, industries, and resources. Explore how waste from one sector could be a valuable resource for another.

		<ul style="list-style-type: none"> Consider how products can be designed for durability, reparability, and recyclability to address the growing concerns of planned obsolescence and electronic waste accumulation. Engage with different stakeholders, including businesses, governments, NGOs, and communities, to foster collaborations that bring circular ideas to life.
Creativity	Foster circular thinking while developing purposeful ideas within the Circular Economy concept	<ul style="list-style-type: none"> Cultivate a range of ideas and opportunities that embody the principles of the Circular Economy. Embrace innovative approaches that align with circular principles. Bring together diverse knowledge and resources from various sectors and disciplines to refine and implement your ideas.
Vision	Strive for your Circular Economy vision of the future	<ul style="list-style-type: none"> Picture a future where resources are used efficiently, waste is minimized, and ecosystems are regenerated. Develop a visionary blueprint that translates your Circular Economy ideas into actionable steps. Create future scenarios that serve as guiding beacons for your efforts and actions.
Valuing Ideas	Optimize ideas and opportunities within the Circular Economy context	<ul style="list-style-type: none"> Assess the value of ideas and opportunities not just in economic terms, but also considering their social and environmental impacts.

		<ul style="list-style-type: none"> Identify the potential each idea holds for creating circular value.
Sustainable Thinking	Evaluate the consequences and influence of ideas, opportunities, and actions within the context of Circular Economy	<ul style="list-style-type: none"> Analyse how entrepreneurial actions influence not only the target community and market but also the broader societal and environmental landscapes. Reflect on the potential of ideas, opportunities, and actions to align with long-term social, cultural, and economic sustainability objectives. Act with a sense of responsibility towards the Circular Economy's ideals.

Resources

COMPETENCE	PRACTICAL HINT	DESCRIPTION
Self-awareness and Self-efficacy	Believe in yourself and work on your personal growth.	<ul style="list-style-type: none"> Reflect on the needs that the society will have in the future and which implies Circular Economy; settle your aspirations in the short, medium and long term to fulfil those needs. Identify your strengths and weaknesses as a company to respond to the needs of people complying with the Circular Economy principles. Analyse your weaknesses and some potential threats and plan a way to strengthen your position.
Motivation & perseverance	Train patience and resilience, even under pressure.	<ul style="list-style-type: none"> Prepare yourself to failure, but do not change ideas as soon as the first realization attempt goes not as expected: keep trying to find the best way to obtain your product.

		<ul style="list-style-type: none"> • Be conscious that working with Circular Economy is long term rewarding: do not rush and expect immediate results. • Be aware of the limitations that Circular Economy entails, such as higher prices of production, and fixed prices for wasted and used materials collection.
Mobilizing resources	Organize the collection of the needed resources.	<ul style="list-style-type: none"> • Manage the collection of wastes and used materials, the locations where to store and process those, transportation with low environmental impact, and machines for low emissions. • Make sure to have enough human resource to select the wastes and process those. • Ensure to use correctly the limited resources and unused and new materials. • Manage to get the personnel with the competences needed at any stage, including technical, legal, administrative, green and digital competences.
Financial & economic literacy	Develop financial and economic knowhow applied to the Circular Economy principles.	<ul style="list-style-type: none"> • List all the implications that Circular Economy will have on your total supply chain costs (supply, production, distribution). • Evaluate the impact on the environment of your different activities and select options that respect the Circular Economy principles and ensure the maximum benefit at the same time.

		<ul style="list-style-type: none"> • Make your budget according to the options that you have selected in agreement with Circular Economy. • Look for investments which are sustainable and reduce the impact on the environment. • Be aware of the European, national or public policies and financial initiatives which enhance companies that work according to the Circular Economy principles.
Mobilizing others	Support and make yourself supported by entrepreneurs with the same Circular Economy purposes	<ul style="list-style-type: none"> • Involve other entrepreneurs with the same vision and values for the environment. • Support peer entrepreneurs to achieve outcomes that can enrich your business activities. • Get far from businesses who communicate sustainability through greenwashing. • Use negotiation and persuasion to guarantee fair trades that might ensure you fruitful networking experiences.

Into Action

COMPETENCE	PRACTICAL HINT	DESCRIPTION
Taking the Initiative in Circular Economy	Go for it, even if no one did that before	<ul style="list-style-type: none"> • Initiate circular processes that contribute to sustainable value creation. • Embrace the challenge of implementing circular practices and innovative solutions.

		<ul style="list-style-type: none"> • Work independently to drive circular goals, adhering to the principles of sustainability and circularity.
Planning & Management in Circular Economy	Prioritise, organise and follow up	<ul style="list-style-type: none"> • Set clear and measurable circular goals for the short, medium, and long term. • Define priorities and create action plans to transition towards circular business models. • Adapt circular strategies in response to unforeseen changes.
Coping with uncertainty, ambiguity & risk	Make decisions dealing with uncertainty, ambiguity and risk	<ul style="list-style-type: none"> • Make informed decisions in the circular economy context, even when outcomes are uncertain or information is limited. • Integrate structured testing of circular ideas and prototypes throughout the value-creating process to minimize the risk of failure. • Respond promptly and flexibly to rapidly changing situations within the circular economy landscape.
Working with other eco-entrepreneurs	Team up, collaborate, and network	<ul style="list-style-type: none"> • Collaborate with stakeholders to co-create and implement circular ideas and initiatives. • Establish a strong network within the circular economy community to share knowledge, insights, and resources. • Effectively manage conflicts and competition in a constructive manner when required to advance circular objectives.

Learning through experience	Learn by doing	<ul style="list-style-type: none"> • Utilize every circular initiative as an opportunity to learn and innovate while creating value. • Engage in collaborative learning with peers, mentors, and other stakeholders in the circular economy ecosystem. • Reflect on both successes and failures, drawing lessons from personal and collective experiences to continuously improve circular practices.
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Applying EntreComp to the Circular Economy can foster a new generation of entrepreneurs and innovators who prioritise sustainability and environmental responsibility in their business endeavours. It encourages the development of circular business models that contribute to a more sustainable and eco-friendly future.

Learning materials suggestions

Green Business: https://green-business.ec.europa.eu/index_en

Practical activity: *Let's discover THINK CirEco EntreComp for Circular Economy!*

Materials: Paper sheets, pens, markers, personal computer or tablet.

Time: 1 hour and a half.

Methodology:

After having read the THINK CirEco original EntreComp for Circular Economy applications, take 30 minutes to make a list of 10 actions you do in your life to make your habits greener. Then select 5 that you enjoy doing. To help you out of this task, here are 10 different actions that could help make our lifestyle sustainable, in the house (first 5 advise, and at the workplace, last 5 suggestions):

1. Plastic-free packaging: transitioning to eco-friendly and reusable packaging solutions for products for the household, but also for personal hygiene;
2. Water conservation measures: introducing water-saving practices within the household, such as efficient irrigation systems when gardening;

3. Energy-efficient spaces: incorporating energy-efficient appliances and lighting systems at home for example by transitioning to LED lighting;
4. Efficient household management: implementing measures to minimize products wastage and efficiently manage those promoting recycling initiatives to your family and friends;
5. Sustainable transport options: use eco-friendly transport methods, such as public transport or cycling. Encourage your closest acquaintance to do the same.
6. Local and sustainable sourcing: prioritizing local and sustainable suppliers for raw materials and resources, supporting and promoting brands that align with eco-friendly values;
7. Digital documentation: transitioning to digital platforms to minimize paper usage and promote a paperless life.
8. Sustainable landscaping: implementing green landscaping practices using native plants and eco-friendly materials when used as decorations at the workplace;
9. Afforestation initiatives: participating in or initiating tree-planting activities to contribute to environmental conservation and teamworking;
10. Minimalist workspace: adopting a minimalist office design, reducing unnecessary items and promoting a clutter-free environment.

Think, for 10 minutes, of changing those household and workplace habits that can make your life a bit greener. Then take 30 minutes to think at least 1 profitable idea out of those daily actions you love doing to make your life more environmentally sustainable. To do that, take into account some of the newest trends in buying repaired or second hands goods from Wallapop, Vinted, Amazon Warehouse, etc.

Once you have this environmentally sustainable business idea in mind, come back to the EntreComp for Circular Economy framework you can find in the theoretical part of this subunit, and underline the competences you would need to build up the business idea you came up with, during 20 minutes.

Food for thoughts:

Have you ever bought anything second-hand? What about clothes, or technology items? Do you think is something we all should do?

Take 10 minutes to mentally list the channel through which it is easier to access this kind of reused objects, and how you think more people could understand the need for this type of activities or habits.