

**BY LEAP**

BALKANS YOUTH: LINKING EDUCATION,  
ABILITIES AND PARTNERSHIP POTENTIAL  
IN REGIONAL EMPLOYMENT PRACTICE

Funded by  
the European Union



# GREEN FOCUS FOR #ENTRECOMP A PRACTICAL HANDBOOK





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PANCAR DÖRNEGI



# WELCOME

The project is supported by the **BY LEAP: Linking Education, Abilities and Partnership Potential in Regional Employment Practice** project led by Junior Achievement Serbia. BY LEAP project aims to increase the participation of grassroots CSOs and youth initiatives in the regional network, as well as to ensure the sustainability of young entrepreneurs (student/youth) businesses. By Leap project has objectives of supporting youth entrepreneurs and initiatives from rural and remote areas to transform into sustainable youth SMEs, strengthening youth entrepreneurship from the employment perspectives of youth in Western Balkans.

**Green Focus for #EntreComp A Practical Handbook** summarizes the project and ways to make your environment more green and sustainable to create a better future for all of us. We hope to lead new and innovative ideas in society, business, young, and organizations to a better, sustainable world.

I wish to special thanks to organizations Beyond Barriers - Albania, Vijece Mladih Opcine Kluc - Bosnia and Herzegovina CEFE Macedonia, NGO Cazas - Montenegro, Dostignuca Mladih, Serbia from Balkans and SKOOP, İzmir Bilimpark, Genç Başarı Eğitim Vakfı from Türkiye to all their supports throughout this project.

Thanks to speakers from #EntreTalks: Inspiring Stories from Balkans who share their inspiring stories with us. Special thanks to Alsancak Youth Center and Ayrancılar Youth Center for all their support and time.

Thanks to the team of Pancar Derneği and the trainers' team who make this project real as well as their commitment to this project.



*Aytaç Uzunlas*  
*Project Coordinator*

# CONTENTS

## ABOUT US

01

## WHAT DOES 'GREEN' MEAN?

- 2.1 Climate Change
- 2.2 Carbon Footprint

02

## WHAT IS #ENTRECOMP?

- 3.1 EntreComp Framework

03

## WHAT IS GREEN FOCUS FOR #ENTRECOMP

### PROJECT ABOUT?

- 4.1 Aim & Objectives
- 4.2 Activities
- 4.3 Green focus for #EntreComp in numbers
- 4.4 Results

04

## HOW CAN YOU TAKE ACTION?

05

# 1. ABOUT US

Pancar Association is established in 2015 and is located in the southeast of İzmir. Our association's name comes from the place that is located. Pancar as a town has a huge potential and background in agricultural and industrial areas. At Pancar Association, our mission is to develop the local community with non-formal education to create a common sense of cooperation in the community.

There are three main priorities we based on: Education, Entrepreneurship and Employment. Starting from young people with young people aims to direct individuals, especially young people, to formal, non-formal, and informal education, to develop entrepreneurial competencies and to share entrepreneurship opportunities, and to direct them to employment opportunities, especially with the NEET group. Also, we are focused on four main reference frames: *#EntreComp*, *#GreenComp*, *#LifeComp*, and *#DigComp*.

Pancar Association aims to direct individuals, especially young people, to formal, non-formal and education, to develop entrepreneurial competencies and to share entrepreneurship opportunities, and to direct them to employment opportunities, especially the NEET group. Pancar Association is also focused on the regional and national climate change crisis. We are actively taking part in projects that aim to develop digital skills and competencies and regional skills in forward-looking areas such as the fight against climate change, and clean energy. It considers this to be vital for future regional sustainability and believes that individuals should live in a healthier geography through talent, innovation, and a spirit of social cohesion.

Pancar Association aims to contribute to regional sustainable growth and to benefit individuals and society by providing equality, benefit, and social inclusion. In this direction, we are aimed to develop active citizenship on a regional scale, to increase the tendency of individuals to participate in democratic life and to ensure that they are more involved in the social life of their communities.

Most of all, we aim to give young people a voice in democratic life by raising awareness about common values and encouraging learning to participate and participate in civil society. While aiming to reach more and better people of different ages and from different cultural, social, and economic backgrounds.



*We support sustainable development goals.*



## 2. WHAT DOES 'GREEN' MEAN?

Sustainability is described as how the environment is sustained for future generations. By using natural resources such as water and the sun. These usages of energy should not affect future generations. For future generations, we need to take action carefully in the usage of our natural resources. Climate change, an increase of carbon footprint individually, and manufacturing processes.

### Going Green

Many "green" products or methods are also sustainable. The terms have different meanings, even if something may be both green and sustainable at the same time. Using eco-friendly practices and services is considered going green.

Implementing goods and services with sustainable production methods means sustainability. Consequently, a product can be considered green but the production process might require a lot of energy. In this case, we cannot say the product is sustainable.

In conclusion, both green and sustainability have their own significance when considering the effects of green sustainability on future generations, since green products would help to minimize waste while sustainable production would aid to maximize resource efficiency.

## 2.1 CLIMATE CHANGE

Long-term changes in temperature and weather patterns are referred to as climate change. These changes could be caused by natural processes, such as variations in the solar cycle. But since the 1800s, human activities—primarily the combustion of fossil fuels like coal, oil, and gas—have been the primary cause of climate change.

Fossil fuel combustion produces greenhouse gas emissions that serve as a blanket around the planet, trapping heat from the sun and increasing temperatures.

Carbon dioxide and methane are two examples of greenhouse gas emissions that are contributing to climate change. These are produced while burning coal or gasoline to heat a building. Methane emissions are primarily produced by waste landfills. Among the major emitters are energy, industry, transportation, buildings, agriculture, and land use.

*References 1: Website of 'PECB University, Article: Green Sustainability' (2021)*

*References 2: Website of 'United Nations Climate Change'*



Climate change may have an impact on our work, housing, safety, and ability to grow food. Some of us, such as residents of small island states and other developing nations, are already more susceptible to the effects of the climate. Long-lasting shortages are putting people at risk of hunger, while conditions like sea level rise and saltwater intrusion have progressed to the point that entire communities have been forced to evacuate. The quantity of "climate refugees" is anticipated to increase in the future.

## 2.2 CARBON FOOTPRINT

Carbon footprint is the calculated amount of emissions including carbon dioxide. It provides a breakdown of how many kilograms of greenhouse gas emissions are produced by a certain process, activity, or service. A carbon footprint can be more specific to a company's operations or manufacturing procedures. Products may also have a carbon footprint, which is the total of the emissions brought on by their production, usage, recycling, and disposal. Many other activities and procedures, including hotel stays, business travel, events, and the delivery of particular services, can be included in a carbon footprint calculation.

Also, carbon footprints are a crucial tool for assessing a company's climate impact. Therefore an important part of life cycle assessments and sustainability reporting for businesses that want to commit to sustainability.

The company's carbon footprints indicate businesses where greenhouse gas production occurs and where there is the most room for energy-saving and efficiency improvements. As a result, the calculation of carbon footprint has an important role in financially targeted energy and resource savings.

Carbon footprints are a crucial component of sustainability management because they constitute the basis for developing realistic reduction objectives as part of business plans for the preservation of the environment and natural resources.

Carbon Footprint Calculator



References 3: Website of 'First Climate, What is a Carbon Footprint'



### 3. WHAT IS #ENTRECOMP?

The European Entrepreneurship Competence Framework (EntreComp) draws a roadmap for anyone who wants to create value in society. This means that everyone who is willing to create, contribute and impact society can use this framework to be more valuable.

A dynamic reference framework called EntreComp describes entrepreneurship as a valuable skill for lifelong learning. The framework is thorough and adaptable, and it may be used to increase the entrepreneurial capacity of individuals and organizations in Europe.

EntreComp, which was published in 2016, promotes a common understanding of the knowledge, abilities, and attitudes that define what it is to be an entrepreneur in all aspects of life.

Accepting the European Entrepreneurship Competence Framework (EntreComp) means holding the conviction that anyone can develop entrepreneurial skills. It also includes having the mindset that people who are students, workers, government employees, managers, leaders of the third sector, or business owners may benefit others more by being more entrepreneurial.

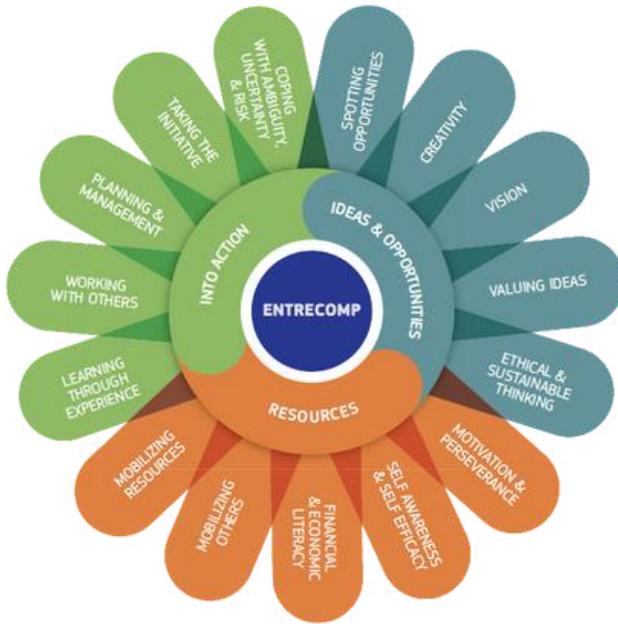
It includes holding the view that entrepreneurship is more than just starting profitable businesses; rather, it is a skill that enables us to improve the environment in which we live by addressing both old and new problems, and demands, and having the ambition to take on both established and new challenges, such as achieving a carbon neutral economy, eliminating poverty, or removing plastic from the oceans. Anyone who wishes to support others in realizing their potential to have a good effect in whatever they do, whether they are business owners, engaged citizens, or employees in the public, private, or nonprofit sectors, should use EntreComp.

#### 3.1 #ENTRECOMP FRAMEWORK

EntreComp describes three main areas competencies of: 'ideas and opportunities, 'resources,' and 'into action.' Each component contains five competencies that, when combined, form the foundation of entrepreneurship as a skill. These 15 competencies are developed through an eight-level progression model in the framework.



Depending on where and how EntreComp is used, some competencies may be given more importance than others, or a specific entrepreneurial learning process of the model may be given less importance to reflect experience. It is reasonable to prioritize the competencies. In other words, the EntreComp flower, understanding and interpreting what competency means, can be viewed as a simple starting point more to meet the specific needs of target groups.



### #EntreComp Building Blocks

Each of the 15 competencies has a number of diverse threads that explain what the specific competence means in practice. These threads serve as the foundation for each competency. The image on the right represents the threads for three competencies: creativity, working with others and mobilizing resources.

References 5: European Commission, Joint Research Centre, Bacigalupo, M., Weikert Garcia, L., Mansoori, Y., et al., EntreComp Playbook : entrepreneurial learning beyond the classroom, Publications Office, 2020, <https://data.europa.eu/doi/10.2760/77835>



## 4. WHAT IS GREEN FOCUS FOR #ENTRECOMP PROJECT ABOUT?

### 4.1 AIM & OBJECTIVES

We started our work to achieve long-term solutions through encouraging young entrepreneurship, which is one of our region's most pressing environmental challenges, as well as waste, recycling, resource protection, agricultural, climate, and environmental issues, which is another socioeconomic necessity.

Given that our district has almost 1000 production centers and industries, as well as the difficulties associated with carbon emissions and climatic change, the need and necessity of helping young people's green entrepreneurship with this project becomes clear. Within the context of this vision, the project had a high multiplier effect in both our organization and our district.

The project's main target group was young individuals, entrepreneurs, youngsters, companies, factories, and anyone who is interested in sustainability from all over Türkiye. They participated in our initiative through face-to-face and online training of trainers, meetings, ideation, and makeathon events.



Genç Başarı  
Eğitim Vakfı



Montenegro



Macedonia



Bosnia and Herzegovina



Albania



Türkiye



Türkiye

## 4.2 ACTIVITIES

### #EntreTalks:

Inspiring stories from the Balkans and Türkiye

10 different speakers from our partner organizations and our region have been invited to talk about their experiences and practices in this field.



#### **Işinsu Kestelli**

About her experiences and vision on climate change, environment and gender equality in entrepreneurship.



#### **Seval İskender**

About The European Entrepreneurship Competence Framework (EntreComp) and different learning approaches on the entrepreneurship.



#### **Civan Sözkese**

About his entrepreneurship journey in Funika Holding and his company's solution for sustainability.



#### **İtir Erhart**

With the title of 'I am responsible for the planet' about her experiences in social entrepreneurship.



#### **Antonio Jovanovski**

About skills of Green Life, Green Jobs and green transformation.





## “Inspiring Stories from Balkans and Türkiye”

By scanning the QR code, you can reach the speeches where 10 different speakers from our partner organizations and our region talked about entrepreneurship and shared their experiences and practices on Spotify.



### Aytaç Uzunlas

About Digital competencies and how can we adapt digital skills in our projects.



### Ana Mullanji

About volunteering projects and green ideas and her experiences in volunteering field.



### Jelena Rakčević

About green examples led by youth in Montenegro.



### Günnur Öztürk Yener

About importance of effective communication skills and storytelling in entrepreneurship.



### Ender Saraç

About his experiences in entrepreneurship and advices for young entrepreneurs.



## Lansman and Panel: Green Perspective on Entrepreneurship

Green Focus for #EntreComp project opening and panel discussion on Green Perspective on Entrepreneurship held online with our partners. Mr. Kayahan Dede from İzmir Bilimpark, Mrs. Işıl Nişli, Mr. Faruk Nişli from SKOOP, Mrs. Meryem Özkan from Genç Başarı Vakfı, Aytaç Uzunlas and Ömer Faruk Koçhan from Pancar Derneği has attended to the event. Project aim and objectives, and project timeline presented to our target group. Also, a panel discussion on speakers discussed the approaches to green sustainability in the entrepreneurship field, different experiences and new opportunities in this field has discussed.



You can access the recording of the Lansman and Panel: Green Perspective on Entrepreneurship by scanning the QR codes.





## Training of The Trainers for #EntreComp Framework

5 days of training were held in Izmir Bilimpark and online. Participants from all over Türkiye and from different backgrounds gathered for the training of the trainer. During the training, participants experienced more about entrepreneurship, #EntreComp Framework, EU Green Deal, and green perspective and discussed the main objectives of the project. Also, trainees created an action plan and session plans for their future multiplier activities. In addition to the training sessions, an entrepreneur from Pancar, Mr.Osman Ilgın, shared his experiences from the field to inspire the trainees.

## Trainees



## Local Practices:

Multipliers (Trainers) from the Training of the Trainers for #EntreComp framework event have delivered the workshops in 5 different cities in Türkiye. They create awareness about climate change and its effects, European Green Deal and Paris Climate Agreement, and their importance for our future. Also, they delivered workshops on the #EntreComp framework for young people. Our trainers reached high school students to young professionals. Overviewing process done by our mentors. Trainers and mentors meet online and discuss, and share their experiences and advice with other trainers through the coordination of Pancar Derneği.

Local practices have an important role in our project. Because we spread the word İstanbul to Gaziantep about our aims and inspire the young people to take action about how can we solve environmental problems.

## Local Practices Outcomes

- 752 Youngs reached
- 40 hours delivered
- 5 different cities





## Field Visits:

Field visits have become an important part of our project. We can see the company in its natural environment and gain a better understanding of its needs and good practices in the Pancar and Torbalı districts.

Factories and companies shared their methods for the reduction of side products and how they handle, waste management, and energy consumption. We discussed how factories can effectively handle their situation. Also, companies are informed about governmental strategies and grant opportunities for environmental sustainability.

## Local Practices Outcomes

- 25 companies visited
- 10 case studies
- 5 good practices shared
- 6 different industries



## Ideathon:

The needs analysis on the environmental problems that they are facing the companies and factories located in the ITOB, OIZ, Pancar OIZ, and Torbalı has done. The starting point of the ideathon was these case studies. Ideathon was held in Izmir Torbalı Ayrancılar Türk Telekom Multi-Program High School. During the ideathon our main focus was Reducing the Carbon Footprint and Greener Logistics Chains in different industries. Youngsters worked in smaller groups. They brainstormed about possible solutions for industries.

Also, participants have been informed about the #EntreComp, #GreenComp, and different terms of the sustainable, green, carbon footprint and aims and objectives of the project.

## Ideathon Outcomes

- 30 Ideas Generated
- 38 Youngster Participated





## Makeathon and Project Closing Meeting:

Makeathon was held at Alsancak Youth Center on the 27th of October. Young people from İzmir and our partners were invited. Participants were informed about green sustainability, #EntreComp, and many different areas of environmental problems. Our main focus was finding a solution to reduce plastic usage as individuals. So, participants brainstormed about new ways of designing plastic bags and materials to replace plastics.

Green Focus for #EntreComp project closing was held in Alsancak Gençlik Merkezi. Mrs. Işıl Nişli on behalf of SKOOP and Mr. Ahmet Erkam Tokşen on behalf of İzmir Bilimpark and Mr. Aytaç Uzunlas on behalf of Pancar Derneği has shared their experiences throughout the project and gave advice for young entrepreneurs. Also, young entrepreneurs and our partners had a chance to create a collaborative environment for sustainable solutions for #EntreComp.

## Makeathon Outcomes

38 Young participants 

20 ideas generated 

5 new product ideas 

Participated from 5 different organizations 



## 4.3 GREEN FOCUS FOR #ENTRECOMP IN NUMBERS





## 4.4 RESULTS

### Good Practices in the Field

Different sectors have different needs in terms of sustainability. Energy consumption, source of raw materials, production processes, and wastes of products can be all different. Every company has taken specifically for the needs of their factories. Here are some examples from factories that we visited.

#### Food Waste Management

The amount of food wasted in the European Union is remarkable; each year, 88 million tonnes of food are thrown away in Europe. It is important to add this waste food to the recycling chain.

One of the companies that we visited in the field, has a useful solution to this matter. They are recycling the out-of-date packed products into useable animal feeds, compost, and reusable packing materials. They have created production bands that separate the different sub-materials and different nutritions. In this way, they created a different production band for different ratios for the needs of animal foods and composts. In the end, they form an end product for long-lasting.

#### Textile Industry

In the textile industry, processing of the denim has different steps and requires an extensive amount of water, and hazardous chemicals for the environment require a huge amount of energy to get the end result of the products.

Another company we visited in the field is the textile industry. They focused on the process of decolorizing the denim. Compared to conventional production methods, they build up a process with less water, reduce the usage of hazardous chemicals used to zero, and reduced the energy usage in the factory. Also, their methodology has also less damage on the fabric so the lifespan of the materials is longer.

### Session Outlines for Green #Entrepreneurship

Green entrepreneurship can benefit from educational resources based on the #EntreComp Competence Framework. Trainees of the Train the Trainer for #EntreComp event have prepared and developed action plans and session outlines for #EntreComp Framework, EU Green Deal, and green entrepreneurship for different types of target groups.



## 5. HOW CAN YOU TAKE ACTION?

### 5.1 Analyse Your Situation

Before starting to make your more sustainable and green your company, it is important to assess your current situation in your factory. You should aware some of your parameters such as,

Your daily Energy consumption and carbon footprint

Your main wastes of your product

Recycling Process of your company

Waste Management

Carbon Footprint

### 5.2 Research

Every industry has different and unique needs. For this reason being updated and aware of how other companies handled same situation is important. Not only in your country, it is also important to being updated on other countries methods of recycling can be helpful.

### 5.3 Build Partnerships

A continuing partnership between organizations representing various stakeholder types that aligns their interests around a shared goal, combines their complementary skills and resources will help to reach your goal and capability as a company.

Results of analyse and research will lead your next step of your company. At the beginning it might be hard to find a direct solution to your problem. One of the way overcome your problem is making partnerships. With this way, you will be able to access new technologies, services and products to adapt your company or factory.

### 5.4 Create an Action Plan

Creating an action plan is an important step to reach your goals as a company. It will motivate you and your employees to do their best and make sure that you are taking the right steps towards your goals.

### 5.5 Make it Visible

Visibility and sharing your good practices is a important step to creating value among other companies in the same industry and society. Spreading the word about about in sustainability, climate change and joining the conferences, seminars and workshops will increase your visibility on this matter.



### **5.6 Create awareness**

Not just for corporates, it is also important for all workers in the company should be aware of the importance of the topic. In order to make your employees aware of the importance of sustainability, you can do a few things:

Provide information about the company's goals for sustainability,

Have a system in place for recycling and reduce waste

Reward employees for making an effort towards sustainability,

   /pancardernegi



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