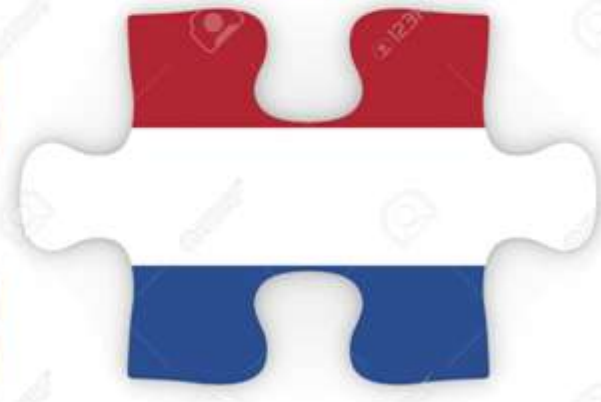


GEW Erasmus+ KA19 project



2nd Transnational Staff Meeting in Hoovegeen, Netherlands



Ideas for the project



An **inquiry** to get to know our students better using [Google Forms](#)

The occupations of my family

https://docs.google.com/forms/d/1k8rcsR6vQVvmcTLUImc03b9F8X2V1uGy-u-GSbe7y0/viewform?edit_requested=true

1. Which country do you live in?
2. How old are you?
14 15 16 17
3. Where does your father work?
Primary sector Secondary sector Tertiary sector He doesn't work for the moment
4. Your father works:
Full time Part time He runs his own business
5. How did he acquire his abilities?
Secondary education Tertiary education Life Long Learning seminars
6. Where does your mother work?
Primary sector Secondary sector Tertiary sector She doesn't work for the moment She has never worked
7. Your mother works:
Full time Part time She runs her own business
8. Do you want to follow your father's job?
Yes No
9. Do you want to follow your mother's job?
Yes No
10. Do you want to start your own business?
Yes No

An **inquiry** to detect the profile of our students using [Google Forms](#)

How Entrepreneurial am I?

https://docs.google.com/forms/d/1KnBK_322rih8IkTq6XMBsb-GG9fROJryl7ac8BZwYY/viewform?edit_requested=true

1. Which country do you live in?

- Italy
- Greece
- The Netherlands
- Spain

2. I usually figure out what has to be done and do it before I'm asked.

- That is definitely not me.
- Sometimes that's me.
- That's me most of the time.
- That's me exactly!

3. I like to be in control of whatever jobs I'm doing.

4. I'm rarely satisfied with the way things are. I want to change them, make them better.

5. I'm good with people.

6. I have dreams I want to pursue, and I won't be satisfied until I find out whether or not I can achieve them.

7. I keep trying until I find the solution to a problem

8. I am satisfied with myself.

9. I'm willing to accept responsibility and take the heat if my decisions are wrong, but I want the credit (or rewards) when I make decisions that produce the right results.

10. I don't mind working hard for long hours.

Entrepreneurial education

- Entrepreneurial education seeks to support students to develop the capacity to do new, creative, innovative things that add value for themselves and the wider community, in response to opportunities or needs.
- Entrepreneurial education is not only about educating people to start a business but also means supporting students to develop knowledge, skills and competencies which will help them to engage in a more enterprising, innovative and flexible manner in the changing life experience environment of the present day.

Activity: Present your country to your European partners

- Students divided in 4 teams according to their country.
- Imagine you work in tourism.
- How would you present your country?
- Choose an imaginary field that you work and find 5 to 10 ways to attract your European partners' interest. <https://answer garden.ch/614946#>

Museum Sightseeing Culture Customs
Accommodation Restaurants Bar Night life
Representative products Food Drinks
Weather Nature Sports/extreme sports
Markets Main industry Transportation

- Present your outcomes to the other groups

Now and Then - A day in a museum

- Students are divided in 4 mixed groups
- Search for exhibitions in the museum that now have been abolished or replaced by technology
- Make a list
- What occupations did they do?
- What occupations have been kept the same?
- What occupations have been abolished or replaced by technology?
- Which of them do you admire the most?
- Which occupation impressed you? Why?
- Can you describe the business you could start manufacturing or selling this product?
- How is this connecting with the sustainable development?
- How is this connecting with the fair trade?
- Use [Smore](https://www.smore.com/) to make a presentation <https://www.smore.com/>

Poll - What do you think was the greatest **innovation** of all time?

<http://www.tricider.com/brainstorming/2hb4P7anIOd>

- What do you think was the greatest innovation of all time? This could be a recent innovation or in the distant past.
- Share your ideas with your partners. Comment on the ideas of others.
- Take a look at the categories below and consider what innovations might fall under each. You may have ideas that are not in these categories as well.
 - Medical science
 - Fashion
 - Transport
 - Communication
 - Computing
 - Household objects
- <https://www.futurelearn.com/courses/the-worlds-greatest-innovations/25/steps/289686>

2018 The European Year of Cultural Heritage

https://europa.eu/cultural-heritage/european-year-cultural-heritage_en

The European Year of Cultural Heritage

1. Ask students to research the sights in your region
2. Divide them into teams
3. Ask them to suggest the way how to attract tourists to visit the sights, but at the same time protect them
4. Create videos, up to 1 min long to present the sights and the solution for protecting them



Entrepreneurship in education <https://groups.etwinning.net/7616/home>

Activity proposed by Kornélia Lohyňová

Business skills through times

Thales of Miletus, the first Entrepreneur Philosopher



- Thales of Miletus, possessing an entrepreneurial spirit, cleverly dealt with the issue of time and money. It seems he made a fortune investing in oil-presses before a heavy olive crop harvest. All of which suggests that to be a philosopher and scientist in Ancient Greece, 7th century BCE, business skills are a notable asset.
- Thales was a good meteorologist and was able to forecast the weather. Taking advantage of this skill, he managed to gain some considerable profit. He invested in olive presses at low-cost when olive presses were out of season. However this was part of his plan, he forecast excellent weather and better than expected production. When the time came and the peasants needed to use the olive presses, they paid much more than Thales had paid for them, due to increased demand.
- His intention was to show to others that philosophy was as useful as any other skill and a good profit was the best way to have people's attention.

Activity to find out how **Creative** our students can be using the 30 Circle Challenge

https://s3-eu-west-1.amazonaws.com/sh-petershillprimary-org/media/images/large/30_Circles_Challenge-2.jpg

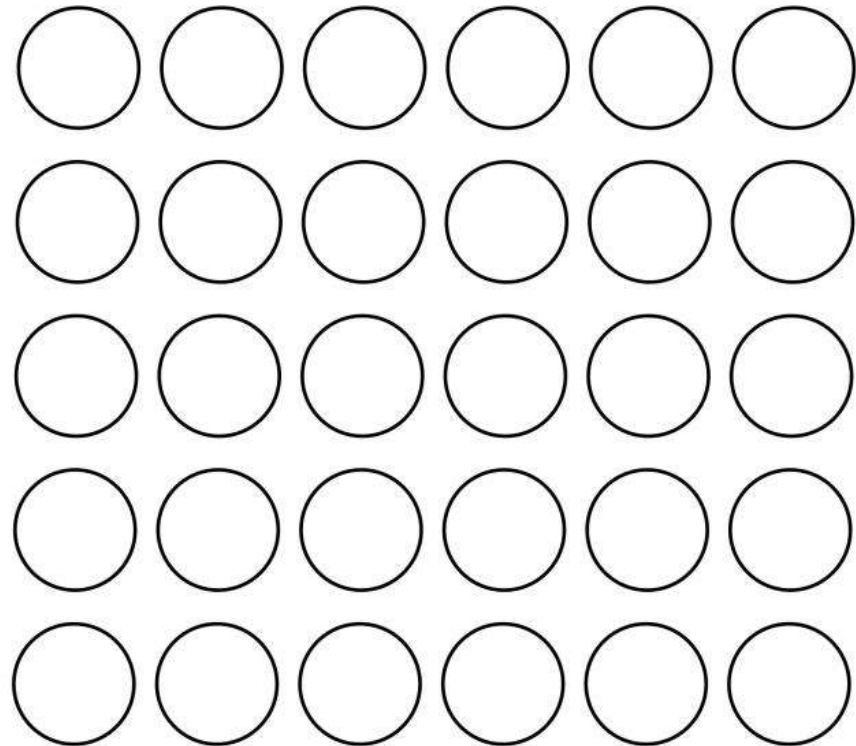
Exercise – Thirty Circles

You have a sheet with 30 circles

- § When we say GO!
Transform each circle into something recognizable

- § It's OK to draw outside the lines.
- § The goal: transform all **30** circles in **3** minutes.

30 Circles Challenge



TIME: 3 minutes, plus discussion

Great businesses in your region

To start a business you need both **vision** and **opportunity**.

- Consider and research successful businesses in your locality. Focus on their vision and the opportunities they have had or made when getting started. Your chosen business may be from the past or a business that is still trading.
- **Visit a local business** and Research. Take an Interview:
 - What is/was its vision?
 - What opportunities were available at the time the business started?
 - Were these opportunities there for the taking or did this business make the opportunity happen?
- Share your thoughts and findings.
- Take pictures and present your outcomes on the [padlet](https://padlet.com/create?back=1).
<https://padlet.com/create?back=1>

Activity: Being a businessman/businesswoman for a day and prove how entrepreneurial mind-set you are

Run your own business

- If you were a businessman/businesswoman what would you have been?
- Why? (Make a short description why you chose that)

Describe the business

- **Location** - Where would you set your business? Why?
- **Employment** – How would you choose new employees to be part of your team?
- **Skills** - What is your role in the business? What qualifications are required for this job?
- **Networks** - How are you going to develop your networks?
- **Money** - Where will you find the capital? How would you make profit?
- **Customers** - How would you attract your customers?
- **Environment** - How would you deal with your competitors?
- **Marketing** - How would you advertise your business?
- What would be the **logo** and the **slogan** of your enterprise?

- Make a short **presentation** or a poster to present your ideas

Define your business plan

Based on the template [Realise your vision](#)

Vision and Opportunity

- What problem is your idea trying to solve, or which gap in the market is your idea trying to fit into?
- What is your idea? Can you write your idea in less than 200 words?
- How does it address the problem you’ve identified?

People and Networks

- What is your role in the business?
- Who else will help you run the business or be part of your team? What skills do they bring (that are different to yours)?
- What skills are missing from the team? How are you going to develop your networks to help you fill the gaps?

Customers and Competitors

- What is the potential size and scale of your market? How many potential customers do you really have?
- Are you aiming at a particular market segment? What are the characteristics/needs that are common to the group?
- Who are your key competitors? What do they do well? What can you do better?

Define your business plan

Based on the template [Realise your vision](#)

Business Processes

- How is your business going to operate?
- Who else is involved in these processes (e.g. suppliers)? Who is critical in these processes?
- How are you going to keep track of information needed within your business?
- Do you need to have systems in place to keep track of orders or customers etc.?
- Do you have the skills needed to design and run these?

Managing Finances

- What are your costs?
- What are you going to charge?
- What is your gross profit?
- How do you know if your business will be profitable and sustainable?

Funding Your Business

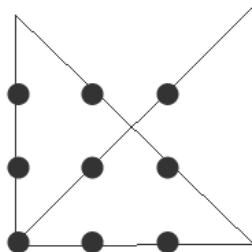
- Do you need funding to get started?
- What source(s) would be most appropriate for you?
- How do you intend to approach them?

Can you think of a successful entrepreneur and their company?

- Investigate a company of your choice using the opportunity business model
 - Using the opportunity business model, how would you describe the enterprise you have chosen?
 - Did they discover* or create** their opportunity?
 - Think about the dimensions and the drivers that are making that business successful.
 - Present your analysis for comment.
-
- ***Discover** opportunities, like a gap in the market
 - ****Create** opportunities, using their expertise or knowledge gained over time.

Take **Initiative** - Make a difference day

- Students are divided in 4 groups.
- Do something good for your community.
- Think out of the box and organise or do an action of altruism.



Goals:

- Learning outside the classroom.
- Students will do something nice.
- They will work in teams and learn to organize.
- They will take initiative, solve problems and present their outcomes.
- They will do something that they like.



Starting a business challenge

Based on the template [Opportunity business model](#)

- Write your proposition. What is the core value proposition as perceived by your customers of the business opportunity?
- To help you crystallise your idea, can you express your proposition in just **seven words**?
- Write just one sentence for each of the following business model dimensions:
 - people
 - place
 - process and
 - profit.
- This will help you to communicate your ideas more efficiently.
- Use the template [Opportunity business model](#) to start writing your business idea’s vision and opportunity in detail.

The Six Thinking Hats of De Bono

Six Thinking Hats is a system designed by Edward **de Bono** which describes a tool for group discussion and individual thinking involving **six colored hats**.



The **White Hat** calls for information known or needed. "The facts, just the facts."



The **Yellow Hat** symbolizes brightness and optimism. Under this hat you explore the positives and probe for value and benefit.



The **Black Hat** is judgment - the devil's advocate or why something may not work. Spot the difficulties and dangers; where things might go wrong. Probably the most powerful and useful of the Hats but a problem if overused.



The **Red Hat** signifies feelings, hunches and intuition. When using this hat you can express emotions and feelings and share fears, likes, dislikes, loves, and hates.



The **Green Hat** focuses on creativity; the possibilities, alternatives, and new ideas. It's an opportunity to express new concepts and new perceptions.

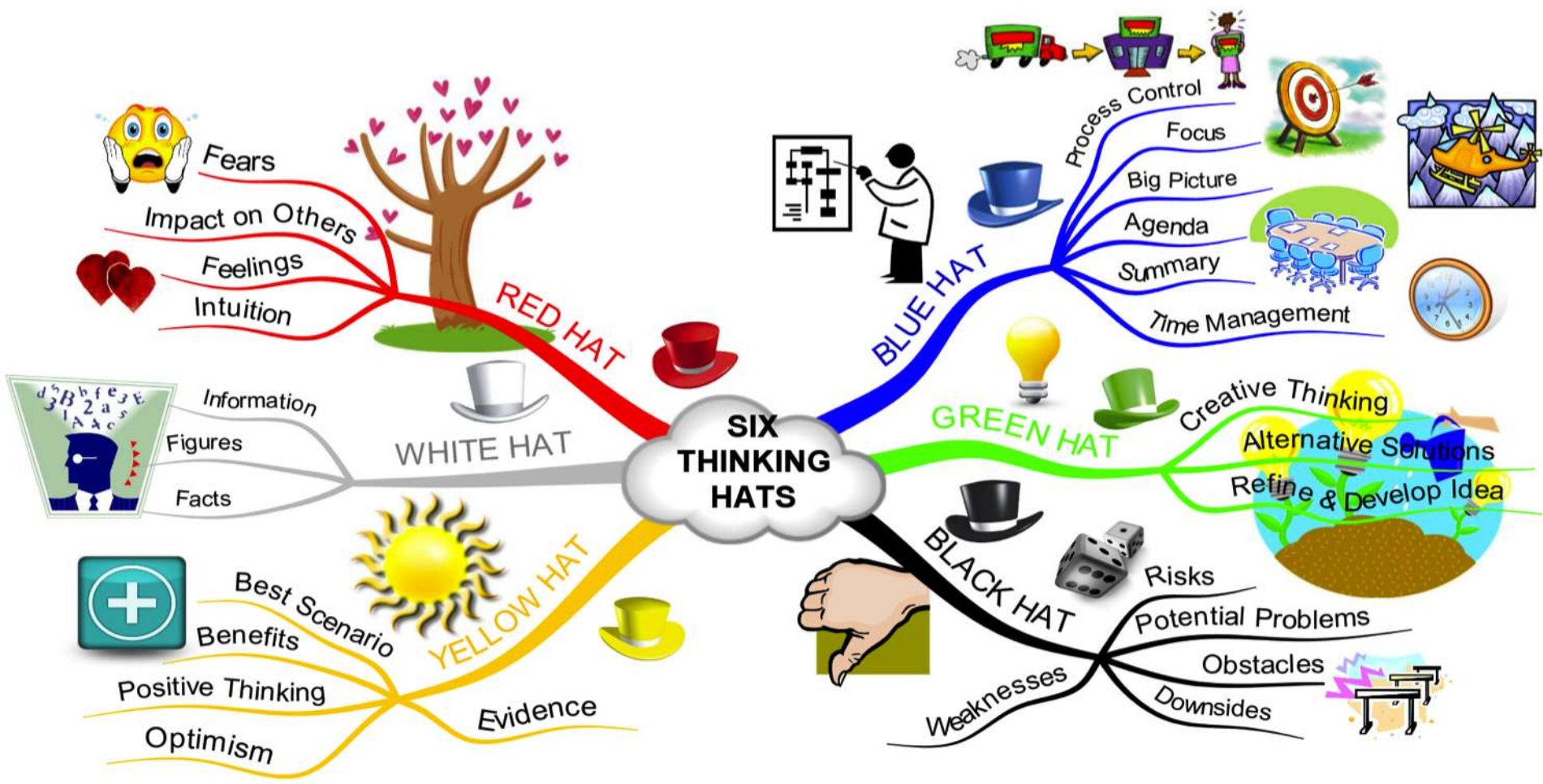


The **Blue Hat** is used to manage the thinking process. It's the control mechanism that ensures the Six Thinking Hats® guidelines are observed.

The Six Thinking Hats of De Bono

Edward de Bono's six thinking hats are a first form of business plan. With the help of the six hats methodology, you and your team will be able to separate six clear functions/roles. Each way of thinking is described by the color of each "thinking hat". Wearing and changing minds the hats you are invited to focus and redirect your thoughts, conversations or meetings.

- The **Green Hat** is the hat of creative thinking. This way of thinking focuses on the potential given to alternatives and new ideas.
 • In the **example** of the new wine packaging, the Green Hat, the creative thinking, is the small Tetra Pack package.
- The **White Hat** is the hat that calls for discovery of information and data.
 In our **example**, White Hat refers to the research that needs to be done to find similar products. What are the similar products? What do we know about these? What do we know about the market we are targeting?
- The **Yellow Hat** symbolizes brightness and optimism. They are the reasons why our idea, our product can work.
For example, what innovative is our wine in its new packaging? What is the added value for the customer?
- The **Black Hat** is the devil's lawyer. These are the reasons why our idea, our product may not work.
For example, what can override our product exit? What could possibly go wrong?
- The **Red Hat** symbolizes feelings and intuitions. When using the Red Hat you can express your feelings and share the fears, desires, passion or hatred that this creative idea creates.
Our example is the feelings created by this new product. How can we transfer our passion to new consumers? In which advertising ways, for example?
- Your **Blue Hat** needs you to organize your idea. It is the mechanism that controls the process of the Six Hats has been respected and the way in which our original idea will be organized.
In our case is the staffing of the team that will deal with our wine and the roles that will take on everyone in the team.



Stereotypes

- Stereotypes and presentations related to work and school are present in the adolescents’ environment and they play a dominate role in directing their educational and professional choices.
- Students are divided in 4 mixed groups
- **Job postings for home health aides** say applicants need to be “sympathetic” and “caring,” “empathetic” and focused on “families.” It turns out that doesn’t lead very many men to apply. It is a job that is 89% female and projected to grow 38% by 2024.
- **Discuss** with tour group if there are male or female jobs.
- **Present** your outcomes bringing examples

Comment the pictures

Preschool and kindergarten teacher



Plumber



The 10 Most Female Occupations

(highest percentage of workers that are female)

Occupation	% Female	Annual Wage
Dental hygienists στοματική υγιεινή	98.6%	\$60,980
Preschool and kindergarten teachers	97.7%	\$21,990
Secretaries and administrative assistants	96.9%	\$26,670
Dental assistants	95.4%	\$29,520
Speech-language pathologists	95.3%	\$54,880
Licensed practical and licensed vocational nurses	94.2%	\$35,230
Child care workers	94.2%	\$17,050
Hairdressers, hair stylists and cosmetologists	93.4%	\$20,610
Receptionists and information clerks	92.7%	\$22,150
Payroll and timekeeping clerks	92.4%	\$31,360

<http://www.thedigeratilife.com/blog/index.php/2007/05/29/traditional-jobs-for-men-and-women-the-gender-divide/>

The 10 Most Male Occupations

(highest percentage of workers that are male)

Occupation	% Male	Annual Wage
Logging workers υλοτόμοι	99.8%	\$29,430
Automotive body and related repairers Επισκευαστές αυτοκινήτων	99.4%	\$34,810
Cement masons, concrete finishers and terrazzo workers	99.3%	\$32,030
Bus and truck mechanics and diesel engine specialists	99.1%	\$36,620
Electrical power-line installers and repairers	99.1%	\$50,150
Tool and die makers	99.1%	\$43,580
Roofers	98.9%	\$31,230
Heavy vehicle/mobile equipment service technicians and mechanics	98.6%	\$39,410
Home appliance repairers	98.5%	\$32,980
Crane and tower operators χειριστές γερανών	98.5%	\$38,870

<http://www.thedigeratilife.com/blog/index.php/2007/05/29/traditional-jobs-for-men-and-women-the-gender-divide/>

Stereotypes - male & female jobs

Useful articles read and discuss

- [Traditional Jobs For Men And Women And The Gender Divide](http://www.thedigeratilife.com/blog/index.php/2007/05/29/traditional-jobs-for-men-and-women-the-gender-divide/)
<http://www.thedigeratilife.com/blog/index.php/2007/05/29/traditional-jobs-for-men-and-women-the-gender-divide/>
- [Job Listings That Are Too ‘Feminine’ for Men](https://www.nytimes.com/2017/01/16/upshot/job-disconnect-male-applicants-feminine-language.html)
<https://www.nytimes.com/2017/01/16/upshot/job-disconnect-male-applicants-feminine-language.html>
- [Why Men Don’t Want the Jobs Done Mostly by Women](https://www.nytimes.com/2017/01/04/upshot/why-men-dont-want-the-jobs-done-mostly-by-women.html)
<https://www.nytimes.com/2017/01/04/upshot/why-men-dont-want-the-jobs-done-mostly-by-women.html>
- [Health Care Opens Stable Career Path, Taken Mainly by Women](https://www.nytimes.com/2015/02/23/business/economy/health-care-opens-middle-class-path-taken-mainly-by-women.html)
<https://www.nytimes.com/2015/02/23/business/economy/health-care-opens-middle-class-path-taken-mainly-by-women.html>
- [39 jobs where women make more than men](http://money.cnn.com/2006/02/28/commentary/everyday/sahadi_paytable/index.htm)
http://money.cnn.com/2006/02/28/commentary/everyday/sahadi_paytable/index.htm
- [Reverse Gender Gap: Study Says Young, Childless Women Earn More Than Men](http://abcnews.go.com/WN/reverse-gender-gap-study-young-childless-women-earn/story?id=11538401)
<http://abcnews.go.com/WN/reverse-gender-gap-study-young-childless-women-earn/story?id=11538401>

Stereotypes

Male vs. female words for jobs

- **Man** **Woman**
- Actor actress Actor is becoming common for both men and women.
- Waiter waitress
- Manager manageress Manager is now often used for both men and women.
- Policeman policewoman Police officer is now often used for men and women.
- Barman barmaid
- Headmaster headmistress The unisex headteacher is now used very often.
- Steward stewardess The unisex word flight attendant now used more than *steward* and *stewardess*.

Mass media, social media and New Technologies

- It is worth noting the dominant role of Mass media, social media and New Technologies.
- Discuss with tour group
- How mass media, social media and New Technologies influence young people on the labor market?
- What standards do they promote?
- Present your outcomes

An activity to check the **Entrepreneurial skills** of our students

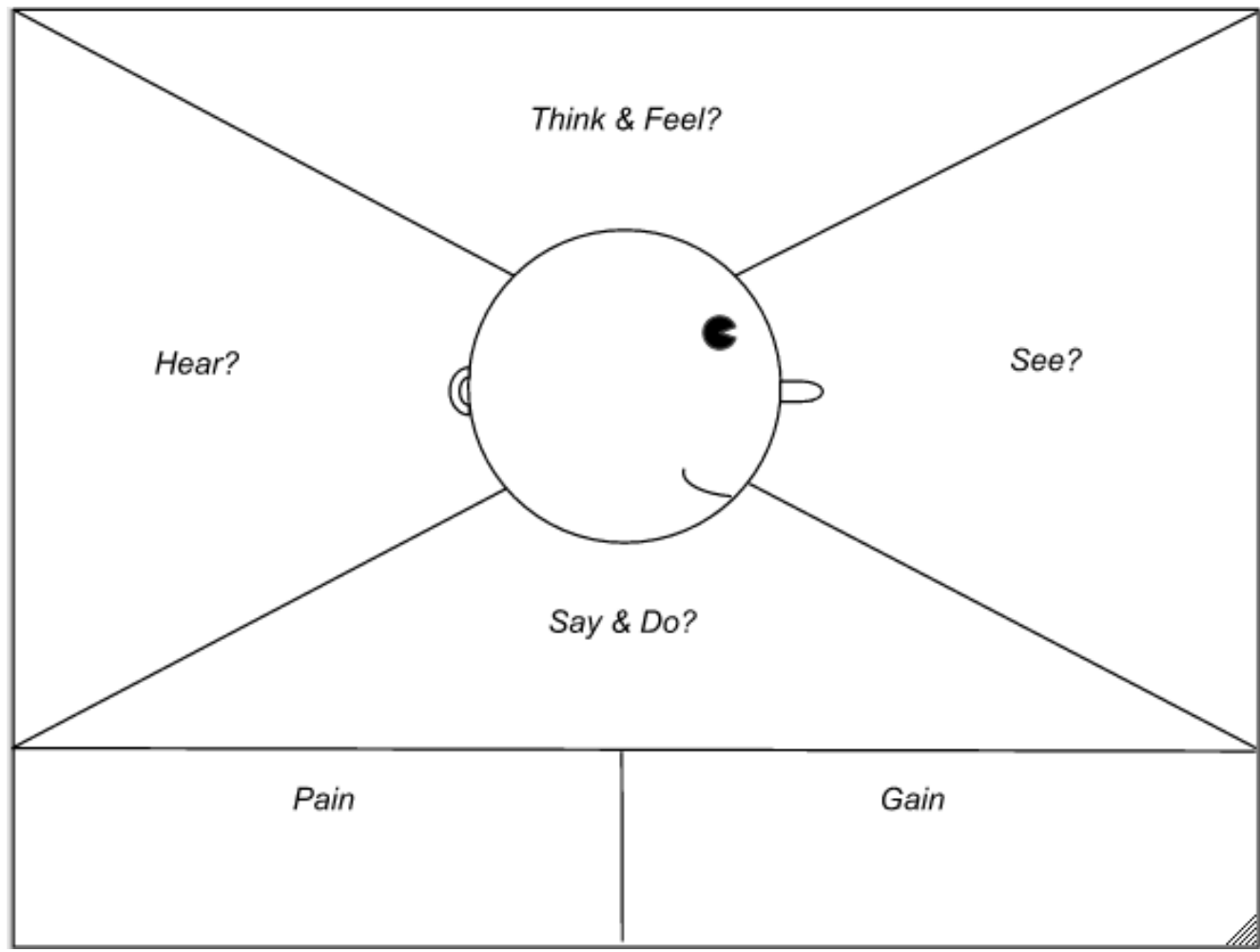
A mindset is a group of thoughts and reactions, that come together to create the whole. (Επιχειρηματικό πνεύμα)

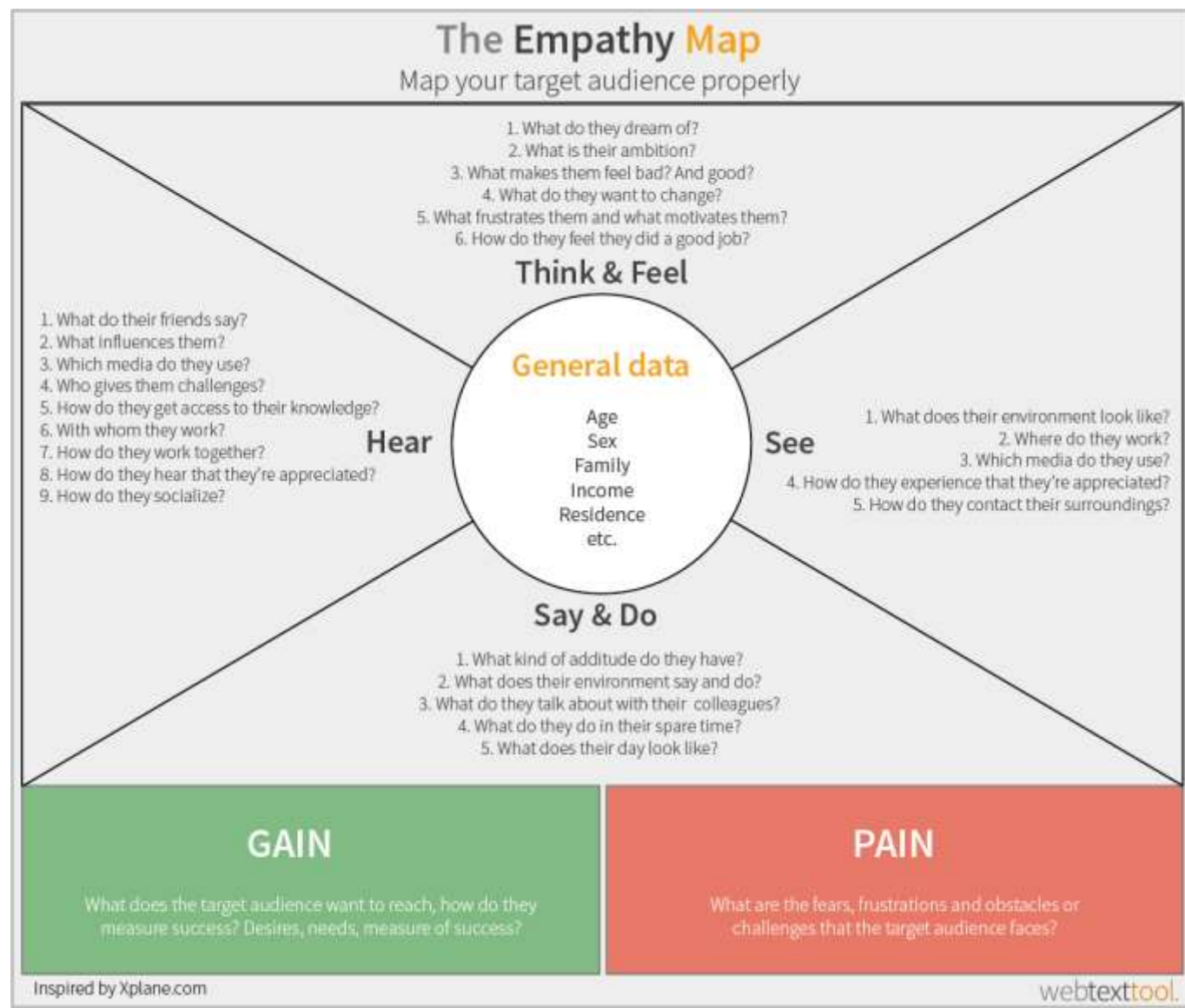
Entrepreneurship **contest** – Students are divided in 4 mixed groups.

- What is your business idea? Can you write your idea in less than 200 words?
- What problem is your business idea trying to solve, or which gap in the market is your idea trying to fit into?
- How does it address the problem you’ve identified?
- Spend some time considering your business idea. Take your time – good ideas take a while to form.
- Students can use the template **Realise your vision**
https://ugc.futurelearn.com/uploads/files/01/b5/01b54f69-34a6-4d6c-92ec-6f23cfc231e4/Realise_your_vision.pdf
- Or they use **the Empathy Map** to develop their **imagination and creativity** and find the right entrepreneurial idea for our project.
- Teachers can create a questionnaire to guide them based on the Empathy Map. <https://www.solutionsiq.com/resource/blog-post/what-is-an-empathy-map/>

The Empathy Map

<https://docs.google.com/drawings/d/1IXxZwISoSWySYU5CsPOs8yf4wsUW0S8Qo5kshCVeY5I/edit>





Easy steps to create your first Empathy Map

<http://www.designthinkinguk.com/empathy-mapping/>

- **1. Customer Segments.** Before you start, you will need to identify which customers you try to serve and define general profiles. Select one candidate for your first empathy map. Give this customer a name and some demographics.
- 2. You can now start the map by asking and answering the six questions in each section.
 - – **What do they say and do?** *In this section, try to imagine what the customer says or how they behave in public. What could they tell other people? Try to capture specific quotes or unusual phrases you might remember from your customer.*
 - – **Pain:** *what are their biggest frustrations? What obstacles stand in their way? Which risks might they fear taking?*
 - – **Gain:** *What do they need to achieve? How do they measure success?*
- 3. Continue to fill all the sections trying to empathise with your character’s world.
- – **What do they see?** *Describe what your customer sees in their environment. What does it look like? Who surrounds them? In this case, images speak louder than post-its! Take advantage of your empathy map and use images that convey meaning.*
- – **What do they hear?** *Describe how the environment influences your customer. What do friends say? Which media channels are influential? You can add links to websites they might frequently visit.*
- – **What do they really think and feel?** *Imagine their emotions, what moves them? What might keep them up at night? Describe their dreams and aspirations.*
- **Identify needs and insights.**
 - When the map is full, try to identify needs. Create a list outside the map. Needs are activities and desires with which your user could use help, so it is better to use verbs to describe them.
 - You can also write down insights on the side. These realisations may come up due to contradictions between attributes or within conversations among members while completing the map.

How Would I Use an Empathy Map?

<https://www.solutionsiq.com/resource/blog-post/what-is-an-empathy-map/>

- A sample empathy mapping session may be as follows: Assemble your team and have them bring any personas, data, or insights about the target of your empathy map. Print out or sketch the empathy map template on a large piece of paper or whiteboard. Hand each team member sticky notes and a marker. Each person should write down their thoughts on stickies. Ideally everyone would add at least one sticky to every section. You might ask questions, such as:
 - What would the user be thinking & feeling? What are some of their worries and aspirations?
 - What would their friends, colleagues, and boss be likely to say while the user is using our product? What would the user hear in these scenarios?
 - What would the user see while using our product in their environment?
 - What might the user be saying and/or doing while using our product? How would that change in a public or private setting?
 - What are some of the user’s pain points or fears when using our product?
 - What gains might the user experience when using our product?
- Have the team members speak about the sticky notes as they place them on the empathy map. Ask questions to reach deeper insights so that they can be elaborated for the rest of the team. To help bring the user to life, you may even wish to sketch out the characteristics this person may have on the center of the face. At the end of the session, ask the team members what insights they learned. More importantly, ask them what hypotheses they now have about the users that they’d like to validate.

The importance of people, teams and networks

- What types of people, teams and networks do you think you need to start a successful business?
 - What characteristics do your team members need to have?
 - How important do you think teams and networks are in contributing to the success of a new business?
- You can have the best business idea but unless you have a strong team and networks to help execute it, it can easily fail.

Leading teams and networks

- It's recognised that there are **eight types of team roles**:
 - First, we have the **chair**. This person organises, coordinates, and aims to keep the team focused.
 - Then, there's the **team leader**. They initiate, provide leadership, and they drive the team towards achieving their goals.
 - Next, there's the **innovator**. Now they create novel ideas and solutions to support the team's goals.
 - The **monitor evaluator** provides objective assessments of performance in relation to the team goals.
 - The **team worker** encourages other members, fosters team morale, and reduces negative emotions.
 - Then there's the **completer**, who monitors outcomes in relation to project milestones and deadlines.
 - Then there's the **implementer**, who carries out much of the practical work required to achieve the goals. This is the doer of the team.
 - Finally, we have the **resource investigator**. This person establishes external contacts to secure resources that support the team's goals.
-
- From the eight role types, which team type are you?
 - Why do you think you play that role?
 - Which team type role would you like to be?
 - What skills do you think you need to develop to achieve that role?

Ηγετικές ομάδες και δίκτυα

- Αναγνωρίζεται ότι υπάρχουν οκτώ τύποι ρόλων ομάδας:
- Πρώτον, έχουμε την **καρέκλα**. Αυτό το άτομο οργανώνει, συντονίζει και στοχεύει στην επικέντρωση της ομάδας.
- Τότε, υπάρχει ο **ηγέτης της ομάδας**. Ξεκινούν, παρέχουν ηγεσία και οδηγούν την ομάδα προς την επίτευξη των στόχων της.
- Στη συνέχεια, υπάρχει ο **καινοτόμος**. Τώρα δημιουργούν νέες ιδέες και λύσεις για να υποστηρίξουν τους στόχους της ομάδας.
- Ο **αξιολογητής παρακολούθησης** παρέχει αντικειμενικές εκτιμήσεις απόδοσης σε σχέση με τους στόχους της ομάδας.
- Ο **εργαζόμενος στην ομάδα** ενθαρρύνει άλλα μέλη, προάγει το ηθικό της ομάδας και μειώνει τα αρνητικά συναισθήματα.
- Στη συνέχεια, υπάρχει ο **εκπρόσωπος**, ο οποίος παρακολουθεί τα αποτελέσματα σε σχέση με τα ορόσημα και τις προθεσμίες των έργων.
- Στη συνέχεια, υπάρχει ο **εκτελεστής**, ο οποίος πραγματοποιεί μεγάλο μέρος της πρακτικής εργασίας που απαιτείται για την επίτευξη των στόχων. Αυτός είναι ο υπεύθυνος της ομάδας.
- Τέλος, έχουμε τον **ερευνητή των πόρων**. Αυτό το άτομο δημιουργεί εξωτερικές επαφές για την εξασφάλιση πόρων που υποστηρίζουν τους στόχους της ομάδας.

People and Networks

- Think of a successful business and find out how its teams have contributed to its success.
- Can you identify specific team roles within the team you are researching?
- If you have an image of the team you’re investigating, please share it along with a paragraph explaining why the business has a successful team and what it is that makes the team successful.
- Why do you consider that your chosen business has a successful team?
- What is it that makes the team successful?

Networks

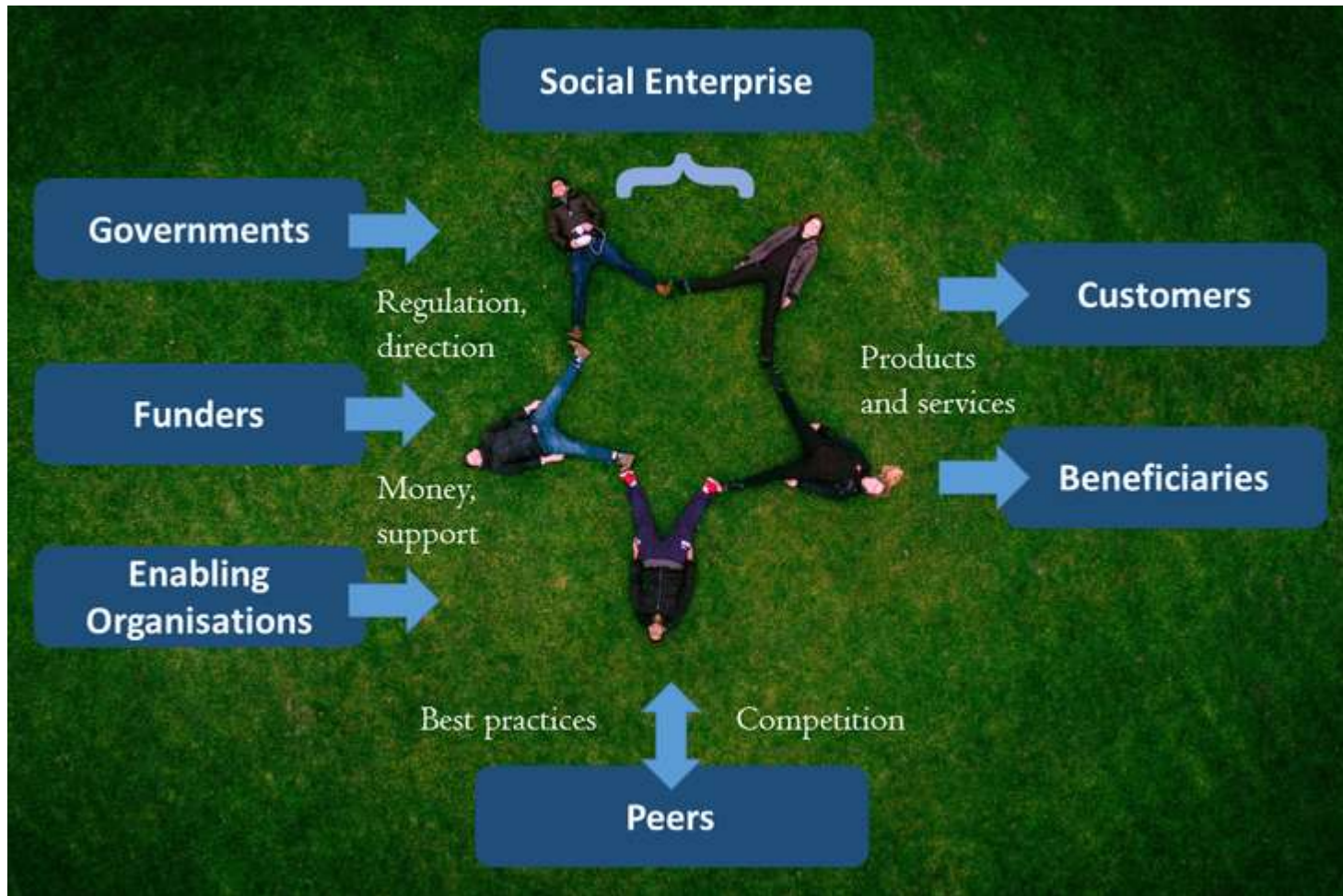
- Investigate a company of your choice and examine the networks which they are linked to.
- Which networks has the company chosen to work with to help develop their business?
- Why do you think the company chose these networks?
- How have these networks contributed to the company’s success?

Entrepreneurship contest

- Each group **presents** its idea.
- Students vote for the best!
- Each group suggests a **name** for the enterprise that won and they vote for the best!
- A **brainstorming** follows from all groups about the next steps in driving this idea forward.
- Business **logo** contest
- Each group suggests a **logo** for the enterprise and they vote for the best!

Your social enterprise business idea

- What is your social enterprise business idea?
 - What are you looking for?
 - What problem is your social enterprise idea trying to solve?
 - Why is it important to solve this problem?
 - What is your idea for a solution?
 - Who will be involved in the social enterprise?
 - What action have you taken to make this idea a reality?
 - What are your next steps in driving this idea forward?
-
- We aren't expecting fully formed ventures; we are looking for great examples of action taken on your idea.



What problem is your social enterprise idea trying to solve?

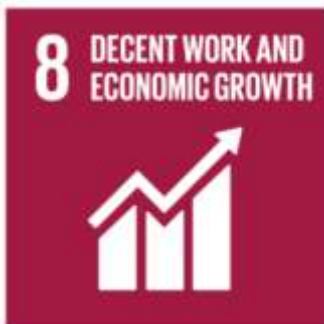
<https://www.futurelearn.com/courses/social-enterprise-idea-action/5/todo/21399>

- If you don't have a social enterprise idea, tell us about a social enterprise you admire.
- What is the problem? Describe it.
- Are you able to link the problem to one of the [Sustainable Development Goals](#)?
- What are some ways you did research to better understand the problem?

<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>



Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all



- Roughly half the world's population still lives on the equivalent of about US\$2 a day. And in too many places, having a job doesn't guarantee the ability to escape from poverty. This slow and uneven progress requires us to rethink and retool our economic and social policies aimed at eradicating poverty.
- A continued lack of decent work opportunities, insufficient investments and under-consumption lead to an erosion of the basic social contract underlying democratic societies: that all must share in progress. **The creation of quality jobs will remain a major challenge for almost all economies well beyond 2015.**
- Sustainable economic growth will require societies to create the conditions that allow people to have **quality jobs** that stimulate the economy while not harming the **environment**. Job opportunities and decent working conditions are also required for the whole working age population.
- Η αιχμή της οικονομικής ανάπτυξης θα απαιτήσει από τις κοινωνίες να δημιουργήσουν τις συνθήκες που επιτρέπουν στους ανθρώπους να έχουν ποιοτικές θέσεις εργασίας που θα τονώσουν την οικονομία, χωρίς να βλάπτουν το περιβάλλον. Απαιτούνται θέσεις εργασίας και αξιοπρεπείς συνθήκες εργασίας για ολόκληρο τον πληθυσμό σε ηλικία εργασίας.

Goal 8 targets:



Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries

Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

- Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead

- By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

- By 2020, substantially reduce the proportion of youth not in employment, education or training

- Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms

- Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment

- By 2030, devise and implement policies to promote **sustainable tourism** that creates jobs and promotes local culture and products

- Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all

- Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries

- By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization

Fare trade - Ethical Dilemma: Buy cheap or expensive blouse?

http://hellenicplatform.org/wp-content/uploads/2016/09/e-book_alileggi.pdf

You go in a store to buy a new blouse. It is in the color and size that suits you. You try it and it fits you perfectly. You're about to take it when you watch the label: **Made in China, 30% cotton**. You think it over.

You know well that in China the working conditions are often too ugly. Not only labor but also basic human rights are infringed*. This blouse may have been sewn in a factory-concentration camp! And even made by children. You had read that book called *"The red vest that made the round of the world"* and you know! Behind the cheap prices also hide environmental problems. This cotton can be modified. Its cultivation costs a lot in the environment in pesticides and fertilizers**. In water, too. During processing of its yarn and dye, toxic were used that harm as well the workers who come into contact with it and the environment.

You look around hesitant. You see a similar shirt from Organic cotton (no pesticides and fertilizers were used and there was a water saving effort in this very water-rich crop).

The label informs you that it is a product that 'respects human rights and provides workers with good working conditions and a decent wage. But it's 30% more expensive! It will be a blow to your savings! **What are you doing?"**.

*παραβιαστεί **φυτοφάρμακα και τα λιπάσματα /νήματα και βαφές

http://impschool.gr/erga-emeres16-17/images/etos16-17/gymnasio/b_gym/b2/anagnwsma/2.pdf

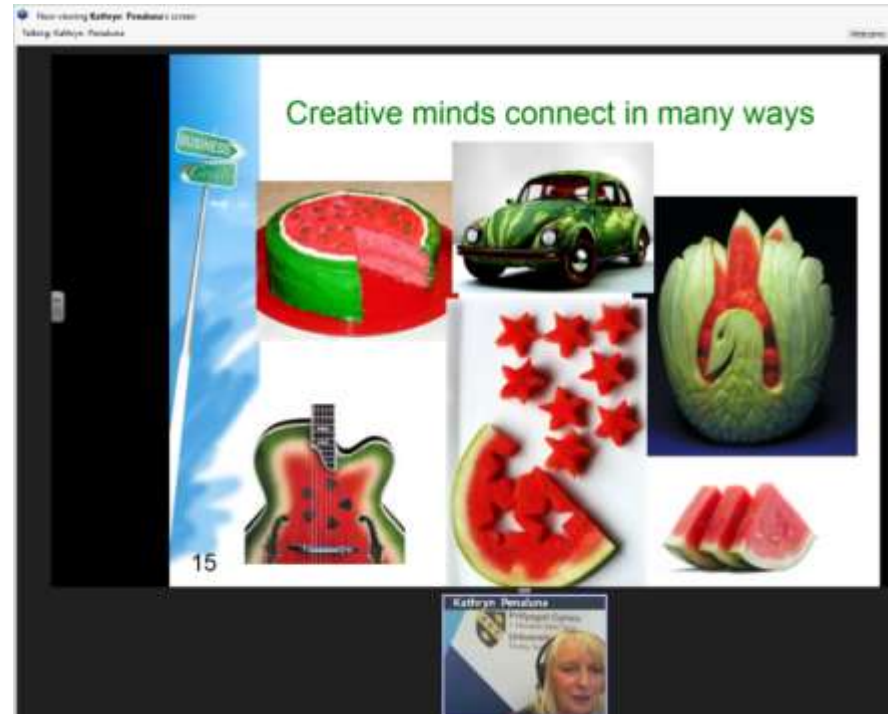
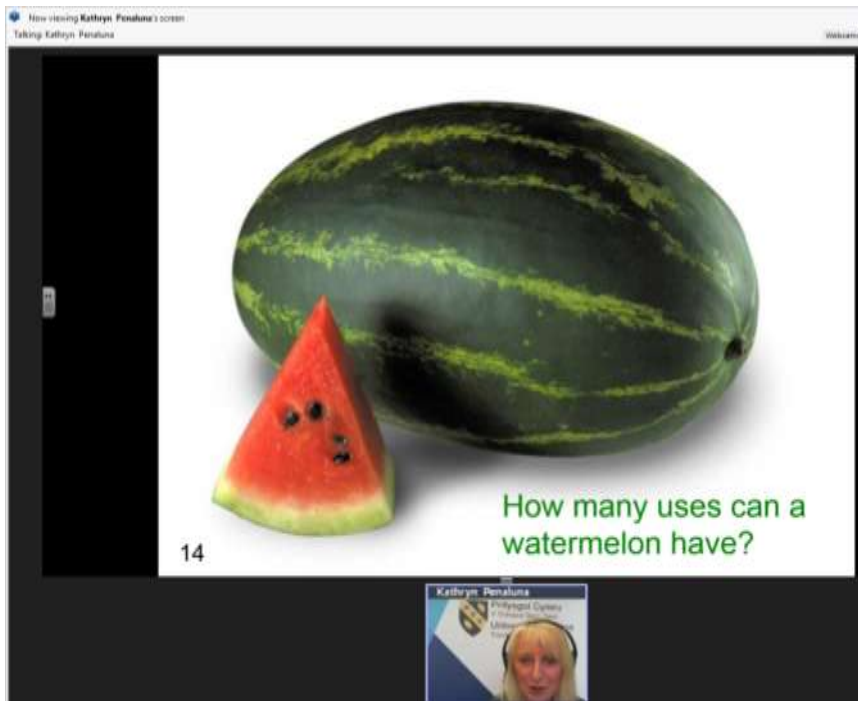


Fare trade - Ethical Dilemma: Buy cheap or expensive blouse?

http://hellenicplatform.org/wp-content/uploads/2016/09/e-book_alileggii.pdf

- **A.** I will protect my pocket! Finally, I will work for the poor Chinese workers, because if you do not buy these products will be left without work! I will be realistic because most buy cheap products and do not care about the moral and environmental consequences. I will save him people; Let governments and the Agency make the right decisions World Trade!
- **B.** I will prefer the exact one and I will still be dearly beloved by my favorite cell phone. Everyone's consumer choices count. **At one time, consumers had boycotted Nike's products because "they contained" child labor. And the company changed practice.** At the same time, I will try to find out if there is a consumer movement against child labor, for fair trade and environmentally sound products. And I will support it. This blouse can also make a "statement" for me, to declare my beliefs. I can also introduce fashion. I will even ask not to wrap my sweatshirt for less packaging and less rubbish in the environment! I'll put it in the bag I had with me anyway today.

Creativity - Δημιουργικότητα



View meeting Kathryn Postoluna's screen
Talking Kathryn Postoluna

What's wrong with the shape?



17

www.bbc.com

Kathryn Postoluna

View meeting Kathryn Postoluna's screen
Talking Kathryn Postoluna

Ideas can add value, and at minimal cost



18

CRISPR NEWS
Square fruit stores Japanese shoppers

Kathryn Postoluna


Now viewing Kathryn Penaluna's screen
Talking Kathryn Penaluna

Creative minds connect in many ways

As a result...

The demand for water melons has exceeded expectations!!!

How can we ever transport them safely all over the world?



16

Kathryn Penaluna
Prifysgol Cymru
Y Gŵyl
Llŷm
Heddi

Strategyzer An online course that will teach you how to map, design, assess, and test Business Models

Watch 6 free preview videos

- Getting started with the Business Model Canvas
- The Business Model In Context
- Competition
- Designing Business Models
- Validating Business Models

<https://strategyzer.com/training/courses/mastering-business-models#preview>

E mail kglarou@sch.gr

Password strategyzer

Starting your business - Create a Business Model

<https://next.canvanizer.com/demo/wA-82vhUOBc>

- Canvanizer tool <https://canvanizer.com/slideshow/wctjCoyjRWeKc>

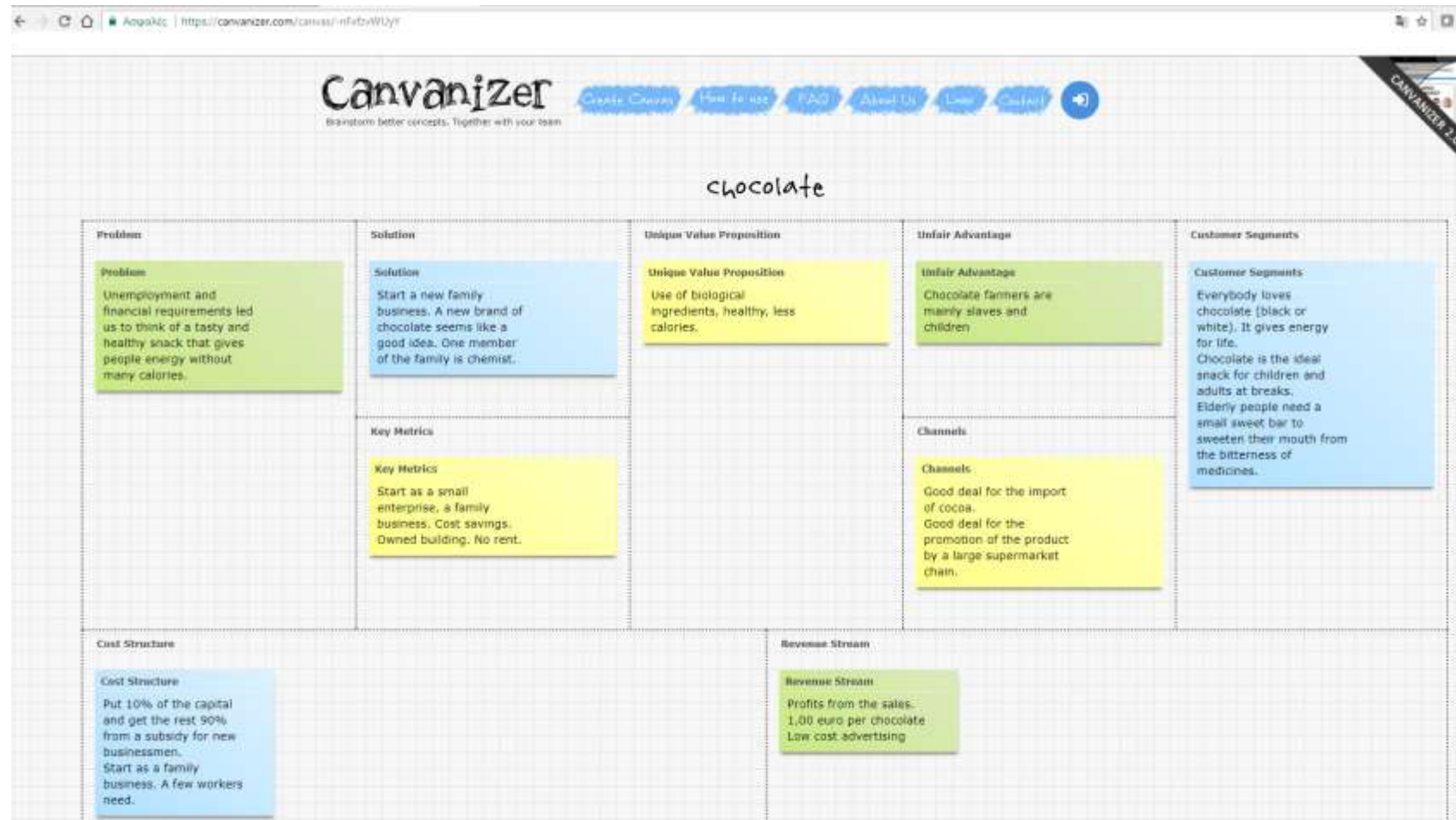
Create Business Model
 (stsiatira@sch.gr) Share Canvas
 Canvas History
 Canvas Settings

<p>Problem ? Insert</p> <p>We have to find a way to earn money We need Money to pay our Extra needs</p>	<p>Solution ? Insert</p> <p>What can we do? Let' s sell something. What? Something that we could make of our ones.</p>	<p>Unique Value Proposition ? Insert</p> <p>What is the value? We all can feel pround of ourselves. We are creative. We are hard working people. We try to solve our problems. We do something that someone else can win also.</p>	<p>Unfair Advantage ? Insert</p> <p>What could go wrong? We are not the only people with needs. We are not the only people that want to sell a product. Why someone will come to us?</p>	<p>Customer Segments ? Insert</p> <p>What a customer needs? Food is always necessary! Food products and mainly the healthy ones are the best. We can sell pies. We can sell traditional handmade pies.</p>
	<p>Key Metrics ? Insert</p> <p>What is the profit? Is everything about Money? Is everything about covering some needs?</p>		<p>Channels ? Insert</p> <p>How our project is going to be famous? We can use the local newspaperers to promote our Project. We can use the local radio to promote our product. We can use Internet to find more customers.</p>	
<p>Cost Structure ? Insert</p> <p>What is the cost? We do not need many money. We are going to choose simple products</p>				<p>Revenue Stream ? Insert</p> <p>Where is the money? As much as we work, as much as we sell so much we are going to earn.</p>

Create a Business Model – example

<https://canvanizer.com/canvas/uKloao-1gDo>

- Canvanizer tool **Chocolate** <https://canvanizer.com/canvas/-nFxfzvWUyY>

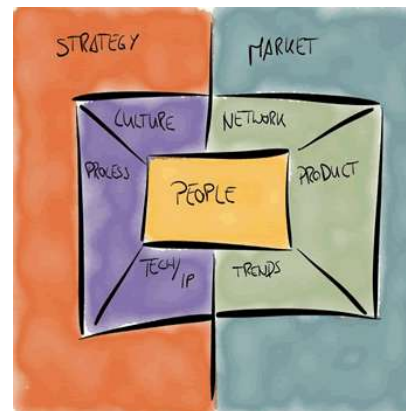


The screenshot shows the Canvanizer website interface with a business model canvas for 'chocolate'. The canvas is divided into several sections:

- Problem:** Unemployment and financial requirements led us to think of a tasty and healthy snack that gives people energy without many calories.
- Solution:** Start a new family business. A new brand of chocolate seems like a good idea. One member of the family is chemist.
- Key Metrics:** Start as a small enterprise, a family business. Cost savings. Owned building. No rent.
- Unique Value Proposition:** Use of biological ingredients, healthy, less calories.
- Unfair Advantage:** Chocolate farmers are mainly slaves and children.
- Channels:** Good deal for the import of cocoa. Good deal for the promotion of the product by a large supermarket chain.
- Customer Segments:** Everybody loves chocolate (black or white). It gives energy for life. Chocolate is the ideal snack for children and adults at breaks. Elderly people need a small sweet bar to sweeten their mouth from the bitterness of medicines.
- Cost Structure:** Put 10% of the capital and get the rest 90% from a subsidy for new businessmen. Start as a family business. A few workers need.
- Revenue Stream:** Profits from the sales. 1,00 euro per chocolate. Low cost advertising.

Business Model examples

- [Canvanizer](https://canvanizer.com/slideshow/wctjCoyjRWeKc) tool <https://canvanizer.com/slideshow/wctjCoyjRWeKc>
- Pie Hour - Group H <https://canvanizer.com/canvas/ndf7cuJdp0c#>
- Dynamic Teachers – Group D <https://canvanizer.com/canvas/as-Fvr06Yik>
- Business Model Canvas Canvanizer 2.0 Demo <https://next.canvanizer.com/demo/wA-82vhUOBc>
- [Canvanizer](https://canvanizer.com/slideshow/wctjCoyjRWeKc) tool <https://canvanizer.com/slideshow/wctjCoyjRWeKc>
- Open Innovation Canvas <https://canvanizer.com/canvas/wHTzLhQyicvD6>
- Lean Canvas <https://canvanizer.com/canvas/wncAzUa287zsM>
 - 1. Problem
 - 2. Solution
 - 3. Unique Value Proposition
 - 4. Unfair Advantage
 - 5. Customer Segments
 - 6. Key Metrics
 - 7. Channels
 - 8. Cost Structure
 - 9. Revenue Stream
 - 10. Brainstorming Space



Open Innovation Canvas

Business Model Canvas

This canvas template is called the "Business Model Canvas" by Alexander Osterwalder

- **Canvanizer 2.0 Demo** <https://next.canvanizer.com/demo/wA-82vhUOBc>
- Follow the steps 1 – 8, to learn how to use Canvanizer.
- **Value Propositions**
 - What value do you provide to your customers?
 - What problems do you help to solve?
 - What needs of your customers do you fulfill?
 - What products or services do you offer to different customer segments?
- **Customer Segments**
- You should have different customer segments if τμήματα πελατών
 - their needs suggest different offers or terms of approaching them
 - they can be reached through different channels
 - they need different relationship types
 - they differ substantially in their economic revenue
 - they have a different payment readiness for different aspects of your offering

Business Model Canvas

- **Channels**

- Channels of communication, distribution and sales are the interfaces between your customers and your company.

Each channel could:

- funnel attribution to you
- act as a touchpoint
- make your products or services available
- create value for your customer
- allow to foster the relationship or offer additional services

- **Customer Relationships**

- What kind of relationships do you have with each customer segment?

Your goals could be:

- acquiring a new customer
- increasing customer retention
- upselling, i.e. opening a new business segment with an existing customer

- Relationships types can be e.g. personal contact, self-servicing, automated through your IT, or from customer to customer, i.e. a customer community. You could even co-create with your customers.

Business Model Canvas

- **Revenue Streams**

- You should add your streams of revenue here. Please note the plural. The initial purchase price of your product or service is never the end. Why not dig deeper? What are your customers really ready to pay for?
 - What do they pay for initially/today?
 - How do they pay right now?
 - How would they like to pay?
 - Are there additional sources of revenue from partners, the eco system or the market in general, if you think out of the box?
 - How important is each in the overall revenue structure?

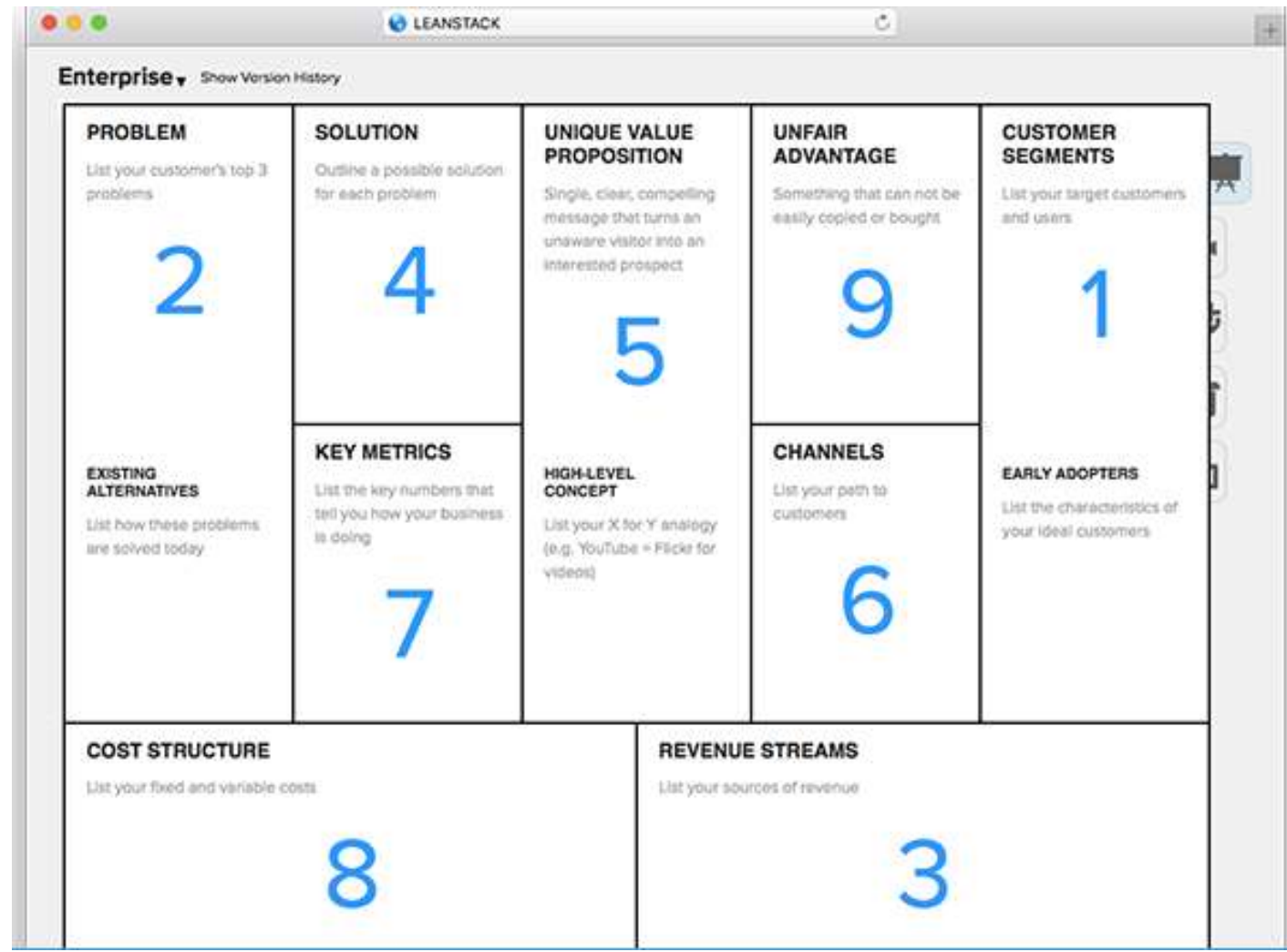
- **Key Resources**

- Here you should focus on the most important resources. This field is closely linked with key partners. It is often a matter of choice if you place a resource as a partner or as an internal key resource
- What key resource do you need
 - for your offer?
 - for your sales channels?
 - for your customer relationships?
 - for your revenue streams?

Business Model Canvas

- **Key Activities**
- What core activities are necessary to establish and maintain our:
 - solutions
 - sales channels
 - customer relationships
 - revenue sources
- **Key Partners**
- Here you should think about different types of partnering relationships:
 - strategic partnering with companies that you are not directly competing with:
 - cooperations amongst competitors based on common goals:
 - joint ventures to start a shared venture:
 - partnering with your suppliers to foster stable ability to create your offering;
- You should think about:
 - Who are your most important partners?
 - Who are your most important suppliers?
 - Which resources do we get or buy from our partners?
 - What activities do our partners provide?
- **Cost Structure**
 - What are the most relevant cost blocks in our business model?
 - What resources are driving most of the costs?
 - Which of the activities are driving most of the costs?

Lean Canvas



Games/Gamefication

- We can Create a Game like **The Creax**, a Game of BuonLavoro - C.N.A. Rimini by Primula Lucarelli and Silvia Morotti

C.N.A. Technical Chamber

- **Occupations/ΕΠΑΓΓΕΛΜΑΤΑ**

"Aesthetic" performs special body and face treatments using:

- (a) the ability of the hands
- (b) machinery

c) both

- **Skills/Qualification/ΚΑΤΑΡΤΙΣΗ**

A technical machine developer can still deal with:

- a) Production programmer
- b) computer systems developer (who produces software for businesses)

c) both

- **Enterprise/ΕΠΙΧΕΙΡΗΣΗ**

Hotel and bathroom installation company: Which business is craft?

- a) the hotel
- b) the bathroom installer**
- c) both



4 ways to use Storytelling to build your enterprise

<https://app.edu.buncee.com/>

Use the Buncee web 2.0 tool to tell your story.

For each prompt below, fill in three answers that can spark a story.

Three critical problems I've solved for customers are...

1. _____
2. _____
3. _____

Three things that inspired me to go into business are...

1. _____
2. _____
3. _____

Three ways I'm different from my competitors are...

1. _____
2. _____
3. _____

"Three "heroes" among my customers are...

1. _____
2. _____
3. _____



ICT and WEB 2.0 tools

- [Google Forms](https://docs.google.com/forms/d/1KnBK_322rilh8lkTq6XMBsb-GG9fROJryl7ac8BZwYY/viewform?edit_requested=true) https://docs.google.com/forms/d/1KnBK_322rilh8lkTq6XMBsb-GG9fROJryl7ac8BZwYY/viewform?edit_requested=true
- Answergarden for brainstorming <https://answergarden.ch/614946#>
- the 30 Circle Challenge https://s3-eu-west-1.amazonaws.com/sh-petershillprimary-org/media/images/large/30_Circles_Challenge-2.jpg
- [padlet](https://padlet.com/create?back=1) <https://padlet.com/create?back=1>
- Template [Realise your vision](#)
- Template [Opportunity business model](#)
- [Smore](#) for presentation <https://www.smore.com/>
- [Tricider](#) for Polls <http://www.tricider.com/brainstorming/2hb4P7anIOd>
- The Six Thinking Hats of De Bono
- [The Empathy Map](#) <https://docs.google.com/drawings/d/1IXxZwISoSWySYU5CsPOs8yf4wsUW0S8Qo5kshCVeY5I/edit>
- [Strategyzer](#) Business Model Canvas
- [Canvanizer](#) to create a Business Model
- [Canvanizer](#) tool
- [Open Innovation Canvas](#)
- [Lean Canvas](#)
- [Buncee](#) for Storytelling

videos & presentations

- Putting your skills and mindset to work for you

<https://youtu.be/IHY6alTXsAA>

- How to develop entrepreneurial mindset

<https://www.slideshare.net/lohynova/how-to-develop-entrepreneurial-mindset>

Work life skills and entrepreneurial mindse

https://youtu.be/okJmVH_zKpQ

- Visualizing Your Business Model

<https://youtu.be/wlKP-BaC0jA>

- You Might Be an Entrepreneur If...

<https://www.slideshare.net/AmyChenWrites/you-mightbeanentrepreneurif-34737896>

Some tips

- *"I cannot teach anybody anything. I can only make them think"*
Socrates
- *"The only way to do your job is to do what you love"*
Steve Jobs
- *"Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."*
- *In business "there are no countries, there are markets"*
- *You need 50 ideas to get 10 projects of which 2 will be successful.*
(Simon Colbeck suggests that in his experience only 2 out of every 50 innovative ideas prove to be successful).

Some tips

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Entrepreneurial mind-set

A mindset is a group of thoughts and reactions, that come together to create the whole. (Επιχειρηματικό πνεύμα)

- Next step is to help students develop entrepreneurial attitudes, skills and knowledge to turn their ideas into action.



The ‘Big 13’ Enterprise Skills are:

- Risk Management Διαχείριση κινδύνου
- Positive Attitude Θετική στάση
- Creativity and Innovation Δημιουργικότητα και Καινοτομία
- Product and Service Design Σχεδίαση προϊόντων και υπηρεσιών
- Teamwork Ομαδική εργασία
- Leadership Ηγεσία
- Problem Solving Επίλυση προβλήματος
- Organising and Planning Οργάνωση και προγραμματισμός
- Effective Communication Αποτελεσματική επικοινωνία
- Initiative Πρωτοβουλία
- Financial Literacy Γνώση οικονομικών
- Ethical Decision Making Ηθική λήψη αποφάσεων
- Negotiating and Influencing Διαπραγμάτευση και επηρεασμός
<http://www.mc4c.co.uk/the-big-13/>



Where do we start???

Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management Διαχείριση ανθρώπων
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility Γνωστική ευελιξία

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

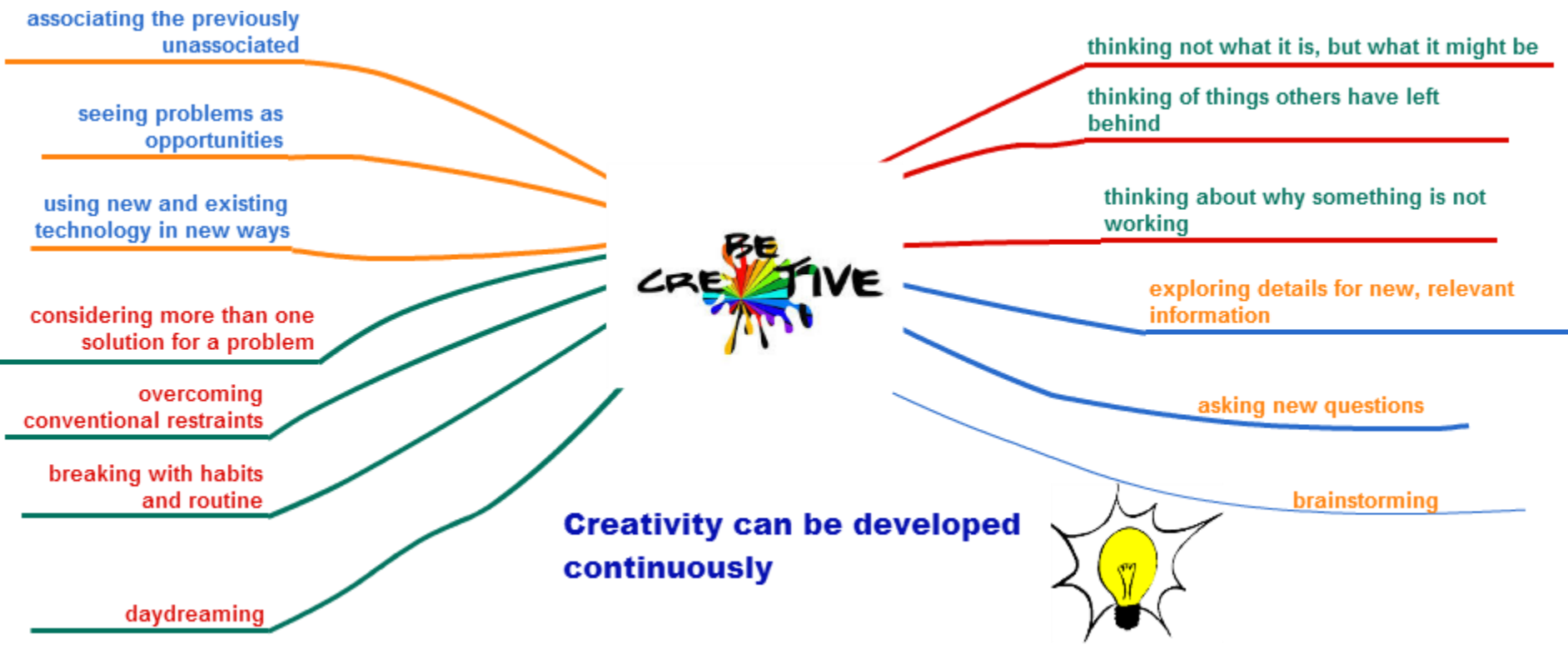


Entrepreneurial skills

- Young people need entrepreneurial **skills** for life and work. We can create **hypothetical scenarios** and ask for a solution from each group.



Be creative

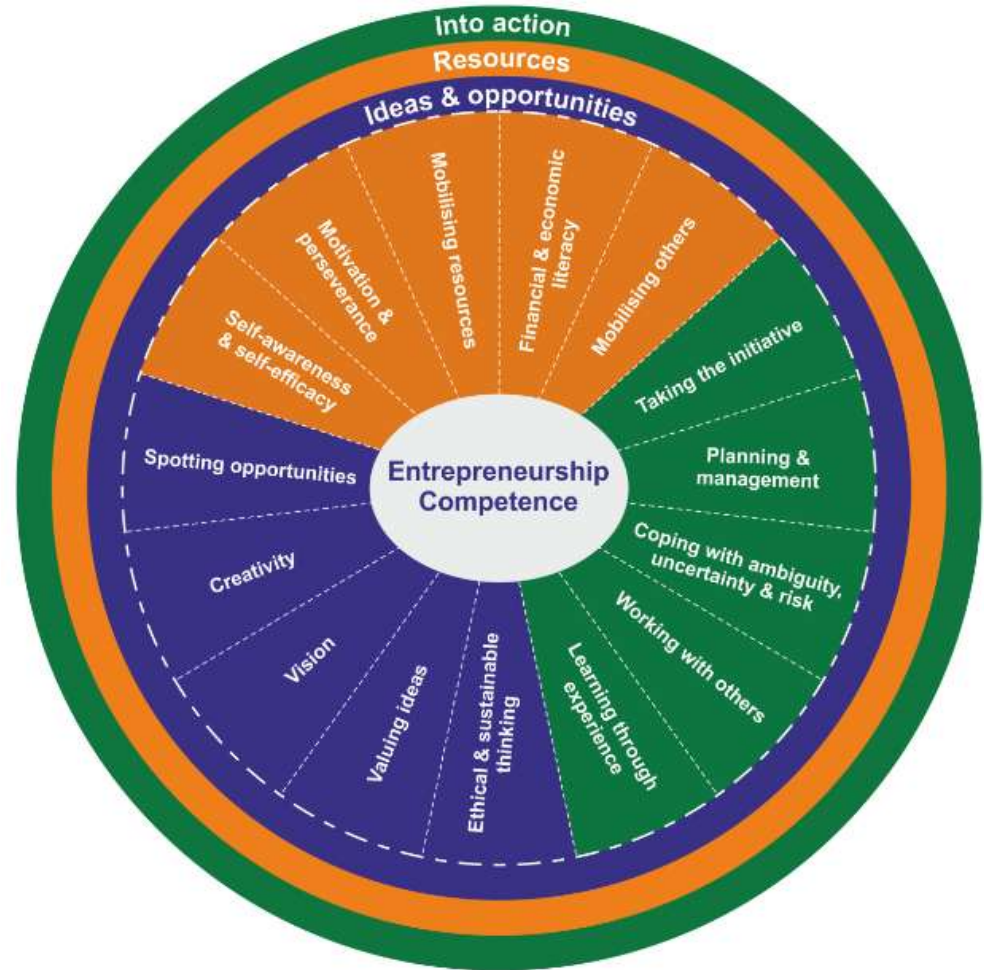


EntreComp: The Entrepreneurship Competence framework

EntreComp was developed during 18 months of research involving experts from all over Europe, to take into account the many different perspectives and developments in different countries.

It is made up of **three competence areas and 15 competences** as illustrated in the figure below. It is intended as guidance to help different people – educators, policy makers, employers, and others – develop and assess the competence of those they work with and are responsible for.

www.schooleducationgateway.eu



ΤΟ ΠΛΑΙΣΙΟ ΕΠΙΧΕΙΡΗΜΑΤΙΚΗΣ ΙΚΑΝΟΤΗΤΑΣ

A virtual complaint scenario



HOW TO MANAGE Negative SOCIAL MEDIA COMMENTS

Your company has been tagged in a message written by an angry customer. How do you proceed?

- 1 MESSAGE RECEIVED**
Read the message carefully. What is the root of the problem? How can you help?
- 2 TAKE A SCREENSHOT**
It's a good idea to document the message. It can be used for training or to share with a co-worker who might want to follow up.
- 3 DON'T DELETE**
Remain transparent with your audience. Deleting messages rather than addressing them head-on conveys you might have something to hide.

PRO TIP
Sometimes, inappropriate comments need to be deleted. If you find a comment to be derogatory, exercise your own judgment or refer to your organization's code of conduct.



- 4 DON'T DELAY**
Timeliness is key here. Most social users expect to see a response within 1 hour. If necessary, follow up with the relevant departments to give your customer a satisfactory answer.
- 5 RESPOND**
Send your response. If possible, provide an apology and a solution. This is your opportunity to turn a disgruntled customer into a brand evangelist!
- 6 KEEP YOUR COOL**
Draft your response. Remember the basics of good customer service. Your response will be judged not only by the user you're conversing with, but by all your followers.

PRO TIP
Re-read your final draft before sending. Ask yourself if you'd feel comfortable saying it to a customer's face.

MONITOR
Congratulations! You've just managed your first negative social media comment. But just because you've addressed your customer's issue doesn't mean your job is done! Continue to monitor your social spaces to track any activity that happens after you've done your part.

www.BeDigitalGiants.com

Marketing

9 OF THE STRONGEST WORDS IN MARKETING

You Marketing is ALL about the consumer.	Free Who can resist a freebie?	Because Show the consumer WHY they need it.
Risk-free The consumer feels secure giving you their money.	Secret Everyone wants in on a special tip, trick or deal.	Instantly Promises a quick payoff for their time/money.
Limited time Creates a sense of urgency.	Easy No one wants to deal with a hassle.	Don't miss Capitalizes on fear of missing out.

Use them to make your copywriting stronger, clearer and more compelling.

www.tamibrehse.com

Digital Marketing

- Online opportunities
- Create your online presence
- See how Search works
- Take advantage of search
- Improve SEM campaigns
- Ensure success with analytics
- Help nearby people find you online
- Learn more about social media
- Take advantage of mobiles
- Learn more about display ads
- Get the most out of your videos
- Increase your online sales
- Make the first steps to get to the internet
- Use email marketing
- Make sure searches lead to you
- Draw attention with Search Engine Marketing (SEM)
- Start with analytics
- Become known locally
- Advertise on social media
- Get to know the potential of mobile phones
- Advertise on other websites
- Extend to foreign markets
- Create your own online store

Marketing

https://gallery.mailchimp.com/89b254f837ef016a6a6f99e6f/files/Ultimate_Guide_checklist.pdf

- **Ultimate Marketing Checklist**

- ◆ Create a website or landing page
- ◆ Market on Instagram
- ◆ Hold a giveaway
- ◆ Write an influencer post
- ◆ Join the conversation on Twitter
- ◆ Join Twitter chats
- ◆ Pin to Pinterest
- ◆ Get involved with Facebook groups
- ◆ Interact on Reddit
- ◆ Do content marketing
- ◆ Be cited as an expert
- ◆ Optimize your site for search engines
- ◆ Answer questions on Quora
- ◆ Create an influencer post
- ◆ Earn Shares with ViralContentBuzz
- ◆ Snapchat it up
- ◆ Pitch your story to the press
- ◆ Join Google+ circles
- ◆ Build your email list
- ◆ Offer free trials
- ◆ Piggy-back on someone else’s audience
- ◆ Create guest posts
- ◆ Make YouTube videos

- ◆ Post to forums
- ◆ Enlist bloggers for reviews
- ◆ Attend networking events
- ◆ Pass out fliers
- ◆ Hang door hangers
- ◆ Stuff mailboxes
- ◆ Arrange trades with other small business owners
- ◆ Send handwritten notes
- ◆ Host a lunch/coffee/cocktail hour for other small business owners
- ◆ Get your face out there
- ◆ Set up a referral program
 - ◆ Ask for help
- ◆ Host a class or seminar
- ◆ Pound the pavement

- **The 5 Tactics I’m Going To Start With Are...**

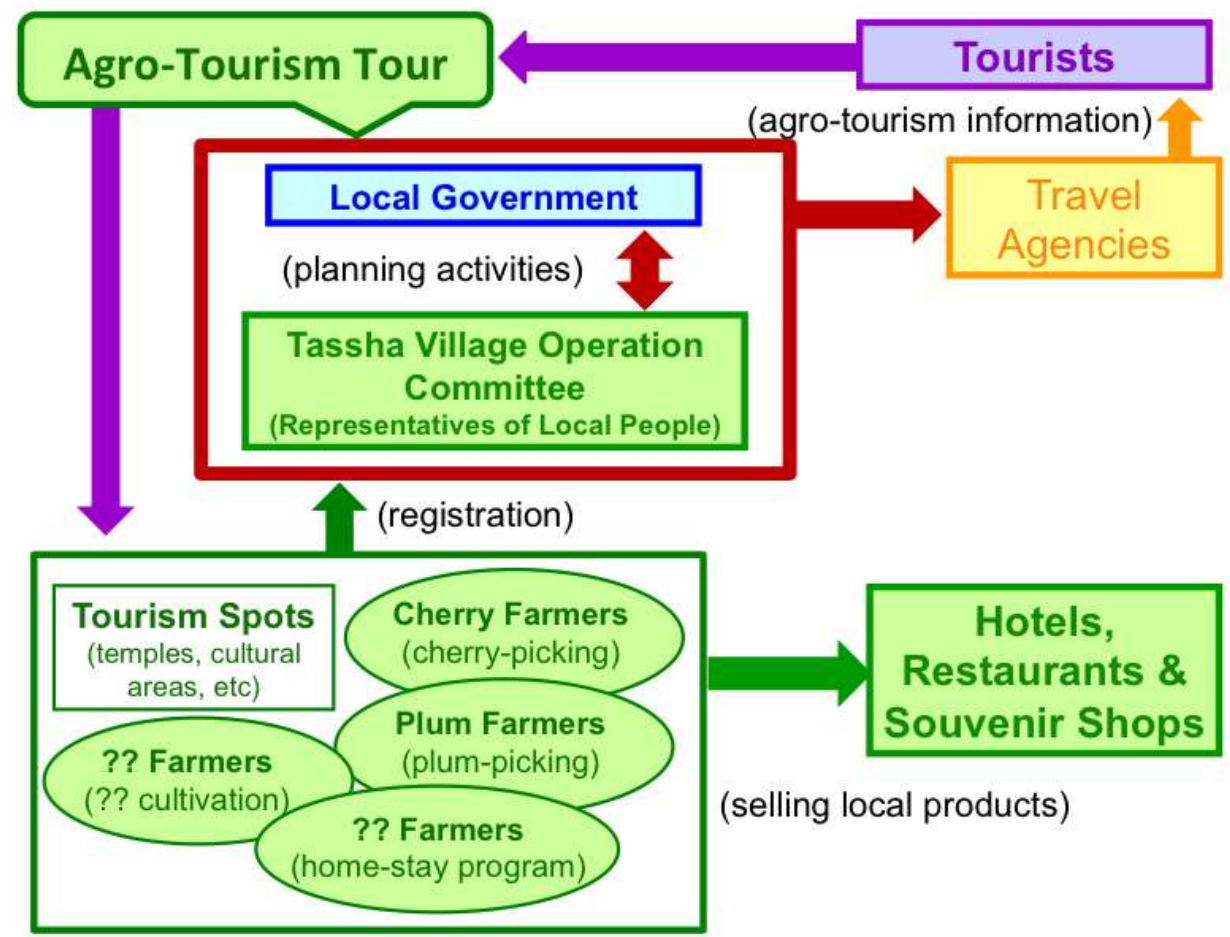
1. _____
2. _____
3. _____
4. _____
5. _____

Tourism Issue

1. International tourists bring **foreign currency** into the host country. Tourism is a major foreign currency earner for many countries of the South.
2. **Package holidays** have become a major form of international tourism.
3. Entertainments based on **traditional culture** are often presented for tourists at international hotels.
4. Some governments offer **investment incentives** to tourism developers and operators. These may include tax incentives, speeding up import licenses and the purchase of land, guaranteeing labour availability and pay rates.
5. Tourism generates **costs** for the host country, including infrastructure (roads, power, water, etc.), interest on loans, profits to overseas operators, building and maintenance, and imports used in tourism operations. Some forms of tourism have greater import **demands** than others (eg. international hotels compared with guest house accommodation).
6. Tourist spending is multiplied as it passes through various parts of the **economy**, though because of import effects the multiplier in countries of the South is less than in the developed world.
7. Tourist **tastes** (e.g. for clothing, consumer goods, and even values) are often taken up by local inhabitants in what is called the ‘demonstration effect’.
8. Tourism increases the demand for **agricultural produce and local crafts**.
9. Tourism development can diversify the **economies** of countries that may have previously been reliant on primary or extractive industries, which are subject to the fluctuation and, in some cases, the general decline of commodity prices.
10. Tourism development is less dependent on **high technology**, and the returns in terms of profits and employment are more immediate than many other forms of development.
11. Tourism is
12. Tourism development is usually very concentrated in a few **small areas**. Typically, this leads to particularly strong growth in capital cities.
13. **Employment** in the tourism industry is often seasonal, and direct employment in hotels, and the like, is mainly for the young and unskilled.
14. **Tourism is the world’s largest growth industry.**

Investment incentives επενδυτικά κίνητρα

Start a business - Agro tourism



Vocabulary

English	Italian	Dutch	Spanish	Greek
Good morning	Buongiorno	Goedemorgen	Buenos días	Kalimera
Hello	Ciao	Hallo	Hola	Geia sas
Good evening	Buonasera	Goedenavond	Buenas tardes	Kalispera
Good night	Buona notte	Goede nacht	Buenas noches	Kalinychta
Thank you	Grazie	Dank je	Gracias	Efcharisto
You are welcome	Prego	Alstublieft	De nada	Parakalo
Please	per favore	alsjebliet	Por favor	Sas parakalo
Excuse me	Scusami	Excuseer mij	Disculpe	Me sygxoreite
Water	acqua	Water	Agua	Nero
Bread	Pane	Brood	Pan de molde	Psomi
Milk	latte	Melk	Leche	Gala
Father	Padre	Vader	Padre	Pateras
Mother	Madre	Moeder	Madre	Mitera
Brother	Fratello	Broer	Hermano	Adelfos
Sister	Sorella	Zus	Hermana	Adelfi
Friend	amico	Vriend	Amigo	Filos
Friend	amica	Vriend	Amiga	Fili
Classmate	compagno di scuola	Schoolmakker	Compañero de clase	Symmathitis
School	scuola	School	Colegio	Scholeio
Gym	Palestra	Fitnesscentrum	Gimnasio	Gymnastirio
Bus	Autobus	Bus	Autobús	Leoforeio
Bicycle	Bicicletta	Fiets	Bicicleta	Podilato
Car	Auto	Auto	Coche	Autokinito
Glass	Bicchiere	Glas	Vaso	Potiri
Fork	Forchetta	Vork	Tenedor	Pirouni
Spoon	Cucchiaio	Lepel	Cuchara	Koutali
Knife	Coltello	Mes	Cuchillo	Macheri
Napkin	Tovagliolo	Servet	Servilleta	Chartopetseta

Vocabulary

English	Italian	Dutch	Spanish	Greek
Good morning	Buongiorno	Goedemorgen	Buenos días	ΚΑΛΗΜΕΡΑ
Hello	Ciao	Hallo	Hola	ΧΑΙΡΕΤΕ
Good evening	Buonasera	Goedenavond	Buenas tardes	ΚΑΛΗΣΠΕΡΑ
Good night	Buona notte	Goede nacht	Buenas noches	ΚΑΛΗΝΥΧΤΑ
Thank you	Grazie	Dank je	Gracias	ΕΥΧΑΡΙΣΤΩ
You are welcome	Prego	Alstublieft	De nada	ΠΑΡΑΚΑΛΩ
Please	per favore	alsjeblijft	Por favor	ΣΑΣ ΠΑΡΑΚΑΛΩ
Excuse me	Scusami	Excuseer mij	Disculpe	ΜΕ ΣΥΓΧΩΡΕΙΤΕ
Water	acqua	Water	Agua	ΝΕΡΟ
Bread	Pane	Brood	Pan de molde	ΨΩΜΙ
Milk	latte	Melk	Leche	ΓΑΛΑ
Father	Padre	Vader	Padre	ΠΑΤΕΡΑΣ
Mother	Madre	Moeder	Madre	ΜΗΤΕΡΑ
Brother	Fratello	Broer	Hermano	ΑΔΕΛΦΟΣ
Sister	Sorella	Zus	Hermana	ΑΔΕΛΦΗ
Friend	amico	Vriend	Amigo	ΦΙΛΟΣ
Friend	amica	Vriend	Amiga	ΦΙΛΗ
Classmate	compagno di scuola	Schoolmakker	Compañero de clase	ΣΥΜΜΑΘΗΤΗΣ
School	scuola	School	Colegio	ΣΧΟΛΕΙΟ
Gym	Palestra	Fitnesscentrum	Gimnasio	ΓΥΜΝΑΣΤΗΡΙΟ
Bus	Autobus	Bus	Autobús	ΛΕΩΦΟΡΕΙΟ
Bicycle	Bicicletta	Fiets	Bicicleta	ΠΟΔΗΛΑΤΟ
Car	Auto	Auto	Coche	ΑΥΤΟΚΙΝΗΤΟ
Glass	Bicchiere	Glas	Vaso	ΠΟΤΗΡΙ
Fork	Forchetta	Vork	Tenedor	ΠΙΡΟΥΝΙ
Spoon	Cucchiaio	Lepel	Cuchara	ΚΟΥΤΑΛΙ
Knife	Coltello	Mes	Cuchillo	ΜΑΧΑΙΡΙ
Napkin	Tovagliolo	Servet	Servilleta	ΧΑΡΤΟΠΕΤΣΕΤΑ

Starting your business

- [Canvanizer](https://canvanizer.com/slideshow/wctjCoyjRWeKc) tool <https://canvanizer.com/slideshow/wctjCoyjRWeKc>



Workers for NIKE



**But let's look at the existing
business model.**

Circular economy Κυκλική οικονομία

Reduce - Reuse - Recycle

Do not throw it away ... Give it away!

CIRCULAR ECONOMY



The Six Thinking Hats of De Bono

The Six Hats:



The White Hat:
calls for information known or needed.
"The facts, just the facts."



The Yellow Hat:
symbolizes brightness and optimism. You can explore the positives and probe for value and benefit



The Black Hat:
signifies caution and critical thinking - do not overuse! Why something may not work



The Green Hat:
focuses on creativity, possibilities, alternatives and new ideas. It is an opportunity to express new concepts and new perceptions - lateral thinking could be used here

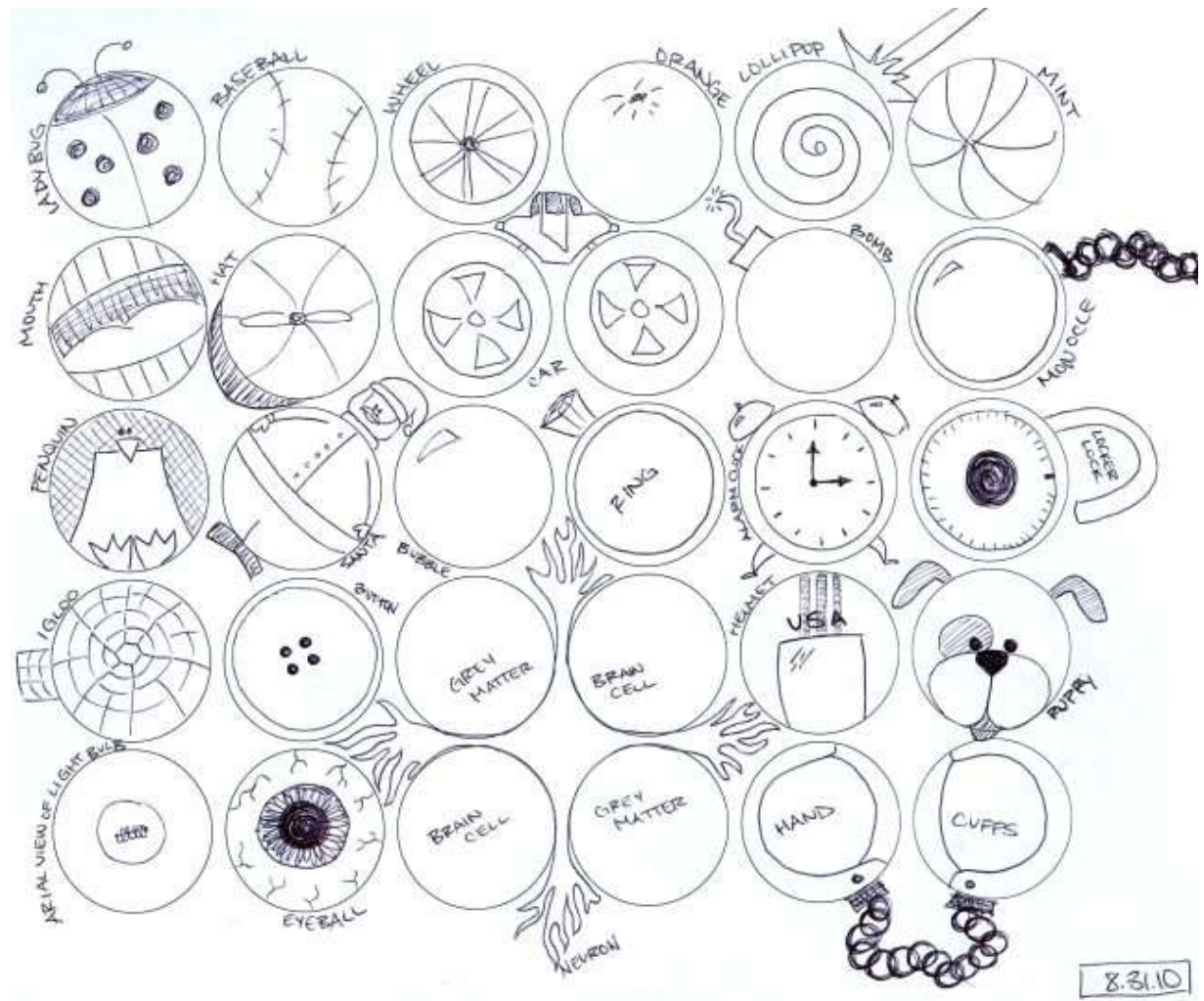


The Blue Hat:
is used to manage the thinking process. It ensures that the 'Six Thinking Hats' guidelines are observed.



The Red Hat:
signifies feelings, hunches and intuition - the place where emotions are placed without explanation

30 Circles Challenge example



33 Questions That Were Asked at Apple Job Interviews

<http://time.com/4122588/apple-job-interview-questions/>

[Apple](#) is known for being one of the most challenging and exciting places to work, so it's not surprising to learn that getting a job there is no easy task. Like [Google](#) and other big tech companies, Apple asks both technical questions based on your past work experience and some mind-boggling puzzles. We combed through [recent posts on Glassdoor](#) to find some of the toughest interview questions candidates have been asked.

- 1. “Explain to an 8 year old what a modem/router is and its functions.” — At-Home Advisor candidate
- 2. “Who is your best friend?” — Family Room Specialist candidate
- 3. “If you have 2 eggs, and you want to figure out what’s the highest floor from which you can drop the egg without breaking it, how would you do it? What’s the optimal solution?” — Software Engineer candidate
- 4. “Describe an interesting problem and how you solved it.” — Software Engineer candidate
- 5. “How many children are born every day?” — Global Supply Manager candidate
- 6. “You have a 100 coins laying flat on a table, each with a head side and a tail side. 10 of them are heads up, 90 are tails up. You can’t feel, see or in any other way find out which side is up. Split the coins into two piles such that there are the same number of heads in each pile.” — Software Engineer candidate
- 7. “Describe yourself, what excites you?” — Software Engineer candidate
- 8. “If we hired you, what do you want to work on?” — Senior Software Engineer candidate
- 9. “There are three boxes, one contains only apples, one contains only oranges, and one contains both apples and oranges. The boxes have been incorrectly labeled such that no label identifies the actual contents of the box it labels. Opening just one box, and without looking in the box, you take out one piece of fruit. By looking at the fruit, how can you immediately label all of the boxes correctly?” — Software QA Engineer candidate
- 10. “Scenario: You’re dealing with an angry customer who was waiting for help for the past 20 minutes and is causing a commotion. She claims that she’ll just walk over to [Best Buy](#) or the [Microsoft](#) Store to get the computer she wants. Resolve this issue.” — Specialist candidat

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- 11. “How would you breakdown the cost of this pen?” — Global Supply Manager candidate
- 12. “A man calls in and has an older computer that is essentially a brick. What do you do?” — Apple Care At-Home Consultant candidate
- 13. “Are you smart?” — Build Engineer candidate
- 14. “What are your failures, and how have you learned from them?” — Software Manager candidate
- 15. “Have you ever disagreed with a manager’s decision, and how did you approach the disagreement? Give a specific example and explain how you rectified this disagreement, what the final outcome was, and how that individual would describe you today.” — Software Engineer candidate
- 16. “You put a glass of water on a record turntable and begin slowly increasing the speed. What happens first — does the glass slide off, tip over, or does the water splash out?” — Mechanical Engineer candidate
- 17. “Tell me something that you have done in your life which you are particularly proud of.” — Software Engineering Manager candidate
- 18. “Why should we hire you?” — Senior Software Engineer candidate
- 19. “Are you creative? What’s something creative that you can think of?” — Software Engineer candidate
- 20. “Describe a humbling experience.” — Apple Retail Specialist candidate
- 21. “What’s more important, fixing the customer’s problem or creating a good customer experience?” — Apple At Home Advisor candidate
- 21. “Why did Apple change its name from Apple Computers Incorporated to Apple Inc.?” — Specialist candidate
- 22. “You seem pretty positive, what types of things bring you down?” — Family Room Specialist candidate

33 Questions That Were Asked at Apple Job Interviews

<http://time.com/4122588/apple-job-interview-questions/>

- 23. “Show me (role play) how you would show a customer you’re willing to help them by only using your voice.” — College At-Home Advisor candidate
- 24. “What brings you here today?” — Software Engineer candidate
- 25. “Given an iTunes type of app that pulls down lots of images that get stale over time, what strategy would you use to flush disused images over time?” — Software Engineer candidate
- 26. “If you’re given a jar with a mix of fair and unfair coins, and you pull one out and flip it 3 times, and get the specific sequence heads heads tails, what are the chances that you pulled out a fair or an unfair coin?” — Lead Analyst candidate
- 27. “What was your best day in the last 4 years? What was your worst?” — Engineering Project Manager candidate
- 28. “When you walk in the Apple Store as a customer, what do you notice about the store/how do you feel when you first walk in?” — Specialist candidate
- 29. “Why do you want to join Apple and what will you miss at your current work if Apple hired you?” — Software Engineer candidate
- 30. “How would you test your favorite app?” — Software QA Engineer candidate
- 31. “What would you want to do 5 years from now?” — Software Engineer candidate
- 32. “How would you test a toaster?” — Software QA Engineer candidate
- This [article](#) originally appeared on [Business Insider](#)

Vocabulary connected with work

- Primary - Secondary - Tertiary sector
- Employee - Unemployed
- Good - Service
- Autonomous work - Dependent work
- Full time – Part time work
- Partner
- Apprenticeship work Μαθητευόμενη εργασία
- Qualifications - Education - Training Επιμόρφωση
- Social enterprise - Digital enterprise
- Technical Chamber Τεχνικό Επιμελητήριο

Social Enterprise: Turning Ideas into Action

- Idea validation
- Technology and social innovation
- Business models for social enterprises
- Tools to develop a business model
- Building a team
- The core components of marketing
- Pitching a business idea
- Connecting and networking
- Funding sources for social enterprise
- Social enterprise legal structures

<https://www.futurelearn.com/courses/social-enterprise-idea-action/>

Students' group

<https://vimeo.com/251835699>

	First name	Class
1	Panagiotis	A1
2	Stavros	A1
3	Adreas	A1
4	Florian	A1
5	Vassilis	B2
6	Antonis	A2

7	Katerina	A1
8	Maria	A1
9	Hlektra-loanna	B1
10	Nicki	B1
11	Ioanna-Maria	B1
12	Evangelia	B1
13	Constantina	A1

14	Micheliana	A1
15	Evangelia	A2
16	Christina	B2
17	Evangelia	A2
18	Emmanouela	B2
19	Sophia	B2
20	Margarita	B2

