



Fostering green and social entrepreneurship  
in school education through a virtual  
business environment

WP4

“Inspiring Stories”



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## Introduction

Welcome to the "Inspiring Stories" work package, which promises to be an additional piece of information designed to enhance students' entrepreneurship education through selected paradigms. This work package represents a substantial component of the Green and Social StartUps project, focused on highlighting inspiring examples of entrepreneurship with a profound commitment to sustainability and social responsibility.

Nowadays, schools and universities, like the labor market, have become global, technological, innovative, and competitive, and are facing the need for an educational transition to more entrepreneurial-based training. Indeed, educational curricula need to respond to the needs of a knowledge-based economy to prepare students with the necessary competencies, not only locally but globally, too. Keep in mind that the "Green and SocialUps" projects envisage providing a solid structure for teachers and students to initiate new ventures, both intellectual and commercial, where the mindset of constructive complementarities will be paramount.

Although it is incredibly challenging to determine what good practice is and to identify the criteria due to the complexity of the terms "good" and "practice", which involves a complex system of values and biased judgments, in this work package we have approached entrepreneurs with various starting points and background, with the aim via a set of specific questions to come closer to the concept of good inspiring practices, whilst keeping in mind that there are no universal practices and all good practices are considered to be so in specific contexts and under certain conditions and no good practices are "good" in all their components or elements. Therefore, we included 5 eligibility criteria as a base to select some "good practices", with the ultimate goal of exploiting these practices as examples for our target groups, namely the teachers and the students, respectively.

## Target Groups

**Teachers** are a pivotal target group for the "Virtual Entrepreneurship for a Sustainable World" curriculum. As educators and facilitators, they play a critical role in bringing the curriculum's content to life. The curriculum is designed to empower teachers with a rich array of resources, including comprehensive activities and lesson plans, interactive teaching aids, and assessment tools. These resources are tailored to help teachers effectively convey complex concepts of entrepreneurship,

sustainability, and social responsibility in a manner that resonates with and engages students. The curriculum also supports teachers in their professional development, offering them new perspectives and methodologies in teaching, particularly in integrating real-world issues with classroom learning. It encourages teachers to not just impart knowledge, but to inspire, guide, and mentor students in exploring and understanding the role of entrepreneurship in addressing contemporary global challenges.

**Students**, specifically those in middle and high school, are the primary beneficiaries of the "Virtual Entrepreneurship for a Sustainable World" curriculum. This curriculum aims to enlighten and engage students by introducing them to the fundamentals of entrepreneurship through the lens of environmental stewardship and social responsibility. It is structured to stimulate their curiosity, creativity, and critical thinking skills, encouraging them to ponder and propose solutions to real-world problems. By participating in this curriculum, students are expected to gain theoretical knowledge about entrepreneurship, practical skills, and a strong ethical foundation, essential in today's rapidly evolving and interconnected world. The curriculum's blend of theoretical learning and practical application is designed to be accessible and engaging for students from diverse backgrounds, ensuring inclusivity and equal learning opportunities for all.

### Learning Objectives for Students

By covering all the educational resources and activities, students will:

- ✓ Understand entrepreneurship's fundamental principles and dynamics, including its role and impact on the economy and society.
- ✓ Cultivate an entrepreneurial mindset, characterized by creativity, innovation, resilience, and adaptability, along with a proactive approach to problem-solving and opportunity identification.
- ✓ Comprehend the importance of sustainability in business, learning how entrepreneurial activities can contribute to environmental conservation and sustainable practices.
- ✓ Gain insight into the concept and role of social entrepreneurship in addressing social issues, including case studies of successful initiatives.
- ✓ Recognize the challenges and opportunities for entrepreneurship among underrepresented and disadvantaged groups, fostering empathy and inclusivity in business practices.

- ✓ Develop practical entrepreneurial skills, such as ideation, business planning, market analysis, and the execution of business ideas.
- ✓ Enhance critical thinking and problem-solving abilities, applying these skills to evaluate business scenarios, sustainability issues, and practical projects.
- ✓ Improve communication and collaboration skills within a business context, focusing on effective teamwork and leadership development.
- ✓ Understand the ethical implications of business decisions and the importance of social responsibility in entrepreneurship.
- ✓ Apply theoretical knowledge to real-world scenarios, assessing the social and environmental impact of entrepreneurial activities.

By achieving these objectives, students will be well-prepared not only for entrepreneurial ventures but also for responsible citizenship in a global community. In other words, they will be equipped with the tools and mindset to create, innovate, and lead in a way that harmoniously blends business success with social and environmental stewardship.

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## 1. Practical Eligibility Criteria for Green and Social Entrepreneurship

Changing the traditional entrepreneurial mindset to Green and social entrepreneurship requires a substantial change in mindset—a sustainable and socially inclusive orientation. This involves approaching your business through a lens where every decision is considered for its economic impact and environmental and social implications.

### Criterion 1 - Committing to Green Practices and Developing Sustainable Products

The fundamental pillar of any “ Green and Social “ entrepreneurship is its commitment to relevant practices. This commitment must include tangible actions, which means integrating sustainability into every aspect of the business, from product design to supply chain management, and making decisions that prioritize social responsibility. One of the most direct ways to showcase this commitment is through the development of sustainable products. Focusing on sustainable products not only helps in preserving future generations but also taps into a growing market of environmentally conscious consumers.

### Criterion 2 - Exploring New Markets

Nowadays, the concept of “ Green and Social “ entrepreneurship cannot be seen without venturing into new markets. These markets are proliferating due to the growing and constant demand for green products and social services. Thus, within this framework, “ Green and Social “ entrepreneurship can not only benefit society but also discover profitable opportunities that were previously untapped.

### Criterion 3 - Emphasizing Social Responsibility and Community Engagement

Social responsibility holds promise as a key element of “ Green and Social “ entrepreneurship. This involves ensuring that the implemented business practices are not only environmentally friendly but also beneficial to society. The latter includes fair labor practices, broad community engagement, and initiatives that benefit society and contribute to a sustainable future.

### Criterion 4 - Continuous Learning and Improvement

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The concept of “Green and Social” entrepreneurship demands lifelong learning, novelty, and continuous improvement. Therefore, all the involved partners should be aware of the latest trends in sustainability, open to feedback, and, most importantly, willing to adapt and evolve.

### Criterion 5 - Inspiring Future Generations

It is of paramount importance that “Green and Social” entrepreneurship comprehends that this kind of entrepreneurship envisages setting a precedent for future generations. Having said this, it is about building a legacy that goes beyond profits and contributes to a greener planet and society.

## 2. Suggested Questions for Green & Social Entrepreneurs

### 2.1. What Inspired Your Entrepreneurial Journey?

This question aims to explore the personal motivations that led the entrepreneur to embark on a green or social entrepreneurship journey. Understanding their inspiration can provide valuable insights into the driving forces behind impactful initiatives.

### 2.2. Can You Share a Key Challenge You Faced and Overcame in Your Journey?

This question aims to delve into the challenges the entrepreneurs encountered and how they navigated through them. Examining obstacles and solutions offers students a realistic view of the entrepreneurial landscape and teaches them resilience and problem-solving.

### 2.3. How Do You Integrate Sustainability into Your Business Model?

This question examines entrepreneurs' strategies and practices for integrating sustainability into their businesses. It allows students to grasp the practical aspects of creating a company that aligns with environmental and social goals.

### 2.4. What Advice Would You Give to Aspiring Green and Social Entrepreneurs?

Seek advice that the entrepreneur wishes they had received when starting their journey. Valuable insights and lessons learned can serve as guidance for students contemplating a career in green and social entrepreneurship.



## 2.5. How Do You Measure and Communicate the Social or Environmental Impact of Your Business?

This question aims to explore the methodologies entrepreneurs use to measure their business's impact on the environment or society. Understanding impact measurement and communication strategies can inspire students to prioritize accountability and transparency.

## 2.6. What Collaborations or Partnerships Have Been Instrumental in Your Success?

This question aims to investigate the collaborative efforts that contributed to the entrepreneur's success. Highlighting the importance of partnerships can inspire students to value collaboration and build meaningful relationships for their initiatives.

## 2.7. In Your Opinion, What Role Can Young Entrepreneurs Play in Addressing Global Challenges?

This question aims to encourage entrepreneurs to share their perspectives on the role young entrepreneurs can play in addressing pressing global challenges. This question aims to motivate students by emphasizing their potential impact on a broader scale.

## Examples of Inspiring Stories & Good Practices

### 3.1. Back to the Roots

Back to the Roots (BTTR) was founded in 2009 by Nikhil Arora and Alejandro Velez as a 100% sustainable urban mushroom farm. Since then, it has transformed into a unique company that brings sustainable grow-at-home products into households. Their vision is to serve as a standard bearer of innovation and responsibility in their community and inspire others to work towards a more sustainable future.

( Source: <https://backtotheroots.com/>)

### 3.2. Green Product Placement

Green Product Placement is a media product placement company for green, local, and socially enterprising products. The founder, Beth Bell was inspired by the prospect of being able to use the powerful and engaging marketing platform [of feature films and television shows] to promote products in line with her purchasing ethics and the ethics of a vast and growing group of savvy consumers, while at the same time making it easier for filmmakers, production designers, set decorators and prop people to find geographically correct, socially conscious, and green products for use in their films.

(Source: <https://www.greenproductplacement.com/>)

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### 3.3. gDiapers

Australian-born Jason Graham-Nye, co-founder and CEO of gDiapers, has turned his commitment to making the planet greener and healthier into an environmentally friendly hybrid diaper company. One diaper, two options: reusable cloth and a biodegradable disposable. Graham-Nye launched gDiapers with his wife, Kim, in 2005 and has been nurturing the company into a growing success every year since.

( Source: <https://original.gdiapers.com/>)

### 3.4. COMMONstudio

COMMONstudio is an emerging design practice that takes interdisciplinary approaches to objects, systems, tools, and spaces, emphasizing issues of urban ecology, social enterprise, and adaptive reuse.

( Source: <https://www.thecommonstudio.com/>)

### 3.5. Ecojot

Mark Gavin created Ecojoin 2007, a new brand of beautifully designed 100% post-consumer recycled paper products. In 2010, he launched the “buy 1, give 1” program to donate books based on selling certain Ecojot items. As of 2012, Ecojot has donated around 200,000 school workbooks to schools in Kenya, Zimbabwe, Niger, Ghana, and Haiti.

( Source: <https://www.ecojot.com/>)

## 4. Conclusions

While trying to identify inspiring stories of “ Green & Social” entrepreneurship, it is essential to realize that the roadmap of “ Green & Social” entrepreneurship, despite being lined with challenges, is rich with opportunities for profound impact and innovation. It redefines business success in a fast-developing world, blending profitability with social responsibility and innovation with compassion. As “ Green & Social” entrepreneurs, the journey is not only economic success—it’s a commitment to future generations, prioritizing the well-being of our planet and society. This approach reshapes the business landscape, showcasing how profitability can harmoniously coexist with environmental stewardship and social equity.

## Annex 1. Profile of selected companies

### Poland

Company name	Zywiec Spa
Website	<a href="https://zywiec-zdroj.pl/">https://zywiec-zdroj.pl/</a>
General description	<b>Żywiec Zdrój SA</b> – a company that is part of the <a href="#">Danone group of companies</a> , producing water and beverages. Its headquarters are located in <a href="#">Cieęcina</a> , where the source of the water offered by the company is also located (a source flowing from the <a href="#">Abraham Hill in the Żywiec Landscape Park</a> ). Water is the leading resource of this company, which is why it uses it efficiently and sustainably. It conducts numerous educational activities and uses tools that help to analyze in detail the process of its acquisition, from extraction to bottling. It is involved in initiatives that support residents and solve significant problems from the point of view of the local community, which include, among others, ensuring constant access to safe drinking water.
Goals	Shaping healthy eating habits in terms of hydration, using a balanced diet, and leading a healthy lifestyle.
Description services	Mainly selling healthy water and taking care of the environment's natural resources.
Products	Sell water and drinks at the base of the water springs.
Group target / Customers	Consumers in Poland
Good practice 1: <b>Commitment to using green practices and developing sustainable products</b>	Thanks to its hydrogeological knowledge, the company designs and uses such amounts of groundwater that do not cause changes in the functioning of aquifer systems. Leaving renewable resources at the same level, it has been monitoring water consumption for years; since 2020, the Water indicator Ratio shows how many liters of water were used to bottle one liter of Żywiec Zdrój water.  It consistently implements actions aimed at reducing the use of new plastic and increasing the share of recycled plastic (so-called rPET ).
Good practice 2: <b>Exploring new markets</b>	Zywiec Spa cooperates with partners in various countries to promote Poland's water for the border and often participates in various fairs, commercials, and exhibitions food to make contacts with potential

	buyers and partner businesses. The products companies promote are on pages online and in the media.
Good practice 3: <b>Highlighting social responsibility and community commitment</b>	Żywiec Zdrój supports local governments in implementing local investments and providing material assistance in crises. The company helped, among others, construct a deep well in Pewla Wielka or reconstruct the trees in the municipal park in Żywiec. It implements initiatives that enrich local social life, promote regional customs, traditions, and culture, and care for nature and safety. Undertaking takes part in various ecological programs, including floral meadows, from drop by drop.
Good practice 4: <b>Continuous science and perfecting</b>	<p>Żywiec Zdrój educates on responsible water management by conducting various educational programs. Water is an invaluable resource that should be used sustainably for the good of the environment and future generations. Due to the increasing impact of climate change, <b>the company commits to increasing the amount of water resources that have been previously renewed thanks to their activities by 2030, fivefold. In this way, in 2030,</b> water availability for residents in the locations where bottling plants operate will increase by 2.5 times. Communities in the so-called disposable resources, i.e., those that can be used without harming the environment. Żywiec Zdrój has long been on the Side of Nature. In fulfilling this commitment, it focuses on:</p> <ol style="list-style-type: none"> <li>1. Measuring the impact of 8 million planted trees and 64 ha of alpine meadows on water retention.</li> <li>2. Launching the "Drop by Drop" retention project, the aim of which is to restore wetlands.</li> </ol>
Good practice 5: <b>Inspiring future generations</b>	<p>Water is a key product in Żywiec Zdrój's offer, and the company's activities are mainly focused on it. Conducting a campaign under the slogan: <b>Mom, Dad, I prefer water!</b> Addressed to the youngest Poles, it achieves its goal, which is developing proper eating habits in children, emphasizing the role of water in the daily diet.</p> <p>Participation in educational programs and various activities inspires and encourages younger generations to participate in the introduction of positive changes in communities.</p>

Company name	Cross
Website	<a href="https://kross.eu/pl/">https://kross.eu/pl/</a>
General description	KROSS is a fascinating story about the company and the visionary Zbigniew Sosnowski, who 30 years ago decided to infect Poles with the love of bicycles. In the early 90s, not every venture was doomed to success. Mr. Zbigniew agreed to try to open a bicycle shop in Przasnysz. He knew that in the following decades, the bicycle would be an inseparable part of the everyday life of Poles. Through years of hard work and long-term belief that everyone can be a cyclist, he transformed KROSS from a small bicycle shop into a leading manufacturer of two-wheelers in Europe. Looking at this history in more detail, the company's dynamic development occurred in 2000, when a modern production plant was established in Przasnysz. The latest IT solutions ensured optimal bicycle assembly and storage management, allowing us to anchor our production in Poland and dynamically develop the company. New quality, designs, frames, and components allowed KROSS to become a competitor to technologically advanced, world-famous bicycle manufacturers.
Goals	Production of bicycles in compliance with a technology-friendly environment, Promotion of Cycling as an alternative to cars.
Description services	Production and sale of bicycles
Products	Bikes and accessories, bicycle, clothing for cyclists
Group target / Customers	Consumers
Good practice 1: <b>Commitment to using green practices and developing Sustainable products</b>	KROSS, a Polish bicycle manufacturer, undertakes various activities to protect the environment, combining its business activity with care for the planet. First, the nature of the KROSS product – the bicycle – contributes to promoting sustainable transport. The company actively promotes cycling as an ecological alternative to cars, which directly affects the reduction of CO2 emissions and the improvement of air quality in cities. KROSS strives for sustainable production. The company invests in modern production technologies that allow for the optimization of energy and material consumption. In its production plant in Przasnysz, the company

	implements solutions to reduce the carbon footprint. Regarding materials, KROSS tries to use more and more environmentally friendly raw materials. This includes, among others, the use of water-based paints instead of solvent-based ones, significantly reducing the emission of harmful substances into the atmosphere.
Good practice 2: <b>Exploration of new markets</b>	Thanks to the passion for overcoming new challenges in cycling, the number of KROSS bike enthusiasts has been growing for years. This trust has allowed the company to expand to markets outside Poland. Currently, bikes with the KROSS logo can be found in over 50 countries around the world, including Central and Eastern Europe, Western Europe, and as far away as Oman.
Good practice 3: <b>Highlighting responsibility social and commitment community</b>	The company places great emphasis on the durability of its products. When designing bikes, KROSS aims to create durable structures that serve users for a long time. This approach contributes to reducing waste and saving resources. KROSS is also involved in recycling initiatives. The company encourages responsible disposal of old bikes and parts, promoting their recycling. In some cases, it offers programs to exchange old bikes for new ones, ensuring that used bikes are properly processed.
Good practice 4: <b>Continuous science and perfecting</b>	Since its inception, KROSS's desire has been to be the first, the best, to provide cyclists with the best bikes for everyday riding or competitive sports. One of the key parameters of today's bikes is lightness and durability. Experience gained during professional MTB competitions and the input of competitors and technologists helped the company create new, ultra-light, professional bikes. This is how the first and only production line for carbon frames in Poland was created in 2017 , which are the backbone of KROSS bikes from the "PRO" segment. The technology we have puts KROSS among the few European manufacturers of carbon fiber frames.
Good practice 5: <b>Inspiring future generations</b>	The company is a leader responsible for the continuous improvement of the world around us. For over 10 years, it has been developing a Research & Development team, which includes the best engineers, designers, enthusiasts, and professional cyclists. As one of the few European manufacturers, it has a modern line for producing carbon frames and components. Employees think about the world of



	<p>tomorrow and the fate of future generations. Meeting the needs of the changing world, they joined the world leaders of the " eRevolution ", who believe that electric vehicles are the natural direction of development and the future of urban transport - as a universal, health-promoting, and ecological companion for every person. In recent years, they have been dynamically developing the family of electric bicycles ( eBIKE ) to provide consumers and users access to the full spectrum of universal bicycles assisted by an electric motor. The company always puts the comfort, convenience, and safety of the cyclist first. All introduced solutions are tested in the laboratory and during field tests conducted by the KROSS Staff Team. The company and the history of its founder can be a model for younger generations and an inspiration to search for new solutions.</p>
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Company name	Biosystem
Website	<a href="https://www.biosystem.pl/grupa-biosystem">https://www.biosystem.pl/grupa-biosystem</a>
General description	<p>The first company in the Biosystem group was established in 2002. It was a packaging recovery organization initially operating under ZGK Organizacja Odzysku Biosystem SA. As part of expanding its operations, in 2005, Global Electro Trading Sp. z o. o. was established, which in 2012 was transformed into Biosystem SA. Along with the very intensive development of the company, a year later, in 2006, the electrical and electronic equipment recovery organization Biosystem Elektrorecykling SA was established. At that time, the strategy of building the Biosystem Capital Group was launched. Biosystem SA, as the parent company, holds shares (100%) in both recovery organizations. In 2012, the most modern Waste Electrical and Electronic Equipment Processing Plant in Poland was launched in Bołęcín/near Chrzanów, owned by Biosystem SA. Having its own Waste Electrical and Electronic Equipment Processing Plant and two recovery organizations allowed the group to gain a significant competitive advantage over other entities in the industry due to its very wide and comprehensive offer.</p>

	Biosystem SA and the Polish Chamber of Commerce for Environmental Protection have established the first Polish representative entity - the National Deposit System ZWROTKA SA. The new company aims to launch and run a nationwide deposit system for beverage packaging from 2025. Thanks to this, the Biosystem Group has expanded the scope of services offered, enabling entrepreneurs to introduce packaged beverages to the market to implement new EU packaging management goals and packaging waste.
Goals	Leading Recycling and Economic Waste.
Description services	Collection and effective processing of waste
Products	Waste recycling and electronic waste.
Group target / Customers	Farms, both homemade and industrial
Good practice 1: <b>Commitment to using green practice and developing Sustainable products</b>	Biosystem, a company specializing in recycling and waste management, plays a key role in protecting the environment through its core business activities. Biosystems focuses on efficient waste processing, which directly contributes to reducing waste going to landfills. The company invests in modern recycling technologies that recover raw materials from various types of waste, including electronic waste, batteries, and accumulators. Through these activities, the Biosystem contributes to waste reduction and saving natural resources. It actively promotes the idea of a circular economy, constituting an essential link in the chain of sustainable development.
Good practice 2: <b>Exploration new markets</b>	Biosystem SA is a parent company consolidating companies operating in the environmental protection and waste management sector. It acts as a capital provider, project incubator and ensures cooperation between individual entities operating on parallel markets. It ensures the highest standards of customer service, always putting their needs first. It is an eco-partner that moves with the times.
Good practice 3: <b>Highlighting responsibility social and commitment community</b>	Biosystem is a guarantee of safety, we ensure transparency and certainty of fulfilling statutory obligations. It sets new market standards and creates innovative solutions in the recovery industry,



	always being one step ahead of the competition. It has a creative, most technologically advanced Waste Electrical and Electronic Equipment Processing Plant in Poland.
Good practice 4: <b>Continuous science and perfecting</b>	The company conducts extensive educational activities, increasing public awareness of proper waste segregation and the importance of recycling. Biosystem cooperates with local governments and enterprises, offering comprehensive solutions in waste management. The company also promotes its audits and reporting as part of environmental consulting.
Good practice 5: <b>Inspiring future generations</b>	Biosystem I am promoting human responsibility for the environment and the necessity of its protection. Young people, in a broader sense, to a degree, engage in the protection of our planet, and educational shares Biosystem influence deepening knowledge and consciousness. Historically, companies starting from a small business are a good and inspiring example for youth.

Company name	Higma Service Sp. z o. o.
Website	<a href="https://higma-service.pl/">https://higma-service.pl/</a>
General description	Higma Service Sp. z o. o. offers solutions dedicated to the cleaning industry. Its main clients are public institutions, the mechanical and food industry, the medical industry, education, administration, catering, and the hotel sector ( HoReCa ), as well as many private companies.
Goals	Sustainable management of safety and environmental impact in the company. Education on rational management of raw materials – company customers, customers' customers. Ensuring sustainable human capital management Building lasting and dialogue-based relationships with the company's contractors Building a dialogue with the local community
Description services	The company offers services in the field of: Selection and optimization of cleaning and disinfection technologies

	<p>Service in the selection and delivery of hygiene products</p> <p>Selection and delivery of dosing systems</p> <p>cleaning machine rental</p> <p>Training and technological assistance</p> <p>Service and repair of equipment.</p>
Products	means hygiene
Group target / Customers	Institutions and private people
Good practice 1: <b>Commitment to using green practices and developing Sustainable products</b>	<p>Safety and the company's environmental impact are key issues for Higma Service, and environmental management is an essential element of the company's business strategy. Considering social responsibility, the company complies with applicable law and seeks solutions beyond its framework. As part of this goal, since July 2016, the "Responsible Fleet" program has been implemented, a continuation of previously undertaken activities in fleet management by Higma Service. The program sets the latest safety, ecology, and optimization standards for company transport and fleet management. As part of this goal, Higma Service intends to permanently implement the principles of eco-driving, disseminate knowledge of CSR issues among employees (and users of company cars), develop a "responsible attitude" among drivers, i.e. make them aware of the scope of influence, agency, responsibility and raise awareness in this area. Usually, employees are the main initiators of company improvements and innovations. This is also the case with Higma Service. Attention to development, occupational health and safety, respect for human rights, and an appropriate atmosphere conducive to efficiency and comfort in performing professional duties contribute to achieving the goal. Whenever it is possible to create an appropriate job position, the company employs disabled people. All employees of Higma Service Sp. z o. o. have the same rights and privileges. The company aims to provide safe working conditions beyond mandatory standards, including creating green, ecological workplaces. Effective, two-way internal communication, creating an atmosphere of dialogue, and building a solid brand of a responsible employer are also crucial to the company.</p>

<p>Good practice 2: <b>Exploration new markets</b></p>	<p>Relations with contractors are just as important as relations with employees of Higma Service. They are based on open dialogue and professionalism. The company treats contractors as business partners and makes every effort to maintain them based on honesty and partnership. The opinion and exchange of experiences with business partners are critical to the company, which gives mutual benefits and opportunities for development. The principle of fair competition, which the company applies and implements in practical activities in this area, makes it a reliable business partner.</p>
<p>Good practice 3: <b>Highlighting social responsibility and community commitment</b></p>	<p>The local community is an essential Partner of Higma Service, which is constantly looking for solutions that enable open dialogue with this group of stakeholders and forms of action that will activate the local community: introducing solutions that allow for two-way communication and actions involving the local environment in creating the social value of the enterprise.</p> <p>The company is open to partners in implementing activities related to social involvement and cooperates with organizations and associations ( NGOs ).</p>
<p>Good practice 4: <b>Continuous science and perfecting</b></p>	<p>The profile of the activity and the nature of the products offered by Higma Service make the company feel a special responsibility and obligation to educate customers on the rational use of the provided products and natural resources (water and energy) used in hygiene and cleaning activities. The company has the status of a training institution; therefore, as part of the company's activities, Training is carried out, among other things, on occupational hygiene in various enterprises, operation of cleaning machines, calculation of cleaning costs, HACCP, and BHP, and others. As part of the educational goal, the company plans to implement new tools for communicating with the environment and expand the group of external stakeholders.</p>
<p>Good practice 5: <b>Inspiring future generations</b></p>	<p>Higma Service Sp. z o. O. wants to set trends in building social dialogue among micro, small, and medium-sized enterprises and prove the effectiveness and possibilities of creating responsible patterns of behavior. Bringing social value inside Higma Service and</p>

	its environment, through its continuous development on many levels, is consistent with the principles of corporate social responsibility. The practices used and implemented by the company are good examples of corporate social responsibility.
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Company name	OSM Krasnystaw
Website	<a href="https://www.krasnystaw.eu/pl/">https://www.krasnystaw.eu/pl/</a>
General description	Krasnystaw OSM is a modern company that cooperates with over three hundred distributors of dairy products from all over Poland. Its tradition dates back to the beginning of the last century – it was founded in 1913. OSM Krasnystaw has been operating since the second decade of the 20th century. Today, it collects milk from over 1,300 suppliers from all counties of the Lublin province. It is a dynamically operating enterprise that employs hundreds of people and processes millions of liters of milk. Therefore, one of the largest production plants is an essential factor in the region's development, and products from the Krasnystaw district dairy cooperative are probably known in every Polish home. OSM Krasnystaw, although proud of its tradition, constantly invests in its development. Production is based on very modern solutions and technologies from the 21st century. Thanks to this, products from the Krasnystaw dairy are excellent, of the highest quality, but still "like they used to be", i.e., healthy, delicious, and very natural.
Goals	Processing milk and producing high-quality products in the dairy industry.
Description services	- Collecting milk from suppliers from all counties of the Lublin voivodeship. -milk processing and production of dairy products
Products	The Krasnystaw Dairy offers all dairy products that are ideal for the whole family. In many stores in our country, you can find packages with the OSM Krasnystaw logo, and in them:

	<input type="checkbox"/> natural yogurts, <input type="checkbox"/> fruit yoghurts, <input type="checkbox"/> drinking yogurts, <input type="checkbox"/> fermented milk, <input type="checkbox"/> buttermilk, <input type="checkbox"/> kefirs, <input type="checkbox"/> hard cheeses, <input type="checkbox"/> cottage cheese, <input type="checkbox"/> butter, <input type="checkbox"/> milk for drinking and preparing meals, <input type="checkbox"/> desserts prepared from yoghurts, cheeses and cottage cheeses, <input type="checkbox"/> creams of various fat contents.
Group target / Customers	consumers
Good practice 1: <b>Commitment to using green practices and developing Sustainable products</b>	<p>The model of healthy human nutrition currently being created in society creates reality. Consumers expect the food they buy to actively influence their vitality, maintain better condition, a more attractive figure, and well-being. All this constitutes a challenge to satisfying new expectations and preferences. consumer. The use of modern biotechnological processes in evaluating the health values of manufactured products is a new perspective of technologists on the needs and expectations of society. To ensure the highest quality and safety of consumption, the company meticulously analyzes not only its finished product but also each step in its production process. The strategy of the Cooperative Board, expressed in the company's Quality Policy, constitutes continuous improvement of the market position. This is done by implementing obligations resulting from the implemented Quality Management System. Obtaining a certificate for an integrated system based on the ISO 9001/2000 Standard requirements and the principles of health safety of products - HACCP, confirms the status. The high market standard for the obtained products is a guarantee of the safety, nutritional values, organoleptic characteristics, and durability of dairy products.</p>

<p>Good practice 2: <b>Exploration of new markets</b></p>	<p>Modern methods used in the technique and technology of production of products with the "Krasnystaw" logo ensure a high standard on the market. Thanks to this, they sell very well in the country and the European Union countries.</p> <p>In 2001, OSM received a certificate confirming the high quality of its products. Thanks to this, Krasnystaw products could reach European markets. The same happened with the production plants in Lublin (2004) and Zamość (2005).</p> <p>OSM Krasnystaw exports milk powder to Asia, South America, Africa, and the European Union. In 2006, OSM obtained certificates allowing it to export its products to Ukraine, one of the Eastern Bloc countries.</p> <p>When traveling around Europe, you can find the so-called "Polish shelf" in many stores, which features products from the Dairy in Krasnystaw.</p>
<p>Good practice 3: <b>Highlighting social responsibility and community commitment</b></p>	<p>The secret of OSM Krasnystaw products is carefully selected raw materials from farmers in clean areas of the Lublin province. This allows for the production of excellent-quality dairy products in plants that meet the highest standards of cleanliness. These products are appreciated by local entrepreneurs, including those from the catering industry, and individual customers who choose products from the Krasnystaw dairy during their daily shopping.</p>
<p>Good practice 4: <b>Continuous science and perfecting</b></p>	<p>OSM Krasnystaw is a company that collects milk from over 2,000 suppliers from all counties of the Lublin province. It employs nearly 600 people, processes 160 million liters of milk annually, and thus dynamically increases its revenues. The region's largest producer in the dairy industry, OSM Krasnystaw, constantly invests in its development. It introduces modern solutions and technologies designed to improve products and ensure their highest quality. Production is fully automated: modern machines and computers supervise milk processing into final products, which later hit the shelves. Thanks to this, OSM Krasnystaw is among the top ten in the country in terms of production and quality of its products.</p>

<p>Good practice 5: <b>Inspiring future generations</b></p>	<p>OSM Krasnystaw illustrates how a small dairy turns into a large company. It is a pillar of social involvement and the main sponsor of many events and various types of local events.</p> <p>A company with over 100 years of tradition has many years of charitable activity.</p>
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## Serbia

Name of the business	Strawberry Energy
Website	<a href="https://strawberrye.com/">https://strawberrye.com/</a>
General description	Brilliant Bench enhances cities, boosts brands, and improves the quality of everyday urban life! Strawberry Energy is a well-established company founded in 2011 and known as a pioneer in creating and delivering innovative and solar-powered urban furniture for smart and sustainable cities. Strawberry Energy aims to enhance people's experiences in public spaces and provide them with energy, connectivity, and relevant local information on the go. It has delivered solar benches through partner networks or directly by ourselves to more than 30 countries, over 90 cities, and five continents.
Goals	The company creates innovative city solutions for those who strive to:  be "green", and "smart" and improve the experiences of people in outdoor spaces, such as cities, real estate companies, shopping centres, business parks, retail parks, amusement parks, tourist destinations, universities, schools, hospitals;  create a meaningful connection with consumers, such as consumer goods companies and pharmaceutical companies;  empower communication and build a more connected world, such as telecommunication companies;  increase the share of renewable energy sources in everyday lives of people, such as energy companies;  solve pressing social problems and be the changemakers, such as NGOs.
Description of the services	Strawberry Energy is known for developing solar-powered urban devices, such as benches with charging ports and Wi-Fi, which use renewable energy and encourage sustainable urban living. Their products are found across various European cities, promoting clean energy use and providing public services sustainably.
Products	Strawberry Energy produces a range of smart, solar-powered urban devices designed to make cities more sustainable and user-friendly. Their flagship products include:



	<p><b>Strawberry Smart Bench</b></p> <p>This solar-powered bench allows users to charge their mobile devices through USB ports and wireless charging pads. Some models include Wi-Fi hotspots, environmental sensors, and interactive displays for public information. The benches are designed to be energy-efficient and accessible to the public in urban areas.</p> <p><b>Strawberry Tree</b></p> <p>This was the first public solar charger for mobile devices, resembling a tree in its design. It provides free charging points in public spaces, encourages clean energy awareness, and offers a place for people to relax while charging their devices.</p> <p><b>Strawberry Mini</b></p> <p>The Mini is a more compact version of the Smart Bench, designed for smaller public spaces. It provides USB and wireless charging, is powered by solar energy, and can be installed in areas where space or funding is limited.</p> <p><b>Smart Solar Panels for Public Furniture</b></p> <p>Strawberry Energy integrates its solar technology into various forms of public furniture, such as tables, lamp posts, and bike racks, creating multipurpose stations that add utility to urban areas without additional energy consumption.</p> <p><b>Environmental Monitoring Systems</b></p> <p>Some of their smart benches have sensors that measure environmental data such as air quality, temperature, humidity, and noise levels. This data is shared with local authorities or displayed to the public, helping raise awareness of environmental conditions.</p>
Targeted audience / Clients	<p>Strawberry Energy targets several types of clients and audiences, mainly within the realms of urban planning, sustainability, and technology: Municipalities and City Governments, Real Estate Developers and Property Managers, Parks and Recreation Departments, Educational and cultural institutions, Corporate Brands, and Advertisers.</p>
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	<p>Strawberry Energy’s entire product line, from the Strawberry Smart Bench to the Strawberry Tree, runs on solar energy, making these installations completely self-sufficient and eco-friendly. By using renewable energy, the company eliminates the need for electricity</p>

	from non-renewable sources and contributes to carbon emission reduction in cities. Furthermore, Strawberry Energy continually improves the materials and designs of its products to make them longer-lasting and more resource-efficient, demonstrating a strong commitment to sustainable urban solutions.
Good Practice 2: Exploring New Markets	Strawberry Energy has expanded from local Serbian installations to cities across Europe, including London, Paris, and Berlin. By entering international markets, the company reaches diverse communities and showcases Serbia’s potential for innovative green tech on a global scale. For instance, Strawberry Energy partnered with U.K. municipalities to install solar-powered benches that offer phone charging, environmental data collection, and Wi-Fi access, allowing the company to scale while customizing products to local needs.
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	In each new location, Strawberry Energy collaborates with local governments, universities, and community groups to promote accessibility and encourage the adoption of renewable energy. The Strawberry Smart Bench, in particular, is designed to be a gathering spot, encouraging social interaction and providing digital access to underserved communities. Additionally, the environmental monitoring features of some devices help local authorities keep residents informed about air quality and pollution levels, emphasizing the company’s role in fostering a healthier urban environment.
Good Practice 4: Continuous Learning and Improvement	Strawberry Energy prioritizes research and development to enhance its products based on user feedback and evolving technology. The company iterates frequently on its designs, adding features like wireless charging and improved durability based on user needs. They also gather environmental data through their smart benches, which provide valuable insights into how urban spaces are used, furthering their goal of creating products that better serve both cities and the planet.
Good Practice 5: Inspiring Future Generations	Strawberry Energy often partners with educational institutions to host workshops and seminars that raise awareness about renewable energy and sustainable urban development. By showcasing how

	solar energy powers the Smart Benches and explaining the environmental benefits, they engage younger generations in thinking critically about sustainability. This practice not only educates students on green energy but also motivates them to pursue careers in eco-innovation, potentially leading to more green-focused startups in the future.
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Name of the business	Ekofungi
Website	<a href="https://www.systemekofungi.com/">https://www.systemekofungi.com/</a>
General description	Ekofungi is a Serbian company specializing in sustainable mushroom farming using innovative, eco-friendly practices. Founded with a commitment to sustainability, Ekofungi integrates a circular economy approach by utilizing agricultural waste, such as straw and other by-products, as substrates for growing mushrooms. This approach minimizes waste and reduces the company's environmental impact and resource consumption.
Goals	<p>The goals of Ekofungi focus on advancing sustainable agriculture, promoting environmental responsibility, and supporting local economies. Specific goals are:</p> <p><b>Promote Circular Economy Practices in Agriculture</b></p> <p>Ekofungi aims to reduce agricultural waste by repurposing it as mushroom-growing substrates, creating a zero-waste production model that utilizes resources efficiently. This closed-loop approach aligns with their commitment to a circular economy and minimizes environmental impact.</p> <p><b>Encourage Sustainable Mushroom Farming</b></p> <p>By providing high-quality, organically grown mushrooms and mushroom-growing kits, Ekofungi aims to popularize sustainable mushroom farming practices. They encourage both individual and commercial farmers to adopt eco-friendly methods that preserve natural resources.</p> <p><b>Support Local Farmers and Communities</b></p> <p>Ekofungi strives to empower local farmers by providing training and resources to enter the mushroom farming sector, which can be profitable with relatively low initial investment. Ekofungi also</p>

	<p>contributes to rural economic growth and resilience by educating farmers on sustainable methods.</p> <p><b>Advanced Knowledge Sharing and Education</b></p> <p>Ekofungi is dedicated to spreading knowledge on sustainable agriculture. It regularly hosts workshops and seminars on mushroom cultivation and circular farming practices. Through educational programs and international partnerships, it aims to inspire more sustainable food production methods globally.</p> <p><b>Minimize Environmental Impact</b></p> <p>One of Ekofungi’s core goals is to reduce the environmental footprint of food production. By recycling agricultural by-products and promoting low-impact farming, they aim to reduce greenhouse gas emissions, soil degradation, and other negative effects often associated with conventional agriculture.</p>
Description of the services	Through its commitment to zero-waste agriculture, Ekofungi has established itself as a leader in sustainable farming in Serbia, serving as a model for responsible food production and green entrepreneurship.
Products	Ekofungi’s products primarily include a variety of organically grown mushrooms, mushroom kits for home cultivation, and training programs on sustainable mushroom farming. The company also emphasizes knowledge sharing and education, frequently offering workshops and collaborating with international organizations to promote sustainable agriculture practices. Additionally, Ekofungi provides consulting services and develops partnerships with farmers, encouraging them to adopt sustainable and profitable mushroom farming methods.
Targeted audience / Clients	Ekofungi serves a diverse client base, primarily within the agriculture and food industries, as well as individuals interested in sustainable farming. Their main clients include: Individual Mushroom Enthusiasts and Home Gardeners, Farmers and Agricultural Entrepreneurs, Local and international farmers looking to diversify their production or transition to sustainable practices, Food and Hospitality Businesses, Educational Institutions and NGOs, International Development Agencies.

	Ekofungi extends its impact on sustainable agriculture through this broad client base, supporting both small-scale growers and more prominent food system stakeholders in adopting environmentally responsible practices.
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	Ekofungi specializes in mushroom farming using an innovative, eco-friendly approach. They repurpose agricultural waste (e.g., straw and sawdust) as the substrate for growing mushrooms, thereby reducing waste and promoting a circular economy. This practice minimizes resource use, lowers greenhouse gas emissions, and reduces agricultural waste. Ekofungi’s sustainable products include organic mushrooms and mushroom-based foods, offering consumers green alternatives.
Good Practice 2: Exploring New Markets	Ekofungi has expanded beyond just producing mushrooms to explore value-added products like organic mushroom powders, dried mushrooms, and even mushroom-based skincare. These products appeal to health-conscious consumers and gourmet food markets, broadening Ekofungi’s reach and driving sales. The company also taps into the educational and environmental markets by offering workshops and kits that teach sustainable farming practices, helping to diversify their market and reach eco-minded customers.
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	Ekofungi engages with local communities and creates job opportunities, mainly focusing on regions with high unemployment rates. They offer training and resources to small farmers interested in mushroom cultivation, helping them develop new skills and income sources. Ekofungi also collaborates with local nonprofits to provide fresh mushrooms to vulnerable groups, supporting local food security while reinforcing the company’s commitment to social responsibility.
Good Practice 4: Continuous Learning and Improvement	EkoFungi prioritizes research and development to enhance its farming processes and product quality. They collaborate with academic institutions and research bodies to innovate in substrate composition, pest control, and organic farming techniques. By investing in continuous learning, Ekofungi stays on the cutting edge of sustainable agriculture, which improves yield, reduces resource use, and strengthens the business model.

	This commitment to innovation has also allowed Ekofungi to develop sustainable practices that can be scaled and taught to other farmers.
Good Practice 5: Inspiring Future Generations	Ekofungi actively promotes environmental awareness by engaging with young people and students. They conduct educational programs, workshops, and on-site visits to teach youth about sustainable farming and green entrepreneurship. They’ve created mushroom cultivation kits for schools and offer practical lessons on eco-friendly agriculture. These initiatives inspire future generations to appreciate sustainable practices and consider careers in green industries, fostering a new generation of environmentally-conscious leaders.

Name of the business	BioSens
Website	<a href="https://biosens.rs/">https://biosens.rs/</a>
General description	An innovation leader in agriculture technology, BioSens integrates digital solutions like IoT and sensors into agriculture, helping Serbian farmers adopt precision agriculture. This allows for optimized resource use, such as water and fertilizers, improving yield while reducing environmental impact.
Goals	<p>The BioSens Institute, based in Serbia, focuses on advancing the digital transformation of agriculture and environmental monitoring through innovation and technology. The primary goals of BioSens:</p> <p><b>Promoting Precision Agriculture</b></p> <p>BioSens aims to optimize agricultural practices by developing precision farming tools and technologies. Sensors, drones, and satellite imaging help farmers make data-driven decisions that increase crop yields, reduce water and fertilizer usage, and minimize environmental impacts.</p> <p><b>Advancing Sustainable Agriculture</b></p> <p>BioSens focuses on sustainability by creating tools that help reduce resource consumption and waste in farming. Their solutions support efficient land use and better crop management, promoting eco-friendly practices that conserve soil, water, and biodiversity.</p>



	<p><b>Developing Smart Technologies for Food Security</b></p> <p>BioSens works on technologies that enhance food production and security. Their innovations help farmers tackle issues like climate change, pest control, and disease management, making agricultural systems more resilient and ensuring a stable food supply.</p> <p><b>Enhancing Environmental Monitoring and Protection</b></p> <p>The institute develops IoT sensors, remote sensing technologies, and data analytics tools to monitor environmental factors, such as soil health, water quality, and air pollution. This information supports sustainable land use and helps policymakers in environmental protection efforts.</p> <p><b>Strengthening Knowledge and Innovation in Agri-Tech</b></p> <p>BioSens collaborates with universities, research institutions, and agribusinesses to promote research and development in agricultural technology. They aim to position Serbia as a leader in agri-tech innovation, fostering knowledge transfer and supporting startups and entrepreneurs.</p> <p><b>Supporting Rural Development and Digital Inclusion</b></p> <p>By making digital solutions accessible to small and medium-sized farms, BioSens aims to bridge the digital divide and promote rural development. Their technologies help smaller farms compete with larger operations, contributing to economic development and sustainable agriculture growth in rural areas. BioSens’s overarching mission is to harness digital innovation to create a more efficient, sustainable, and resilient agricultural sector that can meet the growing global demand for food in an environmentally responsible way.</p>
Description of the services	<p>The BioSens Institute offers services that support precision agriculture, environmental monitoring, and digital transformation within the agricultural sector. Some of their key services are Precision Agriculture Services, IoT-Based Environmental Monitoring, Remote Sensing and Satellite Data Analysis, Data Analytics and AI-Powered Insights, Consulting and Training in Digital Agriculture, Field Research and Experimentation Support, Smart Farm Development, Custom Software Solutions for</p>

	Agribusiness, etc. These services help BioSens support Serbia’s agriculture industry by providing the tools, knowledge, and technology needed for modern, sustainable, and efficient farming.
Products	The BioSens Institute develops a range of innovative products that support precision agriculture, environmental monitoring, and digital transformation in agriculture. Their notable products and tools are AgroSens Platform, SoilProbe, BioSens Sensors for Environmental Monitoring, Remote Sensing and Satellite Imaging Services, Predictive Analytics, and AI Models and Field Experiment Management Tools. BioSens provides specialized tools for conducting field trials and experiments for researchers and agronomists. These tools allow them to collect, process, and analyze agricultural data efficiently, helping to accelerate research in crop science, pest management, and sustainable practices.
Targeted audience / Clients	The BioSens Institute serves diverse clients, primarily within the agriculture and environmental sectors, aiming to modernize farming practices and promote sustainable land use. Here are their main client groups: Farmers and Agricultural Producers, Agribusinesses and Cooperatives, Governmental and Public Sector Organizations, Research and Academic Institutions, Environmental Agencies and NGOs, Agritech Startups and Tech Companies, Education Institutions and Vocational Training Centers, etc. These client groups help BioSens advance its mission of transforming agriculture through digital and sustainable practices, promoting a resilient and eco-friendly agricultural sector in Serbia and beyond.
Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	BioSens Institute is dedicated to sustainable agriculture and creating technologies that reduce environmental impact. They develop precision agriculture tools, such as IoT sensors and satellite imagery, that help farmers minimize pesticide and water use. This approach conserves resources, reduces pollution, and improves crop yields, benefiting both the ecosystem and the agricultural sector. Their tools optimize land, water, and fertilizers, directly supporting green practices.
Good Practice 2: <b>Exploring New Markets</b>	BioSens actively explores markets beyond traditional agriculture by developing digital products applicable to forestry, viticulture, and



	urban farming. Their tools are adaptable to various environments, allowing them to tap into new sectors within Serbia and across Europe. Their expansion into these markets also demonstrates the value of precision farming tools in diverse agricultural contexts, reaching small and large farms alike and establishing Serbia as a hub for agri-tech innovation.
Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	Through partnerships with Serbian farmers and rural communities, BioSens makes advanced agricultural technology more accessible. They offer training and workshops, enabling local farmers to integrate these tools into their practices regardless of prior technical experience. BioSens also collaborates with government bodies and regional organizations to ensure that the technology they develop supports local job creation and boosts the competitiveness of Serbia’s agricultural sector, contributing to rural development.
Good Practice 4: <b>Continuous Learning and Improvement</b>	BioSens Institute constantly improves its offerings by investing in research and engaging with European agricultural and tech networks. They conduct pilot programs to test new technologies and gather performance data, allowing for refinements and updates based on real-world feedback. Additionally, BioSens participates in EU-funded projects that foster cross-border collaboration and knowledge-sharing, keeping them at the forefront of agri-tech advancements.
Good Practice 5: <b>Inspiring Future Generations</b>	BioSens actively inspires younger generations by hosting educational events, workshops, and internship programs for students interested in technology and agriculture. They partner with universities and research institutions, providing mentorship to students and young professionals. These initiatives encourage young people to pursue careers in agri-tech and sustainability, fostering an interest in technology-driven agricultural solutions and helping develop the next generation of leaders in sustainable innovation.

Name of the business	Radanska ruža
Website	<a href="https://www.radanskaruza.rs/">https://www.radanskaruza.rs/</a>
General description	Radanska Ruža is a social enterprise established in 2015 in Lebane, southern Serbia. The enterprise focuses on producing traditional Serbian preserves, such as ajvar (a pepper-based condiment) and jams, employing women from marginalized groups to handcraft these products. All products are handmade, adhering to traditional recipes without the use of preservatives and emphasizing natural and organic ingredients.
Goals	<ul style="list-style-type: none"> <li>- Empower women from marginalized communities by providing employment opportunities.</li> <li>- Preserve and promote traditional Serbian culinary practices.</li> <li>- Produce high-quality, organic food products for both domestic and international markets.</li> </ul>
Description of the services	Radanska Ruža exemplifies a successful social enterprise combining traditional craftsmanship with social empowerment and sustainable practices, contributing positively to the local community and the broader market.
Products	<p>Radanska Ruža offers a range of traditional food products, including:</p> <ul style="list-style-type: none"> <li>- Ajvar: A traditional Serbian condiment made from organic peppers.</li> <li>- Jams and Preserves: Made from locally sourced fruits.</li> <li>- Organic Delicatessen: Various pickled vegetables and sauces.</li> </ul>
Targeted audience / Clients	<ul style="list-style-type: none"> <li>- Consumers seeking traditional, organic Serbian food products.</li> <li>- Retailers and distributors interested in high-quality, artisanal goods.</li> <li>- Export markets are looking for authentic Balkan culinary products.</li> </ul>
Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	Radanska Ruža prioritizes sustainability by using organic ingredients and traditional production methods, ensuring minimal environmental impact and promoting eco-friendly practices.
Good Practice 2: <b>Exploring New Markets</b>	The enterprise invests in the continuous learning and improvement of its employees, offering training in traditional food production methods and quality standards. This ensures both product excellence and personal development.
Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	By employing women from marginalized groups, including those with disabilities and single mothers, Radanska Ruža fosters social

	inclusion and community development, providing opportunities for socialization and economic independence.
Good Practice 4: <b>Continuous Learning and Improvement</b>	The enterprise has expanded beyond local markets, becoming a leading exporter of organic ajvar in Serbia. Thus, it has access to international markets and broadened its customer base.
Good Practice 5: <b>Inspiring Future Generations</b>	Through its commitment to social responsibility and sustainable practices, Radanska Ruža is a model for future generations, demonstrating how businesses can successfully integrate community engagement and environmental stewardship.

Name of the business	Bagel Bejgl
Website	<a href="http://bagel.rs/">http://bagel.rs/</a>
General description	Bagel Bejgl is a social enterprise based in Belgrade, Serbia, dedicated to producing handmade, fresh bagels while providing employment opportunities to individuals from vulnerable and marginalized groups. The bakery focuses on creating a supportive work environment that helps employees gain financial independence and integrate into society.
Goals	<p>Bagel Bejgl aims to:</p> <ul style="list-style-type: none"> <li>- Promote social inclusion by employing and training individuals from marginalized communities, including people with disabilities and refugees.</li> <li>- Offer high-quality, fresh, and handmade bagels to the local market.</li> <li>- Raise awareness about social responsibility in the food industry by combining business with social impact.</li> <li>- Encourage sustainable food practices by using natural ingredients and minimizing waste.</li> </ul>
Description of the services	<p>Bagel Bejgl offers:</p> <ul style="list-style-type: none"> <li>- Employment and skill-building opportunities for individuals from vulnerable groups, providing them with stable income and professional skills.</li> <li>- Baking and catering services that cater to local cafes, restaurants, and individual customers in Belgrade.</li> </ul>

	<ul style="list-style-type: none"> <li>- Community-focused events and workshops, often involving the employees, and raising awareness about social inclusion.</li> </ul>
Products	Bagel Bejgl's primary products include Fresh, handmade bagels in a variety of flavors and fillings, using locally sourced, high-quality ingredients; Bagel sandwiches and spreads for breakfast and lunch; and Catering services for events, providing bagels, sandwiches, and baked goods in bulk for special occasions.
Targeted audience / Clients	<p>Bagel Bejgl's targeted clients are:</p> <ul style="list-style-type: none"> <li>- Local cafes, restaurants, and businesses that value high-quality, handmade food products.</li> <li>- Individuals and families in Belgrade are looking for fresh, natural bagels and breakfast options.</li> <li>- Socially conscious consumers who support social enterprises and prioritize ethical purchasing.</li> <li>- Event organizers and companies in need of catering services that support social causes.</li> </ul>
Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	Bagel Bejgl is committed to eco-friendly practices. It uses fresh, natural ingredients sourced from local suppliers whenever possible. The bakery minimizes food and packaging waste and aims to make its production process as environmentally sustainable as possible.
Good Practice 2: <b>Exploring New Markets</b>	Bagel Bejgl is expanding its reach by offering catering services to businesses and events, increasing visibility in the local community. It is also exploring partnerships with cafes and restaurants to distribute its products, reaching new customer segments beyond direct sales.
Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	The enterprise prioritizes social responsibility by actively employing and empowering individuals from marginalized communities. Bagel Bejgl also engages in community events, creating opportunities for the public to learn about social inclusion and supporting vulnerable groups.
Good Practice 4: <b>Continuous Learning and Improvement</b>	Bagel Bejgl invests in continuous learning for its employees, providing training in baking skills, customer service, and teamwork. The bakery's commitment to staff development helps employees build valuable skills both within and outside of Bagel Bejgl.

<p>Good Practice 5: <b>Inspiring Future Generations</b></p>	<p>Bagel Bejgl serves as a social entrepreneurship model in Serbia, showing how a business can integrate social impact into its core mission. By demonstrating the success of their model, Bagel Bejgl inspires other businesses and young entrepreneurs to consider the social implications of their work, fostering a culture of social responsibility.</p>
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## Greece

Name of the business	Wise Greece
Website	<a href="#">Wise Greece website</a>
General description	Wise Greece began its activities in 2013, during a challenging time for our country, with a dual purpose: on one hand, to promote the positive aspects of the Greek diet on a global level, and on the other hand, to collect profits through the sales of Greek products, which would be "converted" into food to be donated to children and people in great need. Therefore, with every bottle or jar bearing the Wise Greece label that someone chooses, they help gather essential food supplies for vulnerable groups. Wise Greece has donated more than 30 tons of high-quality food to orphanages, institutions, NGOs, and families in need. Throughout its operations, Wise Greece has supported 100 small Greek producers with more than 2,000 products and helped create over 30 new jobs! The motto of Wise Greece is "Make a wise move!"
Goals	1) Promote the positive aspects of the Greek diet on a global level 2) Donate food to children and people in great need
Description of the services	Mainly selling healthy food products and converting the profits into food distributed to needy people.
Products	Sale of coffee, sauce, jam, olive oil, pastries, salt, nuts, spices, candies, pasta, vinegar, legumes, cereal, flour, honey, cosmetics, superfoods, juice, drinks, soaps
Targeted audience / Clients	Consumers in Greece
Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	Wise Greece effectively collaborates with local Greek producers who prioritize green practices. The products offered by Wise Greece align with the principles of healthy eating. In addition, recyclable, biodegradable, and minimal packaging policies are applied. The company also follows a zero-food waste policy, where food is donated to people in need. Furthermore, sustainable living and healthy eating are promoted through educational programs.
Good Practice 2: <b>Exploring New Markets</b>	The organization collaborates with business partners in different countries to introduce Greek products abroad and it frequently takes part in various trade fairs and food exhibitions to promote its

	products and network with potential buyers and business partners. Also, e-commerce platforms are utilized further to promote the products to a wider international audience. Furthermore, customers from various countries are attracted to improving their diet by promoting the healthy Mediterranean diet. Promotion actions are enhanced by collaborating with the Greek people abroad. Moreover, its social impact storytelling further enhances its ability to infiltrate new markets.
Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	The primary mission of Wise Greece is donating food to people in need. The company also helps the local market by supplying products from small producers. Educational seminars are organized to promote the benefits of the Mediterranean diet. Furthermore, Wise Greece encourages community engagement by asking consumers to buy products that support social causes.
Good Practice 4: <b>Continuous Learning and Improvement</b>	The organization regularly receives feedback from its business network to improve product quality and meet the needs of consumers. It also periodically assesses the effectiveness of its actions to improve and adapt its actions to achieve its goals. In addition, Wise Greece does not only help small producers by buying their products but also by offering them educational seminars on the agri-food business. Simultaneously Wise Greece tries to stay updated on food industry trends sustainability standards and consumer preferences, to remain a competitive business. Furthermore, the company participates in various events to exchange knowledge and learn from other similar initiatives to improve its practices. Moreover, Wise Greece is an innovation-seeking business, which understands that innovation needs persistence and collaboration with various actors. Finally, every regular time interval business actions are assessed to redesign business strategy and increase social impact.
Good Practice 5: <b>Inspiring Future Generations</b>	Wise Greece regularly conducts educational seminars for the community, teaching topics like green energy, the agrifood business in Greece, and entrepreneurship. Through its actions, the company promotes social entrepreneurship as a way to create positive social change. The subsequent storytelling could inspire the youth to increase their level of participation in tackling social issues.



	As the company promotes the value of the Mediterranean diet and social contribution, it encourages actions that could shape the habits and values of future generations. Finally, Wise Greece’s business model could be set as a blueprint for future generations to inspire them to integrate social and environmental considerations into their professional and personal lives.
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Name of the business	Knowl
Website	<a href="#">Knowl website</a>
General description	Knowl is a social enterprise and a multi-award-winning Trust Education Brand that designs and implements training, coaching, and educational programs that inspire, evolve, and “change the lives” of the participants. Every time a company chooses Knowl’s services, it, in turn, gives back to society by offering free training and consulting to unemployed individuals, people with limited financial means who are excluded from learning processes or have limited skills, and vulnerable groups. Knowl has already provided free training to over 5,000 people, winning several international awards, such as the European Enterprise Awards 2020 and the Education Business Awards 2016. Additionally, Knowl is a key partner in 14 European projects, many of which have been recognized as Best Practices by the European Commission. It has conducted large-scale scientific research on women's entrepreneurship and professional success, co-organizing more than 70 events focused on education, startups, skills, and vocational education and training (VET) with over 6,000 participants.
Goals	Skills development for people in need
Description of the services	By offering paid skills development seminars, the company uses its profits to provide free skills development to needy people.
Products	<ol style="list-style-type: none"> <li>1. Recruitment, scouting, upskilling, and matching</li> <li>2. Training on-site or online</li> <li>3. Coaching + Mentoring all professional levels 1-2-1 + group sessions</li> <li>4. Strength assessment + personalized analysis</li> </ol>



	<ol style="list-style-type: none"> <li>5. Bootcamps workshops, labs + seminars organization</li> <li>6. Tailored courses, Content + e-platform development</li> <li>7. CV (strengths) writing + Interview Preparation</li> <li>8. Career Development + Counseling</li> <li>9. Original HR Concepts for employees' growth</li> <li>10. Professional Development Consultancy</li> <li>11. Inspirational speeches + event facilitation</li> <li>12. Train-the-trainer programs</li> <li>13. Design of Growth experiences</li> <li>14. Research + Survey implementation</li> </ol>
Targeted audience / Clients	Executives of companies and organizations at all levels, and candidates wishing to enter the labor market.
Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	Knowl incorporates sustainability into its educational courses, teaching participants about environmental responsibility and sustainable practices in a working environment. It also utilizes plenty of eco-friendly practices, such as substituting paper with digital resources and recycling various items within its facilities. In addition, environmentally friendly and sustainable practices are taught through the training workshops offered. Partnerships with sustainable organizations enhance similar practices.
Good Practice 2: <b>Exploring New Markets</b>	Knowl actively collaborates with organizations and educational institutions, mainly but not limited to Greece, to enable it to improve its practices. In addition, by participating in various global events, Knowl can increase networking with potential partners and identify possible emerging trends and opportunities in the market. Furthermore, by utilizing digital marketing and online courses, Knowl can attract participants without geographical constraints and explore new markets. Moreover, by getting feedback from participants and partners in new markets, it is possible to improve its services continuously.
Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	Knowl emphasizes social responsibility and community engagement by offering free training and mentorship programs to vulnerable groups, researching women's entrepreneurship, and participating in European projects. Through these activities, Knowl promotes inclusion.

Good Practice 4: <b>Continuous Learning and Improvement</b>	Knowl pursues continuous learning and improvement by utilizing feedback mechanisms from participants and stakeholders. By actively engaging in European projects, Knowl remains updated about innovative approaches and methodologies. All the above help Knowl improve the offered courses and adapt them to evolving community needs.
Good Practice 5: <b>Inspiring Future Generations</b>	Knowl inspires future generations by offering a series of skills development courses. Through the educational process, it demonstrates to youth the possibility of simultaneously operating a profitable organization and helping society. Subsequent storytelling helps promote values like innovation and social change to future generations.

Name of the business	Infinity Greece
Website	<a href="#">Infinity Greece</a>
General description	InfinityGreece is a creative youth organization that began as a student volunteer group in Thessaloniki in 2014. The organization’s vision is to provide a safe space for the city’s youth to receive creative stimuli in the media sector, develop personally, broaden their horizons, and learn through experience, leaving their mark on the local community. InfinityGreece offers a safe, protected, and guided environment where members can receive training, find partners, access equipment, and have the means to experiment and develop personal and technical skills in the media and advertising fields. The organization also provides young people with experiences through volunteering, mobility programs, and educational activities. Membership costs €20 annually to support facilities, equipment, and administrative expenses. It includes training, consulting, access to the space and equipment, and networking opportunities with active youth and professionals in the city. Additionally, it provides free participation in educational programs such as “Teamwork in Digital Media” and “Summer Training,” as well as discounts at partner shops and access to the “InfinityGreece Academy” training platform. Since 2014, InfinityGreece has achieved significant collaborations with local entities like the “City of Thessaloniki,” NGOs such as “United

	Societies of Balkans,” “Kids in Action,” and “Youthnest,” businesses like “WE Multipurpose Space,” “efood,” “Lancom,” and “Isomat,” as well as youth organizations like TEDxUniversityofMacedonia” and “AIESEC.” The common factor among all these collaborations has been the strong bonds of friendship and respect formed with all involved, leading to the successful realization of shared goals.
Goals	Quality education, decent work and economic growth, sustainable cities and communities, partnership for the goals
Description of the services	SALDO offers marketing services to other businesses and organizations, reinvesting in creating programs and maintaining the volunteer community.
Products	<ol style="list-style-type: none"> <li>1. Youth: Support of professional, personal, and social development of young people</li> <li>2. Digital: Introduction of young people to the digital age by training them in innovative digital tools</li> <li>3. Media: production and sharing of content to promote social messages</li> <li>4. Social entrepreneurship: Promotion of entrepreneurial skills for professional development and community empowerment</li> </ol>
Targeted audience / Clients	Businesses
Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	Infinity Greece is committed to green practices by promoting sustainable behavior among its members and incorporating eco-friendly initiatives like responsible consumption into its projects. Through its workshops and events, Infinity Greece promotes environmental awareness and collaborates with partners encompassing similar values. In addition, this company promotes waste reduction and the efficient use of resources.
Good Practice 2: <b>Exploring New Markets</b>	Infinity Grece explores new markets by forging international collaborations, enhancing its visibility and outreach. The organization actively participates in youth projects, connecting diverse audiences. In addition, it focuses on leveraging social media and digital platforms to further promote its activities.

Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	Infinity Greece emphasizes social responsibility and community engagement, providing the necessary space for youth expression and creative development. The organization focuses on promoting social change and encouraging youth to contribute positively to society, assisting them in developing personal and professional skills.
Good Practice 4: <b>Continuous Learning and Improvement</b>	Infinity Greece pursues continuous learning and improvement by conducting workshops, seminars, and educational programs for skills development. The organization encourages its members to experiment and innovate, fostering an environment of creativity and growth. Due to international collaborations, Infinity Greece helps trainees to learn the best practices and gain new, up-to-date knowledge. This commitment creates a mindset of continuous learning and improvement for all the engaged stakeholders.
Good Practice 5: <b>Inspiring Future Generations</b>	Infinity Greece inspires future generations by providing a creative and safe environment for youth to express themselves and develop skills. The organization promotes volunteering and collaboration, fostering empathy and social responsibility among young people. By demonstrating numerous successful projects and encouraging innovation, this company motivates youth to make a positive impact in their communities.

Name of the business	VIO.ME
Website	<a href="http://VIO.ME">VIO.ME</a>
General description	The factory of VIO.ME. in Thessaloniki serves as a social enterprise example. Abandoned initially during the economic crisis, the workers and the community took over using a participatory approach. The factory employs 22 people and produces general cleaning products like laundry detergents, dish soaps, and biodegradable soaps that are eco-friendly and safe for the environment. These products are sold in small stores and through an online shop. Since 2016, they have also resumed the production of construction adhesives.
Goals	Inclusion

Description of the services	Production and offer of general cleaning products and construction adhesives
Products	Laundry detergents, dish soaps, and biodegradable soaps that are eco-friendly and safe for the environment
Targeted audience / Clients	Consumers
Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	VIO.ME is committed to green practices by producing eco-friendly cleaning products from biodegradable and non-toxic materials that minimize environmental impact. Their sustainable product line includes general cleaning solutions, soaps, and detergents. The cooperative's production processes prioritize environmentally safe ingredients and methods, aligning with sustainability principles.
Good Practice 2: <b>Exploring New Markets</b>	VIO.ME explores new markets by collaborating and partnering with similar organizations, leveraging social networks that support cooperative and sustainable business models.
Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	VIO.ME emphasizes social responsibility and community engagement by operating as a worker-run cooperative, promoting a participatory management approach to business. The workers collectively manage production, prioritizing ethical practices and fair working conditions. The cooperative actively collaborates with community groups, supporting other initiatives that align with its values.
Good Practice 4: <b>Continuous Learning and Improvement</b>	VIO.ME promotes continuous learning and improvement through its democratic structure based on worker participation in decision-making processes. This cooperative fosters skill development and knowledge-sharing among its members, leading them to acquire new skills in areas like production, management, and sustainable practices. The organization constantly tries to improve its products by incorporating eco-friendly materials and processes. This commitment to growth and learning helps VIO.ME adapt to changing market demands and improve the quality of its products.
Good Practice 5: <b>Inspiring Future Generations</b>	VIO.ME inspires future generations by demonstrating the effectiveness of self-management and sustainability. It's about a worker-run cooperative that emerged during the previous decade's economic crisis. It serves as a model of how communities could take control of failed businesses and make them prosperous again.

	Through its commitment to producing eco-friendly cleaning products and involving workers in the decision-making process, it encourages young people to pursue alternative business models focused on ethical practices, environmental awareness, and social justice, demonstrating that change is achievable through collective effort.
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Name of the business	Bios Corp
Website	<a href="#">Bios Corp</a>
General description	Bios Coop is a social consumer cooperative in Thessaloniki, founded on March 29, 2012. It offers a pleasant environment featuring Greek and cooperative products, primarily sourced from the local area and produced in a way that is friendly to both people and the environment. The cooperative aims to meet the basic nutritional needs of its customers and members during challenging times rather than generate profit. Pricing is consistent for both members and non-members, with any surplus shared with the local community and members at the end of the financial year, primarily reinvested into the cooperative.
Goals	Selling food at low price
Description of the services	Selling food acquired from local producers and cooperatives, without wholesalers, ensuring top product quality
Products	<ol style="list-style-type: none"> <li>1. Pastry shop</li> <li>2. Organic products</li> <li>3. Cleaning products</li> <li>4. refrigerator items</li> <li>5. Cosmetics</li> <li>6. Frozen items</li> <li>7. Special food products</li> <li>8. Personal care items</li> <li>9. Fresh meat</li> <li>10. Fresh fruit and vegetables</li> <li>11. Stationery</li> </ol>
Targeted audience / Clients	Consumers with low income



Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	Bios Coop commits to green practices by offering local products and minimizing the environmental footprint of products during the supply chain process. The products are environmentally friendly. This approach enhances responsible consumption and encourages sustainable practices among its members and customers.
Good Practice 2: <b>Exploring New Markets</b>	Bios Coop explores new markets by focusing on local partnerships and community engagement. It emphasizes building relationships with local producers and consumers, promoting the ethos of cooperation. In addition, Bios Coop participates in community events and markets to increase visibility and attract a wider audience. Their commitment to ethical sourcing and sustainable practices is the vessel for expanding their market reach.
Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	Bios Coop focuses on social responsibility and community engagement by fostering a business model that prioritizes local sourcing and ethical practices. It supports local producers and emphasizes meeting consumers’ nutritional demands during challenging times. In addition, any profit generated is reinvested in the local community. At the same time, the cooperative administration model demonstrates effective active participation from its members, shaping a sense of community and shared responsibility.
Good Practice 4: <b>Continuous Learning and Improvement</b>	Bios Coops pursues continuous learning and improvement through the active participation of its members and the utilization of a series of feedback mechanisms. Engaging its members in the decision-making process improves their skills. Also, regular assessments of their practices help the cooperative identify areas for improvement.
Good Practice 5: <b>Inspiring Future Generations</b>	Bios Coop inspires future generations by creating a community-oriented environment that focuses on sustainable practices. The cooperative encourages participation in local initiatives, highlighting the importance of community support. By offering local and eco-friendly products, the cooperative instills values of sustainability and healthy living in youth, shaping a future generation committed to social and environmental well-being.



## Turkey

Name of the business	Ahbap
Website	<a href="https://ahbap.org">https://ahbap.org</a>
General description	<p>Ahbap, is a collaborative movement, working with a value system based on solidarity, sharing, caring, and belonging, while combining the unifying and transforming wealth of the cultural treasures of Anatolia with the opportunities offered by modern information technology, moving them into the future. The right to live is the provision of the minimum conditions necessary for a living being to continue life, such as breathing, food, and water. The right to life is access to modern social, cultural, and economic facilities. Suppose an individual is born as the addressee of the problems left to the world by his or her predecessors. In that case, he or she must also be born as a partner to the world's resources and humanity's information treasure. For these reasons, every individual must benefit equally from the social, cultural, and vital needs that are paid for by society. Ahbap works short/medium/long term by mobilizing social dynamics and solidarity values for people needing urgent access to these needs. Within the definition of right to life, Ahbap will establish working groups and develop projects based on sustainable solidarity models. With its representatives all over the country, Ahbap will create local and general projects that will integrate local values with global knowledge, and establish its own cooperation models for the necessary support and work in the implementation and realization of these projects. Ahbap is a unification movement. It draws its strength from understanding equal solidarity with every human being, regardless of gender, language, religion, race, or political opinion. Ahbap will carry out local development, employment, and integration projects with global knowledge by interpreting the Anatolian cultural and natural treasures within the framework of sustainable environmental awareness, with current science and technology possibilities.</p>

Goals	The Ahbap Association was established to provide all kinds of help, in the form of in-kind and cash assistance, to those in need, to strengthen the awareness of solidarity across all segments of society, help create a good society made up of good people, build modern and sustainable networks of mutual assistance and solidarity to aid new cooperation models and projects, and protect local culture while contributing to its development, with today's technological opportunities, moving it into the future.
Description of the services	<p>Responsible for the production, R&amp;D and sharing processes of the artworks that Ahbap will bring to society. Support talented young people in their region and get them to Ahbap Art. Prepares conditions for creating works that are following Ahbap values and significantly raise social awareness. The Humanity Board researches human rights issues within the framework of Ahbap values and laws. It engages in activities that promote solidarity to prevent, using nonviolent communication, the isolation of disadvantaged groups from society. The Education Board, knowing that education is necessary in every aspect and point in life, collaborates with relevant people, institutions and organizations to reach out to anyone interested in creating with curiosity and love based on one's unique, free, personal interests, talents and the society's desire for information. Is not limited by school, teacher, book or student and creates and implements effective and sustainable projects that are relevant to life, fun and innovative, without excluding anyone regardless of category or subject.</p> <p>To make the name Ahbap a well-known platform in Turkey and around the world, to make all the work done by the Ahbap Platform transparent, clear and accurate in all media areas in accordance with ethical values on a purely voluntary basis, not in pursuit of profits but of love and truth. The Assistance Board always works quickly in all of the Ahbap Cities by acting practically, quickly and in a solution-oriented manner. Within the framework of the Ahbap values, it acts in an investigative, transparent and fair manner and works to encourage goodness, solidarity, and tolerance in society. By being an Ahbap to those in need in difficult situations, it provides moral support in the process of meeting the needs. In order to spread genuine goodness, it looks out for every opportunity to explain,</p>

	<p>understand and practice being an Ahbap. It organizes projects and assistance campaigns that encourage solidarity among all humanity, especially among Ahbap volunteers.</p> <p>It carries out the necessary studies to spread sustainable environmental awareness to society. It produces original and attention-grabbing activities aimed at integrating humans, animals, and nature. The Network and Organization Board ensures that the activities carried out in cooperation with all boards are recorded. The Board guides in accordance with the Ahbap values.</p> <p>Ahbap Science and Technology Board continues to work to promote science and technology in our Ahbap cities and to build a society that researches, analyzes, and produces. It supports our Inventor Ahbaps, who are devoted to science and technology in Turkey and who cannot realize their projects due to financial impossibilities. It brings together smart solutions with nature and our street Ahbaps. It combines Ahbap Values with current technologies to simplify its operation mechanism and build a transparent and reliable management system.</p>
Products	
Targeted audience / Clients	<p>The Ahbap Association was established to provide all kinds of help, in the form of in-kind and cash assistance, to those in need, to strengthen the awareness of solidarity across all segments of society, help create a good society made up of good people, build modern and sustainable networks of mutual assistance and solidarity to aid new cooperation models and projects, and protect local culture while contributing to its development, with today's technological opportunities, moving it into the future.</p>
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	<p>It carries out the necessary studies to spread sustainable environmental awareness to society. It produces original and attention-grabbing activities aimed at integrating humans, animals, and nature. It is responsible for animal-related work. It suggests ideas to improve the living conditions of street ahbaps and treat them if necessary.</p>
Good Practice 2: Exploring New Markets	

Good Practice 3: Emphasizing Social Responsibility and Community Engagement	The right to live is the provision of the minimum conditions necessary for a living being to continue life, such as breathing, food, and water. The right to life is access to social, cultural and economically modern facilities. If an individual is born as the addressee of the problems left to the world by his or her predecessors, he or she must also be born as a partner to the world resources and humanity's information treasure. For these reasons, every individual must benefit equally from the social, cultural and vital needs that are paid for by society. Ahbap works short/medium/long term by mobilizing social dynamics and solidarity values for people in need of urgent access to these needs.
Good Practice 4: Continuous Learning and Improvement	It aims to adapt society to innovations by developing systems and applications that make science and technology usable in everyday life in every corner of Anatolia and to bring them together with the smart solutions required by the times.
Good Practice 5: Inspiring Future Generations	

Name of the business	Bluedot
Website	<a href="https://www.bluedot.co">https://www.bluedot.co</a>
General description	Bluedot simplifies the EV experience, from finding the nearest charging station to accessing real-time charge data and making seamless payments—all in one app. Bluedot delivers EV charging and fleet management solutions, simplifying the transition to green energy for everyone. We bridge energy and mobility seamlessly, ensuring a hassle-free experience. Founded in 2021, our operations span from Palo Alto to Istanbul.
Goals	EV drivers seek simplicity and efficiency. We aim to provide you with clear, straightforward access to charging stations so your vehicle is ready for whatever lies ahead. Our mission is to transform future electricity usage through data-driven energy solutions, making electric living easier, safer, more exciting, and completely effortless, everywhere and at all times. We dedicate each day to enhancing our customers' lives and their experiences with electricity. The products and services we develop are set to

	redefine your choices and interactions with vehicles and energy going forward.
Description of the services	Pioneering seamless, scalable solutions for future sustainable transportation. Bluedot is here to make our life with electricity easier, more reliable, and free of hassle. Out on the road, at home, and also in power generation.
Products	Bluedot lets you use one app to locate and access 80% of public chargers. We also automatically submit your charging expenses. Automated and Accurate Home Charging Reimbursement Stop making inaccurate utility estimates. Stop making drivers go through tedious manual expense processes. Bluedot pulls rates directly from utility companies and sends them automatically to the fleet manager—all Your EV Fleet Data in One Dashboard. Stop manually collecting data from different sources. Bluedot collects and centralizes data for easy access and analysis. Automate Your Charging Expenses & simplify your electric fleet management with automated charging expense tracking.
Targeted audience / Clients	EV Drivers and fleets
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	Pioneering seamless, scalable solutions for future sustainable transportation. Bluedot is here to make our lives with electricity easier, more reliable, and hassle-free. Out on the road, at home, and in power generation.
Good Practice 2: Exploring New Markets	We aim to be the leading provider of integrated charging experiences for EV drivers and fleet managers, supported by industry giants like Y Combinator, Ford, and Samsara.
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	
Good Practice 4: Continuous Learning and Improvement	
Good Practice 5: Inspiring Future Generations	

Name of the business	Fazla Gıda
Website	<a href="https://fazla.com">https://fazla.com</a>
General description	With our technology-based, holistic waste management solutions, we prevent waste generation at its source and recycle it into a circular economy with the highest environmental, social, and economic value.
Goals	<p>Reducing waste while building systems in which all can access secure and nutritious food, and promoting sustainable agriculture</p> <p>Reducing the environmental impact per capita in cities and creating sustainable and resilient cities by prioritizing waste management</p> <p>Preventing and reducing waste generation, and promoting recycling and re-use of products to develop sustainable production and consumption processes</p> <p>Raising awareness on the climate crisis, increasing resilience, and integrating the necessary measures into strategies to combat this crisis and its effects</p> <p>Establishing partnerships in which resources such as knowledge, expertise, technology, and finance are shared to revitalize the Global Development Goals, and carrying out relevant policy and capacity building studies</p>
Description of the services	<p>Fazla Market</p> <p>Prevent waste generation and make a profit with our commercial online shopping platform, Fazla Market.</p> <p>Donation</p> <p>Reach people in need with your inventory surplus at risk of being wasted and create value.</p> <p>Animal Feed</p> <p>Utilize your surplus products unsuitable for human consumption for animal feed production while contributing to a circular economy.</p> <p>Recycling</p>

	<p>Bring your inventory surplus into the circular economy from a single point, gain financial benefit while creating a positive environmental impact.</p> <p>Smart Scale System</p> <p>Measure your waste in detail and reduce your waste, waste-borne costs and carbon emissions with data-oriented reports.</p> <p>Fazla Iyi</p> <p>Monetize your unsold products while preventing waste and increasing food accessibility for consumers with discounted prices.</p> <p>Sustainability Consultancy</p> <p>With our consultancy services, you can create a long-term, tangible, and positive impact instead of cost, prepared following your corporate needs.</p>
Products	<p>Food is the most basic need of all living things on earth; a source of life. This most valuable treasure also contains the power to unite the whole world in a single denominator. However, as a species, we waste 1/3 of the food we produce yearly. Today, 14 of every 100 foods we make are wasted between harvest and retail steps, while 17 are turned into waste in steps that touch individual consumers, such as retail, food service, and home. Behind this waste lies the limited infrastructure work encountered throughout the supply chain, inadequate logistics and storage systems, problems in the production and supply plan, and improperly developed consumer habits.</p> <p>It supplies excess packaging products that are aging in their stocks and that institutions cannot sell through the standard sales channel for various reasons; We bring these products to new buyer groups. While providing financial advantages for suppliers and buyers, we create environmental benefits by saving excess packaging from being wasted through sales. With our benefit-oriented Recycling service, we bring different types of packaging waste of institutions such as plastic, wood, aluminum or composite into the circular economy from a single point, while providing financial advantage</p>



	<p>to institutions and turning their environmental impacts into positive ones.</p> <p>Textile;100 billion pieces of clothing are produced every year, and approximately 85% of them go to waste in the same year. If the textile industry continues its current functioning, it is predicted that textile waste will reach 134 million tons in less than 10 years and carbon emissions from textile waste will double. One of the most striking facts about textile production that is overlooked is that the sector requires large amounts of chemicals, water, energy and many other natural resources. In addition to the large volume of natural resources used in production, each piece of clothing disposed of by landfilling decomposes in nature over an average of more than 200 years, causing the release of large amounts of methane gas and the leakage of toxic chemicals and dyes. With our benefit-oriented Recycling service, we bring the wastes of institutions such as scraps and tops into the circular economy from a single point, while providing financial advantage to institutions, we turn their environmental impacts into positive ones.</p> <p>Many different types of chemicals have started to take an important place in our lives, especially in the last 40 years. Many cleaning materials we use in our homes, such as detergents, personal care products that are a part of our daily lives, and many chemical products such as liquid fuel and batteries, seriously disrupt the balance of nature after being turned into waste. When not managed in an environmentally responsible manner, these wastes pollute soil, water and air; It puts life at risk. With sustainable waste management, it is possible to bring these wastes into the circular economy and use.</p>
Targeted audience / Clients	producers, retailers, distributors, animal feed producers, municipalities, consumers
Good Practice 1: <b>Committing to Green Practices and Developing Sustainable Products</b>	<p>In 2015, The Sustainable Development Goals were recognized by United Nations as a global call to build fair and sustainable systems. The agenda consisting of 17 goals had been written with environmental, social and economic perspectives with a focus on ensuring sustainability and development until 2030. Each goals depends on another and connects within each other, and they are in</p>

	<p>a systemic unity in which a progress in one are affect all.Reducing waste while building systems in which all can access secure and nutritious food, and promoting sustainable agriculture. Reducing the environmental impact per capita in cities and creating sustainable and resilient cities by prioritizing waste management. Preventing and reducing waste generation, and promoting recycle and re-use of products to develop sustainable production and consumption processes. Raising awareness on climate crisis, increasing resilience and integrating the necessary measures to strategies to combat this crisis and its affects. Establishing partnerships in which resources such as knowledge, expertise, technology and finance are shared to revitalize the Global Development Goals and carrying out relevant policy and capacity building studies.</p>
Good Practice 2: <b>Exploring New Markets</b>	<p>Fazla Market, the alternative shopping channel of every organization in the supply chain, brings together the surplus products of suppliers at discounted prices with buyers who can use these products. While suppliers monetize their slow-moving inventory with Fazla Market, they also reduce waste generation in a safe and effective way. On the other hand, buyers access the products for their purchasing and supply planning at reasonable prices on the platform. With Fazla Market, suppliers and buyers save products at risk of being wasted and create financial value.</p>
Good Practice 3: <b>Emphasizing Social Responsibility and Community Engagement</b>	<p>Create Social Value While Preventing Waste</p> <p>Through our digital donation platform and national food bank network, you can track and deliver your surplus, which is at risk of being wasted, to those in need from all around Turkey. Turn your inventory surplus into a benefit while earning financial gains with tax deductions.</p>
Good Practice 4: <b>Continuous Learning and Improvement</b>	<p>We respond to your needs with our Sustainability Consultancy service, which adopts a practical, inclusive, and participatory approach. We add value, not cost, while integrating sustainability into your corporate identity. Start the transformation your</p>

	organization needs today with our Sustainability Consultancy service. Turn your sustainability goals into action, increase your corporate impact, and successfully achieve your goals with our consultancy services prepared by our expert staff in line with your needs.
Good Practice 5: Inspiring Future Generations	

Name of the business	Localgreens
Website	<a href="https://www.localgreens.co/">https://www.localgreens.co/</a>
General description	LocalGreens is an indoor farming startup, growing local, fresh & healthy vegetables in local farms in metropolitan cities with a focus on sustainability. Using a hydroponic growing method ensures our plants are always happy and in optimal growing conditions. Our controlled growing environment protects our greens from harmful pests and illnesses naturally from soil, without pesticides. This allows us to grow the purest and healthiest vegetables. Our farms located in metropolitan cities help us deliver our tasty greens without the need for big logistic networks and without logistic waste.
Goals	Achieve compliance with the objectives of the Green Deal
Description of the services	<p>Less Food-Miles, Less Carbon Footprint</p> <p>Did you know that the average distance a lettuce travels before taking its place on your table is 3000+ km? We don't like long-distance travel! Our indoor farms are located in metropolitan cities and our product is sold only locally. This is why our greens' average distance is 20 times less than traditional agriculture.</p> <p>Always Fresh</p> <p>As we are located very close to city centers, our greens are harvested in the morning and delivered to their final destination a few hours later by our in-house delivery team. This is why LocalGreens products are always the freshest.</p>
Products	<p>Non-GMO, Certified Seeds</p> <p>We care about your health and what you eat, so we use only certified, non-GMO seeds.</p> <p>No Place for Harmful Chemicals</p>

	<p>Our controlled growing environment protects our greens from harmful pests and illnesses that naturally comes from soil. This allows us to grow the healthiest vegetables without using pesticides and fungicides.</p> <p>High Nutritional Value</p> <p>Our pesticide-free and healthy vegetables are ready to take their place on your plate with high nutritional value.</p>
Targeted audience / Clients	All stakeholders of the sector
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	<p><b>We Care About the Water</b></p> <p>While our controlled growing environment and hydroponic growing method allow us to grow healthy greens 365 days a year, we use 90% less water to produce 10x more crops in the same space than traditional agriculture.</p> <p><b>The Sun is Our Best Friend</b></p> <p>Our greenhouse is built to use sunlight as effectively as possible. While our greens enjoy natural sunlight, we want energy efficiency and keep working on increasing our sustainability.</p> <p><b>We Don't Let Rainwater Go to Waste</b></p> <p>We don't let rainwater above our greenhouse go to waste; we collect it to feed our greens. So far, this method has allowed us to provide 30% of our water usage.</p>
Good Practice 2: Exploring New Markets	
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	
Good Practice 4: Continuous Learning and Improvement	
Good Practice 5: Inspiring Future Generations	

Name of the business	TEMA
Website	<a href="https://www.tema.org.tr">https://www.tema.org.tr</a>
General description	The environment and sustainability concepts as we understand them today stepped into our lives at the United Nations Environment and Sustainable Development Conference in 1992. Two distinguished businessmen of Turkey, Hayrettin Karaca, and A. Nihat Gökyiğit decided to have Turkey gain these concepts, still very new in the international arena, and to bring an organized way to nature protection, to which they devoted their lives. Erosion and combat with desertification had started to become urgent issues to be intervened in Turkey. Therefore, these two nature lovers discussed the sensitivity of the issue with the other leaders of the business world and on September 11th, 1992 they established The Turkish Foundation for Combating Soil Erosion, Reforestation and the Protection of Natural Habitats.
Goals	<p>The primary goal of the Foundation is to explain to our nation, its representatives, political parties and governments, public and private organizations, educational institutions, media organs; the causes and grave consequences of soil erosion and the danger of our country becoming a desert. In this sense, it aims to create a sensitive, conscious and effective public opinion against environmental problems, especially erosion.</p> <p>They aimed to demonstrate that erosion and desertification, threatening our lands, could be combatted, to attract attention to the danger, to hold onto the land, to carry out deforestation, to protect the natural habitats, and to ensure that this combat would be a government policy.</p> <p>To reach this aim, they started to explain to the public and to the decision makers that erosion is not the fate and that erosion could be combatted by protecting our land and through reforestation. They aimed at making this combat for protecting the natural assets to be a grassroots movement and they attached priority to the volunteers, who would be at the core of this fight. They started their journey for nature as the Founding Honorary Chairs of the TEMA Foundation</p>

	and in a short time, they became Grandpa Earth and Grandpa Leaf for all nature lovers.
Description of the services	<p>The Pasture Law and Soil Protection Law were enacted in Turkey. Today in the 81 cities of Turkey there is at least one forest that has been formed by the TEMA Foundation donators.</p> <p>To date, we have reached more than 6 million children with nature training and awareness campaigns. Millions of children and hundreds of thousands of adults have benefited from our educational programs and become acquainted with ecological literacy.</p> <p>We have hundreds of thousands of volunteers and supporters, 81 city representatives, responsibilities in more than 300 districts, and Young Tema Associations in about 150 universities in every city of Turkey.</p> <p>Up to the present, we have realized 395 rural development, protection, and reforestation projects.</p> <p>We have won 186 of the 310 lawsuits that we opened or got involved in. Tens of lawsuits are in progress.</p>
Products	<p>Wedding Invitations</p> <p>Wedding Cards and Magnets</p> <p>Wedding Accessories</p> <p>Newborn Baby Cards and Magnets</p> <p>Circumcision Invitations and Magnets</p> <p>Unique Purpose Invitations and Magnets</p> <p>General Donation</p> <p>Sapling Donation</p> <p>Education Donation</p> <p>Wreath Donation</p> <p>Happy Day Board Donation</p> <p>Condolence Card</p> <p>Wedding &amp; Opening Celebration Cards</p> <p>Memorial Forest Creation</p>
Targeted audience / Clients	Today, there is a TEMA Foundation perception that is known by almost the whole public Up to the present we have reached more

	<p>than 6 million children with nature training and works of awareness. We have developed modern nature education programs for all levels of education. Millions of children and hundreds of thousands of adults benefited from our educational programs and became acquainted with the ecological literacy concept. In every city of Turkey we have hundreds of thousands of volunteers and supporters, 81 city representatives.</p>
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	<p>Our Foundation's afforestation projects are exemplary efforts to protect forests and the services they provide, especially in combating erosion, and to raise public awareness about the importance of afforestation efforts.</p> <p>Life in nature depends on the soil and the services it provides, and our soils are facing the risk of disappearing or losing their fertility every day due to erosion, desertification, urbanization, and pollution. Today, 95% of the food we have is provided from soils. The continuity of agriculture and agriculture-related activities is only possible with the sustainable use and protection of soil and soil-dependent ecosystems. Since agricultural lands are predominantly used in rural areas, sustainable soil management can only be achieved through sustainable land management and rural development models. The rural development projects carried out by our Foundation are exemplary studies that put forward models in this context.</p>
Good Practice 2: Exploring New Markets	Active participation in all related forum.
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	<p>Life in nature depends on the soil and the services it provides, and our soils are facing the risk of disappearing or losing their fertility every day due to erosion, desertification, urbanization, pollution. Today, 95% of the food we have is provided from soils. The continuity of agriculture and agriculture-related activities is only possible with the sustainable use and protection of soil and soil-dependent ecosystems. Since agricultural lands are predominantly under the use of rural areas, sustainable soil management can only be achieved through sustainable land management and rural</p>



	development models. The rural development projects carried out by our Foundation are exemplary studies that put forward models in this context.
Good Practice 4: Continuous Learning and Improvement	The Mini TEMA and Junior TEMA Nature Education Programs, The Middle School TEMA and High School TEMA Nature Education Programs developed by the TEMA Foundation in cooperation with the Ministry of National Education and with the support of Türkiye İş Bankası, are implemented in schools by volunteer teachers to support children and young people in getting to know nature, discovering relationships in nature, and gaining ecological literacy skills. Education Portal ( <a href="http://minik-yavrutema.org">minik-yavrutema.org</a> ), ( <a href="http://e-tema.org/ortaokul-lisetema">e-tema.org/ortaokul-lisetema</a> ), which was prepared to enable teachers to access educational content and materials online, also includes resources on ecological literacy and nature education.
Good Practice 5: Inspiring Future Generations	<p>Trainer Volunteers: These are volunteers who deliver our Foundation's promotional and educational presentations to schools and institutions that request them. They preferably have or are currently studying in the Field of education.</p> <p>Event Volunteers: These volunteers participate in and support events throughout the year.</p> <p>Teacher Volunteers: Teachers who implement our Education Programs (Mini TEMA, Junior TEMA, Middle School TEMA, and High School TEMA) in their classrooms.</p> <p>Mini TEMA, Junior TEMA, Middle School TEMA, and High School TEMA Volunteers: Pre-school, primary, middle, and high school student volunteers who volunteer with school groups or individually. Within the Site Activity Program or Training Programs, they carry out voluntary activities on sapling planting, afforestation, water, recycling, energy saving, climate change, protection of natural assets, awareness raising, promotion of TEMA Foundation, etc.</p>

## Belgium

Name of the business	IMP IMPACT
Website	<a href="https://www.ipmimpact.com/">https://www.ipmimpact.com/</a>
General description	IPM Impact is an applied research company implementing integrated pest management strategies and tools. We are doing several side-effect trials on pollinators and beneficial organisms for IPM purposes. IPM Impact works closely with both the chemical and the biological industry. We are also active members of scientific organisations like the IOBC working groups 'Pesticides and Beneficial Organisms', 'Integrated Control in Protected Crops, temperate and Mediterranean climate', and the International Commission for Plant-Bee Relationships. As a result, you will find on this website the most comprehensive and up-to-date database on the side effects of plant protection products worldwide.
Goals	IPM Impact's goal is to be the preferred and innovative partner for advisors, distributors, growers, and the industry for high-value crops by providing them with all necessary information for integrating the best of both worlds, be it chemical or biological. This way, growers can meet the market's highest standards while contributing to sustainable horticulture with the next generation in mind.
Description of the services	<p>Integrated Pest Management has become an essential part of plant protection in horticulture worldwide. Combining beneficial organisms, selective pesticides, monitoring, and other cultural management measurements makes it possible to reduce the number of chemical treatments while tolerating acceptable pest levels. The success behind this strategy is hardly based on environmental concerns. Still, it is mainly driven by economic and practical reasons, like resistance management or the use of pollinators like bumblebees or honeybees.</p> <p>Recently, the extralegal requirements by some European supermarkets on the number and the amount of residues on fruit and vegetables, and the strict import rules on the used plant protection products by countries like Russia have strongly augmented the demand for IPM-based pest and disease control in many horticultural crops. However, for growers, advisory people, registration officers,</p>

	<p>and even chemical companies' employees, things are getting more and more complicated. They do not only need to know which product they can use to control a pest or disease, but also if there are any undesirable side-effects on the used micro- and macro-organisms, and if so, how they can still implement the treatment while minimising the effects of the treatment on the biological balance between predator and prey, or parasitoid and host. This is where our company's services come in to help.</p> <p>IPM Impact is proud to present, as a service, the most comprehensive database on the side effects of plant protection compounds and growth regulators on beneficial organisms and pollinators worldwide. It contains more than 14000 data on different beneficial arthropods, zoophagous nematodes, microbial, and pollinator species from more than 400 active ingredients.</p>
Products	<p>Resistance can be described as an adaptation of a pest population to a pesticide, resulting in reduced efficacy. The resistant organisms can pass on this decreased susceptibility to their offspring. If resistance to one active ingredient confers resistance to another plant protection product, we discuss cross-resistance. Resistance is driven by natural selection, which allows organisms with resistance genes to survive and pass them to their offspring. This way, the number of resistant individuals in a population will increase by continuous pesticide applications until the product is no longer effective.</p> <p>Selective compounds are, together with beneficial organisms, the essential tools for IPM-driven sustainable horticulture. However, the number of active ingredients has decreased dramatically over the last decade, certainly in Europe. This means that the resistance pressure on the remaining compounds is getting higher and higher. Consequently, new active ingredients are often overused, leading to possible resistance problems. IPM Impact is convinced that anti-resistance strategies for chemical and biological pesticides are an essential part of an IPM approach. Therefore, through this website, we support the FRAC and IRAC approach by providing a platform for growers and advisors for the anti-resistance strategies that FRAC and IRAC work out. Soon, these strategies will be implemented in the side-effect database, so each time the database is consulted for an</p>

	active ingredient, recommendations and alternatives to avoid resistance will be given on a grower's level.
Targeted audience / Clients	Farmers; Agricultural Cooperatives; Agronomists; Agrochemicals Companies
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	Through its products and customized services, <b>IPM Impact</b> commits to a sustainable approach to agriculture that combines various strategies to manage pest populations effectively while minimizing environmental impact. It emphasizes biological, cultural, physical, and chemical methods to control pests in an eco-friendly manner.
Good Practice 2: Exploring New Markets	<b>IPM Impact</b> is expanding into new markets as demand for sustainable agricultural practices grows. The international network of <b>IPM Impact</b> holds promise as the driving force of exploring new markets, and it is projected to increase significantly, driven by environmental concerns, regulatory pressures, and technological advancements.
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	<p>Integrated Pest Management (IPM) is increasingly recognized as a tool for social responsibility and community engagement. IPM helps protect ecosystems, public health, and local economies by promoting sustainable pest control methods.</p> <p><b>How IPM Impact Supports Social Responsibility</b></p> <ul style="list-style-type: none"> <li>• <b>Environmental Protection:</b> By advising various stakeholders, it reduces reliance on harmful pesticides, preserving biodiversity and soil health.</li> <li>• <b>Public Health Benefits:</b> The proposed methodologies of IPM Impact minimize exposure to toxic chemicals, improving safety for farmers and communities.</li> <li>• <b>Economic Sustainability:</b> IPM Impact organizes various capacity-building seminars and workshops and thus supports local farmers by reducing costs and promoting long-term agricultural resilience.</li> </ul> <p><b>Community Engagement actions of IPM Impact</b></p> <ul style="list-style-type: none"> <li>• <b>Education &amp; Training:</b> Farmers and local communities receive guidance on sustainable pest management.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Collaborative Efforts:</b> Partnerships between farmers, researchers, and policymakers enhance pest control strategies.</li> <li>• <b>Urban &amp; Rural Initiatives:</b> IPM IMPACT is connected to city planning and rural development programs to ensure widespread adoption of its principles.</li> </ul>
Good Practice 4: Continuous Learning and Improvement	<b>Continuous Learning and Improvement</b> are substantial development pillars for IPM Impact. Therefore, all its members participate in ongoing educational workshops to acquire new skills, knowledge, and insights to adapt to changing environments and enhance personal or organizational performance. On another note, IPM Impact and specifically its founder, Mr. Guido Sterk, embrace continuous learning to foster a culture where employees are encouraged to develop their expertise, innovate, and improve efficiency. This can be achieved through formal training, mentorship programs, self-directed learning, and collaborative knowledge-sharing. The same principles are also the key elements of the training programs offered by IPM Impact to its clients.
Good Practice 5: Inspiring Future Generations	Inspiring future generations in the <b>Integrated Pest Management (IPM)</b> world is crucial for sustainable agriculture and environmental protection. IPM Impact has a network of established collaborations with various schools and Universities in Belgium, where education, mentorship, and innovation play key roles in ensuring that new professionals embrace eco-friendly pest control methods. Some initiatives focus on engaging young minds through hands-on learning, research opportunities, and awareness campaigns. Encouraging students to explore careers in IPM helps build a workforce dedicated to reducing pesticide reliance and promoting biodiversity.

Name of the business	Houtmeyers Plantencentrum - Boomkwekerij
Website	<a href="https://houtmeyers.be">https://houtmeyers.be</a>

General description	This family business has been growing plants in our genes for three generations. We cater to private individuals and professional clients such as landscape architects, garden installers, and public authorities. Keeping up with the latest trends and launching new ideas is a given for us, but our primary goal has always been to offer high-quality products at fair prices. For decades, we have renounced the use of pesticides, and weeds are removed mechanically. We are therefore proud to have the MPS A+ certificate. Through various Belgian and Dutch associations, we keep our knowledge 'up-to-date' and closely follow what is 'alive' among plant enthusiasts.
Goals	For decades, we have renounced the use of pesticides, and weeds are removed mechanically. Upon further consideration, everyone benefits from this: We don't want to disturb the natural balance in our immediate surroundings. By applying ecological cultivation, our plants develop natural resistance. Since our plants are hardened against diseases and parasites, you shouldn't use chemical control methods in your garden. Our nursery is in the beautiful green valley of the Laak in Flanders, Belgium. We feel one with the nature surrounding us, and even though we cultivate so-called exotics (plants that do not naturally occur in our regions), we do not want this to be at the expense of the natural areas around us.
Description of the services	In addition to experienced professionals, we have the necessary large and small horticultural machinery. We primarily focus on planting and renovating small, medium, and extensive gardens. Designing and arranging borders is our craft. Professionals also rely on our plant knowledge for this. You can count on our advice and know-how to turn your garden into a dream garden, or we can work according to a plan in consultation with your landscape architect or contractor. Our only passion is realizing projects where our plants find a new home, and where they can grow into a beautiful aesthetic whole in terms of form and function. That is what we do it for.
Products	Our products can be summarised as follows: <ol style="list-style-type: none"> <li>1. Hedge plants: An extensive selection of deciduous and evergreen hedges.</li> </ol>

	<ol style="list-style-type: none"> <li>Ornamental trees: We specialize in ornamental trees for more miniature gardens and various shapes.</li> <li>A collection of conifers, pines, and spruces to say 'you' to.</li> <li>Fascinating fruit trees, including rare and ancient varieties.</li> <li>Ornamental Shrubs: Many special and not everyday shrubs.</li> <li>Roses: A beautiful collection of roses for your cottage garden.</li> <li>Perennials.</li> <li>Decorative multi-stem trees.</li> </ol>
Targeted audience / Clients	Private people, Landscape architects
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	No pesticides are used in our company, and weeds are removed mechanically, which allows herbicide use to be kept to an absolute minimum. Our fields with open-field cultivation are surrounded by various crops that attract birds and beneficial insects. No matter how small, every piece of farmland is sown with diverse flower mixtures and cover crops to provide food for beneficial organisms. The open corridors between the rows of trees are also planted.
Good Practice 2: Exploring New Markets	<p>Our company is in the phase of exploring new markets in South Europe, whilst taking into account the following principles:</p> <ul style="list-style-type: none"> <li><b>Market Visibility &amp; Reputation:</b> Establishing trust and recognition with the established local suppliers.</li> <li><b>Government Policies &amp; Regulations:</b> Compliance with local environmental laws, import/export restrictions, and certification requirements.</li> <li><b>Procurement Policies:</b> Detailed knowledge of the local policies</li> <li><b>Labor Shortages:</b> Finding skilled workers for tree cultivation and nursery management.</li> <li><b>Supply Chain Logistics:</b> Safeguarding adequate availability of seedlings and liners and safe transportation.</li> </ul>
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	The importance of inclusive entrepreneurship is twofold for our company. On the one hand, it offers opportunities to prepare us for tomorrow's labor market. On the other hand, it provides chances for



	<p>people in a weaker position in the labor market to have a sustainable job. In Belgium, low-skilled individuals, older workers, people with disabilities, and migrants from outside the EU even have fewer opportunities to find a job than elsewhere in Europe. Inclusive businesses give everyone a chance to work, and we would like to contribute to this.</p> <p>Under the Day of Agriculture banner, we organize a festive open day every two years at our company’s headquarters in Lakdaal. The day includes information stands, guided tours, and demonstrations. The proceeds from the terrace are entirely donated to a good cause.</p>
Good Practice 4: Continuous Learning and Improvement	<p>Continuous learning and improvement are essential for tree nurseries to adapt to changing environmental conditions, market demands, and sustainability goals. Here are some key aspects:</p> <ul style="list-style-type: none"> <li>i. <b>Training &amp; Knowledge Sharing:</b> Regular workshops and research updates help nursery operators stay informed about best practices in seedling cultivation, pest management, and soil health.</li> <li>ii. <b>Innovation in Nursery Techniques:</b> Advancements in agroforestry and nursery management improve seedling survival rates and biodiversity restoration.</li> <li>iii. <b>Monitoring &amp; Adaptation:</b> Continuous assessment of tree growth, soil conditions, and climate resilience ensures nurseries can adjust their methods for better outcomes.</li> </ul>
Good Practice 5: Inspiring Future Generations	<p>Inspiring future generations to engage with <b>tree nurseries</b> is essential for environmental sustainability and biodiversity conservation. Several initiatives focus on educating young people about the importance of trees and reforestation.</p> <p>For example, our company is actively engaged in <b>youth-led reforestation projects in Flanders</b>, encouraging young people to plant trees and actively restore ecosystems. These projects contribute to climate change mitigation and foster a sense of responsibility and environmental stewardship among future generations.</p> <p>Additionally, our participation as partners in <b>agroforestry programs</b> helps communities learn how to manage tree nurseries effectively, combining conservation farming with sustainable tree planting. This approach ensures that young farmers and</p>

	conservationists understand the long-term benefits of tree nurseries for soil health, biodiversity, and economic stability.
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Name of the business	PSMT
Website	<a href="https://www.psmt.be">https://www.psmt.be</a>
General description	<p>PSMT is a company that, according to its foundation, aims to achieve the following:</p> <ul style="list-style-type: none"> <li>- The processing and production, the provision, including rental and leasing, delivery, installation, and commissioning of environmental protection articles, of purification and treatment equipment, whether or not including the operation of this equipment,</li> <li>- Providing support in the field of the environment; - the buying and selling, import and export, production, installation, and operation of eco-technical materials;</li> <li>- Project guidance regarding the environment, all in the broadest sense of the word;</li> <li>- Contracting works in the context of the environment, including soil remediation works.</li> </ul>
Goals	PSMT aims to be the preferred and innovative partner for private and/or industrial owners of contaminated sites by providing them with all necessary information to implement economically affordable and environmentally friendly remediation solutions.
Description of the services	<ul style="list-style-type: none"> <li>- Development of technical installations;</li> <li>- Conducting environmental research and environmental studies,</li> <li>- Conducting studies in the field of energy and safety,</li> <li>- Carrying out brownfield management, brownfield development, project management, and project development;</li> <li>- Conducting geotechnical investigations and stability studies,- conducting research and studies;</li> <li>- Providing advice: conducting assessments, both for movable and immovable property, performing laboratory research and analyses, executing earthworks, drilling, installation of piping, underground works, concrete and masonry works, constructions, demolition works, cleaning works;</li> </ul>

	<ul style="list-style-type: none"> <li>- Research and development with emphasis on Applied and Environmental Microbiology;</li> <li>- Production of energy and trade in energy and energy-generating equipment and infrastructure;</li> <li>- Acquiring and processing waste materials:</li> </ul>
Products	<ul style="list-style-type: none"> <li>- Floating removal machinery for the remediation of contaminated groundwater</li> <li>- Microbial inocula of organic degraders</li> </ul>
Targeted audience / Clients	Private and Industrial owners of contaminated sites by various organic and inorganic contaminants of concern.
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	One initiative we're proud of in our company's sustainability efforts is our transition to a paperless office environment. We digitized our document management processes to implement this, encouraging employees to use electronic formats for communication, documentation, and record-keeping. This streamlined our operations and contributed to our environmental sustainability goals. Moreover,
Good Practice 2: Exploring New Markets	Our company has a digital business card solution that we use to greet potential customers and clients. Traditional business cards destroy millions of trees annually, while digital business cards require zero paper production and printing. We create, manage, and distribute digital business cards virtually, allowing us to leave a zero carbon footprint in our networking.
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	Social responsibility and community engagement are crucial in the soil remediation sector. Nowadays, many PSMT environmental projects prioritize involving local communities to ensure sustainable and effective soil restoration efforts. For example, community science initiatives allow residents to participate in soil pollution research, helping to identify contamination sources and develop remediation strategies. Additionally, PSMT emphasizes empowering local communities through tree planting and forest cleaning campaigns, fostering a sense of environmental stewardship.
Good Practice 4: Continuous Learning and Improvement	<b>Continuous Learning and Improvement</b> are substantial development pillars for PSMT. Therefore, all its members participate in ongoing educational workshops to acquire new skills, knowledge, and insights to adapt to changing environments and enhance personal

	or organizational performance. The focus is on remediation technologies with a low carbon footprint.
Good Practice 5: Inspiring Future Generations	Inspiring future generations in the Soil and Groundwater Remediation world is crucial for sustainable environmental protection. PSMT has an extensive network of established collaborations with Universities in Belgium and abroad, where education, mentorship, and innovation play key roles in ensuring that new professionals embrace eco-friendly and solar-driven remediation methods. Some initiatives focus on engaging young minds through hands-on learning, research opportunities, and awareness campaigns. Encouraging young people to pursue careers in the Remediation sector helps build a workforce that reduces anthropogenic impacts and promotes biodiversity.

Name of the business	Bio2clean
Website	www.bio2clean.com
General description	Our company is your partner in promoting nature- and climate-friendly solutions for various sites and locations. We at Bio2clean believe that protecting the environment and pursuing sustainability are essential for a successful and future-proof business. With our in-depth knowledge and years of experience, we can transform your contaminated site into a green and thriving environment that contributes to biodiversity and your overall goals.
Goals	Being a partner of the community of advanced genomic technologies in the green transition and restoration of polluted terrestrial and aquatic ecosystems.
Description of the services	We offer a wide range of services: from feasibility studies to the complete realization of a soil remediation through phytoremediation. Moreover, we also provide our clients with the potential to implement <b>Next-Generation Sequencing (NGS) in Phytoremediation.</b>
Products	A collection of bacteria with a proven biodegradation potential is used for ad hoc inoculation at contaminated sites based on tailor-made designs.

Targeted audience / Clients	Private and Industrial owners of contaminated sites by various organic and inorganic contaminants of concern.
Good Practice 1: Committing to Green Practices and Developing Sustainable Products	One initiative we're proud of in our company's sustainability efforts is our transition to a paperless office environment. We digitized our document management processes to implement this, encouraging employees to use electronic formats for communication, documentation, and record-keeping. This streamlined our operations and contributed to our environmental sustainability goals.
Good Practice 2: Exploring New Markets	Continuous lobbying with research and policy stakeholders as demand for sustainable and novel nature-based practices grows
Good Practice 3: Emphasizing Social Responsibility and Community Engagement	Social responsibility and community engagement are crucial in the soil remediation sector. Many of our projects emphasize involving local communities to ensure sustainable and effective soil restoration efforts. For example, community science initiatives allow local communities to actively participate in soil pollution research, helping to identify contamination sources and co-design remediation strategies. Additionally, Bio2clean prioritizes empowering local communities by implementing nature-based solutions and cleaning campaigns, fostering a sense of environmental stewardship.
Good Practice 4: Continuous Learning and Improvement	Continuous Learning and Improvement are substantial development pillars for Bio2clean. Therefore, all our members participate in ongoing educational workshops to acquire new competencies, knowledge, and insights to adapt to changing environments and thus empower personal or organizational performance. The focus is on remediation technologies, where the exploitation of advanced genomic technologies is at the epicenter of the development.
Good Practice 5: Inspiring Future Generations	Inspiring future generations in ecosystem remediation is crucial for sustainable environmental protection. Bio2Clean has an extensive network of established collaborations with Universities throughout Europe, where education, mentorship, and novelty play key roles in ensuring that new professionals embrace eco-friendly and sustainable remediation methods. Some initiatives focus on engaging young minds through hands-on learning, research opportunities, and awareness. Assisting young professionals to pursue careers in the

	Remediation sector helps build a workforce that reduces anthropogenic pollution and promotes biodiversity protection.
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## Italy

Name of the business	AstridNatura
Website	<a href="https://www.astridnatura.it">https://www.astridnatura.it</a>
General description	<p>Astrid Servizi per la Natura e l'Ambiente S.r.l., based in Palermo, was founded by a group of naturalists and science communicators passionate about the Sicilian territory.</p> <p>The organization promotes environmental education and enhances natural heritage through guided excursions, youth summer camps, school programs, and training courses for nature guides.</p> <p>Astrid Natura collaborates with local and international institutions on scientific research and biodiversity conservation projects, actively contributing to Sicily's environmental awareness and ecosystem protection.</p>
Goals	<p>Astrid Natura's mission is to foster a deep emotional connection between people and nature, recognizing that proper conservation begins with love and understanding the natural world. The organization promotes environmental awareness and protection through educational programs, scientific outreach, professional training, and guided excursions in Sicily. By engaging individuals in hands-on experiences and knowledge-sharing, Astrid Natura strives to cultivate a culture of sustainability and active stewardship of the environment.</p>
Description of the services	<p><b>Nature Excursions</b></p> <p>Guided hikes in protected areas of Western Sicily, led by expert naturalist guides. Suitable for all ages and experience levels.</p> <p><b>Summer Camps for Youth</b></p> <p>Immersive camps for children and teenagers featuring hiking, nature workshops, birdwatching, and stargazing in natural settings.</p> <p><b>Environmental Education</b></p>

	<p>Educational programs for schools that include field experiences and workshops focused on biodiversity, renewable energy, and sustainability.</p> <p><b>Training for Nature Guides</b></p> <p>Courses for aspiring naturalist guides, including field-based learning on wildlife tracking and rewilding, using international standards.</p> <p><b>Scientific Research</b></p> <p>Participation in biodiversity research projects, such as monitoring dragonfly species in protected wetland areas.</p>
Products	<p>Here's a brief bullet-point list of the main "products" (services/activities) offered by Astrid Natura:</p> <ul style="list-style-type: none"> <li>- Nature hikes and guided excursions in Sicily</li> <li>- Summer camps for children and teens</li> <li>- Educational programs for schools</li> <li>- Training courses for nature guides</li> <li>- Scientific research and environmental monitoring projects</li> <li>- Outreach and awareness activities on environmental issues</li> </ul>
Targeted audience / Clients	<p>Here is the target audience of Astrid Natura, translated into English:</p> <ul style="list-style-type: none"> <li>• “Schools of all levels”: These offer educational programs and hands-on workshops for kindergarten through high school students.</li> <li>• “Science teachers”: Providing innovative tools and alternative methods for teaching natural sciences.</li> <li>• “Children and teenagers”: Organizing summer camps and outdoor activities to foster learning and connection with nature.</li> <li>• “Aspiring nature guides”: Delivering professional training courses to become certified environmental guides.</li> <li>• “Nature and environment enthusiasts”: Hosting guided hikes and scientific outreach events to raise awareness of environmental issues.</li> </ul>



	<ul style="list-style-type: none"> <li>“Institutions and organizations”: Collaborating with museums, universities, and regional parks to promote scientific culture and biodiversity conservation.</li> </ul> <p>In short, Astrid Natura engages students, educators, professionals, and citizens interested in nature, promoting environmental education and sustainability through practical and educational experiences.</p>
Good Practice 1: <b>Experiential environmental education</b>	<b>Experiential environmental education:</b> using hands-on workshops and field activities to engage students and participants actively.
Good Practice 2: <b>Collaboration with local and international organizations</b>	<b>Collaboration with local and international organizations:</b> partnering with universities, museums, and parks for scientific research and conservation projects.
Good Practice 3: <b>Qualified professional training</b>	<b>Qualified professional training:</b> offering nature guide courses based on international standards and wildlife monitoring methods.
Good Practice 4: <b>Promotion of sustainability</b>	<b>Promoting sustainability:</b> activities focused on raising awareness about ecosystem protection and encouraging sustainable behaviors.
Good Practice 5: <b>Inclusivity and diverse target audience</b>	<b>Inclusivity and diverse target audience:</b> providing programs for all ages and knowledge levels, from children to professionals.

Name of the business	Moltivolti
Website	<a href="https://moltivolti.org">https://moltivolti.org</a>

General description	<p>Moltivolti is a social enterprise located in the multicultural Ballarò district of Palermo. Founded in 2014 by a diverse group of 14 individuals from 8 countries—including Senegal, Zambia, Afghanistan, Bangladesh, France, Spain, Gambia, and Italy—it serves as a model of integration and cultural exchange.</p> <p>The initiative combines a restaurant offering a fusion of Sicilian and international cuisines with a coworking space dedicated to the third sector. This dual approach fosters a collaborative environment where social and economic activities intersect, promoting inclusivity and community development.</p> <p>Moltivolti is not just a place to dine or work; it is a vibrant community hub that embodies the principles of solidarity, cultural diversity, and social innovation. It stands as a testament to the power of collective action in transforming neighborhoods and lives.</p>
Goals	<p>Moltivolti aims to promote social integration and cultural exchange by creating a welcoming space where people from diverse backgrounds can connect. The organization empowers migrants and local communities through collaborative work, shared experiences, and economic opportunities. By combining a multicultural restaurant with a coworking space for the third sector, Moltivolti fosters inclusivity, social innovation, and community development. They aim to combat social exclusion, encourage intercultural dialogue, and support sustainable local growth, making the Ballarò district a vibrant example of diversity and solidarity.</p>
Description of the services	<p>Moltivolti is a social enterprise located in the multicultural Ballarò district of Palermo. Founded in 2014 by an international group from Senegal, Zambia, Afghanistan, Bangladesh, France, Spain, Gambia, and Italy, it combines a Sicilian and international cuisine restaurant with a coworking space dedicated to the third sector. Additionally, through catering services and partnerships with organizations like Fondazione con il Sud and Mare Memoria Viva, Moltivolti contributes to neighborhood development and celebrates cultural diversity.</p>
Products	<p>Here’s a brief list of the leading products/services offered by Moltivolti:</p>

	<ul style="list-style-type: none"> <li>- Multicultural restaurant with Sicilian, African, and Middle Eastern dishes</li> <li>- Vegetarian, vegan, and gluten-free menu options</li> <li>- Café with artisanal desserts and specialty coffee</li> <li>- Coworking space for third-sector organizations</li> <li>- Catering service for events and social initiatives</li> <li>- Training and internships for youth and migrants</li> <li>- Social and cultural inclusion projects</li> </ul>
Targeted audience / Clients	<p>Here is the target audience of Moltivolti:</p> <p>Migrants and refugees: providing training, job opportunities, and social integration</p> <p>Young people and students: offering internships, cultural exchange, and education</p> <p>Local communities and families: through accessible dining and inclusive events</p> <p>Third-sector professionals and NGOs: via coworking and networking spaces</p> <p>Socially conscious consumers: people seeking ethical, multicultural, and community-based experiences</p> <p>Food and culture enthusiasts: those interested in international cuisine and social impact dining.</p>
Good Practice 1: <b>Cultural and social inclusion</b>	<b>Cultural and social inclusion</b> – Actively involving people from diverse backgrounds in all aspects of the organization.
Good Practice 2: <b>Employment integration</b>	<b>Employment integration</b> – Providing jobs and training for migrants and vulnerable individuals to support independence and dignity.
Good Practice 3: <b>Sustainable, multicultural food</b>	<b>Sustainable, multicultural food</b> – Offering a menu that celebrates global cuisines using local, seasonal ingredients.
Good Practice 4: <b>Support for the third sector</b>	<b>Support for the third sector</b> – Hosting NGOs and social enterprises in an accessible coworking space to foster collaboration.
Good Practice 5: <b>Community engagement</b>	<b>Community engagement</b> – Organizing events, partnerships, and workshops that strengthen ties within the neighborhood and beyond.

Name of the business	Navhetec
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Website	<a href="https://navhetec.com">https://navhetec.com</a>
General description	<p>Navhetec is an innovative startup and academic spin-off from the University of Palermo, founded in 2016. It specializes in extracting and concentrating biofunctional compounds from plants using patented technology to isolate highly stable and bioavailable plant nanostructures. These natural compounds, known for their anti-inflammatory and antioxidant properties, are intended for nutritional supplements and cosmetics.</p> <p>Navhetec's mission is to improve people's well-being through innovative and accessible solutions based on natural extracts. The company collaborates with industrial partners such as Agrumaria Corleone, a leader in producing Sicilian citrus juices and essential oils, to transform research into commercial products.</p> <p>The team consists of academic experts and researchers, including co-founders Stefania Raimondo, Riccardo Alessandro, and Alice Conigliaro, all professors of Biology and Genetics at the University of Palermo. Navhetec has received numerous national and international awards for its innovative research in plant nanostructures.</p>
Goals	<p>Navhetec is an innovative startup and academic spin-off from the University of Palermo, founded in 2016. The company specializes in extracting and concentrating biofunctional compounds from plants using a patented technology to isolate plant nanostructures. These compounds are known for their antioxidant and anti-inflammatory properties and are intended for use in nutraceuticals and cosmetics.</p> <p><b>Mission and Objectives</b></p> <p>Enhance Well-being: Improve health through accessible and innovative solutions based on natural plant extracts.</p> <p>Develop Advanced Extraction Techniques: Create methods to extract and characterize highly concentrated and preserved plant nanostructures.</p> <p>Ensure Product Stability and Bioavailability: Focus on the stability and bioavailability of molecules to amplify their natural anti-inflammatory and antioxidant effects.</p>

	<p>Collaborate with Industry Partners: Partner with companies like Agrumaria Corleone to transform research into commercial products.</p> <p>Expand Product Portfolio: Provide innovative ingredients to stakeholders interested in enhancing and expanding their product offerings in the nutritional and well-being sectors.</p> <p>Navhetec's approach combines scientific research with industrial collaboration to bring innovative, plant-based solutions to the market, aiming to improve health and well-being.</p>
Description of the services	<p>Extraction and Concentration of Plant Nanostructures: Navhetec has developed patented technology to isolate and concentrate biofunctional compounds from plants, enhancing their stability and bioavailability. Development of Functional Ingredients: The company produces plant-based ingredients for nutritional supplements, functional foods, beverages, and cosmetics. Research and Development: Navhetec conducts ongoing research to isolate and characterize nanoparticles from various plant sources, aiming to expand its product offerings. Collaboration with Industry Partners: The company collaborates with industrial partners, such as Agrumaria Corleone, to transform research into commercial products. Customization for Clients: Navhetec offers tailored solutions to clients interested in enhancing and expanding their product portfolios in the nutritional and well-being sectors.</p>
Products	<p><b>citraVes:</b> The first product developed by Navhetec, citraVes is a plant nanostructure derived from citrus fruits. It is designed for supplements, functional foods, beverages, and cosmetics. CitraVes has demonstrated health benefits such as reducing LDL cholesterol by 18%, decreasing waistline measurements by 3%, and lowering levels of pro-inflammatory cytokines and reactive oxygen species. Additionally, it has shown potential in promoting skin regeneration by increasing collagen expression in mesenchymal stem cells.</p> <p>Navhetec's products are characterized by their stability and bioavailability, which allow for the simultaneous delivery of multiple biofunctional compounds. The company continues to</p>

	research and develop additional plant-derived nanostructures for future applications.
Targeted audience / Clients	<p>Navhetec targets a diverse range of stakeholders within the health, wellness, and nutraceutical sectors, focusing on those interested in innovative, plant-based solutions.</p> <p><b>Target Audience</b></p> <p>Nutraceutical Companies: Businesses seeking to enhance their product lines with natural, bioavailable ingredients. (mirasee.com)</p> <p>Cosmetic and Skincare Brands: Brands aiming to incorporate natural anti-inflammatory and antioxidant compounds into their products.</p> <p>Health and Wellness Enterprises: Companies looking to offer innovative, plant-based solutions to their customers.</p> <p>Research Institutions and Universities: Academic entities interested in collaborating on plant nanostructure research and development.</p> <p>Consumers: Individuals interested in natural, effective supplements and skincare products. Navhetec's approach combines scientific research with industrial collaboration to bring innovative, plant-based solutions to the market, aiming to improve health and well-being.</p>
Good Practice 1: <b>Innovative extraction technology</b>	<b>Innovative extraction technology:</b> Utilizing patented methods to isolate stable, bioavailable plant nanostructures that maximize the effectiveness of natural compounds.
Good Practice 2: <b>Strong R&amp;D focus</b>	<b>Strong R&amp;D focus:</b> Continuously researching to develop new biofunctional ingredients and improve existing products.
Good Practice 3: <b>Collaborative partnerships</b>	<b>Collaborative partnerships:</b> Working closely with industry leaders like Agrumaria Corleone to bring scientific discoveries to market.
Good Practice 4: <b>Sustainability commitment</b>	<b>Sustainability commitment:</b> Using plant-based resources and eco-friendly processes to promote natural health solutions.
Good Practice 5: <b>Education and transparency</b>	<b>Education and transparency:</b> Sharing scientific knowledge and results to educate clients and consumers about the benefits of their products.

Name of the business	Orto Capovolto
Website	<a href="http://www.ortocapovolto.com">http://www.ortocapovolto.com</a>
General description	<p>Orto Capovolto is a social cooperative based in Palermo, founded in 2015 by an architect and an environmental educator. The organization promotes urban agriculture as an ecological, social, and economic sustainability tool, aiming to transform unused urban spaces into productive and community gardens.</p> <p>Key activities include:</p> <p>Design and co-creation of urban gardens: for homes, schools, companies, communities, and therapeutic settings</p> <p>Environmental and food education: through workshops, school programs, and awareness activities for younger generations</p> <p>Urban regeneration: turning abandoned or neglected areas into inclusive green spaces</p> <p>Partnerships with local organizations: promoting green culture and social inclusion via urban farming</p> <p>Since its founding, Orto Capovolto has completed over 100 educational projects and about 20 urban garden installations in Palermo, contributing to environmental awareness and improved quality of life in local neighborhoods.</p>
Goals	<p>Here are the main goals of Orto Capovolto:</p> <p>Promote urban agriculture as a means of environmental, social, and economic sustainability</p> <p>Raise awareness about responsible food consumption and ecological practices</p> <p>Regenerate urban spaces by transforming abandoned areas into green, productive, and shared environments</p> <p>Educate younger generations through hands-on learning about nature, food, and sustainability</p> <p>Encourage social inclusion and community building through collaborative gardening and public participation</p> <p>Support self-sufficiency by helping people grow their food and reconnect with natural cycles.</p>
Description of the services	Orto Capovolto is a social cooperative based in Palermo that promotes urban agriculture as a tool for environmental, social, and



	<p>economic sustainability. It offers various services to transform urban areas into green, productive, and inclusive spaces.</p> <p><b>Main Services</b></p> <p>Urban Garden Design and Installation: Creating edible green spaces in homes, schools, companies, condominiums, therapeutic centers, and community areas. Environmental and Food Education: Organizing workshops and educational programs to teach children and youth about urban farming and healthy eating. Urban Regeneration Projects: Revitalizing abandoned or neglected urban spaces into shared, productive green areas.</p> <p>Eco-Friendly Event Services: Providing sustainable event products, such as plantable invitations, seed bombs, and potted aromatic plants. Through these services, Orto Capovolto seeks to reconnect people with nature, promote sustainable lifestyles, and improve the livability of urban neighborhoods.</p>
Products	<p><b>Seed Bombs (SeedBalls):</b> Handcrafted from recycled paper, these balls contain a mix of seeds designed to attract pollinators like bees and help green urban spaces.</p> <p><b>Plantable Wedding Invitations:</b> These eco-friendly invitations are embedded with seeds that can be planted after the event, symbolizing growth and sustainability.</p> <p><b>Herb Jars:</b> Small pots containing aromatic herbs, suitable as gifts or for personal use, encouraging home gardening.</p> <p><b>Gardening Aprons:</b> Stylish and functional aprons designed for urban gardeners, combining practicality with eco-conscious fashion.</p> <p><b>Plantable Notebooks and Bookmarks:</b> These stationery items are made from seed paper, allowing users to plant them after use and grow various plants.</p> <p><b>Educational Kits:</b> Tools and materials designed for schools and educational programs to teach children about urban agriculture and sustainability.</p>
Targeted audience / Clients	Orto Capovolto serves a diverse clientele, including:

	<p>Private individuals seeking to create personal urban gardens, such as balconies, terraces, or rooftops.</p> <p>Schools are interested in establishing educational gardens for students.</p> <p>Companies are aiming to develop corporate gardens for employees.</p> <p>Condominiums are looking to transform shared spaces into communal green areas.</p> <p>Healthcare facilities are implementing therapeutic gardens for patients.</p> <p>Community groups engaged in collective gardening projects.</p> <p>Local institutions and associations are collaborating on urban regeneration initiatives.</p> <p>These clients are typically located in Palermo and throughout Sicily, reflecting Orto Capovolto's commitment to promoting urban agriculture and environmental education across various sectors of society..</p>
Good Practice 1: <b>Promoting urban agriculture</b>	<b>Promoting urban agriculture</b> to transform unused urban spaces into productive, green community areas.
Good Practice 2: <b>Educational programs for children</b>	<b>Educational programs for children</b> and youth to raise awareness about sustainability and healthy food.
Good Practice 3: <b>Collaborative projects</b>	<b>Collaborative projects</b> that involve local communities, schools, and institutions to foster social inclusion.
Good Practice 4: <b>Use of eco-friendly materials</b>	<b>Use eco-friendly materials</b> and products, such as seed bombs and plantable paper, to encourage environmental responsibility.
Good Practice 5: <b>Urban regeneration</b>	<b>Urban regeneration</b> efforts revitalize abandoned or neglected spaces, improving neighborhood quality of life.

Name of the business	Tivitti
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Website	<a href="https://tivitti.com">https://tivitti.com</a>
General description	Tivitti is a communication agency based in Palermo, founded in 2014. It specializes in integrated marketing strategies for businesses, professionals, public institutions, and non-profits. Tivitti offers services such as market analysis, branding, advertising campaigns, web design, social media management, content production, event organization, and press office. Its approach focuses on tailored, strategic communication to enhance brand identity, visibility, and client growth.
Goals	<p><b>Business Objectives</b></p> <p><b>Enhance Brand Identity:</b> Develop and strengthen brand identities to ensure clear and consistent messaging.</p> <p><b>Increase Market Visibility:</b> Implement strategies to improve clients' online and offline presence.</p> <p><b>Drive Business Growth:</b> Utilize effective communication to contribute to the growth and success of client businesses.</p> <p><b>Provide Customized Solutions:</b> Offer personalized communication strategies that align with each client's unique goals and challenges.</p> <p><b>Measure and Optimize Results:</b> Continuously assess the effectiveness of communication efforts and make adjustments to maximize impact.</p> <p>Tivitti's approach combines creativity with strategic planning to deliver communication solutions that resonate with target audiences and achieve desired outcomes.</p>
Description of the services	<p><b>Services Offered</b></p> <ul style="list-style-type: none"> <li>- <b>Strategic Planning:</b> Developing marketing and communication strategies, conducting market analysis, and planning advertising campaigns.</li> <li>- <b>Digital Marketing:</b> Creating and implementing online strategies, including website and e-commerce development, social media management, SEO, SEM, and email marketing.</li> </ul>

	<ul style="list-style-type: none"> <li>- <b>Content Marketing:</b> Producing high-quality content such as web copy, blog posts, videos, and social media content to engage and retain the target audience.</li> <li>- <b>Graphic Design:</b> Designing visual elements like logos, brochures, websites, and advertising materials to establish a consistent brand identity.</li> <li>- <b>Event Management:</b> Organizing and managing events, including conventions, political rallies, and social events, handling logistics, promotion, and media relations.</li> </ul> <p>Tivitti's approach is centered on providing customized solutions that align with each client's unique goals and challenges, ensuring effective communication strategies that drive results.</p>
Products	Tivitti offers tailored communication and marketing services, including strategic communication planning, digital marketing (SEO, social media, email campaigns), content creation (texts, photos, videos), graphic design (branding, logos, packaging), and event organization (corporate, cultural, political events). Their approach ensures personalized, practical solutions to enhance brand visibility and business growth.
Targeted audience / Clients	Tivitti is a communication agency that specializes in integrated marketing strategies tailored to various sectors. Its services encompass strategic communication, digital marketing, content creation, graphic design, and event management. By offering customized solutions, Tivitti aims to enhance brand identity, visibility, and business growth for its clients.
Good Practice 1: <b>Tailored Strategies</b>	<b>Tailored Strategies</b> — Creating customized communication plans that align with each client’s unique goals and market context.
Good Practice 2: <b>Integrated Digital Marketing</b>	<b>Integrated Digital Marketing</b> — Combining SEO, social media, email marketing, and web development to maximize online presence.
Good Practice 3: <b>Consistent Branding</b>	<b>Consistent Branding</b> — Designing coherent visual identities through logos, packaging, and promotional materials.

Good Practice 4: <b>Data-Driven Approach</b>	<b>Data-Driven Approach</b> — Measuring campaign results and optimizing strategies based on analytics and feedback.
Good Practice 5: <b>Client Collaboration</b>	<b>Client Collaboration</b> — Working closely with clients throughout the project lifecycle to ensure solutions meet expectations and deliver impact.