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ECO INNOVATORS

NEXT-GEN SUSTAINABILITY
THROUGH SCIENCE AND
INNOVATION



Erasmus
Mundus
Association



Future Pathways Showcase & Next Steps



- Impact project showcase
- Business design, impact, innovation
- Peer feedback (using Guide criteria)
- Green Skills
- Explore future pathways

Hi... I AM RASHI!



- Director of Project Support Unit - Erasmus Mundus Association (EMA)
- Students & graduates of Erasmus Mundus Master & PhD programmes
- Founded in 2006
- Over 16,000 members across +170 countries
- Brussels based politically independent non-profit NGO: EMA AISBL, since 2015
- Volunteer driven: no paid positions
- Part of the knowledge alliance ESAA (esaa-eu.org)

Digital Leaders For Sustainable Planet



"Forest in a Day"

3,000 trees were planted

in Ans, Wallonia.



Greencode Project



Sustainability meets ImpACT

Change
begins with US!!



Notpla- Sustainable packaging made from seaweed (UK)



- **Design:** Uses **seaweed and plant-based materials** to create natural, compostable packaging.
- **Innovation:** Developed **edible Ooho bubbles** and **seaweed-coated takeaway boxes** as plastic alternatives.
- **Impact:** Prevents plastic pollution and reduces carbon footprint across food packaging industries.
Pledge to replace 1 billion plastic by 2030.
- **Recognition:** Winner of the **2022 Earthshot Prize** for building a waste-free world.
- **Future Pathway:** Demonstrates how science-led, sustainable design can **scale from lab to market**.

Ørsted- Powering a world that runs entirely on green energy (Denmark)



- **Design:** Shifted from fossil fuels to **renewable energy leadership** in offshore and onshore wind.
- **Innovation:** Develops **offshore wind farms**, **green hydrogen**, and **energy storage** solutions.
- **Impact:** Powers **20+ million people** with clean energy, cutting major CO₂ emissions.
- **Recognition:** Named the **world's most sustainable energy company** (Corporate Knights, 2025).
- **Future Pathway:** Targets **99% green energy by 2025** and **net-zero by 2040**.

Alstom – Global Leader in Sustainable Trans (France)



- **Design:** Transitioned from traditional rail manufacturing to pioneering sustainable and smart mobility solutions.
- **Innovation:** Develops electric, hydrogen, and battery-powered trains, plus integrated digital rail systems for efficiency and safety.
- **Impact:** Operates in 70+ countries, reducing transport emissions and connecting millions through low-carbon mobility.
- **Recognition:** Ranked among the top global transport innovators and a key contributor to Europe's Green Mobility transition.
- **Future Pathway:** Aims for carbon neutrality in operations by 2030 and continued leadership in next-generation transport technology.

Ideas with Impact!

TRIPLE BOTTOM LINE 3P

- PEOPLE
- PLANET
- PROFIT

We need businesses that are not only **profitable** but also benefit **people** and the **planet**. There has to be a balance.

Triple Bottom Line



Project with Impact



The question to start: WHY???

- What environmental issues resonate with you most?
- What social challenges do you feel strongly about?
- What skills or knowledge do you possess that could be applied to these problems?
- What kind of impact do you envision making?
- Who are the beneficiaries of your contribution?

Activity time - Green Pitch Roulette!!

STEP 1: Form Groups

- Divide into small **mixed teams** (3–4 people).
- Make sure each group includes members from **different projects**

STEP 2: Pick Your Challenge

Each group gets a random **sustainability challenge**, such as:

- **1 Reduce Plastic Pollution** ♻️
- **2 Green Transport** 🚲
- **3 Build Sustainable Cities** 🏙️
- **4 Empower Communities** 🤝
- **5 Restore Nature & Biodiversity**

STEP 3: Create Your Pitch

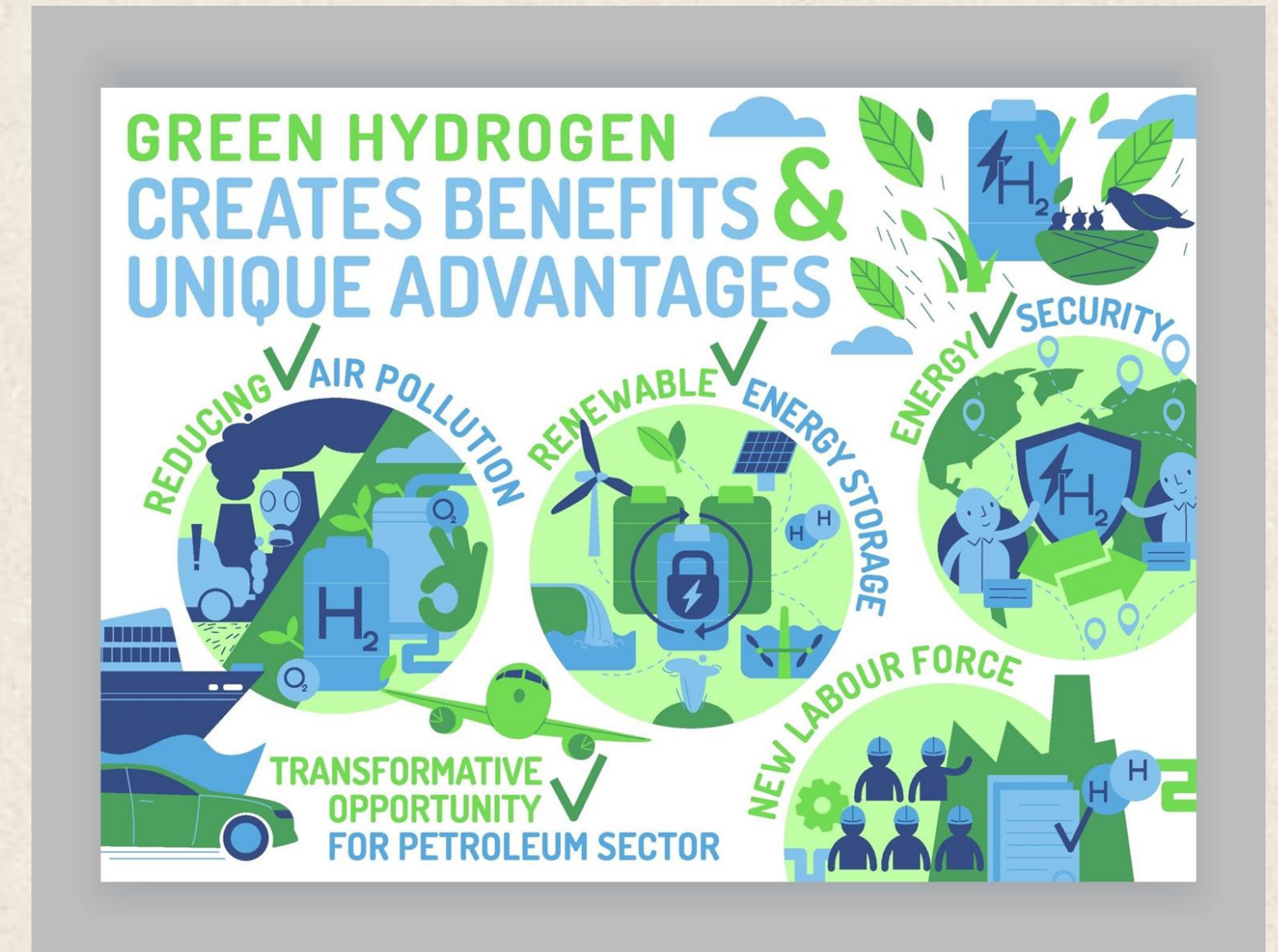
- You have **15 minutes** to brainstorm.
- Come up with a **2-minute pitch** for an innovative solution.



y time - Green Pitch Roulette!!

Challenges:

- **1 Reduce Plastic Pollution** ♻️
Find creative ways to reuse or replace plastic waste.
- **2 Green Transport** 🚲
Make travel cleaner, cheaper, and more sustainable.
- **3 Build Sustainable Cities** 🏙️
Design greener, smarter, more livable urban spaces.
- **4 Empower Communities** 🤝
Create green jobs and local sustainability solutions.
- **5 Restore Nature & Biodiversity** 🌿
Protect and regenerate natural ecosystems.



Please SCAN

Problem

What problems are people facing? List their top 3 frustrations.

Solution

How will you solve these problems? Write down a solution for each problem.

Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

Existing Alternatives

How are you solved to a direct competitor? You are offering or the existing ways people are employing to address their problems.

Key Metrics

How will you measure the success of your product or service? List the key metrics.

High Cost

How does your product or service fit into the grand scheme of things?

Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

Early Adopters

What are the specific characteristics of your early adopters?

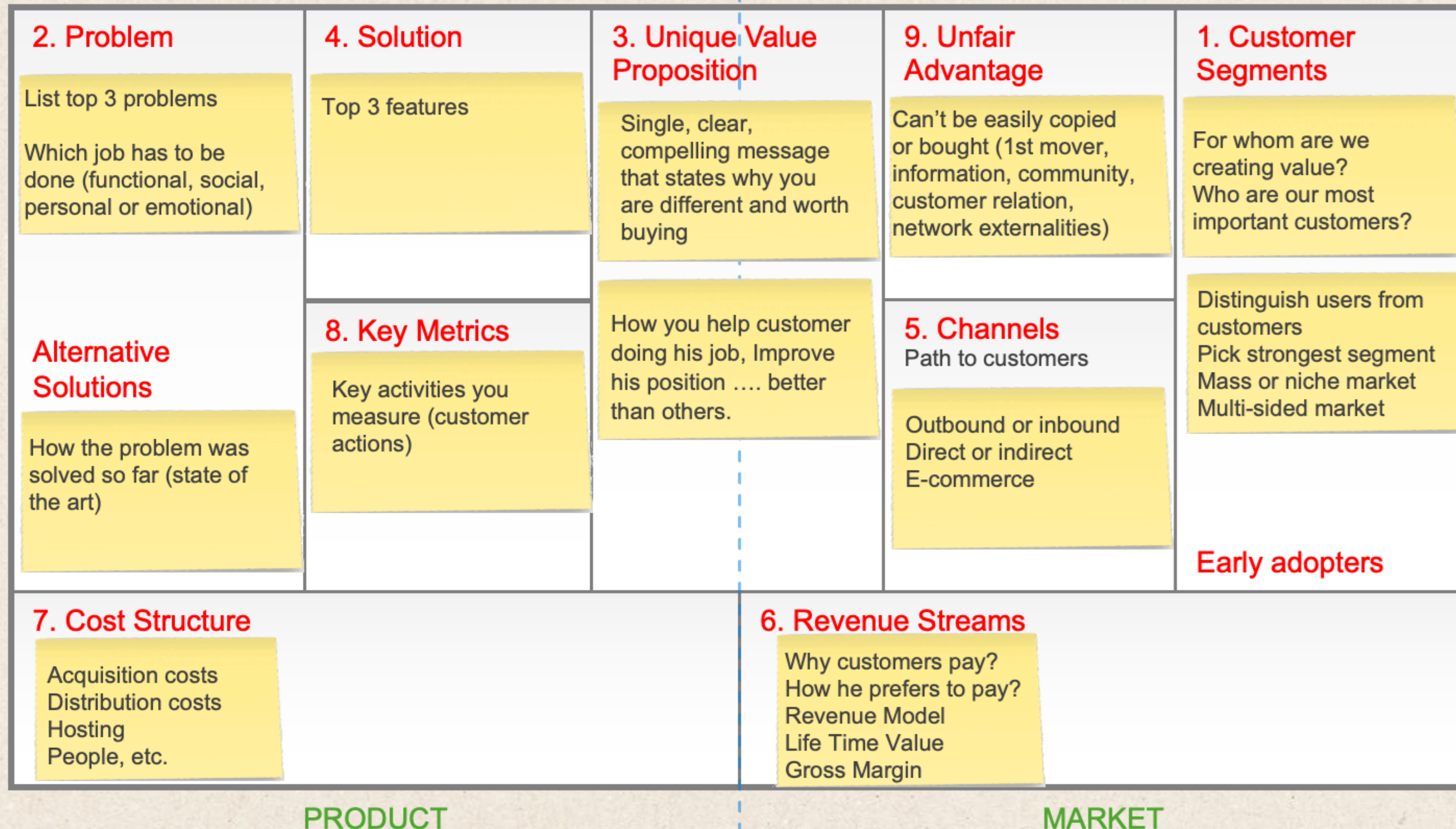
Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

BUSINESS CANVAS FOR CHANGE



BUSINESS CANVAS FOR CHANGE

2. Problem List top 3 problems Which job has to be done (functional, social, personal or emotional)	4. Solution Top 3 features	3. Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying	9. Unfair Advantage Can't be easily copied or bought (1st mover, information, community, customer relation, network externalities)	1. Customer Segments For whom are we creating value? Who are our most important customers?
Alternative Solutions How the problem was solved so far (state of the art)	8. Key Metrics Key activities you measure (customer actions)	How you help customer doing his job, Improve his position better than others.	5. Channels Path to customers Outbound or inbound Direct or indirect E-commerce	Distinguish users from customers Pick strongest segment Mass or niche market Multi-sided market
7. Cost Structure Acquisition costs Distribution costs Hosting People, etc.	6. Revenue Streams Why customers pay? How he prefers to pay? Revenue Model Life Time Value Gross Margin			Early adopters
PRODUCT			MARKET	



TIME FOR A 10 MIN BREAK

10:00

Peer Feedback based on Guide Criteria

Criteria	What to Look For / Examples
Innovation & Originality	Unique, creative solutions; fresh approaches; “outside the box” thinking
Measurable sustainability impact	Clear environmental/social benefits; measurable outcomes (CO ₂ reduction, waste reduction, people impacted)
Feasibility & Scalability	Realistic implementation; resources, partnerships, cost; potential to grow
Collaboration & Teamwork	Effective communication, shared decision-making, all members contributing

TIME TO PRESENT YOUR BUSINESS IDEA

02:00



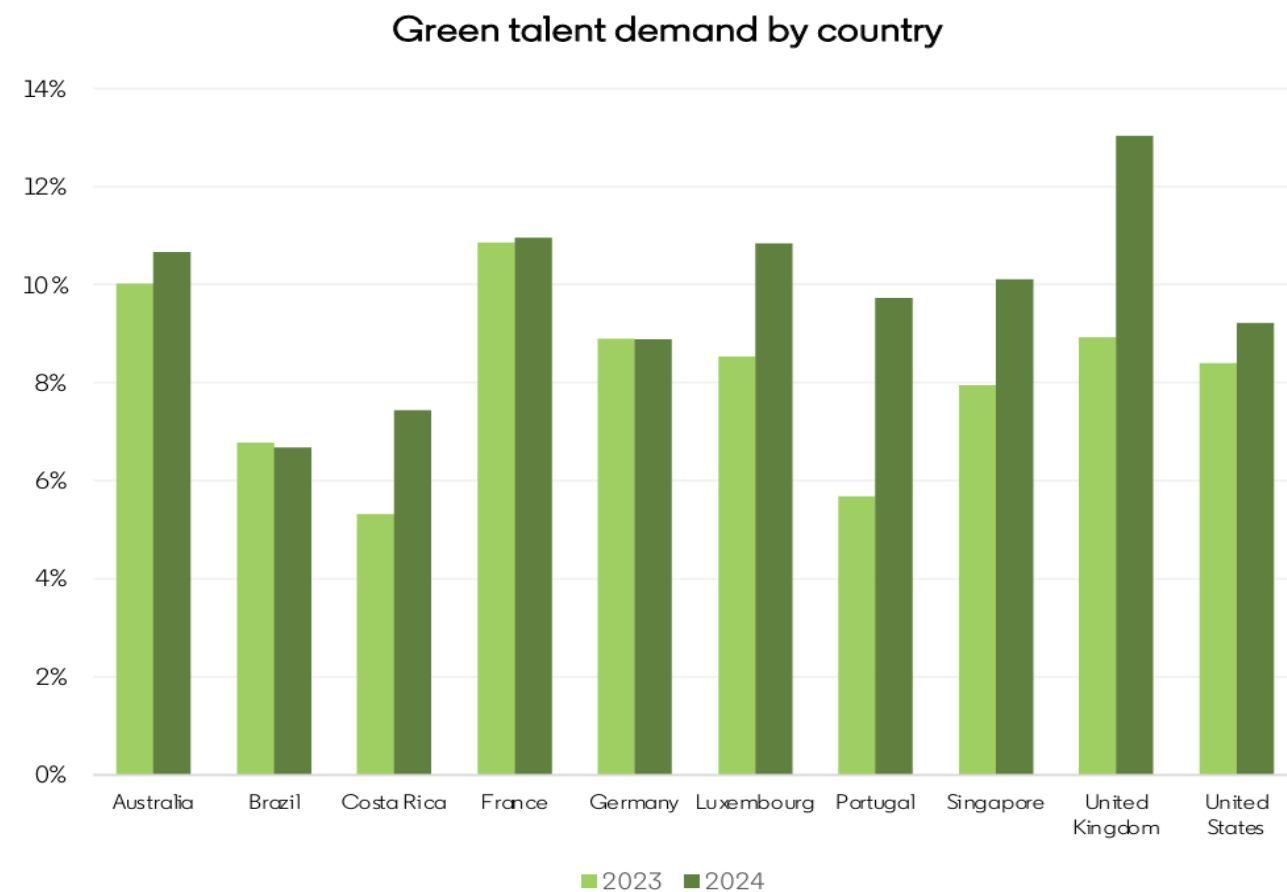
GREEN SKILLS

- ‘Green skills’ is an umbrella term for the knowledge, behaviours, capabilities and technical skills required to tackle the environmental challenges we face and to unlock new opportunities for growth.
- They enable people to **work in jobs, design projects, or make choices** that protect the **environment, support communities, and grow the green economy.**
- **Technical Skills** - Renewable energy installation, waste management, sustainable agriculture, green building design
- **Soft Skills** - Systems thinking, creativity, collaboration, problem-solving
- **Digital Skills** - Data for energy efficiency, smart city tools, environmental monitoring tech
- **Entrepreneurial Skills** - Eco-innovation, circular economy design, green business planning



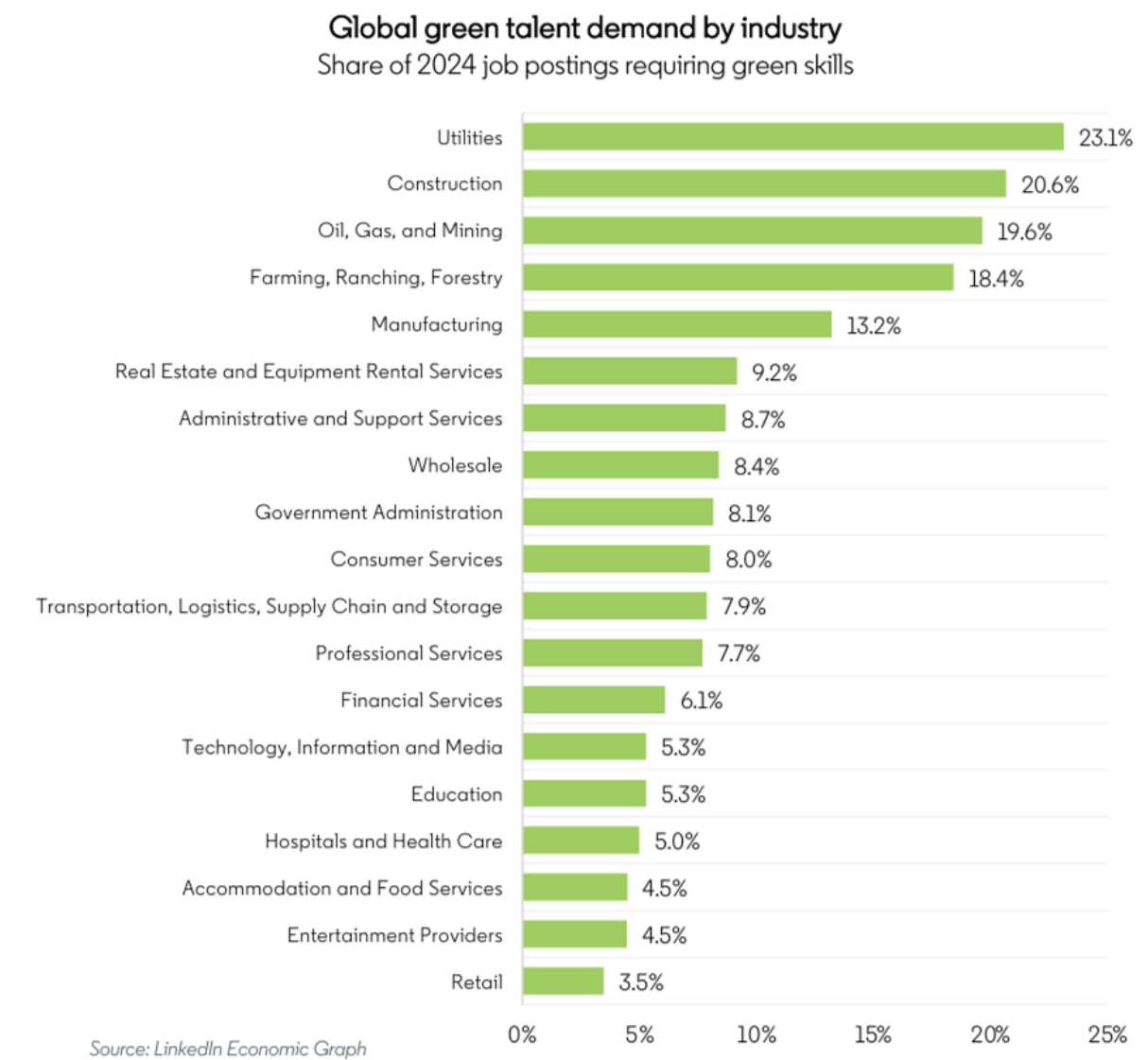
GREEN SKILLS - Why They Matter

- **LinkedIn (2023):** Demand for green skills is **growing faster than supply**, and many jobs outside traditional “green sectors” now require them.



The global supply of green talent, however, is lagging farther behind. **While green talent demand grew 11.6% from 2023-2024, supply only increased by 5.6%.**

- **Deloitte (2022):** Every organisation needs **green skills across all roles**, not just specialists. Green skills are key to transforming business practices and creating sustainable impact.



Source: LinkedIn Economic Graph

Green Future Pathways

Reflection Time (5–7 minutes)

You'll create your own **Green Future Pathway**.

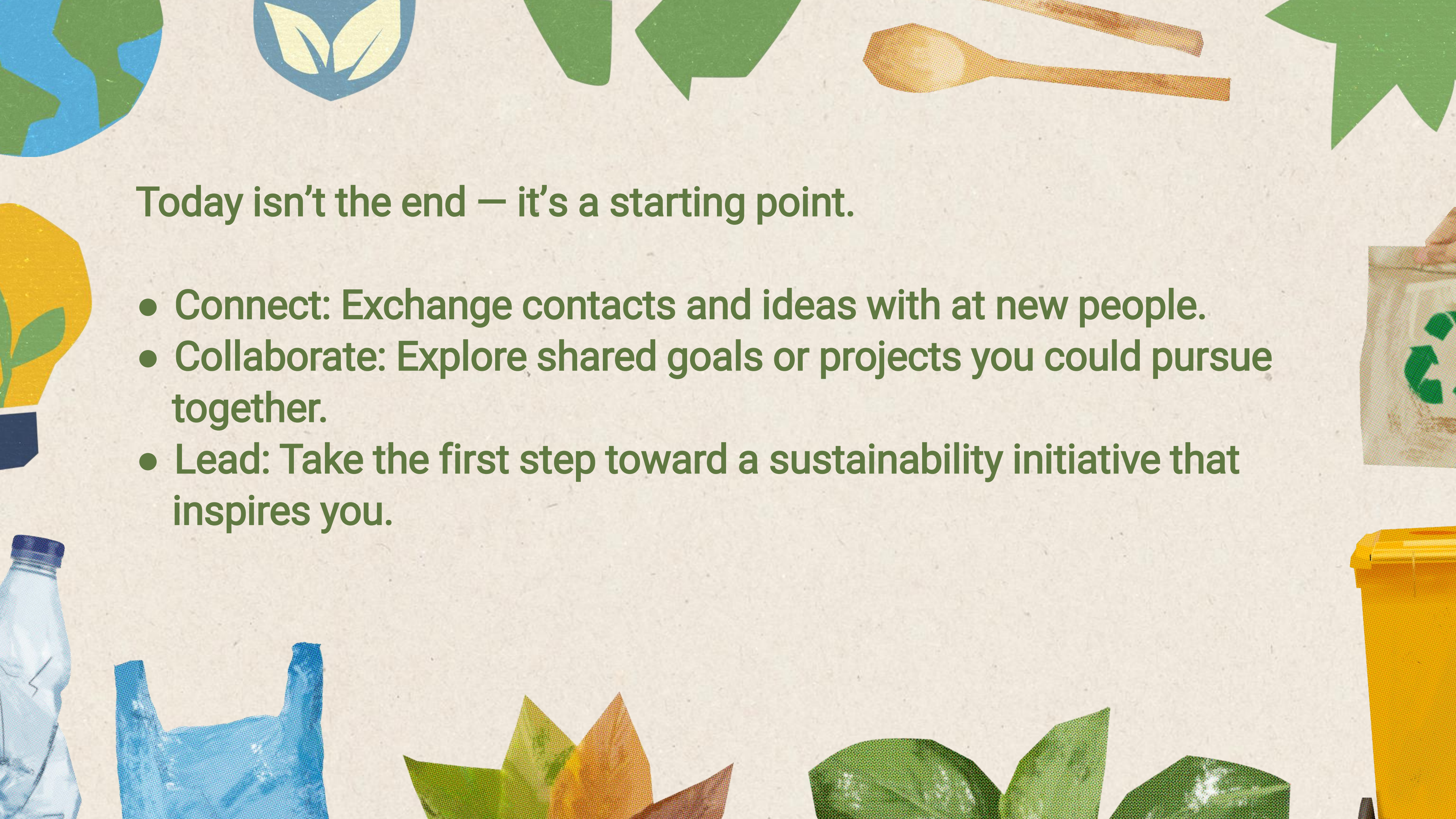
- 1 Learn** – Skills or knowledge I want next - What new skill or training would help your project grow?
- 2 Collaborate** – People or teams I'd like to work with - Who could you partner or exchange ideas with?
- 3 Lead** – Initiatives or ideas I'd like to start or grow - What initiative or action could you lead to make a difference?





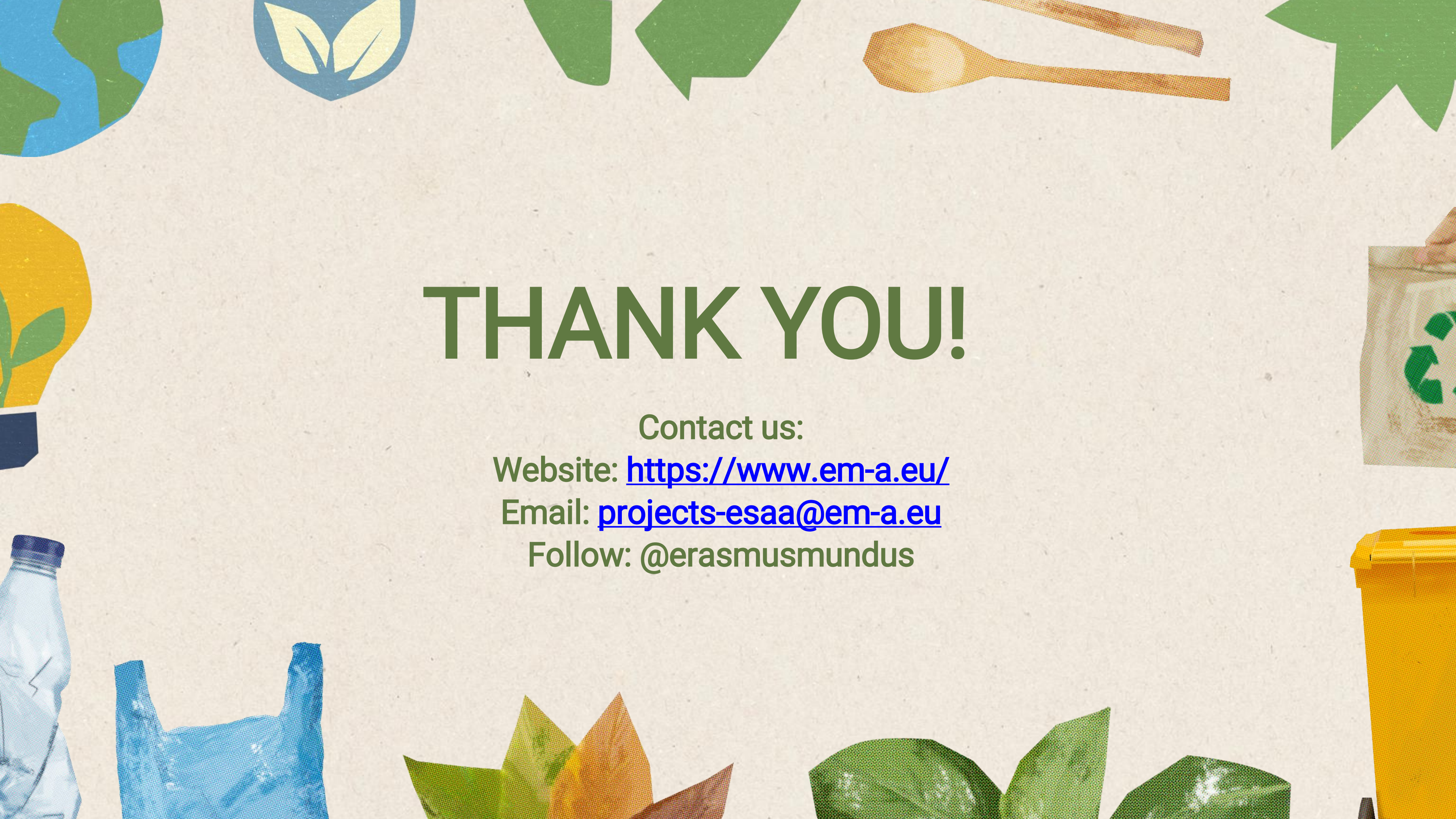
The Power of Collaboration

- Real change happens when young minds unite.
- Every idea grows stronger when it's shared, challenged, and improved together.
- Collaboration turns small steps into big movements.



Today isn't the end — it's a starting point.

- **Connect:** Exchange contacts and ideas with at new people.
- **Collaborate:** Explore shared goals or projects you could pursue together.
- **Lead:** Take the first step toward a sustainability initiative that inspires you.



THANK YOU!

Contact us:

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Exploring Greenlink hub and future learning

Brief introduction to the GreenLink Hub—your platform for networking, resources, and continuous learning in sustainability.

- Discover opportunities:
 - Online workshops, courses, and toolkits available through GreenLink
 - Future Erasmus+ pathways, study and volunteer abroad, further leadership programmes

Fostering collaboration and Youth leadership



- Emphasize the power of youth collaboration in environmental projects.
- Highlight stories of teamwork and leadership from within the Ecolnnovators network.
- Encourage all participants to connect, collaborate, and lead new sustainability initiatives beyond today's event.

Designing Impactful Green Futures

- Participants present their sustainability projects developed as part of the Eco Innovators Erasmus+ initiative.
- Each presentation highlights:
 - Project design: from idea to implementation
 - Impact achieved: environmental, social, or community benefits
 - Innovation: unique approaches and creative solutions for sustainability challenges