



Green & Stable - Bringing Sustainability and Environmental Action Together for a Better Future

Project Number: 2020-1-BG01-KA204-079048

The BALANCE project aims to develop and provide **SMEs decision-makers with an innovative program**, based on ECVET, that will help them transform into **greener operations** while improving their **financial literacy** and enhancing their **environmental awareness**.

WHO IS IT FOR?

- SME's decision-makers, business consultants and employees
- SME's associations and national agencies
- Entrepreneurship accelerators & incubators
- Environmental NGOs
- Adult trainers

EXPECTED RESULTS

- **A comparative report** that showcases real examples of green and environmental practices of SMEs in the partnership countries.
- **A holistic training program** for the implementation of financially sustainable green policies for SMEs.
- **An e-learning platform:** users will be able to select training sections by types and industry relevance, and will include videos, case studies, financial input, steps for implementation etc.

CONSORTIUM



GET IN TOUCH



balanceproject.eu



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HOLISTIC TRAINING PROGRAM

The survey to national SMEs previously conducted by the Balance project team revealed that SMEs decision-makers are doubtful about the economic return of green measures. In addition, they pointed out the gap of basic knowledge about green measures.

That is why we are currently developing a comprehensive **Training Program**, soon accessible on our project website (<https://www.balanceproject.eu/>).



WHAT IS NEXT?

All partners, under the supervision of Politeknika Txorierra and IDEC, are now working on the modules of the Training Program. The Training will then be divided in two variations: one targeted to **SMEs' decision-makers** and the other one targeted to **Business consultants** working with SMEs.

Stay in touch on our social networks to be updated on the next steps towards greening European SMEs.



GREEN PRIORITIES

The implementation of **green measures** in all spheres of society and of the private sector is an urgent matter. Yet, the **financial sustainability of SMEs** is also a central issue. Our curriculum will teach SMEs key elements such as:

- Process approach & circular economy
- Overview of the EU environment regulations and the Green Deal
- How to reduce CO2 emissions in a cost-effective way
- Best communicational strategies
- Awareness of EU opportunities to support SMEs



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