



BALANCE
green and stable

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.

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ARE YOU A GREENING COMPANY?

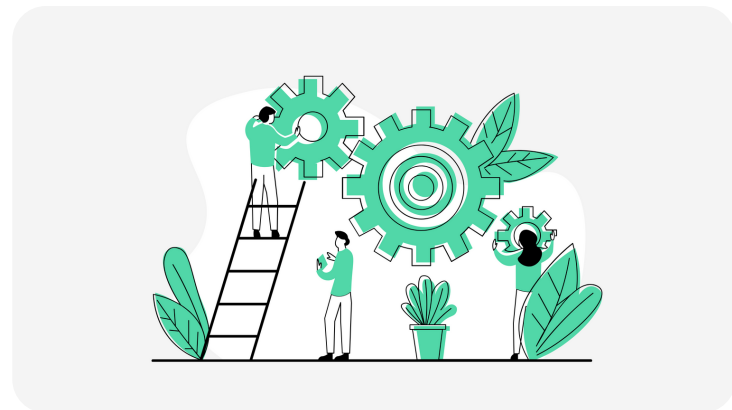


A NEW PARADIGM FOR SMES

Research by members of the BALANCE Project has been published in the European Journal of Business and Management. The paper written by Prof. Koutsopoulos from EUROGEO presents the conceptualization of a new paradigm related to five principles affecting the evolution of SMEs towards greening. You can download the paper and research information from <https://www.researchgate.net/project/Balance-Project-green-and-stable>



More and more companies are trying to establish net zero ambitions. One type of company are “Greening companies”, which are described as those which are serious about lowering their carbon footprint by establishing credible plans to transform their operations and activities in order to become greener. For example, greening companies are concerned with transitioning to electric vehicles.



Greening companies present as part of their corporate responsibility by recording, acting upon and reporting their environmental impact. In general they:

- set an ambition to get to net zero.
- provide a timeline with realistic aims and targets
- present a credible business plan to achieve their targets and
- contribute to a just transition.

DEVELOPING A TRAINING COURSE FOR SMES

BALANCE Project partners are busy writing a training course for the managers and staff of SMEs who are looking to become more sustainable in their actions. The training is based on earlier research undertaken by project partners and the key learning points from the European Green Action Plan for SMEs. It will be based on the European credit system for vocation education (ECVET), in order to support SMEs in transforming their work into greener operations while also improving their financial literacy and enhancing their environmental awareness.



Training curricula has been devised for Decision Makers in SMEs and their Consultants. The materials will be available later in the year from the project Web site.

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