

Module: Social entrepreneurship and social enterprises (including green entrepreneurship)

Project number: 2020-1-MK01-KA205-077462



Making Learning Fun
and Ecological



GREEN ENTREPRENEURS

REAL STORIES TO INSPIRE YOU

Project number: 2020-1-MK01-KA205-077462



This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



While **Blake Mycoskie** may not be a name you are familiar with, the company name **TOMS** will certainly ring a bell.

Born out of a trip to Argentina where he witnessed the issues children without shoes were facing, Mycoskie formed **TOMS** with the intention of donating a pair of shoes to a child in need for every pair that was purchased from his company. Over the years, the company has expanded to areas such as eyewear, water, safe births, and anti-bullying programs. To date, Tom's has managed to donate over 60 million pairs of shoes, restore eyesight to over 400,000 people, and give over 335,000 weeks of safe water.

Project number: 2020-1-MK01-KA205-077462



- “Everyone focuses on the startup phase and the advice -focus, focus, focus- which is important. But what’s not talked about a lot is the very thing that gets you success can be your falling point, too, if you don’t evolve and change. That involves risk, and something we’re going through right now. In the true sense of the word it allows me to be an entrepreneur again -and not just a company founder and owner of a service, and a marketing firm”.

<https://www.entrepreneur.com/article/228578>

Blake Mycoskie

Project number: 2020-1-MK01-KA205-077462

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- Jeffrey Hollender and his company Seventh Generation are perfect examples of corporate social responsibility and how much a socially responsible company can grow.
- Jeffrey Hollender founded Seventh Generation, a company specializing in the production of eco-friendly household cleaning products and personal hygiene products, in the late 80's. Along with developing products that were free of harsh chemicals, the company also decided to donate 10 percent of its profits to non-profit organizations and businesses that are dedicated to social and environmental causes.
- Hollender's company was built on morals and systems that were perceived to be unprofitable and limiting.

Jeffrey Hollender and his company Seventh Generation

Project number: 2020-1-MK01-KA205-077462



“WHAT DOES THE WORLD NEED THAT YOU CAN PROVIDE?” EXPRESS YOUR SOCIAL MISSION, WHETHER IT’S CAUSE MARKETING, VOLUNTEERING, CULTURE, ENVIRONMENTAL INITIATIVES, SUSTAINABLE PRODUCTS, OR CORPORATE PHILANTHROPY. START BEFORE SCALE: MAKE A COMMITMENT, TAKE SMALL STEPS AND THEN SCALE WHEN YOU’RE READY. INTERNALIZE AND SHARE YOUR SOCIAL MISSION. BE UNFAILINGLY TRANSPARENT – “IF YOU’RE NOT SCARED BY WHAT YOU’RE SAYING, YOU’RE NOT SHARING ENOUGH”

Project number: 2020-1-MK01-KA205-077462

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



PROF. MERLINDA A. PALENCIA, A RESEARCHER AT ADAMSON UNIVERSITY IN THE PHILIPPINES, INVENTED AN ORGANIC PROCESS TO TURN WASTEWATER INTO CLEAN WATER THAT CAN BE USED FOR IRRIGATION PURPOSES, AND LAUNCHED A START-UP COMPANY TO MAKE THE TREATMENT ACCESSIBLE TO EVERYONE.

[Women in Green: Inclusivity in Treating Wastewater \(wipo.int\)](https://wipo.int)



Project number: 2020-1-MK01-KA205-077462



GREEN ENTREPRENEURSHIP

- Successful sustainable development meets the needs of the present without compromising those of future generations.
- Traditional conceptions of sustainability are typically rooted in the triple bottom line, which includes three major dimensions: social, economic, and environmental.

Project number: 2020-1-MK01-KA205-077462