



GREENovation

Improving quality, inclusion and access to adult education
through digital innovation and acquisition of green
entrepreneurial skills of adults with fewer opportunities.



Co-funded by
the European Union

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A stylized green map of Spain with a thick black outline. Overlaid on the map is a circular emblem containing the Spanish flag (three horizontal stripes of red, yellow, and red, with the national coat of arms in the center of the yellow stripe).

Green entrepreneurship in Spanish rural areas

- Spain has one of the largest rural territories in the EU, covering nearly **85% of the land** but home to only **20% of the population**.
- Characterized by **low population density**, rich **agricultural landscapes**, and **natural heritage**.
- Vital for **food production**, **biodiversity**, and **renewable energy** development.
- Facing demographic challenges like **aging populations** and **youth migration to urban areas**.



SOCIO-ECONOMIC CHALLENGES

- **Depopulation** ("España vacía") remains a critical issue, with many villages at risk of disappearing.
- **Limited access to public services** (healthcare, education, transport) compared to cities.
- **Digital divide**: insufficient internet connectivity hampers development and innovation.
- High unemployment or reliance on **seasonal and informal agricultural work**.

OPPORTUNITIES AND STRATEGIC SECTORS

- Increasing support for **eco-tourism**, **agroecology**, and **organic farming**.
- EU and Spanish government initiatives to boost **rural entrepreneurship** and **green jobs**.
- Strong potential for **renewable energy projects** (solar, wind, biomass).
- Use of **rural innovation hubs** and **cooperatives** to empower local communities.





The project is funded by **the Erasmus+ Program**, an EU initiative that supports **education, training, youth and sport** in Europe.

The KA220-ADU Action Type is dedicated to **Cooperative Partnerships in Adult Education**, which allows us to collaborate between different countries to **improve and innovate in the field of adult education**.



Partner countries
Coordinator

Created with mapchart.net

PARTNER ORGANIZATIONS:

COORDINATING ORGANIZATION:

EBB EUROPASS BERLIN BERATUNGSBÜRO GMBH

europass
Berlin

- CENTRE OF ACTIVE CITIZENS FOR SUSTAINABLE DEVELOPMENT (Cyprus)



- ITALIAN CHAMBER OF COMMERCE IN BARCELONA (Spain)

CAMERA
ITALIANA
BARCELONA

- RAZVOJNO IZOBRAŽEVALNI CENTER NOVO MESTO (Slovenia)



RAZVOJNO
IZOBRAŽEVALNI
CENTER NOVO MESTO

- AINTEK SYMVOULOI EPICHEIRISEON EFARMOGES YPSILIS TECHNOLOGIAS EKPAIDEFISI ANONYMI ETAIREIA (Greece)



- A&A EMPHASYS DIGITAL INNOVATION CENTRE LTD (Cyprus)



PROJECT GOALS

1. Increasing participation and improving the inclusiveness and accessibility of adult education.
2. Improving the competencies of educators and other professional skills in adults education and guidance.
3. Environment and the fight against climate change.



OUTCOMES OF THE PROJECT

1. The QR cards of the e-GLOSSARY present and explain the most essential and important terms related to business and sustainability.
2. A mobile application that incorporates the green business model, available in 5 languages
3. An immersive, inclusive, and accessible VIRTUAL REALITY GAME that will include interactive simulations for low-skilled adults.
4. A comprehensive COMPETENCE FRAMEWORK for low-skilled adults, based on the GREENCOMP, ENTRECOMP, and DIGICOMP frameworks.



PROJECT's IMPACT

FOR ADULT EDUCATORS

- Strengthen tools to **update the profiles of adult educators** through innovative, participatory and inclusive methodologies.
- New methodologies to **improve continuous training**, adapting it to the needs of the labor market.
- Improved **national and transnational cooperation** to support digital transformation.
- Enriched **professional development and increased capacity** to provide high quality mentoring to aspiring adult green entrepreneurs.

FOR THE COMMUNITY/SOCIETY (AT LOCAL, NATIONAL AND EU LEVEL)

- Strengthening of the **network of green companies**, which will have access to resources, materials and tools created in the project
- Creation of a more **dynamic, committed and professional environment**, open to learning to improve staff performance
- Increased availability of **green entrepreneurship programs** for adults with fewer opportunities
 - Promoting initiatives for **inclusive work positions** for adults with fewer opportunities that allow them to access the labor market.

FOR PARTICIPATING ORGANIZATIONS

- **Strengthening the role within their communities** and creating networks to promote the **EU Green Pact**
- Personal empoderado para participar en actividades relacionadas con la toma de decisiones políticas
- **Creación de redes y buenas prácticas innovadoras** entre personas, instituciones y territorios.



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