

CIFAL Malaga- Going Green through New Economies and Social Innovation

People

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Applying the New Economies and Social Innovation, the keys to promote green entrepreneurship in Andalusia and Murcia.

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The aim is to develop and improve the business idea through the application of the main New Economies: Economies of the Common Good, Social and Solidarity Economy, the B Corps, Circular Economy or the Sustainable Economy. In addition, concepts such as sustainable finance are incorporated.

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1st day. The aim is to develop and improve the business idea through the implementation of the main New Economies: Economies of the Common Good, Social and Solidarity Economy, B Corp, Circular Economy or Sustainable Economy. In addition, concepts such as sustainable finance are incorporated.

2nd day. The link between the business plan and stakeholders, the SDGs and the National Strategy for the Demographic Challenge and the Just Transition Strategy and other policies will be addressed. It will also delve into the sale of the business idea by means of a business plan, through eco-social marketing and ethical and impact

communication.

3rd day. This will be a Demoday in which the business model will be presented to the rest of the participants in the project.

Online training consists of an inspiring meeting with leading companies to explain their best practices, three webinars with successful cases of business entrepreneurship, as well as complementary material on New Economies and Social Innovation.

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The project is aimed at entrepreneurs, employed, self-employed or unemployed, living in Andalusia or Murcia. It was created with the vision of providing value in terms of sustainability and innovation to those green business ideas that need to be matured and validated before creating and launching their company or employment initiative.

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