



YOUTH  
ECO-ENTREPRENEURSHIP

# WP2

## ACTIVITY 1 / T1

1 0 t h   J u l y   2 0 2 4



# METHODOLOGY FOR EXAMINING THE IDEAL COMPETENCES OF AN ECO-ENTREPRENEUR.

## THE AIM OF THE RESEARCH

The aim of our activity is to collect information on the current attitudes of entrepreneurs towards ecology. We want to look at what and how determines the actions of young business owners in the field of ecology. How consistent are they with behaviors in other roles in which they perform: clients, family members and communities. We will also look at the knowledge, awareness and understanding of the concept of ecology.

## THE STAGES OF THE RESEARCH

In our diagnosis we will take the following actions:

Step 1 - analysis of existing research, studies and analyzes regarding entrepreneurs' approach to ecology, with particular emphasis on the youngest generations, i.e. millennials and generation Z.

As part of this step, each Partner will take the following actions:

1. Will analyze at least 8 studies/reports on the pro-ecological behavior of young entrepreneurs in their country, with reference to how the obtained data correlate with European and/or global results.
2. The analyzed reports will cover the period 2004-2024. 5 of them must cover the years 2019-2024.
3. The analysis will be prepared based on the format described below in the content of this document.
4. Based on the analysis performed, each Partner will prepare a report presenting conclusions from the developed documents, also based on the diagram presented below.
5. This report will be the first component of a collective study, the key part of which will be the result of the research we will conduct on the basis of the tool we have created.

Step 2 - conducting a survey using the CAWI (Computer Assisted Web Interview) method, which will collect data on the attitude of young entrepreneurs towards pro-ecological activities, the consistency of their behavior in the area of other roles they play, and indication of factors supporting and limiting the implementation of pro-ecological practices.

As part of this step, each Partner will take the following actions:

1. Translate the content of the provided tool into your national language.
2. Conduct a survey in your country on a group of at least 50 recipients born between 1990 and 2004. The design of the research tool will allow you to note that the answers were provided by a person outside this age category.
3. Will analyze the information obtained according to indicators and recommendations developed on the basis of a previously prepared report. These indicators will be prepared by a team from Poland, analyzing all reports prepared in step 1 by each Partner.
4. Based on the analysis, prepare a report with a summary of the collected data, conclusions and recommendations for activities related to the promotion of pro-ecological behavior among young entrepreneurs.
5. The report from step 2 will be the second part of the collective report on both steps that make up the diagnosis.

## ANNEXES

1. Table for processing material from data analyzed in step 1.
2. The environmental attitude survey questionnaire in step 2

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.