



Seniors in Green Action – from Hands to Minds to Souls

Project No.: 2022-1-BG01-KA220-ADU-000085169



Co-funded by
the European Union

HOW TO TURN A NON-FORMAL CRAFT ACTIVITY INTO AN ENTREPRENEURSHIP INITIATIVE

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

HOW TO TURN A NON-FORMAL CRAFT ACTIVITY INTO AN ENTREPRENEURSHIP INITIATIVE

Structure of the module

Lesson 1

Why to start
a business?

Lesson 2

How to plan your
own business

Lesson 3

Go-to-market
strategy and
financing

Case study

HOW TO TURN A NON-FORMAL CRAFT ACTIVITY INTO AN ENTREPRENEURSHIP INITIATIVE

Structure of the Case Study

- 1 *Why to start a business?*
- 2 *How to start a business?*
- 3 *Time to go*

Case study

HOW TO TURN A NON-FORMAL CRAFT ACTIVITY INTO AN ENTREPRENEURSHIP INITIATIVE

Structure of the Case Study

1 - Why to start a business?

Case study

Case study

1. Why to start a new business?

Maria, Antonella and Franca are three elderly ladies who, since they were children, have been working a particular herb growing spontaneously in their region in the South of Italy.

Due to its resistance and flexibility, the herb can be used to make both ropes and items such as placemats, earrings, bangles, vase decorations and more.



Source of the pic: Pinterest

Case study

1 Why to start a new business?

Franca's granddaughter, who studied marketing and management abroad and is now working as a business consultant, after seeing her grandmother wearing pretty earrings made by her, launches an idea:

"Why don't you and your friends open a small laboratory for producing and selling these jewellery and furniture items?"



Source of the pic: altromercatoshop.ilsandalo.eu

Case study

1 Why to start a new business?

The ladies have many doubts: "*But the government, if we earn anything, will cut our pension!*".

The granddaughter insists: "*I understand your doubts, but think about it: you can open an association, instead of a small business, so you can organize workshops, involve women struggling with social problems, teach them a good job, etc. in short, to start a social non-profit business!*"



Source of the pic: Illustoon



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Case study

1.1 Why to start a new business?

Although still hesitant, the three friends decide to follow the adventure suggested by Franca's granddaughter.

They know so many women in social and economic difficulties (single elderly women, immigrants, unemployed, victims of domestic violence etc.) that they could fill their lives of retired and do some good!



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Structure of the Case Study

2 - How to start a business?

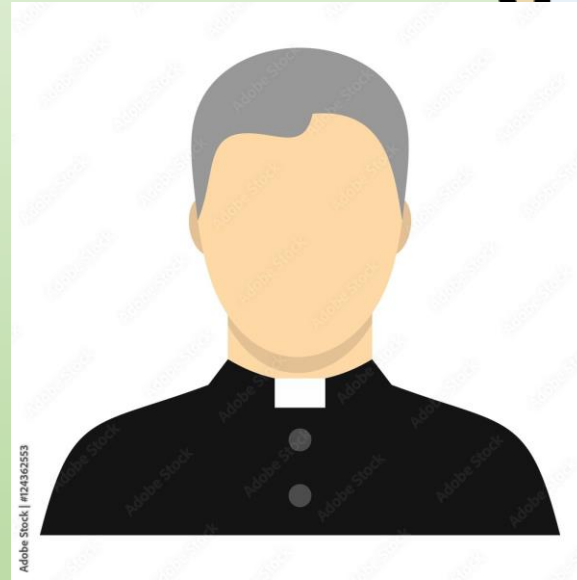
Case study

Case study

2. How to start a business?

Supported by Franca's granddaughter, the three ladies set off.

They involve many other ladies in establishing the association, turn to the parish priest and the mayor for a free space to work in, draw up a list of the things they need to work (tables, chairs, sewing sets, scissors, small looms, etc.) and the respective cost, have a fundraiser etc.



Source of the pics: Freepik

Case study

2. How to start a business?

They start thinking about the catalogue of products to sell and decide what to produce after chatting with many women of different ages and backgrounds about their preferences.

Franca's granddaughter suggests adding some services to the catalogue of products: since their municipality is located in a tourist area, why not think about workshops for tourists interested in living an experience strongly linked to the territory?



Source of the pic:iconduck

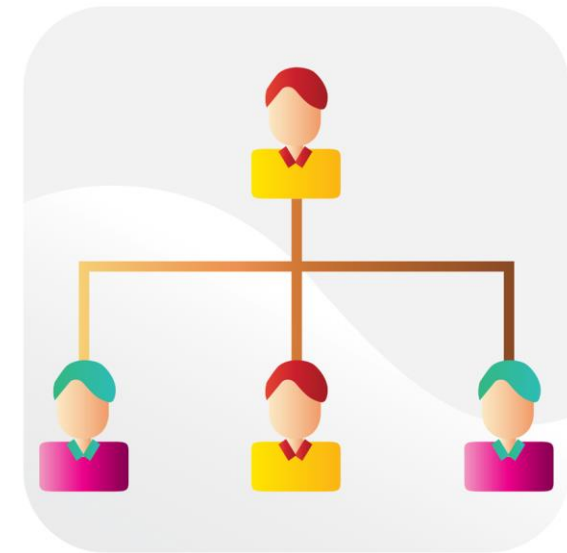
Case study

2. How to start a business?

The last decision to make: who does what in the association!

No organization can function unless there is a clear division of roles!

Franca therefore will be the coordinator of the group, Maria and Antonella will take care of the production and the sales, another new partner will take care of the administration and the finance and, finally, Franca's granddaughter will not miss her support every time it will be necessary.



Source of the pic: Creative Fabrica

HOW TO TURN A NON-FORMAL CRAFT ACTIVITY INTO AN ENTREPRENEURSHIP INITIATIVE

Structure of the Case Study

3 - Time to go

Case study

Case study

3. Time to go

Well, now it's time to think about the customers. Who could buy the products? First of all, let's storm friends and acquaintances!

Then we will open a sales point for tourists: people from the city or abroad might want to buy something very traditional and truly ecological! And those who want to make a wedding favour with a unique and original souvenir? And the travel agencies, don't we contact them? And the hoteliers? If not, how do we involve tourists in the workshops?



Source of the pic: Freeicons

Case study

3. Time to go

The granddaughter helps to draw up a real marketing plan, create the logo, and some promotional tools (on paper and digital, e.g. social pages) to present the association to potential customers. She also supports them in signing a few experiential tourism agreements with hoteliers, travel agencies and local tourist offices.



Case study

3. Time to go

So, there is more or less everything: raised the money, created the catalogue of products and services, created the corporate image, purchased the equipment, organized the work, contacted the first potential customers... What else? Maybe a nice interview about three indomitable old ladies who start a social activity? So: off to the new adventure!



Source of the pic: stock.adobe



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The partnership



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