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## EMPOWERING RURAL DEVELOPMENT THROUGH SOCIAL GREEN ENTREPRENEURSHIP TRAINING

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In recent years, the importance of **sustainable development and environmental preservation** has gained widespread recognition. In rural areas, the need for socio-economic growth and environmental protection is particularly crucial. **Social green entrepreneurship**, a concept that merges business acumen with ecological consciousness, has emerged as a powerful tool to drive positive change in rural communities. This article explores the significance of training in social green entrepreneurship for rural development and its potential to create a more sustainable and prosperous future for rural regions worldwide.

Social green entrepreneurship encompasses a blend of ***environmentally friendly business practices, social responsibility, and community engagement***. These entrepreneurs prioritize sustainable products, services, and processes that contribute to ecological balance while actively addressing social issues. Unlike traditional entrepreneurship, which mainly focuses on profit-making, social green entrepreneurs are committed to creating a positive impact on both the environment and society.

Rural communities often face a myriad of challenges, including limited access to resources, lack of education and skill development opportunities, environmental degradation, and unemployment. The traditional agrarian economy, while essential, may not be sufficient to address the evolving needs of rural populations. To revitalize rural areas, innovative approaches like social green entrepreneurship are required to promote inclusive growth and sustainable development.





**WEGREEN** project aims to **bridge the “gap”** in the educational system between the need for green and entrepreneurial skills and the lack of adequate educational content for the development of such skills, through an innovative training course for teachers in delivering green social entrepreneurship education, utilizing blended learning methodology. To this end, PR2 involves the development of the capacity building programme for formal and non-formal educators working with women in rural areas, based on the needs' analysis and the relevant findings of the research conducted within PR1.

As a first step, the partnership identified the main skeleton of the capacity building programme and then, according to the expertise of each organization the relevant allocation of the training modules has been done. In particular, the following modules were identified and developed:

- **Module 1: Green Skills**
- **Module 2: Social Entrepreneurship**
- **Module 3: Soft Skills**
- **Module 4: Adult training techniques and best practices for upskilling women in rural areas in the field of green skills, social entrepreneurship and soft skills.**

In parallel with the development of the training material, BK Con, as the lead partner of this PR, developed the learning platform in which, there will be uploaded all the modules and it will be freely available for anyone that is interested to get upskilled in the above mentioned topics.

The MOOC platform can be found here: <https://wegreen-elearning.bk-con.eu/>