



Young Ecologic Entrepreneurs in Mersin (EKOLOG33)

Association of Young Businessmen in Mersin
(MEGiAD)



Information about Ekolog33

- Project is funded by EU through Promotion of Civil Society Dialogue
- Period: 14 months
- Starting date: July 2008
- Total Budget: 87.461 Euro
- EU contribution: 77.622 Euro



General Objectives

- To contribute to sustainable development
- To cooperate with European NGOs about youth employment and youth policies
- To contribute to socioeconomic structure of Mersin by increasing employment

Specific Objectives

- To train young ecologic entrepreneurs, who will utilize the existing natural resources with business ideas suiting to 3E principles; energy, environment, and economy.
- To utilize the existing potential of Mersin in eco- agriculture and eco-tourism

Ecological entrepreneurship (Ecopreneurship)

- Ecopreneurships are businesses within the sustainable development principles.
- Ecopreneurs ;
 - Try to raise awareness to environment in every activities, design and production and marketing.
 - They target less pollution by using resources effectively.

Ecopreneurship Samples

Ecological farms, villages



Ecopreneurship Samples

- Home-made and natural products
- Revitalization of traditional arts for preparation of touristic materials



Target groups

- 40 female and male entrepreneur candidates between the ages of 20 and 30.
- At least high school graduate or university student/university graduate

Main Activities in Ekolog33

- Preliminary Activities
 - ✓ Web site
 - ✓ Preparation of Promotional materials
 - ✓ Preparation of unique training programme
- Best Practice Conference in Ecological Entrepreneurship (28th November 2008)
- Introduction meetings at universities in the region and collection of the applications (3rd November-15th December 2008)
- Evaluation of the applications and selection of the 40 candidates for the training programme
- Implementation of the training programme

Main Activities

- Study visit to project partners in Greece
- Establishment of Project Office
- Study visit to project partner in Italy
- Preparation of guidelines for ecological entrepreneurs
- Providing 1 to 1 consultancy to successful candidates about how to start an ecological business and get funding

Training Programme

- Training Programme has been prepared with cooperation of foreign partners within our project.
- It's unique and tailor-made for our project.
- It contains these courses for candidate entrepreneurs
 - Introduction to entrepreneurship
 - Sustainable development
 - Writing business plan
 - Funding resources for start-ups
 - Project writing and project management
 - How to make e-commerce
 - Basic finance and law for entrepreneurs
 - Eco-agriculture and principles
 - Eco-tourism
 - Green labelling,
 - Eco-lodge development,
 - Membership to foreign networks in related areas,
 - Best practices from Europe,
 - Activity planning in eco-tourism
 -

Training Programme

- At the end of the training programme,
 - Candidates will inspire from the best practices introduced within the project and prepare business plans.
 - Ekolog33 Project will provide 1 to 1 consultancy services to the candidates with business plans for starting their business in Mersin
 - Project will help them to get funding for their business plan.

PARTNERS



From Italy

- Legambiente (One of the biggest environmental NGOs in Italy with more than 100.000 members)



From Greece

- Antigone Information and Documentation Centre on Racism, Ecology, Peace and Non-Violence

ASSOCIATES:

Mersin Chamber of Commerce and Industry(MCCI)

- **Mersin Chamber of Commerce and Industry (MCCI)**

- We're grateful to the Chamber for evere support they've given to our association up to now.
- We've cooperated in an Entrepreneurship Project in the past and now we're still cooperating to introduce Ekolog33 Project to public.
- We also hope MTSO to help our candidate entrepreneurs to get funding through Business Angels Network which is currently in the establishment phase.

Expected Results

- 30 young ecopreneurs who received training about how to start an ecological business and get funding.
- 10 young activist who will volunteer at Project Office and prepare proposal for civil society in Mersin

Today in Ekolog33

- You can learn the details of our project from www.ekolog33.org (It's also in English)
- We've just started to introduce our project to target groups.
- We're now collecting the applications to our training programme.
- Organization preparations for "Best Practice Conference of Ecological Entrepreneurship in Europe" is still going on.

Best Practice Conference of Ecological Entrepreneurship in Europe

- Date: **28th November 2008**
- Venue: Convention Center of Mersin Metropolitan Municipality
- Theme: Ecological entrepreneurship examples from Turkey and Europe
 - Examples from Italy, Greece, Turkey
 - Opportunities for Mersin



THANK YOU
www.ekolog33.org


