



grassroots
young entrepreneurs in eco-health tourism

Minimising Community & Local Economy Impact Local Economy Impact Ideas

Includes Digital Tools!



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Local Economy Impact Ideas



Idea 1

Develop Economic Partnerships

Partner with other businesses to package offerings, e.g., if you are an eco-health business focusing on health and wellbeing, you could offer your services to local tourism providers such as accommodation, retreats or tours.

Idea 2

Promote Local Employment

Develop initiatives to boost local skills and job opportunities within eco-friendly and health-oriented fields, enabling economic resilience and social empowerment. Offer skill-building workshops on LinkedIn, create a Slack workspace for local professionals, share job opportunities on Facebook Jobs, and distribute job preparation guides designed in Canva. Use Facebook Jobs to post local job openings or internships related to sustainable practices, eco-tourism, or wellness. Use it to reach locals interested in new career opportunities within eco-conscious sectors. Use Canva to design professional resources like resume templates, job preparation guides, or infographics highlighting essential eco-health role skills. Distribute these resources to support local job seekers in eco-friendly fields.

Idea 3

Create an Online Business Marketplace

Strengthen the local economy by promoting and supporting small businesses, local artisans, and eco-friendly entrepreneurs through community-focused projects. For example, showcase local artisans' products on Instagram, organise crafting or wellness experiences through Airbnb, and track all project tasks on Trello. Encourage locals to sell eco-friendly products via Etsy.

Idea 4

Educational Programs for Sustainable Economic Practices

Empower the community with knowledge of sustainable practices that support the economy, like waste reduction, sustainable tourism, and eco-conscious consumer behaviour. For example, start a YouTube series on sustainable practices with local businesses, organise in-person or virtual classes via LinkedIn Learning, and share reminders and resources through a WhatsApp network. Use Google Forms to assess the community's needs continually.

Now Let's Apply Some Digital Tools to our Ideas in the Next Section.

Local Economy Impact Tools Make it Easier!



<p>Instagram Business Tools</p>	<p>Use Instagram Business Tools to showcase local businesses, artisans, and eco-friendly products. Promote weekly features, behind-the-scenes stories, and live sessions with local entrepreneurs to increase visibility and engagement. https://help.instagram.com/307876842935851</p>
<p>Airbnb Experiences</p>	<p>Partner with local artisans and businesses to offer unique health and wellness experiences on Airbnb, such as crafting sessions or sustainable cooking classes. This tool provides additional income streams for locals and attracts tourists interested in authentic, eco-friendly experiences. www.airbnb.ie</p>
<p>Etsy</p>	<p>Use Etsy to create a marketplace for local businesses and artisans to sell eco-friendly and health-focused products. Partner with artisans to host workshops or product showcases that promote sustainable goods and generate local economic growth. https://www.etsy.com/</p>
<p>Trello</p>	<p>Use Trello to coordinate collaborations with local businesses, track tasks, assign roles, and manage events or workshops. Trello ensures a smooth workflow and keeps everyone aligned with the project's goals. https://trello.com/</p>
<p>YouTube</p>	<p>Launch a video series on sustainable practices and eco-conscious consumer habits. Feature local experts or business owners discussing adopting eco-friendly practices that benefit the environment and economy. https://www.youtube.com/</p>
<p>Slack</p>	<p>Create a workspace for project collaboration, allowing community members, businesses, and organisations to network, share resources, and coordinate job opportunities. Slack supports communication and knowledge-sharing within the community. https://slack.com/intl/en-ie/</p>
<p>WhatsApp for Business</p>	<p>Create a community network where locals can easily access resources, updates, and workshop schedules. Use WhatsApp to share sustainability tips, program reminders, and business support resources, fostering direct communication. https://business.whatsapp.com/</p>
<p>Google Forms</p>	<p>Develop surveys to assess the local community's learning needs regarding sustainable economic practices. Google Forms allows you to gather feedback and refine educational content based on community interests. https://www.google.com/forms/about/</p>

Local Economy Impact Tools Make it Easier!



<p>LinkedIn</p>	<p>Offer skill-building workshops on LinkedIn, connecting locals with opportunities in sustainable tourism, eco-health, and conservation. Share success stories and local job listings to boost engagement and community growth. https://www.linkedin.com/</p>
<p>Restor</p>	<p>Through Restor, GRASSROOTS, entrepreneurs can document and showcase their ecological efforts, whether related to gardening, farming, or broader land restoration projects. The platform offers tools to track progress, visualise outcomes, and share data on environmental impact, making it easier to engage with like-minded businesses, support organisations and communities. https://restor.eco/</p>
<p>Mighty Networks</p>	<p>Mighty Networks allows GRASSROOTS entrepreneurs to build customised communities and branded spaces with features like discussion forums, online courses, and event hosting. The platform supports membership management, enabling eco-health entrepreneurs to engage directly with their audience, build loyalty, and grow and monetise their offerings. www.mightynetworks.com</p>
<p>Discord</p>	<p>Discord is a powerful communication platform that offers text, voice, and video channels for real-time interaction, making it ideal for community-building and collaboration. This tool enables entrepreneurs to strengthen relationships, share insights, and build a supportive network around eco-friendly ventures. They can create private and public servers to engage with customers, communities, partners, and like-minded individuals, all while building a thriving, engaged community. https://discord.com/</p>
<p>Miro</p>	<p>Miro is an online collaboration platform that empowers GRASSROOTS eco-health tourism teams to innovate, plan, and build projects together. Miro is the perfect tool for brainstorming community ideas, developing sustainable tourism and economy initiatives, and streamlining project workflows. It has features such as video chat, real-time collaboration, and interactive presentations; Miro makes it easy to organise meetings and workshops, ensuring teams stay aligned and productive. https://miro.com/</p>

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Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our **Community & Local Economy Tools** [here](#)

Don't Forget to Connect with Us...



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