grassroots
young entrepreneurs in eco-health tourism

Optimising Business Operations
Stay Organised

Includes Digital Tools!

www.**ecohealthforyouth**.com

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Stay Organised
with Green Goals in Mind

Challenge 1

Inefficient Task and Resource Management with a Small Team

Struggling to manage tasks and resources efficiently with a small team.

Solution

Focus on tools and strategies that allow your team to stay organised, work collaboratively, and prioritise effectively. Small teams thrive when they can delegate, automate, and stay on the same page. Keeping everything in one place makes it easier to focus on delivering the best customer and community experience.

Optimisation Tools

Trello or **Asana**, **Google Calendar** and **Slack**

Trello or Asana: Assign tasks, set deadlines, and track progress for daily operations like managing tour schedules, wellness events, or bookings. trello.com asana.com

Google Calendar: Share a calendar with your team to schedule events like forest cleanups, adventure sports workshops, or eco-tourism training sessions. calendar.google.com

Slack: Maintain clear and instant communication with your team. Use dedicated channels for different topics like project updates or customer queries. slack.com

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Challenge 2

Overwhelmed by Managing Multiple Tasks

Solution

Prioritise tasks with digital tools to stay focused. Allocate specific times for high-impact work.

Optimisation Tools

Asana and **Todoist**

Asana: Set priorities and deadlines to keep your GRASSROOTS project on track. asana.com

Todoist: Create daily to-do lists and track completed tasks. https://todoist.com/

Challenge 3

Lack of Feedback to Improve Your Idea

Solution

Engage your audience and stakeholders to gather input on what works and what doesn't. Use this feedback to make improvements.

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Optimisation Tools

Google Forms and **AirTable**

Google Forms: Create surveys to ask customers, volunteers, or community members for feedback on events, products, or services. https://www.google.com/forms/about/

AirTable: Organise feedback from participants in your cultural, eco-tourism, or wellness projects, and track changes you plan to make based on their input. https://www.airtable.com/

Challenge 4

Staying Organised While Integrating Sustainability
Staying organised while integrating sustainability into daily operations.

Solution
Use digital tools to centralise your processes, ensuring resources are managed efficiently and with a focus on sustainability.

Optimisation Tools

Google Workspace and **Airtable**

Google Workspace: Centralise operations by using Google Sheets for inventory tracking, Docs for planning, and Calendar for scheduling eco-friendly workshops or events. https://workspace.google.com/products/sheets/

Airtable: Organise daily tasks like tracking suppliers, managing contacts, or logging sustainable practices, all in a user-friendly interface. https://www.airtable.com/

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Challenge 5

Forgetting Key Dates or Deadlines

Solution

Use digital calendars with reminders to ensure you meet funding deadlines, project milestones, or event preparations.

Optimisation Tools

Google Calendar, Monday.com and **Trello, Asana**

Google Calendar: Set up alerts for key dates such as grant deadlines, event preparation milestones, or meeting schedules. Share the calendar with team members to keep everyone informed and on track. calendar.google.com

Monday.com: Visualize project timelines and deadlines in an intuitive, easy-to-manage format. It allows you to track progress and make necessary adjustments to stay aligned with project goals.

Trello, Asana: These platforms are great for project management. Break down large tasks into smaller, actionable items and assign them to team members with clear deadlines. Use labels like "urgent" or "pending" to prioritize tasks and ensure nothing slips through the cracks. These tools help manage everything from logistics to marketing for events, keeping everyone on the same page and organized. trello.com asana.com

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Challenge 6

Difficulty Tracking Progress on Eco-Goals

Solution

Digitise and organize documents in a centralized system that's easy to access.

Optimisation Tools

Google Drive and **Microsoft Teams**

Google Drive: Store and share files securely with team members. https://workspace.google.com/intl/en_ie/products/drive/

Microsoft Teams: Organise folders for invoices, presentations, and eco-certifications. Communicate with team, set up meetings, have discussions and collaborate. microsoft.com/microsoft-teams

Challenge 7

Misplacing Important Documents or Resources

Solution

Use tools that help measure your impact, like waste reduction or community engagement.

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Optimisation Tools

EcoTracker and **Airtable**

EcoTracker: Monitor and report sustainability progress.
https://eco-tracker.com/Default.aspx?ReturnUrl=%2f

Airtable: Log milestones and metrics related to your green initiatives.
https://www.airtable.com/

Challenge 8

Aligning Project Objectives with Eco-Friendly Goals
Difficulty visualizing and aligning project objectives with eco-friendly goals.

Solution
Use a structured framework like the Creative Project Canvas to clearly map out the project's sustainability objectives, resources, and actions, ensuring that all efforts align with eco-conscious principles from start to finish. canva.com

Optimisation Tools

Creative Project Canvas

Creative Project Canvas: This tool helps eco-entrepreneurs visualize their project's objectives, resources, and impacts in a single overview. For an eco-friendly event like a sustainable urban art festival, the canvas can map out specific goals such as waste reduction, promoting local artisans, or using sustainable materials, and ensure that each component of the project is aligned with sustainability principles. https://www.creativeprojectcanvas.com/

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Challenge 9

Quickly Creating and Validating Your Business Plan

Difficulty in quickly creating a business plan or validating a business idea.

Solution

Use ChatGPT as a resource to help guide you through the process of creating a business plan and validating your business idea by asking the right questions, offering tailored advice, and ensuring alignment with community needs and sustainability goals.

Optimisation Tools

ChatGPT for Business Planning and **ChatGPT for Idea Validation**

ChatGPT for Business Planning: ChatGPT can walk you through creating a comprehensive business plan, offering prompts and advice on key sections such as market research, goal setting, identifying target audiences, and developing sustainability strategies. It can help you structure a clear, actionable plan that sets the foundation for your eco-health tourism or other sustainability-focused ventures. https://chatgpt.com/

ChatGPT for Idea Validation: Use ChatGPT to help evaluate your business idea by answering a series of questions and exercises that assess its feasibility within your community or market. This process can help refine your concept, ensuring that it aligns with local needs, interests, and sustainability principles, before moving forward with implementation. https://chatgpt.com/

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Challenge 10

Setting Up and Managing an Eco-Friendly Online Store

Difficulty setting up and managing an online store for eco-friendly products and services.

Solution

Use Shopify as an all-in-one e-commerce platform to create and manage a sustainable online business, streamline product management, and reach a wider audience through integrated marketing tools.

Optimisation Tools

Shopify

Shopify provides a comprehensive platform for eco-health tourism entrepreneurs to build and operate an online store. It offers tools for website design, inventory management, product promotion, and marketing. Shopify also supports integrated payment systems, making it easier to manage transactions and increase sales. Eco-entrepreneurs can use Shopify to sell eco-tourism services, educational materials, and sustainable products while aligning with their environmental goals. Additionally, the platform includes powerful analytics and reporting tools to track store performance and customer insights. https://www.shopify.com/ca

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 Optimising Business Operations Tools here

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