



grassroots  
young entrepreneurs in eco-health tourism

## Educators Guide

GRASSROOTS Toolkit



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# Useful Links

**R**

[Young Entrepreneurs Case Studies and Video Showcase](#)

**R**

[Pedagogical Guide](#)

**R**

[Training Course](#)

**R**

[Toolkit](#)

**W**

[Website](#)

**F**

[Facebook](#)

**I**

[Instagram](#)

**T**

[Tik Tok](#)

**Y**

[You Tube](#)

**R = Resource**



# GRASSROOTS Project



## Introduction

The GRASSROOTS project empowers young eco-health entrepreneurs by providing education, tools, and resources to develop innovative, sustainable eco-health initiatives to address global challenges through sustainable tourism and community-driven solutions. It focuses on enabling businesses, ideas, and projects to be equipped with environmental awareness, cultural appreciation, and community engagement through eco-tourism, sports and adventure, street art, food and events and wellness activities. It encourages participants to explore career paths in eco-tourism, street art, sustainable food, wellness, and digitalisation, aligning their entrepreneurial goals with a commitment to sustainability.

### Key Benefits

Key benefits of the project include access to formal and informal education tailored to eco-health entrepreneurship, a network of like-minded innovators, and practical resources to launch and sustain impactful eco-health focused ventures. By emphasizing hands-on experiences, such as community-based tours, cultural heritage preservation, and health-focused activities, GRASSROOTS promotes a holistic approach to eco-health tourism that benefits both individuals and communities.

The project's focus on young entrepreneurs ensures that the next generation is equipped to lead the charge in redefining tourism with a balance of profitability, environmental responsibility, and cultural enrichment. Through this forward-thinking approach, GRASSROOTS not only creates new opportunities but also sets a benchmark for sustainable development in tourism.

# Welcome

## Educators Guide - Toolkit

### Welcome to the GRASSROOTS Toolkit - Educators Guide

The GRASSROOTS Toolkit is an interactive, hands-on resource designed to equip educators and empower and inspire young people to develop sustainable eco-health tourism projects and ideas.

As educators, whether you're teaching young entrepreneurs, supporting students passionate about eco-health and sustainability, or leading workshops on these themes, this Toolkit provides you with all the tools, ideas, and guidance needed to transform your students' vision into impactful initiatives.

Begin your journey by exploring the **6 key Sections** within our toolkit. In each section, you'll find a comprehensive suite of downloadable questions, resources, videos, exercises, and Toolkit specifically tailored for eco-health entrepreneurship. These resources cover essential themes such as eco-tourism, health and wellness, sports and adventure, food and events, street art, and culture.

Get ready to dive deep into each resource, gain valuable insights, and equip yourself with the knowledge needed to bring your students' eco-health tourism vision to life.

### 6 Toolkit Sections

1. [Assess Environmental Impact](#)
2. [Assess Culture, Heritage, and Building Impact](#)
3. [Assess Community & Local Economy Impact](#)
4. [Optimise Business Operations](#)
5. [Share & Promote Your Vision with Customers](#)
6. [Build Connections & Grow With Peers](#)

# Toolkit

## Introduction

**The GRASSROOTS Toolkit** is a comprehensive resource designed to empower young eco-health and eco-tourism entrepreneurs by providing tools, guidance, and strategies to create environmentally conscious, sustainable and community-driven businesses. This innovative Toolkit bridges knowledge gaps by offering practical solutions that address global challenges through eco-friendly practices, cultural preservation, and economic development. By equipping entrepreneurs and support organisations with actionable insights, the Toolkit facilitates the creation of resilient, impactful ventures that prioritise sustainability and community well-being.

Organised into key categories—such as environmental, community and local economy impact assessment, culture and heritage impact, business operations simplification, and partner engagement—the GRASSROOTS Toolkit serves as a vital framework for aligning entrepreneurial efforts with sustainability goals. It empowers users to integrate environmental stewardship into their business models while driving local economic growth and building meaningful connections. By combining practical resources with a forward-thinking approach, the GRASSROOTS Toolkit supports entrepreneurs in building transformative businesses that contribute to a sustainable and inclusive future.

### **Designed for;**

- ❖ Aspiring and established young eco-tourism and eco-health entrepreneurs.
- ❖ Youth seeking innovative career opportunities in sustainable tourism, food, events, street art, sports, and cultural heritage.
- ❖ Community youth leaders, communities and local support organisations promoting sustainability and wellness.

# Toolkit

## Benefits

Young eco-health entrepreneurs can access tailored [toolkit](#) resources, videos, tools, templates, and guides to create impactful initiatives, manage resources effectively, and engage communities. The Toolkit includes platforms like Canva for creative design, Mural for brainstorming, Clio Muse for cultural storytelling, and AirTable for project management.

- ❖ **Empowerment:** Enables entrepreneurs to address environmental, economic and social challenges through innovative solutions.
- ❖ **Sustainability:** Promotes eco-friendly practices that contribute to long-term community and environmental health.
- ❖ **Economic Growth:** Supports local economies by supporting local businesses and creating job opportunities.
- ❖ **Collaboration:** Facilitates connections between stakeholders to amplify impact.
- ❖ **Education:** Provides resources for personal and professional development in eco-tourism and eco-health sectors.



# Toolkit Structure & Overview

## Sections 1 – 6

Each section follows 4 simple steps with exercises and resources

### Section 1

#### Environmental Impact Assessment Tools

##### 4 Steps

- Think with Questions (*Download*)
- Watch the Videos
- Try the Ideas (*Downloads*)
- Use the Toolkit

[Click to View](#)

### Section 2

#### Culture, Heritage & Building Impact Assessment Tools

##### 4 Steps

- Think with Questions (*Download*)
- Watch the Videos
- Try the Ideas (*Downloads*)
- Use the Toolkit

[Click to View](#)

### Section 3

#### Community & Local Economy Impact Assessment Tools

##### 4 Steps

- Think with Questions (*Download*)
- Watch the Videos
- Try the Ideas (*Downloads*)
- Use the Toolkit

[Click to View](#)

### Section 4

#### Optimise Business Operations Tools

##### 4 Steps

- Think with Questions (*Download*)
- Watch the Videos
- Try the Ideas for Challenges (*Downloads*)
- Use the Toolkit

[Click to View](#)

### Section 5

#### Share & Promote with Customers Tools

##### 4 Steps

- Think with Questions (*Download*)
- Watch the Videos
- Try the Ideas for Campaigns (*Downloads*)
- Use the Toolkit

[Click to View](#)

### Section 6

#### Build Connections & Grow With Peers

##### 4 Steps

- Think with Questions (*Download*)
- Watch the Videos
- Try the Ideas for Activities (*Downloads*)
- Use the Toolkit

[Click to View](#)



# Toolkit Structure & Overview



Toolkit is Made Up of Sections With Themes Applied

## There are 6 Toolkit Sections

1. Assess Environmental Impact
2. Assess Culture, Heritage, and Building Impact
3. Assess Community & Local Economy Impact
4. Optimise Business Operations
5. Share & Promote with Customers
6. Build Connections & Grow With Peers

## Each Toolkit Covers 6 Eco-health Themes

1. Eco-tourism
2. Sports and adventure
3. Food and events
4. Street art
5. Health and wellbeing
6. Culture and heritage.

## Each Toolkit Has Ideas, Solutions and Activities

1. Environmental Impact - Ideas
2. Culture, Heritage, and Building Impact - Ideas
3. Community & Local Economy Impact - Ideas
4. Optimise Business Operations - Solutions
5. Share & Promote with Customers - Campaigns
6. Build Connections & Grow With Peers - Activities

## Each Toolkit Follows a 4 Step-by-Step Learning Approach

1. THINK with Questions
2. WATCH the Videos
3. TRY the Ideas
4. Use the Tools

# What You Will Need!

As this is an online Toolkit that includes online and downloadable resources, leveraging its full potential requires digital tools and materials essential for delivering a seamless, impactful, and engaging online learning experience:

## Get Prepared!

- Reliable Internet Connection
- Devices for students e.g., laptop or computer

### Technology and Equipment

- This Educator Guide
- Access to All Questions
- Access to All Videos
- Access to All Ideas
- Access to All Toolkites

### Program Materials

- Use the Questions to assess understanding
- Use the Videos And Ideas to deepen learning
- Use the implementation of the Tools to assess learning

### Assess Learning

- Collaboration Tools (e.g., Jamboard or Palet)
- Video Conference Tools (e.g., Zoom or Google Meet)

### Digital Tools

- Get familiar with all 6 Sections and Toolkites
- Prepare each lesson based on the 4 Steps THINK, WATCH, TRY and USE

### Prepare Sessions

# How to Use

## Six Sections

**The GRASSROOTS Toolkit** is divided into six key categories to guide eco-health entrepreneurs and community-driven initiatives effectively. By following these categories, young eco-health entrepreneurs can develop a holistic approach to building sustainable, eco-friendly projects that contribute positively to communities, the local economy and the environment.

### 1. **Assess Environmental Impact:**

Measure and evaluate the environmental impact and benefits of your idea. The resources and tools help you identify areas for improvement and how you can ensure your initiative has a positive impact on the environment.

### 2. **Assess Culture, Heritage, and Building Impact:**

Explore resources and tools to assess how you can preserve cultural heritage, local traditions, and the impact of the buildings you may use and interact with. Gain a deeper understanding of how you can positively impact local culture and heritage.

### 3. **Assess Community & Local Economy Impact:**

Measure how your idea contributes to local communities and economic growth, including job creation, support for local businesses, and community empowerment. These tools help you identify your initiative's role in strengthening the local economy.

### 4. **Optimise Business Operations:**

Access easily implemented, affordable tools to help you streamline processes such as project management, finance, resource allocation, and scheduling. Simplify workflows to maximise efficiency and focus on driving meaningful impact.

### 5. **Share & Promote Your Vision with Customers:**

Leverage creative marketing tools to enhance visibility, engage customers, and promote your initiative effectively. Use social media platforms effectively to tell your story, highlight sustainable practices, and attract a wider audience.

### 6. **Build Connections & Grow With Peers:**

Establish meaningful collaborations and networks with peers, supports, stakeholders, community members, and like-minded entrepreneurs. These tools support eco-health entrepreneurs to build supportive and professional partnerships that ensure sustainable and impactful initiatives

# How this Works!

## 4 Simple Steps



### Each Toolkit Section Features 4 Easy Steps for Active Learning

These steps are designed to help learners to fully understand, explore, and apply the concepts in a way that ensures successful learning outcomes. Learners get to engage in deep, meaningful learning through the following active techniques:

- 1. THINK** Reflect on key concepts and how they apply to your idea or project.
- 2. WATCH** Learn from curated videos, tutorials, or real-life examples to inspire and guide you.
- 3. TRY** Put ideas into action through hands-on activities, exercises, or simulations.
- 4. USE** Implement practical tools and resources to bring your idea to life effectively.

Each step comes with different **tools**, **questions**, and **resources** to streamline and easily implement a GRASSROOTS business idea

## Step 1

### THINK with Questions

Download the questions to think about ways you can optimise your idea. Each question includes exercises and prompts to refine your idea, make it more impactful and sustainable.

## Step 2

### WATCH the Videos

Watch expert videos that will help you gain a deeper understanding of topics and provide strategies to help you improve your idea.

## Step 3

### TRY New Ideas

Innovative ideas and digital tools to optimise your idea. Learn how you can improve your eco-health idea in different contexts e.g., business operations, marketing and building partnerships.

## Step 4

### USE the Toolkit

The Toolkit is perfect to help you get started implementing your idea seamlessly, affordably and effectively.

# All Sections

## Overview Toolkit of Resources

CLICK  
to Access

### THINK

30 Questions

### WATCH

34 Videos

### TRY

32 Ideas

### USE

143 Tools

**Welcome to the GRASSROOTS Toolkit** interactive, hands-on resources designed to empower and inspire young people to develop sustainable eco-health tourism projects and ideas. Whether your students are young entrepreneurs, or individuals simply passionate about eco-health and sustainability, this Toolkit will provide you with all the tools, ideas, and guidance needed to transform your students vision into impactful initiatives.

Get started by exploring the **6 key Section areas** of our toolkit in the next section. In each section, you'll find a suite of downloadable questions, resources, videos, exercises, and Toolkits tailored specifically for eco-health entrepreneurship. These cover essential themes such as eco-tourism, health and wellness, sports and adventure, food and events, street art, and culture. Get ready to dive deep into each resource, gain valuable insights, and equip yourself with the knowledge needed to turn your student's eco-health tourism vision into reality.

# Section 1

## Assess Environmental Impact

**CLICK**  
to Access



**1.THINK**

5 Questions

**2.WATCH**

6 Videos

**3.TRY**

5 Themes

**4.USE**

19 Tools

This section educates learners on how their ideas can embed environmental sustainability at its core. By the end, learners will be equipped to confidently start implementing your idea with the help of powerful tools to ensure long-term environmental preservation and community benefits.

# Section 1: Step 1

CLICK  
to Access

## THINK with Questions (5)

Step 1	Instructions
<b>THINK with Questions</b>	<ul style="list-style-type: none"><li>❖ There are <b>5 Environmental Impact Questions</b></li><li>❖ Open the Questions in the tab or download by clicking the '<b>Download</b>' button</li><li>❖ Start with '<b>What to Avoid</b>' so learners know what they shouldn't do.</li><li>❖ Get the learners to complete the questions relative to their ideas. Use the exercises and prompts provided to facilitate and support learners.</li></ul>

### Step 1: THINK with Questions

Download the Environmental Impact Assessment Questions to guide you in identifying and minimising environmental impacts. Each question has an exercise and prompts to guide you with your response.

Sample teaser question/exercise:

Q. What natural areas and environments will your idea interact with?

Exercise: Think about where your idea will take place. Could your idea harm ecosystems or wildlife in natural forests or lakes?

- Make a List: Write down the parks, forests, rivers, beaches, or other natural places your idea will use or affect.

 Download EN

Open in Tab and  
Download by  
Clicking Here



# Section 1: Step 1

## THINK with Questions (5)

These questions will help guide learners on how to identify and minimise their idea's environmental impact(s). Each question has an exercise and prompts to guide learners in completing their answers.

### 1. What natural areas and environments will your idea interact with?

Think about where your idea will take place. Could your idea harm ecosystems or wildlife in natural forests or lakes?

- **Make a List:** Write down the parks, forests, rivers, beaches, or other natural places your idea will use or affect.
- **Get to Know Them:** Learn more about these places—what makes them special and why they need protection e.g., are they protected areas or have historical significance?
- **Plan to Care:** Think of one or two ways your idea can help protect or improve these areas, like keeping them clean or using eco-friendly materials.

### 2. How might your idea directly and/or indirectly negatively impact the natural environment?

Think about how your idea could affect nature and the environment.

- **Spot the Risks:** Write down the ways your idea might hurt the environment, like disturbing animals, polluting water, or using up too many resources.
- **Find Solutions:** For each problem, come up with two ways to fix or avoid it.
- **Choose the Best Ideas:** Pick solutions that protect nature, save resources, and are kind to the planet.

### 3. Could your idea help reduce littering, pollution, or resource overuse?

Make a simple plan to solve environmental problems that you can easily implement or enhance your idea's purpose.

- **Spot the Problems:** Write down things like waste, pollution, or usage of too many resources that your idea might cause. What sustainable alternatives can you use for energy, waste, and water?
- **Plan Solutions:** Think of engaging ways to fix these problems, like using less plastic, holding a clean-up day, or setting up recycling bins.
- **Inspire Others:** Add ideas to get your friends, volunteers, customers and community involved, like sharing tips on being eco-friendly or running challenges to reduce waste.



# Section 1: Step 1

## THINK with Questions (5)

### 4. Can a zero-waste policy be applied?

Make a Zero-Waste Plan: Decide on one or two actions you can take to make your idea as close to zero waste as possible. For example, customers bring their own cups or give out reusable bags.

### 5. How will you promote your sustainability efforts to your customers and community?

Create an engaging and simple plan to share your sustainability ideas with others!

- **Know Your Audience:** Think about who you want to talk to—your friends, customers, partners or community.
- **Share Your Message:** Come up with easy-to-understand ideas about why caring for the planet is important and how your idea helps. Make sure it means something special to you and connects with your audience.
- **Pick Your Tools:** Decide how you'll spread the word—make sure to use digital tools to make life easier e.g., Canva to help with social media campaigns or posters for fun events.
- **Get Others Involved:** Plan inspiring activities like challenges, clean-up days, or prizes for eco-friendly actions to inspire people (especially your customers and community) to join you.
- **Show Your Success:** Keep track of your progress and share with your audiences what's working, like photos, stories, or how much you've helped the environment! This is great news and worth sharing.

# Section 1: Step 2



## WATCH the Videos (6)

Step 2	Instructions
<b>WATCH the Videos</b>	<ul style="list-style-type: none"><li>❖ There are <b>6 Environmental Impact Videos</b></li><li>❖ Learners click on the <b>left side panel</b> to select a video</li><li>❖ Each video enables learners to gain a deeper understanding around complex environmental impact topics</li></ul>

### Step 2: WATCH the Videos

Watch these expert videos that break down complex sustainability concepts in a simple and engaging way, helping you understand key environmental issues more clearly.

The screenshot shows a YouTube-style interface. On the left, a sidebar titled 'Videos' lists 6 items:

- "Environmental Entrepreneurship" 22:31
- "Environmental Entrepreneurship" 16:11
- "How to be a Sustainable Entreprene..." 3:08
- "Young Entrepreneurs Building a Mor..." 1:46
- "Life Cycle Assessment (LCA) to Evalu..." 2:26
- "Circular Business: How Companies C..." 2:16

The main video player shows a video titled 'Environmental Entrepreneurship' with a subtitle 'Climate change • Climate change refers to long-term shifts in temperatures and...'. The video content includes a list of topics:

- Environmental entrepreneurship
- Find your mission statement
- Story of ISeeChange

Step 3	Instructions
<b>TRY the Ideas</b>	<ul style="list-style-type: none"><li>❖ There are <b>5 Environmental Impact Themes with Ideas</b></li><li>❖ Learners click on the <b>Theme</b> that matches their concept and ideas are presented</li><li>❖ The Theme will open up in a separate tab with numerous Ideas which they can <b>view or download</b></li><li>❖ Each Idea comes with a <b>set of digital tools</b> designed to support and empower learners to successfully bring their concept to life while ensuring alignment with the needs of the environment and ecosystem.</li></ul>

# Section 1: Step 3

TRY the Ideas (5 Themes)

CLICK  
to Access

## Theme 1: Eco-tourism (5 Ideas)

- 1 Support Local Artisans and Businesses
- 2 Set Up Wildlife Conservation Workshops
- 3 Develop Educational Tours
- 4 Launch Social Media Events
- 5 Host Guided Nature Walks with Purpose



## Theme 2: Sports & Adventure (2 Ideas)

- 1 Organise Eco-friendly Adventure Tours & Hikes
- 2 Organise Water-based Clean Up Tours



## Theme 3: Food and Events (5 Ideas)

- 1 Be Eco-conscious in Street Food Operations or Events
- 2 Arrange Farm-to-Table Experiences
- 3 Develop Educational Tours
- 4 Launch Social Media Events
- 5 Host Guided Nature Walks with Purpose



# Section 1: Step 3

TRY the Ideas (5 Themes)

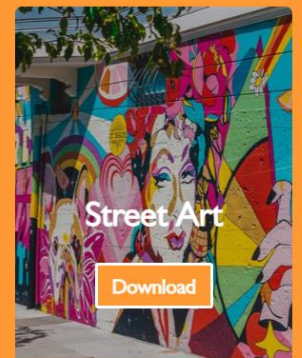
## Theme 4: Health & Wellbeing (5 Ideas)

- 1 Design Mindful Walking Nature Routes
- 2 Develop Nature Therapy and Outdoor Wellness Programs
- 3 Deliver Educational Wellness Tours
- 4 Organise Wellness Meetups Online and In-person
- 5 Incorporate Tree Planting with Your Nature Therapy Sessions



## Theme 5: Street Art (2 Ideas)

- 1 Deliver Eco-friendly Community Murals & Street Art
- 2 Create Eco-themed Public Sculptures



# Section 1: Step 4



## USE the Tools (19)

Step 4	Instructions
<b>USE the Tools</b>	<ul style="list-style-type: none"><li>❖ There are <b>19 Environmental Impact Tools</b></li><li>❖ Each tool provides a technical description, then explains how it can be applied to an eco-health concept or idea.</li></ul> <p><b>There are 4 Categories of Environmental Impact Tools</b></p> <ol style="list-style-type: none"><li>1. Artificial Intelligence</li><li>2. Business Operations</li><li>3. Eco Activities</li><li>4. Experience Builder</li></ol>

Filter Categories

- All
- AI
- Business Operations
- Eco-Activities
- Experience Builder

### Clean Swell

**Clean Swell** is a free App for volunteers to use during cleanups to capture important data about pollution and to track their volunteer efforts.

It is a valuable tool for eco-entrepreneurs organising water-based clean-ups. This app allows participants to track the trash they collect, logging types and quantities of waste. The data collected can be used to raise awareness about pollution and support local conservation efforts. By incorporating Clean Swell into your eco-tourism initiatives, you can engage participants in meaningful conservation actions while

### Litterati

**Litterati** is an app empowering individuals to make a significant, measurable impact on the environment by not just picking up litter but creating a cleaner planet by turning crowd-sourced data and information into actionable insight.

It is an ideal tool for Eco-entrepreneurs organising hiking or eco-tours that include litter collection. This app allows participants to photograph and log each item they pick up, providing a detailed record of the trash collected. It tracks the amount of waste removed from the environment, helping to assess

# Section 2

## Assess Culture, Heritage & Building Impact

**CLICK**  
to Access



**1.THINK**

5 Questions

**2.WATCH**

6 Videos

**3.TRY**

2 Themes

**4.USE**

8 Tools

This section educates learners on how to integrate cultural, heritage, and building preservation into their eco-health ideas. By the end, learners will be able to evaluate their idea's cultural heritage and building impact and create actionable strategies to align with sustainable practices and community values.

# Section 2: Step 1

CLICK  
to Access

## THINK with Questions (5)

Step 1	Instructions
<b>THINK with Questions</b>	<ul style="list-style-type: none"><li>❖ There are 5 Culture, Heritage &amp; Building Impact Questions</li><li>❖ Open the Questions in the tab or download by clicking the 'Download' button</li><li>❖ Start with 'What to Avoid' so learners know what they shouldn't do.</li><li>❖ Get the learners to complete the questions relative to their ideas. Use the exercises and prompts provided to facilitate and support learners.</li></ul>

### Step 1: THINK with Questions

**ANALYSE** – Download the Cultural, Heritage, Building Impact Assessment Questions designed to help guide you in identifying and minimising your impact.

Q. What cultural, heritage and building sites will your idea interact with?

**Exercise:** Think about where your idea will take place or what sites, traditions, or building elements it will involve. Could it affect places or practices of cultural or historical importance? This includes heritage sites, historical buildings, and cultural festivals.

- **Make a List:** Write down the key cultural, historical, or building sites, landmarks, or traditions that your idea will engage with.
- **Get to Know Them:** Research their significance. What makes them special? Are they listed as protected or under threat? For example, a building might be historically significant due to its age or design, or a festival might hold deep cultural meaning.

**Plan to Care:** Think of one or two ways your idea can support preservation, such as promoting awareness, using culturally respectful materials, or involving local communities in safeguarding these assets.

 Download EN

Open in Tab and  
Download by  
Clicking Here

# Section 2: Step 1

## THINK with Questions (5)

These questions will help guide learners on how to identify and minimise their idea's culture, heritage and building impact(s). Each question has an exercise and prompts to guide learners in completing their answers.

### 1. What cultural, heritage, buildings, sites and environments will your idea interact with?

Think about where your idea will take place or what sites, traditions, or building elements it will involve. Could it affect places or practices of cultural or historical importance? This includes heritage sites, historical buildings, and cultural festivals.

- ❖ **Make a List:** Write down the key cultural, historical, or building sites, landmarks, or traditions that your idea will engage with.
- ❖ **Get to Know Them:** Research their significance. What makes them special? Are they listed as protected or under threat? For example, a building might be historically significant due to its age or design, or a festival might hold deep cultural meaning.
- ❖ **Plan to Care:** Think of one or two ways your idea can support preservation, such as promoting awareness, using culturally respectful materials, or involving local communities in safeguarding these assets.

### 2. How might your idea directly and/or indirectly negatively impact local traditions, heritage or architecture?

Consider whether your idea could unintentionally harm cultural traditions, heritage sites, or building features e.g., by over-tourism, misuse, or neglect.

- ❖ **Spot the Risks:** List potential impacts, such as overcrowding, litter or physical damage at heritage sites, disrespectful representation of traditions, or structural damage to historic buildings.
- ❖ **Find Solutions:** Brainstorm ways to minimise these risks, like creating visitor guidelines, providing educational tours or workshops, using eco-friendly materials, or consulting with local cultural experts.
- ❖ **Choose the Best Ideas:** Pick the most practical solutions that align with your idea's goal while respecting and preserving cultural and heritage values.



# Section 2: Step 1

## THINK with Questions (5)



### 3. Could your idea contribute to heritage preservation efforts?

Consider opportunities how your idea can go beyond the avoidance of harm and actively contribute to preserving culture and building assets.

- ❖ **Identify Opportunities:** Look for areas where your project could support preservation, such as funding restoration projects, hosting cultural events, or partnering with volunteers or heritage organisations.
- ❖ **Collaborate:** Reach out to local groups, volunteers, historians, or architects to explore potential partnerships or gain insights.
- ❖ **Develop a Preservation Plan:** Outline one or two concrete actions your idea can take to protect or restore cultural and building heritage, such as organising a fundraiser for renovations or promoting sustainable tourism practices.

### 4. Does your idea celebrate and promote local culture, traditions, or architecture?

Think about how your idea can actively highlight the value of local culture, traditions, or architecture in a way that educates and engages others.

- ❖ **Highlight the Unique:** Identify one/two elements of culture, tradition, or architecture your idea could showcase, e.g., local crafts, building styles, or dances.
- ❖ **Create a Plan:** Develop ways to integrate these elements into your idea respectfully. For example, consider hosting workshops, collaborating with local artisans, or designing events that highlight these traditions.
- ❖ **Promote Inclusivity:** Ensure your plan includes opportunities for the local community to participate, ensuring your efforts are authentic and beneficial to them.

### 5. How will you engage your audience to appreciate cultural and building significance?

Think about how you can raise awareness and inspire others to value and protect cultural and building heritage.

- ❖ **Understand Your Audience:** Identify who you want to reach—local communities, tourists, visitors, schools, or partners—and their level of awareness about the cultural or building significance.
- ❖ **Create Engaging Content:** Develop simple and compelling ways to share your message, like storytelling, guided tours, or interactive exhibits. For example, use posters, social media, or digital tools like Canva to make your message appealing.
- ❖ **Encourage Participation:** Plan activities like cultural walks, building tours, or workshops to get people involved and engaged.
- ❖ **Track and Share Success:** Document and share your efforts through stories, photos, or measurable results. Highlight the positive impact your idea is making on preserving culture and building heritage.

# Section 2: Step 2

CLICK  
to Access

## WATCH the Videos (6)

Step 2	Instructions
<b>WATCH the Videos</b>	<ul style="list-style-type: none"><li>❖ There are <b>6 Culture, Heritage and Building Impact Videos</b></li><li>❖ Learners click on the <b>left side panel</b> to select a video</li><li>❖ Each video enables learners to gain a deeper understanding of complex culture, heritage and building impact topics</li></ul>

### Step 2: WATCH the Videos

WATCH these **Expert Videos** that break down complex culture, heritage and building impact concepts in a simple and engaging way. They will help you understand key culture, heritage and building issues more clearly.

The screenshot displays a YouTube interface. On the left, a sidebar lists six videos under the heading 'Videos' (6 Videos):

- "Top 10 Cultural Heritage Preservation..." (3:15)
- "Storytrails - The Best in Heritage" (27:45)
- "Find Your Connections - Google Arts ..." (1:18)
- "10 Incredible Locations for Street Art..." (8:10)
- "Heritage Restored through 'Land and..." (5:02)
- "Reimagining the Anthropocene: ..." (5:12:47)

The main video player shows a video titled "TBH2024 IMAGINES | StoryFutures: StoryTrails Libraries at the centre". The video content includes a person wearing headphones, a street scene with a red truck, and a group of children. The video player shows a progress bar at 9:53 / 27:44. The YouTube logo and 'StoryFutures' branding are visible at the bottom right.

Step 3	Instructions
<b>TRY the Ideas</b>	<ul style="list-style-type: none"><li>❖ There are <b>2 Culture, Heritage and Building Impact Themes</b>.</li><li>❖ Learners click on the <b>Theme</b> that matches their idea concept. The Idea Theme will open up in a separate tab which they can <b>view or download</b>. The Themes are<ol style="list-style-type: none"><li><b>1. Site Preservation and Restoration</b></li><li><b>2. Arts &amp; Culture</b></li></ol></li><li>❖ Each Theme has different ideas which come with a <b>set of digital tools</b> to support and empower learners to successfully bring their concept to life.</li></ul>

# Section 2: Step 3

## TRY the Ideas (2 Themes)

CLICK  
to Access

### Theme 1: Site Preservation and Restoration (3 Ideas)

- 1 Culture & Heritage Workshops
- 2 Heritage Sites Educational Clean Ups
- 3 Renovate or Repurpose Your Space



### Theme 2: Arts and Culture (2 Ideas)

- 1 Eco-Friendly Heritage Murals & Restoration Art
- 2 Cultural Heritage Eco-Sculptures



Site Preservation  
and Restoration

Download EN



Arts & Culture

Download EN

# Section 2: Step 4

## USE the Tools (8)

CLICK  
to Access

Step 4	Instructions
<b>USE the Tools</b>	<ul style="list-style-type: none"><li>❖ There are <b>8 Culture, Heritage and Building Impact Tools</b></li><li>❖ Each tool provides a technical description and then explains how it can be applied to an eco-health concept or idea.</li></ul> <p><b>There are 4 Categories of Tools</b></p> <ol style="list-style-type: none"><li>1. Art</li><li>2. Maps</li><li>3. Self Guided Tours</li><li>4. Social &amp; Community</li></ol>

### Filter Categories

All

Art

Maps

Self-Guided Tours

Social & Community

### Artvive

**Artvive** is an augmented reality (AR) app and platform for creatives to create augmented reality artworks easily. Stand out with the easy-to-use creator tool and start wowing customers, communities, friends, family, and clients. Artvive merges traditional art with augmented reality technology to create captivating experiences.

GRASSROOTS ideas can use Artvive to create interactive murals and street art focused on cultural heritage and arts preservation. Through the app,

### Artsteps

**Artsteps** is a global web multiplatform for creating and navigating 3D Virtual Exhibitions and Spaces, with highly interactive and stimulating storytelling capabilities. Easily integrated directly into every website, virtual exhibitions and pavilions become portable around the world.

GRASSROOTS ideas can use Artsteps to create virtual exhibits or galleries to showcase cultural artifacts, historical images, or local artwork online. This tool is ideal for curating online museums, offering an

# Section 3

## Assess Community & Local Economy Impact

**CLICK**  
to Access

**1. THINK**

5 Questions

**2. WATCH**

4 Videos

**3. TRY**

7 Themes

**4. USE**

14 Tools

This section educates learners on how their ideas can empower local people, communities, and businesses, supporting growth and prosperity for everyone. By the end, they will be ready to take meaningful steps to strengthen your community and create lasting connections to your idea as it evolves!

# Section 3: Step 1

CLICK  
to Access

## THINK with Questions (5)

Step 1	Instructions
<b>THINK with Questions</b>	<ul style="list-style-type: none"><li>❖ There are <b>5 Community and Local Economy Impact Questions</b></li><li>❖ Open the Questions in the tab or download by clicking the '<b>Download</b>' button</li><li>❖ Start with '<b>What to Avoid</b>' so learners know what they shouldn't do.</li><li>❖ Get the learners to complete the questions relative to their ideas. Use the exercises and prompts provided to facilitate and support learners.</li></ul>

### Step 1: THINK with Questions

Think about how your idea can uplift local communities, support businesses, and strengthen the economy. Download these questions; each question features practical exercises and prompts to help you evaluate your idea's potential and maximise its impact.

Q. How can your idea contribute to building a stronger, more connected community?

**Exercise:** Think about how your idea could help bring people together.

- **Spot the Connections:** Write down ways your project can help connect people, like organizing events or building new social networks.
- **Get to Know Your Neighbors:** Research local groups and events where your project could make a difference.

**Plan to Engage:** Think of two ways to engage the community in your project, like offering collaboration opportunities or starting a volunteer program.

 Download

Open in Tab and  
Download by  
Clicking Here

# Section 3: Step 1

## THINK with Questions (5)

These questions will help guide learners on how to identify and minimise their idea's impact on communities and the local economy. Each question has an exercise and prompts to guide learners in completing their answers.

### 1. How can your idea help create new opportunities for local people?

**Exercise:** Think about ways your idea could provide jobs or benefits to people in your area.

- ❖ **Make a List:** Write down potential jobs or roles that could be created by your idea.
- ❖ **Get to Know:** Research the skills and talents within your community that could be helpful for your project.
- ❖ **Plan for Opportunity:** How can you provide training, job placements, or other opportunities for people in need?

### 2. How might your idea help small businesses in your community grow?

**Exercise:** Think about how your project could support and help local businesses thrive.

- ❖ **Spot the Benefits:** Write down how your project could positively affect local shops, restaurants, or other small businesses.
- ❖ **Get to Know:** Find out what challenges small businesses face locally and how your idea can help overcome them.
- ❖ **Plan to Support:** Think of two ways you can support local businesses, like promoting their products or offering services to help them grow.

### 3. What are the ways your idea can encourage people to support local markets?

**Exercise:** Think about how your idea could inspire people to buy from local markets and shops.

- **Make a List:** Write down ways your idea could inspire people to purchase locally made products.
- **Research Trends:** Find out what local markets need to attract more customers.
- **Plan for Growth:** Think about how your project can help promote local products, farmers' markets, or local artisans.

# Section 3: Step 1

## THINK with Questions (5)



4. How can your idea contribute to building a stronger, more connected community?

**Exercise:** Think about how your idea could help bring people together.

- ❖ **Spot the Connections:** Write down ways your project can help connect people, like organizing events or building new social networks.
- ❖ **Get to Know Your Neighbors:** Research local groups and events where your project could make a difference.
- ❖ **Plan to Engage:** Think of two ways to engage the community in your project, like offering collaboration opportunities or starting a volunteer program

5. How can your eco-health idea contribute to improving the well-being of your local community and economy?

**Exercise:** Think about how your eco-health project can directly benefit local people and the economy.

- ❖ **Spot the Benefits:** Write down how your eco-health idea could improve the health and well-being of local people, such as by promoting healthier lifestyles, sustainable practices, or green spaces.
- ❖ **Research Local Needs:** Find out what the community needs to improve well-being—could your idea help reduce stress, increase physical activity, or provide healthier food options?
- ❖ **Plan for Impact:** Think of two ways your eco-health project can boost the local economy while improving health, such as supporting wellness businesses, promoting local organic food production, or offering health-related workshops.



# Section 3: Step 2

CLICK  
to Access





## WATCH the Videos (4)

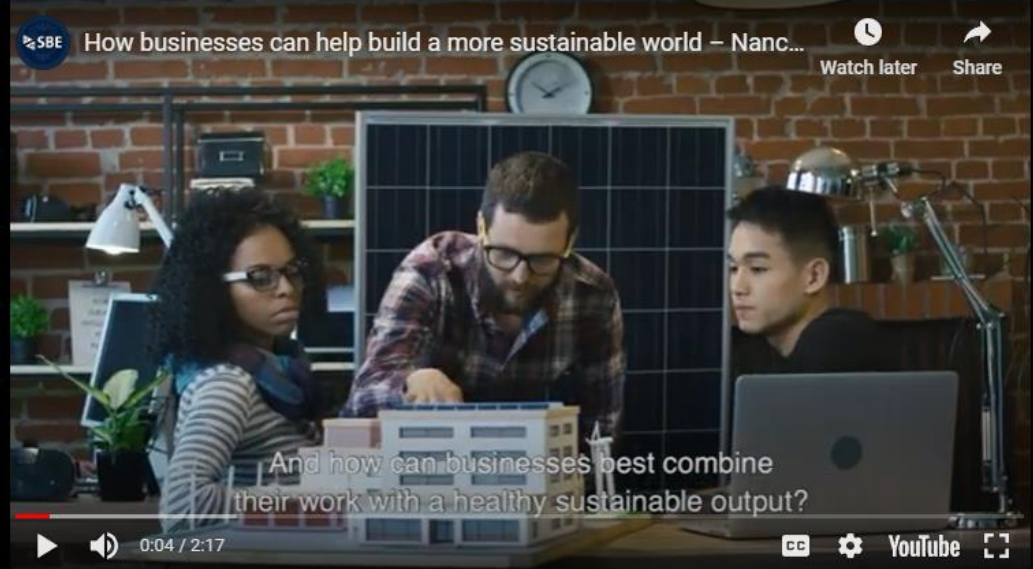
Step 2	Instructions
<b>WATCH the Videos</b>	<ul style="list-style-type: none"><li>❖ There are 4 <b>Community &amp; Local Economy Impact Videos</b></li><li>❖ Learners click on the <b>left side panel</b> to select a video</li><li>❖ Each video enables learners to gain a deeper understanding of complex community and local economy impact topics</li></ul>

### Step 2: WATCH the Videos

Watch these expert videos illustrating how eco-friendly initiatives can empower communities and stimulate local economies. These resources will help you envision the broader benefits of your idea and guide you in turning it into a reality.

Videos 4 Videos

-  Sustainable Tourism - A Modern Eco... 16:26
-  "Environmental Entrepreneurship" 15:20
-  "Small Businesses, Big Lessons - Circ... 24:09
-  "Young Entrepreneurs Building a Mor... 2:17



# Section 3: Step 3

CLICK  
to Access

TRY the Ideas (7 Themes)

## Step 3

## Instructions

- ❖ There are **7 Community and Local Economy Impact Themes** with Ideas.
- ❖ Learners click on the **Theme** that matches their idea concept. The Theme will open up in a separate tab with multiple ideas which they can **view or download**.
- ❖ Each Idea comes with a **set of digital tools** designed to support and empower learners to successfully bring their concept to life while ensuring alignment with the needs of local communities and businesses.

## TRY the Ideas

Here are **7 eco-health themes** covered.

1. Local Economy
2. Culture & Heritage
3. Eco-tourism
4. Street Art
5. Sports & Adventure
6. Health and Wellbeing
7. Food and Events



# Section 3: Step 3

## TRY the Ideas (7 Themes)

### Theme 1: Local Economy (4 Ideas)

- 1 Develop Economic Partnerships
- 2 Promote Local Employment
- 3 Create an Online Business Marketplace
- 4 Educational Programs for Sustainable Economic Practices



### Theme 2: Culture & Heritage (2 Ideas)

- 1 Cultural Immersion Experiences
- 2 Community Cultural Tours



### Theme 3: Eco-tourism (5 Ideas)

- 1 Community-Focused Eco Tours
- 2 Local Eco-Friendly Lodging
- 3 Digital Skills Workshops for Youth
- 4 Digital Storytelling for Local Causes
- 5 Develop an Interactive Eco-Tourism Wellness Tour



# Section 3: Step 3

TRY the Ideas (7 Themes)

## Theme 4: Street Art (2 Ideas)

- 1 Street Art Walking Tour
- 2 Art and Graffiti Events



## Theme 5: Sports & Adventure (6 Ideas)

- 1 Eco-Friendly Sports Events
- 2 Youth Sports Clinics
- 3 Host Eco-Friendly Low Impact Outdoor Fitness Classes
- 4 Sustainable Running or Hiking Clubs
- 5 Online Fitness Challenges Focused on Nature
- 6 Mind-Body Nature Classes (e.g., Tai Chi in the Park)



## Theme 6: Health & Well-being (7 Ideas)

- 1 Community Programs & Workshops
- 2 Community Activities and Exercise
- 3 Mindfulness and Nature Connection Workshops
- 4 Mental Health Resource Creation
- 5 Community Garden Wellness Initiatives
- 6 Guided Nature Therapy Walks
- 7 Forest Bathing Sessions (Shinrin-Yoku)

# Section 3: Step 3

## TRY the Ideas (7 Themes)

### Theme 7: Food and Events (6 Ideas)

- 1 Street Food Festival
- 2 Pop-Up Street Food Kitchens
- 3 Farm-to-Table Nutrition Workshops
- 4 Seasonal and Local Cooking Classes
- 5 Digital Zero-Waste Cooking Challenge
- 6 Community Nutrition Education Hub



# Section 3: Step 4

CLICK  
to Access

## USE the Tools (14)

Step 4	Instructions
<b>USE the Tools</b>	<ul style="list-style-type: none"><li>❖ There are <b>14 Community and Local Economy Impact Tools</b></li><li>❖ Each tool provides a technical description and then explains how it can be applied to an eco-health concept or idea.</li></ul> <p><b>There are 7 Categories of Tools</b></p> <ol style="list-style-type: none"><li>1. Community Collaboration</li><li>2. Eco-health Mapping &amp; Tour Builder</li><li>3. Online Communication</li><li>4. Online Learning</li><li>5. Organise &amp; Manage</li><li>6. Promote &amp; Engage</li><li>7. Social Events &amp; Workshops</li></ol>

## Step 4: USE the Toolbox

Filter Categories

All

Community Collaboration

Eco-health Mapping & Tour Builder

Online Communication

Online Learning

Organise & Manage

Promote & Engage

Social Events & Workshops

### Mapillary

**Mapillary** is a crowdsourced mapping platform that enables users to capture and share street-level imagery.

GRASSROOTS entrepreneurs can, for example, document public art, murals, and cultural landmarks. Through geotagged photos and user contributions, Mapillary can create interactive maps of local art installations, enhancing the visibility of community-driven projects. This tool helps entrepreneurs promote local culture and boost tourism, strengthening the local economy through art and cultural appreciation.

[Link](#)

### Mural

**Mural** is a digital collaboration tool that allows creative teams to brainstorm, design, and plan projects visually in real-time.

Can help GRASSROOTS entrepreneurs organise and manage community-based eco-health projects in real time. Perfect for initiatives such as eco-tourism, street art, sports, wellbeing, culture, and heritage. Mural offers features like sticky notes, templates, and flexible workspaces that make it easy to brainstorm, visualise, and track project progress. Entrepreneurs can collaborate seamlessly with community partners, driving engagement and supporting local eco-health-aligned businesses, which contributes to regional economic growth. By raising awareness about eco-health initiatives, Mural strengthens local tourism, stimulates economic

# Section 4

## Optimise Business Operations

**CLICK**  
to Access



**1. THINK**

5 Questions

**2. WATCH**

6 Videos

**3. TRY**

5 Topics

**4. USE**

46 Tools

This section educates learners on how to streamline their daily GRASSROOTS idea business tasks, making things like hiring, managing money, and handling customer questions much easier. By the end, they will be able to boost efficiency, tackle daily operational challenges, nurture their small teams and build a stronger foundation for their business to thrive!

# Section 4: Step 1

## THINK with Questions (5)

CLICK  
to Access

Step 1	Instructions
<b>THINK with Questions</b>	<ul style="list-style-type: none"><li>❖ There are 5 <b>Optimise Business Operations Questions</b></li><li>❖ Open the Questions in the tab or download by clicking the '<b>Download</b>' button</li><li>❖ Start with '<b>What to Avoid</b>' so learners know what they shouldn't do.</li><li>❖ Get the learners to complete the questions relative to their ideas. Use the exercises and prompts provided to facilitate and support learners.</li></ul>

### Step 1: THINK with Questions

Think about how you can optimise your business operations. Download these questions to help you think about different ways you can optimise daily tasks, manage resources, and boost efficiency. Each question includes exercises and prompts to refine your operations and make them more effective.

#### Sample question:

Q. How can you **nurture talent** and strengthen a small team?

**Exercise:** Think about how you can support and develop your team of two or three members.

- **Identify Strengths:** List the unique skills each team member brings to your idea and note any areas where you could use extra support.
- **Invest in Growth:** Look for affordable ways to enhance your team's skills, such as free online courses, webinars, or skill-sharing sessions.

**Plan for Success:** Find simple ways to acknowledge and motivate each other, such as celebrating milestones or sharing positive feedback regularly.

 Download EN

Open in Tab and  
Download by  
Clicking Here



# Section 4: Step 1

## THINK with Questions (5)

These questions will help guide learners to think about how they can optimise their daily tasks, manage resources, and boost efficiency. Each question includes exercises and prompts to refine their operations and make them more effective.

### 5. How can you simplify daily tasks to save time and energy?

**Exercise:** Identify the most time-consuming tasks in your operations.

- ❖ **Make a List:** Write down tasks that take up most of your time daily or weekly.
- ❖ **Spot Automation Opportunities:** Look for repetitive tasks that could be automated using tools like Zapier or Monday.
- ❖ **Plan for Efficiency:** Decide which tasks you can delegate or simplify to focus on bigger goals.

### 5. How can you manage your team effectively to ensure smooth operations?

**Exercise:** Think about ways to improve collaboration and communication within your team.

- ❖ **Identify Needs:** Write down any challenges your team faces, such as scheduling or tracking progress.
- ❖ **Explore Tools:** Research tools like Trello or Miro to improve communication and task management.
- ❖ **Plan for Teamwork:** Outline two ways to keep your team motivated and organised, such as regular check-ins or clear goal setting.

### 3. What tools can help you manage your finances more effectively?

**Exercise:** Reflect on your current financial practices and how they can improve.

- ❖ **Spot the Gaps:** List any areas where you struggle, like tracking expenses or setting a budget.
- ❖ **Research Solutions:** Look into tools like QuickBooks or Wave to manage finances.
- ❖ **Plan for Control:** Write down steps to track your income and expenses weekly and avoid financial surprises.

# Section 4: Step 1

## THINK with Questions (5)

### 4. How can you improve customer service to boost satisfaction and loyalty??

**Exercise:** Think about how you currently handle customer interactions and where you can improve.

- ❖ **Make a List:** Write down common customer inquiries or complaints.
- ❖ **Spot Weaknesses:** Identify areas where you could respond faster or provide better support.
- ❖ **Plan to Improve:** Choose tools like Zendesk or Tidio Chatbots to enhance response time and service quality.

### 5. How can you nurture talent and strengthen a small team?

**Exercise:** Think about how you can support and develop your team of two or three members.

- ❖ **Identify Strengths:** List the unique skills each team member brings to your idea and note any areas where you could use extra support.
- ❖ **Invest in Growth:** Look for affordable ways to enhance your team's skills, such as free online courses, webinars, or skill-sharing sessions.
- ❖ **Plan for Success:** Find simple ways to acknowledge and motivate each other, such as celebrating milestones or sharing positive feedback regularly.

# Section 4: Step 2

CLICK  
to Access

WATCH the Videos (6)

Step 2	Instructions
<b>WATCH the Videos</b>	<ul style="list-style-type: none"><li>❖ There are 6 <b>Optimise Business Operations Videos</b></li><li>❖ Learners click on the <b>left side panel</b> to select a video</li><li>❖ Each video enables learners to gain a deeper understanding into starting a business and optimising business operations.</li></ul>

## Step 2: WATCH the Videos

Watch expert videos to help you understand how to optimally start, run and manage your business and daily operations.

The screenshot shows a video player interface. On the left, there is a list of 6 videos under the heading 'Videos'. The first video is '17 Tips to Run a Small Business & PREVENT Business Failure' with a duration of 4:26. The main video player on the right shows the same video title and a large graphic that reads '17 TIPS RUN SMALL BUSINESS don't miss to watch...'. The video player also includes a 'Watch later' button and a 'Share' button.

# Section 4: Step 3

CLICK  
to Access

TRY the Ideas & Solutions  
(5 Business Areas)

## Step 3

## Instructions

### TRY the Ideas

- ❖ There are 5 Optimise Business Operations Areas
- ❖ Each Area has a series of challenges, ideas and digital solutions and ideas. Learners click on the Area, and it will open up in a separate tab, which they can view or download.
- ❖ Each business Area is developed to support young entrepreneurs overcome business operation challenges with digital solutions. Learners will be able to successfully bring their concepts to life while ensuring alignment with business operations, profitability and sustainability.

### There are 5 Business Areas covered are:

1. Customer Management
2. Nurture Teams & Staff
3. Manage Finances
4. Stay Organised
5. Automate Daily Tasks



# Section 4: Step 3

## TRY the Ideas & Solutions (5 Business Areas)

### Area 1: Customer Management *(10 Challenges & Digital Solutions)*

- 1 Working In Isolation Or Not Communicating
- 2 Not Reaching The Right Audience
- 3 Not Visible To Customers
- 4 Efficient Support With Limited Resources
- 5 Lack Of Customer Engagement
- 6 Ineffective Communication With Customers
- 7 Difficulty Coordinating Cultural Events Across Stakeholders
- 8 Limited Access To Global Markets For Eco-friendly Workshop Kits
- 9 Addressing Customer Inquiries Without Centralised Resources
- 10 Managing Customer Inquiries 24/7 Without Increasing Workload



### Area 2: Nurture Teams and Staff *(9 Challenges & Digital Solutions)*

- 1 Be Struggling to Find and Retain Team Members or Volunteers
- 2 Lack of Access to Team Training Opportunities
- 3 Unclear Role Delegation Within the Team
- 4 Difficulty Keeping a Small Team Motivated
- 5 Challenges in Managing Team Communication

# Section 4: Step 3

## TRY the Ideas & Solutions (5 Business Areas)

### Area 2: Nurture Teams and Staff *(9 Challenges & Digital Solutions)*

- 6 Difficulty Engaging Staff in Sustainability Practices
- 7 Challenges in Managing Volunteer Schedules and Roles
- 8 Struggling to Manage HR Tasks Without Dedicated Support
- 9 Maintaining Team Alignment & Motivation While Managing Feedback



### Area 3: Manage Finances *(10 Challenges & Digital Solutions)*

- 1 Limited Funding or Resources to Launch Your Project
- 2 Struggling to Track Income and Expenses Effectively
- 3 Ineffective Pricing of Products or Services
- 4 Unclear Budgeting for Your Grassroots Idea
- 5 Difficulty Managing Income from Multiple Sources
- 6 Overpaying for Supplies or Services
- 7 Failing to Plan for Long-Term Financial Sustainability
- 8 Wasting Resources or Overspending on Unsustainable Products or Services
- 9 Difficulty Managing Late Payments & Chasing Customers for Invoices
- 10 Lack of Guidance on Financial Planning and Accessing Grants or Tax Benefits



# Section 4: Step 3

## TRY the Ideas & Solutions (5 Business Areas)

### Area 4: Staying Organised *(10 Challenges & Digital Solutions)*

- 1 Inefficient Task and Resource Management with a Small Team
- 2 Overwhelmed by Managing Multiple Tasks
- 3 Lack of Feedback to Improve Your Idea
- 4 Staying Organised While Integrating Sustainability
- 5 Forgetting Key Dates or Deadlines
- 6 Difficulty Tracking Progress on Eco-Goals
- 7 Misplacing Important Documents or Resources
- 8 Aligning Project Objectives with Eco-Friendly Goals
- 9 Quickly Creating and Validating Your Business Plan
- 10 Setting Up and Managing an Eco-Friendly Online Store



### Area 5: Automate Daily Tasks *(18 Challenges & Digital Solutions)*

- 1 Struggling to Automate Repetitive Tasks for Time Efficiency
- 2 Spending Too Much Time on Manual Tasks
- 3 Missing Follow-Ups with Partners or Customers
- 4 Inefficient Tracking of Inventory or Resources
- 5 Struggling to Manage Social Media Posting Schedules

# Section 4: Step 3

TRY the Ideas & Solutions  
(5 Business Areas)



## Area 5: Automate Daily Tasks *(18 Challenges & Digital Solutions)*

- 6 Managing Complex Eco-Tourism Itineraries Across Multiple Locations
- 7 Mapping and Maintaining Accurate Records of Street Art Installations
- 8 Shortening the Time to Transcribe and Summarise Meetings or Interviews
- 9 Tracking Safety Protocols and Equipment Maintenance for Adventure Sports
- 10 Ensuring Sustainable Sourcing for Eco-Conscious Food Events
- 11 Failing to Track Environmental Progress and Sustainability Goals
- 12 Time-Consuming Repetitive Tasks Hindering Business Growth
- 13 Repetitive Invoicing Tasks Taking Time Away from Business Growth
- 14 Time-Consuming Manual Appointment Scheduling
- 15 Providing Timely Customer Support Outside of Working Hours
- 16 Managing Multiple Tasks and Project Elements Without Clear Organisation
- 17 Time-Consuming and Disorganised Team Member Onboarding
- 18 Ineffective Communication of Sustainability Efforts to Customers





# Section 4: Step 4

CLICK  
to Access

## USE the Tools (46)

Step 4	Instructions
<b>USE the Tools</b>	<ul style="list-style-type: none"><li>❖ There are <b>46 Optimise Business Operations Tools</b></li><li>❖ Each tool provides a technical description and then explains how it can be applied to an eco-health concept or idea.</li></ul> <p><b>There are 8 Categories of Tools</b></p> <ol style="list-style-type: none"><li>1. Automation and Productivity</li><li>2. Communication and Collaboration</li><li>3. Customer Support and CRM</li><li>4. E-commerce and Fundraising</li><li>5. Education and Learning</li><li>6. Environmental Sustainability Management</li><li>7. Financial and Budgeting</li><li>8. Small Team Management</li></ol>

### Filter Categories

All

Automation and Productivity

Communication and Collaboration

Customer Support and CRM

E-commerce and Fundraising

Education and Learning

Environmental Sustainability Management

Financial and Budgeting

Small Team Management

### Small Improvements

**Small Improvements** is a performance review and feedback platform that encourages team growth and collaboration.

For GRASSROOTS ideas, this tool helps track progress for eco-tourism teams and offers constructive feedback to improve collaboration on cultural and wellness initiatives.

[Link](#)

### 15Five

**15Five** is a performance management tool designed to enhance employee engagement and feedback through weekly check-ins and goal tracking.

For GRASSROOTS ideas, 15Five enables a supportive team environment, encouraging staff to share ideas and align with eco-tourism and cultural project objectives.

[Link](#)

# Section 5

## Share & Promote with Customers

[CLICK](#)  
to Access



### 1. THINK

5 Questions

### 2. WATCH

6 Videos

### 3. TRY

6 Campaigns

### 4. USE

40 Tools

This section equips learners with the knowledge and skills to effectively share and promote their eco-health ideas. By the end, they will be confident in communicating their project's mission, environmental impact, and cultural significance using compelling and sustainable marketing strategies. Learners will explore and utilise digital tools to design impactful social media campaigns, create engaging content, execute marketing initiatives, and develop multimedia and website solutions. These skills will empower them to connect with audiences, raise awareness, and inspire meaningful action in support of eco-health tourism.

# Section 5: Step 1

## THINK with Questions (5)

**CLICK**  
to Access

Step 1	Instructions
<b>THINK with Questions</b>	<ul style="list-style-type: none"><li>❖ There are 5 <b>Share and Promote Questions</b></li><li>❖ Open the Questions in the tab or download by clicking the '<b>Download</b>' button</li><li>❖ Start with '<b>What to Avoid</b>' so learners know what they shouldn't do.</li><li>❖ Get the learners to complete the questions relative to their ideas. Use the exercises and prompts provided to facilitate and support learners.</li></ul>

### Step 1: THINK with Questions

Think about how you can be creative, connect with your audience, share your message, and inspire action. Download these questions to spark fresh ideas that will enhance your marketing and communication skills. Each question includes exercises and prompts to help you refine your approach and make your outreach more impactful and effective.

Sample question:

Q. How can your **visual content inspire action** and excitement about your idea?

**Exercise:** Create visuals that capture attention and inspire.

- **Brainstorm Ideas:** Sketch or list visual concepts or initial ideas for visuals that can represent or support your project. These could include drafts or sketches of logos, plans for infographics that summarise information, or storyboards for videos. It's about brainstorming creative ways to visually communicate your message and make it appealing to your audience.
- **Create Content:** Use tools like Canva or PowerPoint to design engaging visuals such as posters, social media posts, or presentation slides to share your message. Tools like Canva or PowerPoint are user-friendly platforms where you can customise templates to create eye-catching designs that represent your project or cause.

**Share Strategically:** Post your visuals with a clear call to action, like joining your initiative or supporting your cause. This involves posting your content in a way that encourages your audience to act. Include a "call to action," such as asking them to join your project, share your content, or support your cause. Timing and platform choice are also key to reaching the right audience.

 [Download EN](#)

Open in Tab and  
Download by  
Clicking Here

# Section 5: Step 1

## THINK with Questions (5)

These questions will help guide learners on how to share and promote their ideas to customers and audiences. Each question has an exercise and prompts to guide learners in completing their answers.

### 1. How can your visual content inspire action and excitement about your idea?

**Exercise:** Create visuals that capture attention and inspire.

- ❖ **Brainstorm Ideas:** Sketch or jot down ideas like logos, infographics, or storyboards for videos that visually represent your project. Think of creative ways to share your message and connect with your audience.
- ❖ **Design Content:** Use tools like Canva or PowerPoint to create visuals, such as posters or social media graphics, that are engaging and on-brand.
- ❖ **Share Strategically:** Post your visuals with clear calls to action (e.g., “Join us!” or “Support our cause!”) on platforms your audience uses most.

### 2. How can your content connect emotionally with your audience and highlight the impact of your idea?

**Exercise:** Focus on storytelling that resonates with your audience.

- ❖ **Brainstorm Stories:** Think of real-life examples, testimonials, or scenarios that show the positive impact of your project. Write down key messages that evoke emotions like hope, inspiration, or urgency.
- ❖ **Create Content:** Use tools like Canva or video editors to design posts, animations, or short videos that bring these stories to life. Make them visually appealing and relatable.
- ❖ **Share Strategically:** Post your stories with captions that invite engagement, such as “See how this changed lives” or “Help us make this impact bigger!”

# Section 5: Step 1

## THINK with Questions (5)



### 3. How can your idea stand out and attract the right audience?

**Exercise:** Focus on what makes your project unique.

- ❖ **Spot Your USP:** Write down your project's Unique Selling Points (USPs), such as innovative ideas or environmental benefits. Highlight what sets you apart.
- ❖ **Design Highlights:** Use tools like Canva to create graphics that showcase your USPs. For example, create comparison charts, fun facts, or "Did You Know?" posts.
- ❖ **Share Strategically:** Post these highlights in a way that grabs attention, like "Why We're Different" or "Join a Unique Movement!" Tailor your posts to the platforms your audience uses most.

### 4. How can you collaborate with others to spread your message further?

**Exercise:** Build partnerships to amplify your reach.

- ❖ **List Partners:** Write down potential collaborators, such as local groups, influencers, or businesses that align with your mission.
- ❖ **Create Collaborative Content:** Partner with others to create posts or videos featuring their support. Use co-branding or shared hashtags to enhance visibility.
- ❖ **Create Engagement Opportunities:** Organise events or activities like clean-up days, workshops, or community meetings that promote your cause. Use these events to engage others and gain feedback on your ideas.
- ❖ **Share Strategically:** Tag collaborators and encourage them to share your content. Include calls to action like "Join our shared cause" or "Support a community effort!"
- ❖ **Promote Community Sharing:** Encourage participants to share your project with their networks by using easy-to-share content, like flyers or social media posts with hashtags. Use calls to action like "Get involved today!" or "Help make a difference!"

### 5. How can you use feedback from customers and networks to improve your idea?

**Exercise:** Collect feedback and refine your project.

- ❖ **Ask for Input:** Reach out to your current customers or network members to ask for their thoughts on your idea. You can do this through surveys, social media polls, or direct conversations.
- ❖ **Analyse Responses:** Review the feedback to identify common themes or suggestions that could help improve your project.
- ❖ **Implement Changes:** Use the feedback to make adjustments to your idea, and let your community know that you are listening to them and making improvements based on their input. Encourage them to stay engaged and share more thoughts.

# Section 5: Step 2

**CLICK**  
to Access







## WATCH the Videos (6)

Step 2	Instructions
<b>WATCH the Videos</b>	<ul style="list-style-type: none"><li>❖ There are 6 Share and Promote Videos</li><li>❖ Learners click on the left side panel to select a video</li><li>❖ Each video enables learners to gain a deeper understanding of complex brand, design, promotion, and marketing topics</li></ul>


### Step 2: WATCH the Videos


Watch expert videos for tips on crafting engaging marketing campaigns, building meaningful connections with your audience, and effectively telling your story.

**Videos** 6 Videos

-  "How To Market Your Business On S... 12:06
-  "Tourism Marketing: 12 Tourism Ma... 11:45
-  "How To Promote Your Business Loc... 13:01
-  "Start a Business with Canva in 7 Ste... 23:38
-  "How to Design a Beautiful Insta... 28:55
-  200 Social Media Posts In 10 Minute... 10:18

**How To Market Your Business On Social Media**



Watch on  YouTube

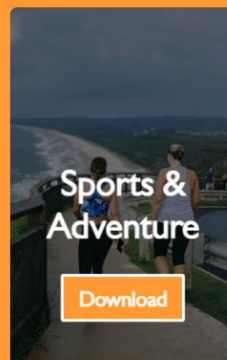
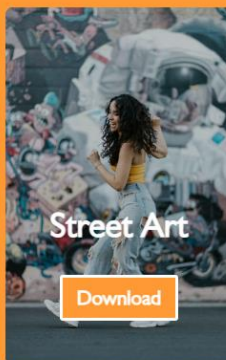
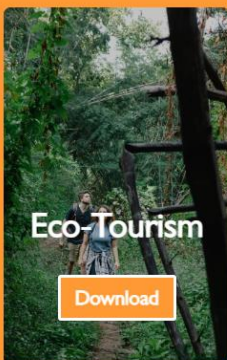
Description

# Section 5: Step 3

**CLICK**  
to Access

TRY the Marketing Campaign Ideas (6)

Step 3	Instructions
<b>TRY the Ideas</b>	<ul style="list-style-type: none"><li>❖ Explore <b>6 Marketing Campaigns and Ideas</b> inspired by Eco-Health Themes. Choose <b>a theme</b> that aligns with your concept to access tailored resources. Each theme opens in a new tab with a campaign for easy viewing or downloading:</li></ul> <ol style="list-style-type: none"><li><b>1. Culture &amp; Heritage</b></li><li><b>2. Eco-tourism</b></li><li><b>3. Street Art</b></li><li><b>4. Sports &amp; Adventure</b></li><li><b>5. Health &amp; Wellbeing</b></li><li><b>6. Food &amp; Events</b></li></ol> <ul style="list-style-type: none"><li>❖ Each campaign comes with a <b>set of digital tools</b> designed to support and empower learners. These tools help refine and implement concepts, ensuring they meet marketing, communication, storytelling and promotional goals effectively.</li></ul>



# Section 5: Step 3

## TRY the 6 Campaign Ideas (6 Themes)

### Campaign 1: Culture & Heritage

**"Discover traditions, celebrate heritage – with Cultural Connect."**

By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting cultural preservation and sustainability!



### Campaign 2: Eco-tourism

**"Experience nature, preserve culture: travel sustainably with Eco-Discover."**

Inspire travellers to explore your eco-tourism venture by showcasing local heritage, sustainability, and conservation efforts, while promoting the protection of nature and cultures.



### Campaign 3: Street Art

**"Discover traditions, celebrate heritage – with Cultural Connect."**

By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting cultural preservation and sustainability!



### Campaign 4: Sports & Adventure

**"Adventure responsibly – explore nature with Eco-Adventure!"**

Encourage travelers to participate in eco-friendly sports and activities by showcasing sustainable adventure tourism opportunities and nature-based recreation.



# Section 5: Step 3

TRY the 6 Campaign Ideas  
(6 Themes)

## Campaign 5: Health & Wellbeing

**"Rejuvenate in nature, discover serenity – with Serenity Stays."**

By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting wellness and sustainability!



## Campaign 6: Food & Events

**"Taste local, celebrate life – with Tastes & Tales."**

By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting local gastronomy and community events!



# Section 5: Step 4

## USE the Tools (40)

**CLICK**  
to Access

Step 4	Instructions
<b>USE the Tools</b>	<ul style="list-style-type: none"><li>❖ There are <b>40 Share and Promote Tools</b></li><li>❖ Each tool provides a technical description and then explains how it can be applied to an eco-health concept or idea.</li></ul> <p><b>There are 7 Categories of Tools</b></p> <ol style="list-style-type: none"><li>1. Design &amp; Content Creation</li><li>2. Digital Media Creation</li><li>3. Event Planning &amp; Collaboration</li><li>4. Online Learning &amp; Skill Building</li><li>5. Personalised Engagement &amp; Communication</li><li>6. Social Media Marketing &amp; Campaigns</li><li>7. Website Creation &amp; E-commerce</li></ol>

### Filter Categories

All

Design & Content Creation

Digital Media Creation

Event Planning & Collaboration

Online Learning & Skill Building

Personalised Engagement & Communication

Social Media Marketing & Campaigns

Website Creation & E-commerce

### WhatsApp for Business

**WhatsApp for Business** is a messaging app designed to help businesses communicate with customers efficiently.

For eco-health tourism entrepreneurs, WhatsApp for Business can provide personalised responses to customer inquiries, share event updates, or offer real-time support during tours. It allows for direct and convenient communication, enhancing customer experience and engagement with your business.

[Link](#)

### Airbnb Experiences

**Airbnb Experiences** enables local artisans and businesses to host unique, eco-friendly activities for a global audience.

For eco-tourism businesses, Airbnb Experiences is a platform where you can offer sustainable activities such as eco-health retreats, hiking tours, or crafting workshops. By partnering with local artisans, you can create memorable experiences that emphasise sustainability, highlight local culture, and promote environmental consciousness, helping to attract conscious travellers.

# Section 6

## Build Connections & Grow With Peers

**CLICK**  
to Access

**THINK**  
5 Questions

**WATCH**  
6 Videos

**TRY**  
7 Ideas

**USE**  
16 Tools

This section educates learners on how strengthen networks, exchange ideas, and receive peer support to develop their idea or project. By leveraging tools like video conferencing, networking platforms, and surveys, they will gain the skills to present your ideas, gather valuable feedback, and refine your approach. This will facilitate how they connect with like-minded individuals, share knowledge, and collaborate effectively with communities, businesses, partners and environmental organisations.

# Section 6: Step 1

## THINK with Questions (5)

[CLICK  
to Access](#)

Step 1	Instructions
<b>THINK with Questions</b>	<ul style="list-style-type: none"><li>❖ There are 5 <b>Build Connections &amp; Grow Questions</b></li><li>❖ Open the Questions in the tab or download by clicking the '<b>Download</b>' button</li><li>❖ Start with '<b>What to Avoid</b>' so learners know what they shouldn't do.</li><li>❖ Get the learners to complete the questions relative to their ideas. Use the exercises and prompts provided to facilitate and support learners.</li></ul>

### Step 1: THINK with Questions

Think about how your idea can uplift local communities, support businesses, and strengthen the economy. Download these questions; each question features practical exercises and prompts to help you evaluate your idea's potential and maximise its impact.

Q. How can your idea contribute to building a stronger, more connected community?

**Exercise:** Think about how your idea could help bring people together.

- **Spot the Connections:** Write down ways your project can help connect people, like organizing events or building new social networks.
- **Get to Know Your Neighbors:** Research local groups and events where your project could make a difference.

**Plan to Engage:** Think of two ways to engage the community in your project, like offering collaboration opportunities or starting a volunteer program.

 Download

Open in Tab and  
Download by  
Clicking Here

# Section 6: Step 1

## THINK with Questions (5)

These questions will help guide learners Think about how they can connect with peers, share ideas, and grow their network. Each question has an exercise and prompts to guide learners in completing their answers.

### 1. How can you build connections with peers and create a supportive network for your project?

**Exercise:** Connect with like-minded people and strengthen your network.

- ❖ **Identify Potential Connections:** Write down people or groups who share similar interests or values to your project. These could be local businesses, environmental groups, or peers from school or work. Think about who can offer advice, support, or collaboration.
- ❖ **Reach Out:** Use video conferencing tools like Zoom, or networking platforms like LinkedIn, to introduce yourself and your project. Prepare a short, clear introduction about your idea and why you think connecting will benefit both sides.
- ❖ **Build Relationships:** Make sure to stay engaged with your connections by regularly sharing updates on your project, asking for feedback, or offering your help with their initiatives. Consistent communication strengthens relationships and helps you build a reliable support network.

### 2. How can you share knowledge and collaborate effectively with others?

**Exercise:** Exchange ideas and work together with others to grow your idea or project.

- ❖ **Share Your Ideas:** Use platforms like Google Docs, Miro, or Mural to share your ideas and collaborate. These tools allow you to create and edit documents, brainstorm, and visually organise ideas with others, even if you're not in the same place.
- ❖ **Request Feedback:** When you share content or ideas, encourage your peers to give feedback or suggestions. Constructive criticism can help you improve your project and make it more effective. Ask specific questions to get the most useful insights.
- ❖ **Collaborate on Projects:** Think of ways you can work with others on a shared project. This could be creating a joint event, developing content together, or partnering on a product. Collaborations help you learn from others while also contributing to their projects.

# Section 6: Step 1

## THINK with Questions (5)



### 3. How can you gather valuable feedback from your peers and customers?

**Exercise:** Use surveys and direct conversations to refine your project.

- ❖ **Create a Survey:** Use free tools like Google Forms or SurveyMonkey to create simple surveys asking for feedback on your project. Include questions about what works well, what could be improved, and how to better meet the needs of your audience.
- ❖ **Host Focus Groups:** Organise small, informal group discussions with peers, potential customers, or community members to dive deeper into their thoughts. This will give you more insight into their needs, preferences, and how they relate to your project.
- ❖ **Incorporate Feedback:** Use the feedback to refine your project. Make adjustments based on the suggestions or concerns you hear from others. This process helps you improve your idea and ensures you're meeting the needs of your target audience.

### 4. How can you create a space for ongoing collaboration and innovation?

**Exercise:** Build opportunities for continuous learning and development.

- ❖ **Host Regular Meetings or Check-ins:** Set up recurring meetings or calls with your peers to discuss progress and new ideas. Use tools like Google Meet or Microsoft Teams to create a regular space for brainstorming, feedback, and sharing updates.
- ❖ **Encourage Idea Sharing:** Create a shared online platform, like a Slack group or Facebook page, where peers can share articles, ideas, or challenges related to your project. Encourage members to contribute and share their own insights regularly.
- ❖ **Enable Innovation:** Keep things fresh by encouraging creativity. Host virtual workshops, hackathons, or brainstorming sessions to explore new ideas and solutions. These activities help bring in diverse perspectives and keep collaborative energy high.

### 5. How can you expand your project or idea's reach and visibility through partnerships?

**Exercise:** Find and establish meaningful collaborations to grow your audience.

- ❖ **Identify Potential Partners:** List out businesses, influencers, or organisations whose audience aligns with your project. Think about local eco-friendly brands, wellness groups, or community organisations that could amplify your reach.
- ❖ **Propose Collaborative Opportunities:** Reach out with a clear pitch explaining how a partnership would benefit both parties. This could involve co-hosting events, cross promoting each other's projects, or sharing content across social media platforms.
- ❖ **Create Collaborative Content:** Design content that highlights both your project and your partner's work. For example, create co-authored blog articles, or collaborative webinars to attract a wider audience and generate more interest in your initiative.

# Section 6: Step 2

**CLICK**  
to Access

## WATCH the Videos (6)

Step 2	Instructions
<b>WATCH the Videos</b>	<ul style="list-style-type: none"><li>❖ There are <b>6 Build Connections &amp; Grow Videos</b></li><li>❖ Learners click on the <b>left side panel</b> to select a video</li><li>❖ Each video enables learners to gain a deeper understanding of complex brand, design, promotion, and marketing topics</li></ul>

## Step 2: WATCH the Videos

Watch expert videos for tips on growing your network, sharing your vision, and collaborating effectively with your peers.

The screenshot shows a YouTube interface. On the left is a sidebar with a 'Videos' section containing 6 items:

- "The Power of Meaningful Networki..." 16:57
- "How to Collaborate on Projects Mor..." 2:07
- "What Makes the Highest Performing ..." 1:22
- "Seeking Support, Building Your Entr..." 23:38
- "How to Design a Beautiful Instagram..." 9:17
- "The Power of Networking for Entrep..." 8:09

The main video player shows a TEDx Talks video by Andrew Griffiths. The channel name is 'TEDx Talks' with 42.1M subscribers. The video title is 'The Power of Meaningful Networking | Andrew Griffiths | TEDxPCL'. The video player includes a 'Watch later' button and a 'Share' button. At the bottom, it says 'Watch on YouTube'.

# Section 6: Step 3

**CLICK**  
to Access

TRY the Ideas & Activities  
(5 Build & Grow Areas)

## Step 3

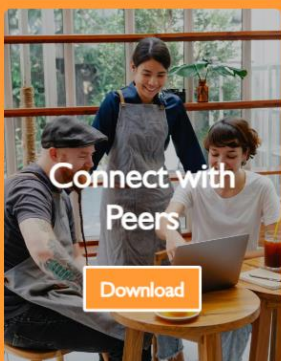
## Instructions

**TRY the Ideas**

- ❖ There are **5 Build Connections & Grow Areas** with Activities
- ❖ Unlock six key areas designed to support young entrepreneurs build meaningful connections. Click on any area to open it in a new tab, providing quick and easy access to activities that you can **view** or **download**.
- ❖ Each area offers innovative activities, ideas, actionable solutions, and the digital tools you need to connect and build valuable relationships. These resources will empower you to effectively build and nurture important connections.

**There are 5 Areas covered are:**

1. Connect with Peers
2. Organise and Manage
3. Present and Collaborate
4. Network and Community
5. Nurture Connections





## Area 1: Connect with Peers

- ❖ Create Online Hubs
- ❖ Host Eco-health Workshops
- ❖ Network and Share Ideas
- ❖ Share Project Updates
- ❖ Offer Virtual Eco Tours

## Area 2: Organise & Manage

- ❖ Consult with Eco-Health Experts
- ❖ Schedule Meetings and Workshops
- ❖ Plan Community Events

## Area 3: Present & Collaborate

- ❖ Present Eco-Health Initiatives
- ❖ Showcase Eco-health Efforts
- ❖ Collaborate in Virtual Knowledge Exchange Spaces
- ❖ Host Brainstorming Workshops

## Area 4: Network & Community

- ❖ Network with Professionals
- ❖ Build an Online Community

## Area 5: Nurture Connections

- ❖ Maintain Knowledge Exchange and Engagement
- ❖ Maintain Professional Partnerships
- ❖ Design Together
- ❖ Plan Together
- ❖ Develop
- ❖ Host Together

# Section 6: Step 4

## USE the Tools (16)

**CLICK**  
to Access

Step 4	Instructions
<b>USE the Tools</b>	<ul style="list-style-type: none"><li>❖ There are <b>16 Build Connections &amp; Grow Tools</b></li><li>❖ Each tool provides a technical description and then explains how it can be applied to an eco-health concept or idea.</li></ul> <p><b>There are 3 Categories of Tools</b></p> <ol style="list-style-type: none"><li>1. Networking &amp; Community</li><li>2. Organise &amp; Manage</li><li>3. Present and Collaboration</li></ol>

Filter Categories

All

Networking & Community

Organise & Manage

Present & Collaborate

### Trello

**Trello** is a visual project management tool that organises workflows using boards, lists, and cards, making it easy to track progress and deadlines.

Eco-health entrepreneurs can use Trello to manage complex projects, ensuring every team member stays informed and aligned.

[Link](#)

### Google Workspace

**Google Workspace** offers a comprehensive suite of tools for real-time collaboration, document sharing, and productivity. It includes Gmail, Google Docs, Sheets, Slides, and Drive, all seamlessly integrated for effective teamwork.

Eco-health entrepreneurs can use Google Workspace to streamline their operations, maintain centralised project documentation, and enhance remote collaboration.

[www.ecohealthforyouth.com](http://www.ecohealthforyouth.com)



# Thank You

Follow our journey



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