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DIGITAL ENTREPRENEURSHIP AWARENESS



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NEW BUSINESS MODELS

TYPES OF MODELS

- Economy for the Common Good
 - The EBC focuses on human dignity, solidarity, ecological sustainability, social justice, and democratic participation.
- B Corp System
 - The B Corp System aims to redefine success in the economy and business by considering social and environmental impacts
- Circular Economy
 - The Circular Economy model optimizes resources, minimizes waste, and promotes recycling and product reuse.





Economy for the common good (EBC)

KEY PRINCIPLES:

- **Human Dignity:** Prioritizing the well-being and rights of individuals in economic activities.
- **Solidarity:** Fostering cooperation and support among individuals and communities.
- **Ecological Sustainability:** Ensuring economic activities are environmentally sustainable for present and future generations.
- **Social Justice:** Promoting fairness, equality, and inclusivity in economic systems.
- **Democratic Participation:** Encouraging active involvement and decision-making by all stakeholders

ECONOMÍA
DEL BIEN COMÚN
Un modelo de economía con futuro



B corp system

OBJECTIVES

- **Redefining Success in Business:** Modern businesses are shifting focus from solely financial performance to encompassing social and environmental impact. This approach acknowledges that true success lies in creating value beyond profits.
- **Incorporating Social and Environmental Impact:** The B Corp system ensures businesses consider their impact on stakeholders and the planet, fostering practices that prioritize sustainability and responsibility.
- **Building Long-term Resilience:** By focusing on a triple bottom line—people, planet, and profit—businesses not only contribute to a better world but also build resilience and adaptability in a rapidly changing global landscape.

Certified



Corporation

This company is part of the global movement for an inclusive, equitable, and regenerative economic system.

Circular economy



KEY PRINCIPLES:

- **Resource Optimization:** Maximizing the use of resources and minimizing waste generation to enhance efficiency and sustainability.
- **Waste Minimization:** Reducing waste production through efficient resource management and innovative product design.
- **Recycling and Reuse Promotion:** Encouraging recycling, refurbishment, and the reuse of products and materials to extend their lifecycle and reduce environmental impact.
- **Designing for Longevity:** Creating products that are durable, repairable, and upgradeable to reduce the need for frequent replacements and promote sustainable consumption.





SUSTAINABILITY IN DIGITAL BUSINESS MODELS

Core Principles

- **Sustainability:** Balancing environmental, social, and economic growth.
- **Eco-Innovation:** Innovating for reduced environmental impact.
- **Digital Transformation:** Leveraging technology for sustainable solutions.

Characteristics of Sustainable Digital Business Models

- **Resource Efficiency:** Doing more with less for a reduced environmental footprint.
- **Circular Economy:** Emphasizing product life cycle extension through digital platforms.
- **Green Technologies:** Incorporating sustainable tech in operations.
- **Data-Driven Decisions:** Using analytics for sustainability insights.





Challenges and considerations

- **Scalability vs. Sustainability Balance:** Ensuring that business growth does not compromise environmental and social goals.
- **Navigating Regulatory Landscapes:** Adapting to diverse global sustainability regulations while maintaining compliance.
- **Building Consumer Awareness and Demand:** Educating consumers about sustainable offerings to drive adoption.
- **Upfront Investment in Sustainable Tech:** Managing high initial costs while demonstrating long-term value.

Future Outlook and Opportunities

- **Growing Demand for Sustainable Products/Services:** Tapping into the expanding market of eco-conscious consumers.
- **Technological Innovations as Enablers:** Leveraging AI, IoT, and blockchain for more sustainable operations.
- **Market Differentiation and Competitive Advantage:** Positioning sustainability as a unique selling proposition.
- **Contribution to a Sustainable Future:** Empowering communities and ecosystems through impactful digital solutions.

DIGITAL ENTREPRENEURSHIP OPPORTUNITIES

The digital transformation of business and society

Entrepreneurship is being changed by the digital transformation of business and society. We call this digital entrepreneurship

Digital era impact on entrepreneurship

Barriers:

It reduces barriers to new venture creation, by creating new areas of opportunity.

Challenges:

It creates and offers competing for online attention, and keeping new businesses secure.

Inclusion:

It empowers people to do more in the world, by making new venture creation more inclusive and democratic.



Digital era impact on entrepreneurship

Digital entrepreneurship includes everything that is new and different about entrepreneurship in a digital world!

Such as:

1. New ways of finding customers for entrepreneurial ventures.
2. New ways of designing and offering products, and services.
3. New ways of generating revenue, and reducing cost.
4. New opportunities to collaborate with platforms and partners.

The Digital Entrepreneurship Process





DIGITAL ENTREPRENEURSHIP OPPORTUNITIES

Advantages of digital Entrepreneurship

Faster:

Build a business prototype in an afternoon

Cheaper:

Launch cost is approaching zero

Easier:

Tools are easier to use, and to combine

More effective:

Experiment and learn more quickly

New digital challenges

- **Security:** Attempts to break into even the smallest businesses online have become routine. Digital businesses will never be 100% secure.
- **Privacy:** Unwillingness to share personally identifiable information is a major source of mistrust online. Privacy regulations are increasingly complex.
- **Competing for attention:** Hundreds of millions of websites, millions of mobile apps, and billions of social media profiles are competing for consumer attention.





Making Entrepreneurship More Inclusive

Entrepreneurship doesn't just create wealth. At its best, it keeps economies vibrant, diverse, and reflective of the values of the people they serve.

Digital technology by itself will not automatically create a better world.

For digital entrepreneurship to be a positive force, it needs to be an inclusive one, inviting as many as possible to be a part of the digital economy of the future.





MARKETING PLANS IN DIGITAL MEDIA AND DIGITAL PLATFORMS

Myself in Marketing

What is Marketing?

Marketing is the process of promoting, selling, and distributing a product or service to meet the needs and desires of your target audience. It encompasses building relationships with customers, understanding their preferences, and communicating value effectively.

Who am I and what do I want to share?

As someone in marketing, I aim to connect with people by understanding their needs, delivering meaningful experiences, and sharing ideas that resonate with them. By aligning my activities with my passions and interests, I find personal growth and purpose in my work.

The relevance of feeling connected to my activities:

Marketing is most effective when it feels authentic. Connecting with my ideas and projects helps me stay motivated and build genuine connections with my audience. It's about finding "myself" in the work I do.

Time is money:

Maximizing productivity is essential. The more I can accomplish, the more value I can create—both for myself and for others.



What do I want to sell/promote?

Finding my focus:

Clearly defining what I want to sell or promote is key. This could range from physical products like perfume to services or even ideas. By understanding my offering's unique selling points, I can position it effectively.

Understanding different aspects:

For example, perfume commercials create a sensory and emotional appeal, while brands like Skip focus on utility and reliability. Identifying the emotional and functional aspects of my product helps me craft a compelling narrative.

Who is my buyer persona?

Definition:

A buyer persona is a detailed description of my ideal customer. It includes their demographics, preferences, goals, challenges, and behaviors.

Difference between client and customer:

A customer typically makes one-time purchases, while a client has an ongoing relationship with my business. Knowing this distinction helps tailor my approach.

Where can I find them?

Identifying key social media platforms:

Different age groups favor different platforms. For example:

Teenagers often prefer TikTok and Instagram.

Millennials might lean towards Facebook and LinkedIn.

Older demographics may use Facebook more frequently.

How do I engage with them?

Key mistakes to avoid:

- Posting inconsistently.
- Ignoring audience feedback.
- Over-promoting without providing value.

Preparing an agenda:

A well-structured content calendar can help balance content types:

- One day for engaging content.
- Another for promotion.
- One for community building.
- Be mindful of special dates and events to create timely content.





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Note: This work is not a commercial or academic study. It has been prepared for information purposes only in order to raise awareness about the Digital media culture and digital opportunities issues, which are the content of the project. And it's also available for free.

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