

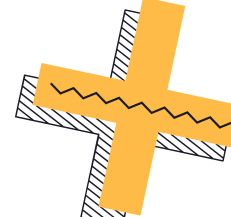


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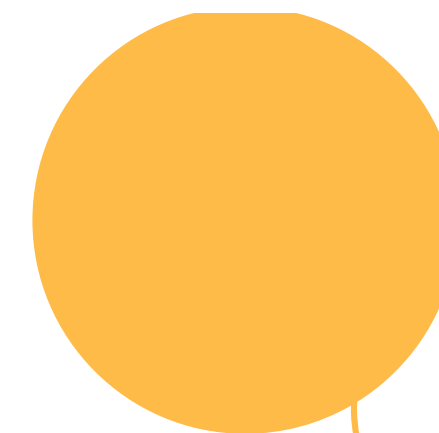
Discovering you talents in Green Entrepreneurship

SWOT Analysis 



ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ 

PRESENTATION BY
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PROJECTS
D R A M A C H A M B E R

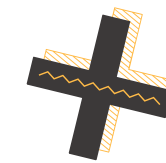


Why Green Entrepreneurship

1  Help the Environment and the Society

2  Lead the way
Lead the way in solving climate and social problems

3  Make a difference
Your unique talents and passions can make a difference!



What is SWOT Analysis?

S w o t s t a n d s f o r :

S
Strenghts
What you do well

O
Opportunities
Chances to grow

W
Weakenesses
Areas to improve

T
Threats
Challenges to watch out for



SWOT analysis examples

1. Small Café

Strengths	Weaknesses
Unique homemade recipes	Limited seating capacity
Strong local customer base	High staff turnover
Cozy ambiance and friendly service	No online ordering or delivery system

Opportunities	Threats
Expand into catering services	Rising food costs
Launch loyalty program/mobile app	New local competitors
Collaborate with local events	Changing dietary preferences

SWOT analysis examples

2. Tech Startup

Strengths	Weaknesses
Patent-pending innovative product	Low brand recognition
Technically skilled, motivated team	Limited marketing budget
Agile development processes	Product line not diversified
Opportunities	Threats
Rising demand for automation tools	Rapid tech evolution
Potential B2B partnerships	Well-funded competitors
Innovation grants available	Regulatory uncertainty

Why use the SWOT as a student?

- 1 Discover talents and interests
- 2 Set realist goals
- 3 Make better goals



How to do a personal SWOT analysis

S
● Strengths
Skills, Knowledge,
personality traits

W
● Weaknesses
Challenges, fears, skill
gaps

O
● Opportunities
Programs, networks,
trends

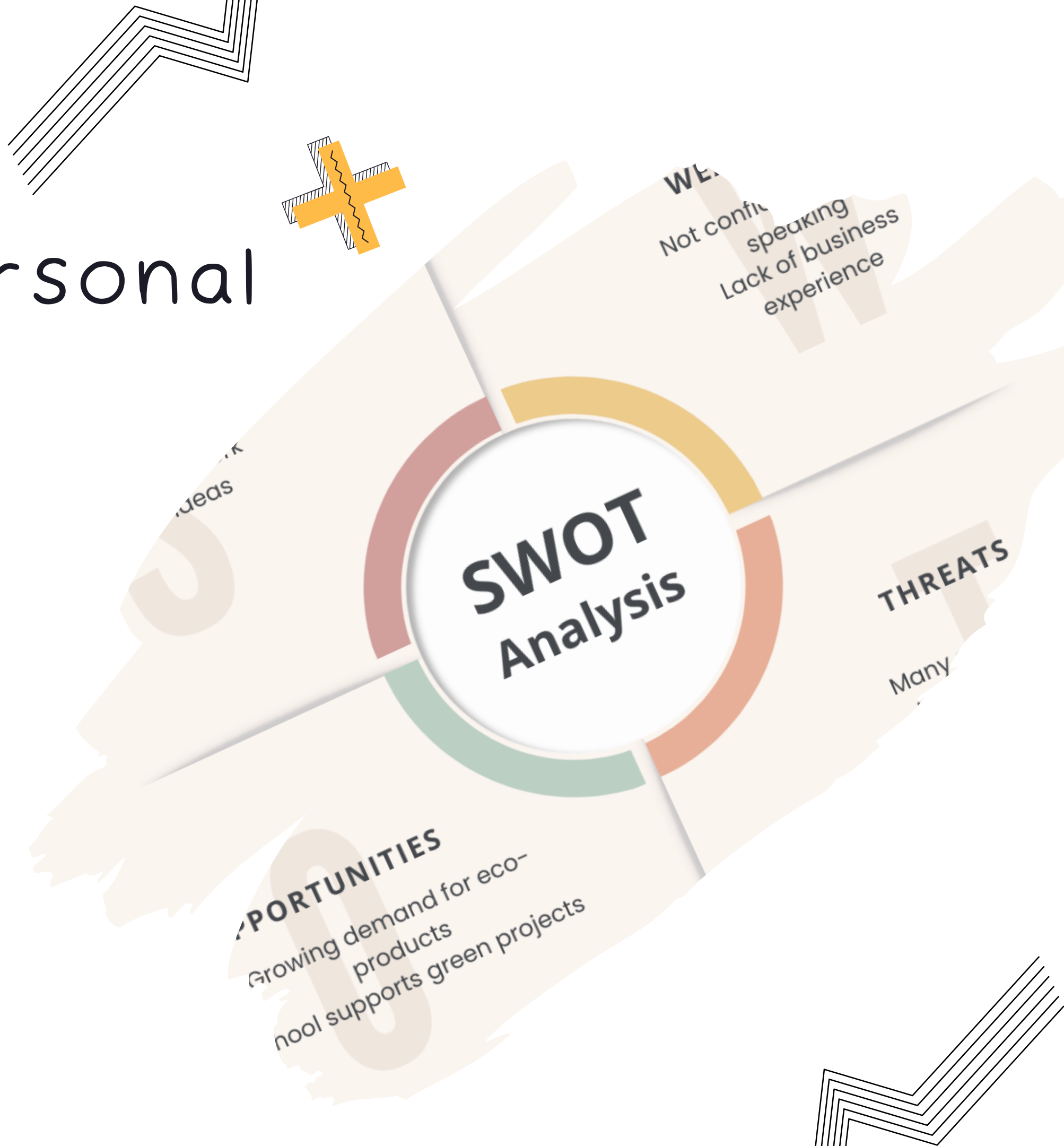
T
● Threats
Obstacles,
competition, lack of
access



Example of a personal SWOT analysis

Strengths	Weaknesses
Strong communication skills	Limited analytics experience
Experience with funding tools	Public speaking anxiety
Strong clientele base	Already busy working schedule

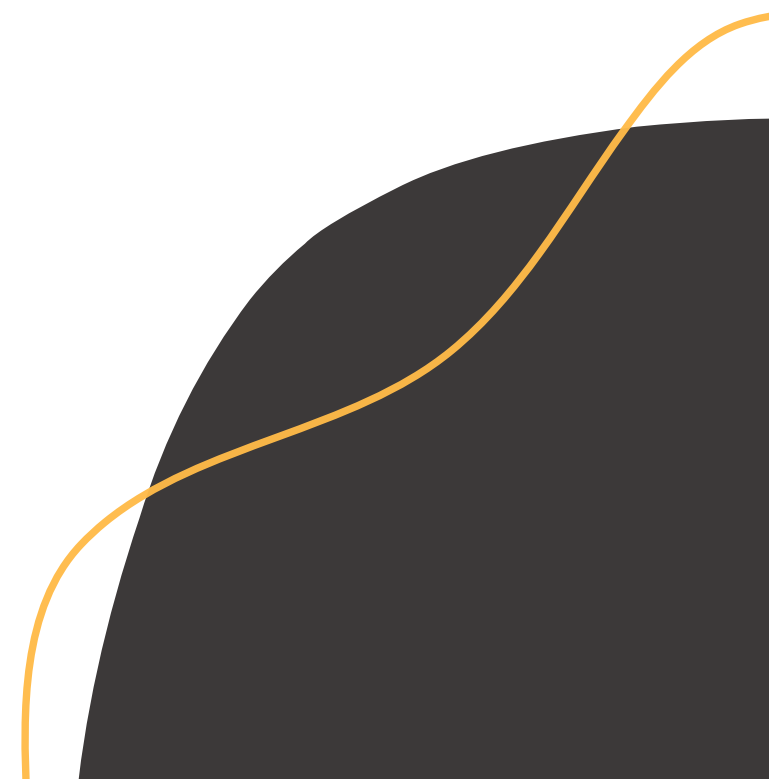
Opportunities	Threats
Take time management courses	Competition from bigger consultancies
Built a partnership network to support my work load	Low skilled professionals
Freelance to build portfolio	Money flows that relate to EU funding



What is IKIGAI

- 1 ● What you love
- 2 ● What you are good at
- 3 ● What the world needs
- 4 ● What you can be paid for





WHY

?

IKIGAI matters to you?

1

Helps you find purpose

3

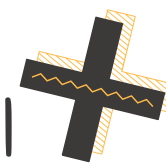
Connects talents to real-world needs

2

Guides your future purpose

4

Builds professional motivation



SWOT + IKIGAI for Green Entrepreneurship

1

Use SWOT to Know your self and your situation

2

Use iKigai to find your unique green path

3

Together, they help you:

- Define goals,
- find opportunities,
- build a meaningful future.

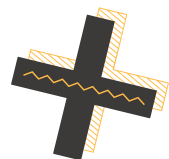
Green Entrepreneurial talents

1 Strengths

Creativity, Science, teamwork

2 IKIGAI

Passion for nature,
Skill in video editing,
desire to help



3 Opportunities

Green Clubs, eco
fairs, start up
competitions



Workshop

- 1 Create your personal SWOT
- 2 Use IKIGAI to inspire your answers
- 3 Work in pairs
- 4 Share your findings

SWOT ANALYSIS

what are you good at?

what do you need to improve?

what are your goals?

Challenges to watch out for?

WWW.REALLYGREATSITE.COM

The worksheet is a light gray rectangle with a light beige background. It features a 2x2 grid of colored boxes: top-left is light orange, top-right is light red, bottom-left is light green, and bottom-right is light yellow. To the left of the grid, the text 'SWOT ANALYSIS' is written in bold black letters. Below the text is a small line drawing of a lightbulb. A dashed orange line starts from the lightbulb and curves around the left side of the grid. In the bottom right corner of the grid, the website address 'WWW.REALLYGREATSITE.COM' is printed in small black letters. The entire worksheet is decorated with various line art elements: a large orange 'X' in the top right corner, a series of parallel lines in the top right corner, and a series of parallel lines in the bottom right corner.



for your SWOT IKIGAI

- Be honest and specific
- Think about hobbies, classes, and the causes you care about
- Ask your friends/teachers for their input
- Link your talents to environmental change



Resources of Inspiration

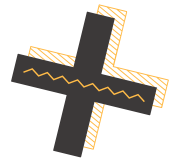
● Erasmus+ Green Projects

● Youth climate networks

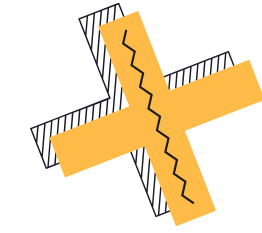
Eco-entrepreneur videos (YouTube, TEDx)

● <https://youtu.be/jyYjl7zQlaA?si=K6FPm2-xAyE1NgVx>

● Teachers, mentors



Discussion



- Where do your answers overlap?
- How your talents can help develop a green future?
- Brain storm on green start-ups

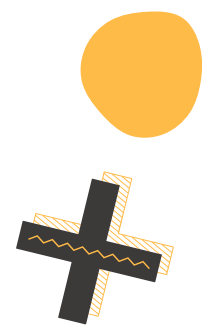


Thank you and next steps

- Thank you for joining!

- Grab your phones

- Let's begin your SWOT & Ikigai activity



Your green journey starts now!

<https://docs.google.com/forms/d/e/1FAIpQLSfr9Ti1sDj7tasO2jDK2jswMirpPzEyHcCtrtH4rdrElHzY5g/viewform?pli=1>





What's one strength you're proud of that helps you thrive in your current life?



How confident are you in identifying your personal strengths and opportunities?

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