

# Sew the Future. Tool for 'eco' entrepreneurs.

Greece, Poland, Croatia, Italy, Belgium.

**Sew**  
the Future



Erasmus+



New Horizons



CODEC vzw



**4 official ways how to  
start an 'eco' business...  
+an interesting Italian  
analysis and some tips  
from Belgium.**

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# How to start an 'eco' business in Croatia.



# The steps to open a 'eco' business in Croatia:



**1. Select a Company Name:** Use the court register portal to peruse registered companies as your name cannot be too similar to companies already in existence.

**2. OIB (Personal identification number):** OIB is assigned to company starters in local Tax Administration offices. For the purposes of OIB assignation, they are obliged to submit a valid ID issued in the country of citizenship with the filled-out application form.

**3. Choose a business structure:** the entrepreneurs can choose a limited liability company for most of the economic activities in Croatia.



**4. Notary public (javni bilježnik):** It is necessary to certify the following:

- the application for court register entry (Prijava za upis društva u sudski registar)
- the founding act (Zapisnik o osnivanju) – company contract (signed by all founders) or statement of establishment (if the company is founded by only one person). All founders and directors must be present unless it's otherwise agreed with a certified power of attorney. Also, certification costs range between 2.000,00 and 2.500,00 kunas. All documentation in a foreign language must be translated by a court interpreter.
- Izjava o nepostojanju nepodmirenih dugova (Statement of Non-Existence of outstanding Debts)



**5. FINA (Financial agency):** The court register application along with the necessary attachments, such as minimal initial capital deposit in the amount of 20.000,00 kunas, is submitted at the HITRO.HR counter in Fina, which initiates the procedure for the court register entry.



## **6. Payment of fees and documents submission:**

- Application for Founding Submission (Prijava za upis osnivanja)
- Record of Founding (Zapisnik o osnivanju)
- List of Members of the Company (Popis članova društva)
- Proof of payment of initial capital (Dokaz o uplati temeljnog kapitala): within 8 days, after which the notary public can apply for the company opening and it will be completed within 1-3 days
- Proof of payment of court fee (Dokaz o uplati sudske pristojbe) – 400,00 HRK
- Proof of payment for publication in Narodne novine (Dokaz o uplati za objavu u NN) – 900,00 kn
- Statement of Non-Existence of Outstanding Debts (Izjava o nepostojanju nepodmirenih dugovanja)
- business Classification Notice—55,00 kn
- company stamp (pečat)—200,00 kn





**7. Bank account:** It is needed for depositing the minimum share capital of the company. It will be connected to the company's financial operations. The application for the Croatian Health and Pension Insurance is also mandatory. You can do that by completing the Company registration. In order to open a bank account, you will need the following:

- an excerpt from the court register or court register entry certification,
- a notice on the classification of the Central Bureau of Statistics,
- a passport or an ID card.



The example of a sustainable and successful business in Croatia: Biovega Ltd. – Croatian and regional organic market leader experienced in creating and trendsetting organic market niche in Croatia. The owners first opened a restaurant which used only organic foodstuffs in 1991. At the time there was little awareness or choice in organic produce in ex-Yugoslavia. Today, Biovega provides the complete range of organic produce from food and food supplements to household products and natural cosmetics. It is very much a “lifestyle” brand, including retail shops, organic restaurants, book stores and beauty centres.



**BIOVEGA**  
GRUPA

**ZYNO**  
eko imanje



makro**o**nova

**ZYNO**  
bio bistro

**p**lanetopija

 **bio&bio** 



## How to start a craft business. Procedure:

**1. Choosing the type of craft business:** A craft business refers to independent and permanent performance of allowed economic activities by physical persons for the purpose of achieving profit through production, commerce or provision of services in the market.

Types of Craft Business:

- Free - no vocational or master craftsman certificate required
- Qualified - vocational or master craftsman certificate required
- Privileged - a craftsman can run a privileged craft business only on the basis of a privilege issued by the relevant ministry depending on the type of craft activity



**2. Submission of documents and payment of fees:** A physical person that meets the requirements for performing a craft activity will become a craftsman upon registration in the Register of Craft Businesses. After you have received the Craft Business License, you must make an official stamp and open a business account. After a business has been entered in the Register of Craft Businesses, a craftsman must start performing the registered craft activity within the period of one year and, no later than 8 days prior to the commencement of operations, they must submit a Notification of Commencement of Operations.

Within 8 days from the commencement of operations, a craft business must be registered with the Tax Authority, whose jurisdiction is determined on the basis of the registered address of the business, for the purpose of entering the craft business into the Register of Income Tax and VAT Payers.



The example of a sustainable craft business in Croatia: Pčelarko omoti – the first Croatian eco wraps for wrapping food. The beeswax wraps are an eco-friendly, reusable alternative to aluminum and cling foil.





# Things to know before starting a business in Croatia.

**1. Know what the PDV system means before you sign up:** PDV is Croatia's VAT (value added tax) system. If you are registered with the PDV system, you are entitled to a refund on all PDV that your company pays to other companies. It also means you are required to charge PDV on all of your outgoing invoices, which balances out what you've paid in PDV. Once registered with PDV, you are required to be in the system for 5 years. If your company takes in 300.000 kuna or more of revenue in a year, you are required to be in the PDV system.



**2. Croatian businesses are recommended to have an accountant:** The accountant will file your tax returns, communicate with the government, file your PDV reports and calculate the salary payments for all of your employees. They can also pay invoices on your behalf. Your accountant has to file PDV on your behalf.





**3. It can be expensive to change your business address:** Changing your company's registered address later will require a notary and may require you to re-file your formation documents, which is pricey. This is why you should think well in advance about your official registered address. If you are changing your address within the same city where your company is registered AND your formation documents include the language that you can change the address, the only cost will be for the notary, which is about 200 kuna. However, if you are changing your business address to a different city OR your formation documents do not include the ability to change the address, then you'll need to re-file the formation documents. The cost to do this is about 2.000 kuna.



**4. You can't claim everything as an expense:** To claim a purchase as a business expense, the vendor must create an R1 invoice for your company that includes the formal company name, registered address and OIB. Make sure you keep all business receipts and give them to your accountant.

Here are some examples of common expenses:

- If you work from home, you cannot deduct your rent, water bill, electricity or internet unless the respective contracts are in your business' name and are paid for by the business.
- If you buy printer ink at a store using your business debit card, you must request they generate an R1 invoice for you. Just having the receipt is not enough. The good thing is that once you register your business with a store, they will keep you on file for future purchases making it easier to get an official invoice.

You can get reimbursed by your company for personal business expenses like meals and mileage, but there are a lot of restrictions depending on the situation.



**5. Accepting cash increases your reporting liability:** As of January 1, 2013, all businesses that accept cash payments OR online payments with credit cards are required to purchase and use a fiscalization software that automatically reports every cash transaction to the government in real time. Fiscalization software isn't cheap. It's also strictly controlled.

# How to start an 'eco' business in Poland.



# How to start an 'eco' business in Poland:



## **Not-register Company.**

It's idea for small personal companies with small income.

You can run the company if you are natural person and:

- your monthly income is lower than 1505 zł ( 50% of official minimal sallery)
- within 5 years (60 months) you have not run any business

You can run the company under 18 years old, however all of the legal contracts needs to be sign by the guard as person under 18 years old have limited legal capacity.



The fields of companies for which you need to have registered company:

- protection of persons or property
- sale of alcohol
- organization of tourist events
- detective services
- waste collection.





## Pluses & minuses:

- you do not need to register the company
- you do not need to pay for the social insurance as the company (you pay as the employee)
- you have simple accounting (in form of registration of your sales)
- you do not need to pay VAT taxation
- in case of companies debts all of your personal weath (property) will be used to pay the debt
- you can have limited income

## More information:

<https://www.biznes.gov.pl/pl/portal/00115>



# One-person company (Działalność jednoosobowa)



To open one-person company (JDG) you need to be a natural person and you can open it as individual. In first months after register you can apply for lower insurance payments (ZUS).

Procedure to open your one-person company:

- You need to register the company in CEIDG (central evidation of the companies)
- You can do it via internet (link below), or in the city halls.
- To register the company you need to have the PKD numbers (Classification of the company) to classify the field of your company performances.





Within 7 days from registration in CEIDG you need to register in Social and health insurance (ZUS)

You should register in the Taxation office (US) before you ensure first invoice.

If your company require any license, you need to do it in specific office.

Social and Health Insurance – with this insurance you pay for the following insurance:

- social insurance
  - healthy insurance
- 

## Social and Health Insurance Plans (ZUS):

- reduction for the beginning (ulga na start) you can use it for 6 months since the registering of the company)
- preferential (preferencyjne składki) (you can use it for 24 months since the registration of the company)
- small ZUS (mały ZUS+) (you can use it for 36 months since the registration of the company)
- standard (standardowe składki), you pay full amount for insurance, after the discount plans you need to take this plan so maximum after 6+36 months.

The costs of insurance is related to the minimum wage of salaries from the previous years. The reduction plans for insurance has lower or minimum insurance policies. The Insurance in generally is obligatory to pay by the one-person companies.

## **Full description of the insurance plans and discounts:**

[https://www.zus.pl/documents/10182/167561/Ulotka\\_Masz+Wybór.pdf/4db53585-b88d-7cea-11f3-674517bc4b7d](https://www.zus.pl/documents/10182/167561/Ulotka_Masz+Wybór.pdf/4db53585-b88d-7cea-11f3-674517bc4b7d)

Link to register your company (CEIDG):

<https://www.biznes.gov.pl/pl/portal/03154>

## **When you register in CEIDG system you automatically register to:**

- register in evidence of companies
- receiving the VAT number (NIP number)
- receiving the company registration number (REGON number)
- registration to the Social Insurance System (ZUS)

## **One-person company requires monthly payment for:**

- tax office – from the companies profit
- Health and social insurance

## **Taxation:**

You can pay 3 different types of taxation:

- Linear tax – 19% of the company's profit
- Scale tax – depend on the income of company. Up to 32 000 zł there is no tax, up to 120 000 zł there is 17% tax and over 120 000 zł there is 32% tax.
- Lump sum tax – depend on the company services you can have the lump sum tax from 2% up to 17%.

## Pluses & minuses

- you can apply for the national grant for single entrepreneurs
- you can hire the people
- you have simple accounting which you can do yourself (however its recommended to use professional accountant)
- you do not need to pay VAT taxation unless your income is lower than 200 000 złotych per year or you offer specific products or services (f.e. counseling, alcohol sales)
- in case of companies debts all of your personal wealth (property) will be used to pay the debt

### More info:

<https://www.biznes.gov.pl/pl/opisy-procedur/-/proc/736>

## ECO Companies in Poland



In Poland there are many eco companies and more and more companies are introducing the eco-practices in their structures. At the moment there is no established different approach for registering the eco-company in Poland.

There are European, National and private funds for the eco-friendly companies in Poland which provide funding and grants for development or to support specific sector of ecological actions.

### **More about the national funds:**

<https://www.gov.pl/web/klimat/fundusze-srodowiskowe>



## Limited liability company (LTD).

To open the LTD company (JDG) you need to have at least two partners. The partners could be natural persons or legal person, with no limitations to the citizenship and place of headquarters. To set up the LTD company you need the company share fund which is at least 5 000 zł (it could be also the value of competencies of partners or the properties which they want to give to the company).

Procedure to open LTD company:

- 1) Prepare the agreement between the partners
- 2) Making contributions by the partners to cover the entire share fund
- 3) Appointment of the management board and appointment of the supervisory board or audit committee, if required by law or the articles of association
- 4) Register in the register of entrepreneurs of the National Court Register (KRS)
- 5) Register in the Health and Social Insurance Office (ZUS) within 7 days
- 6) Register in the taxation office (NIP-8) within 21 days

Since the 1st of July 2021 the LTD company can be only registered via internet through the sites:

<https://prs.ms.gov.pl>

<https://ekrs.ms.gov.pl/s24/> ( <https://www.biznes.gov.pl/pl/portal/00167> - instruction)



## Taxation

The LTD companies as the legal person needs to pay the CIT tax from the profit. The partners are paying the tax of 19% from the dividend paid to them.

## Pluses & minuses

- you need at least two partners
- you can hire the people
- you need to have full accounting
- you do not need to pay VAT taxation unless your income is lower than 200 000 złotych per year or you offer specific products or services (f.e. counseling, alcohol sales)
- in case of companies debts, your personal wealth are safe, the debt is taken from the company share fund

More info:

<https://www.biznes.gov.pl/pl/portal/00167>



# How to start an 'eco' business in Italy.



# How to set up your own eco business in Italy



Italy is an interesting market where to start a business. It is the 3rd largest economy in Europe and the 8th in the World; its strategic position, from a geographical standpoint, facilitates trades between Northern Europe, Southern Europe, North Africa and the Middle East, making Italy a good place where to expand or start a business.

## **Most important steps:**

- PREPARE YOUR BUSINESS PLAN: It is important to define your activity. What is your business about? What kind of structure and target does it have?
- DEFINE THE TYPE OF BUSINESS YOU WANT TO SET UP: The country offers different options to start your business. It is necessary to identify in which of the existing categories

## Most important steps:



- **PREPARE YOUR BUSINESS PLAN:** It is important to define your activity. What is your business about? What kind of structure and target does it have?
- **DEFINE THE TYPE OF BUSINESS YOU WANT TO SET UP:** The country offers different options to start your business. It is necessary to identify in which of the existing categories your business will fall under, depending on function, budget and size;
- **CHOOSE THE TYPE OF COMPANY:** To set up your business, it is necessary to define the type of company that is the best fit for your needs.
- **LIMITED LIABILITY COMPANIES:** S.R.L. And S.R.L.S. Are the most common types of limited liability companies in Italy and they allow the broadest flexibility to the founders.



- PARTNERSHIPS: Founders have unlimited liability towards creditors and need to use their personal assets to pay the debts and obligations of the company.
- INNOVATIVE START-UP COMPANY: Companies whose core business consists in the development, production and commercialization of innovative goods or services of high technological value.



## BE AWARE OF THE CHALLENGES



Bureaucracy, despite what is said about its complexity, can be easily overcome by good preparation, clear ideas and a professional support. The best way to have your business be set up smoothly is to rely on local support.

## What does it take to open a business?

First of all, if you intend to open a business you must have a validated idea, a partner (often recommended, but not mandatory), a team, a business plan and a marketing plan. Opening a company has the objective of creating a project that allows you to earn through it. Even opening a startup has the same purpose but achieves it in a different way.



Startups are innovative companies characterized by rapid growth that culminates with the exit, i.e. the final part of a startup's life cycle. In the case of a traditional company these requirements are not necessary.

After making the necessary clarifications, let's see together what it takes to open a business.





# Establish a business plan and marketing plan



Once you have established the idea and formed a team, to open a company you need to create a business plan and a marketing plan. In the first case, we are talking about a document that contains key information about your company, such as:

- the business model;
- medium and long-term objectives;
- the products and services offered;
- the target audience;
- the financial plan.



The **marketing plan** , on the other hand, contains the strategies and actions to be carried out in detail to achieve the objectives contained in the business plan.

Specifically, within a **marketing plan** you will certainly have to include:

- competitor analysis ;
- the evaluation and monitoring of KPIs;
- customer acquisition strategy ;
- the customers “buyer person” ;
- the price of your product/service;
- corporate resources with role assignment.

# How much does it cost to open a company in Italy?



The costs of starting a business can vary based on several factors. The necessary budget certainly varies according to your idea, the type of company you choose, the infrastructure you may need and the place where you intend to operate.

To get an idea of the minimum budget needed to start a business, keep in mind that almost all companies require an initial investment of no less than €20,000 .

If you don't have the necessary funds, don't worry, there are several ways to get funding for a startup or company . A method that I feel like recommending is definitely a crowdfunding journey !

# Bureaucratic process and requirements for opening a company.



Depending on the type of company you want to open, the reference sector and the place of opening, the requirements and procedures are different.

The bureaucratic procedure to follow to open it will be as follows:

- open a VAT number;
- enroll in the Company Register;
- communicate the documents to the Chamber of Commerce;
- send the Declaration of Start of Activity to the municipality;
- open INPS (National Institute for Social Security) and INAIL (The Istituto nazionale per l'assicurazione contro gli infortuni sul lavoro (National Institute for Insurance against Accidents at Work) positions in the case of personnel recruitment.

# Some Example of Green Startups and Companies in Italy



## Parameters to define a green company

Now that we have outlined the green companies in Italy, however, we must take a step back: how is an eco-sustainable activity defined?

To respond and have an idea of how to act to contribute to respect for the environment, a series of criteria have been outlined in recent years that can inspire you:

## Agenda 30

In September 2015, the governments of the 193 UN member states met to sign the 2030 Agenda for Sustainable Development. This action plan sets out 17 goals to make the world better and greener over the next 15 years.

## Among the main common objectives are:



1. fight against poverty
2. elimination of hunger
3. contrast to climate change

These may seem like very big goals for a company, but remember that any action with a major impact on the environment risks generating a knock-on effect, also exacerbating various other humanitarian issues.

To take the path of sustainability with your company, therefore, it can be very useful to take a look at the complete version of Agenda 30.

Also, there are the ESG criteria, an acronym that distinguishes the three types of parameters taken into consideration:



- **Environmental:** all actions aimed at reducing waste production, impact on the environment and CO2 emissions, optimizing energy and water consumption, and protecting biodiversity and food safety.
- **Social:** criteria which consist in the respect of human rights, diversity and equal opportunities, in the fair treatment of employees, in the protection of privacy, and in general in the commitment to projects of a social nature.
- **Governance:** they concern the assessment of economic data, disclosure, reporting and transparency of results, levels of innovation and financial stability, shareholder rights and the fight against corruption.

Recently, the **Integrated Governance Index (IGI)** calculated which are the greenest companies in Italy.

# Hera



The Group's mission has always been oriented towards the achievement of the objectives outlined by the UN Agenda 30.

In particular, the Hera Group is committed to using energy and resources efficiently and intelligently (with a view to savings and environmental benefits) and has invested heavily in the circular economy.



Concrete examples of the contribution of this Italian green company are the production of biomethane from the organic fraction of municipal waste and the regeneration of products starting from plastic waste.

In addition to demonstrating that it has undertaken sustainable objectives that have borne fruit, Enel has distinguished itself from other green companies in Italy because it has managed to best integrate ESG Identity within its business.

Enel's commitment has translated into:

- growth of renewable capacity and attention to the environment
- reduction of global coal production and full decarbonisation by 2050
- focus on people's well-being, diversity and inclusion
- solid governance
- occupational health and safety

# SNAM



Also this year, SNAM is positioned at the top of the IGI thanks to its degree of integration of ESG within corporate strategies. The commitment to reconcile business with social responsibility has had a positive impact on the company's level of sustainability.

What are the goals that this green company has set itself?

achieving carbon neutrality by 2040

creation of an industrial plan for the energy transition

promotion of reforestation initiatives

social commitment with supply chain support.



# Entrepreneurial Behaviour and Attitudes:



## What Is an Entrepreneur?

Although the research on and interest in entrepreneurship has increased significantly over the last two years, several questions still remain: Who is an entrepreneur and why is he or she different from other businesspeople? What is entrepreneurship? What is corporate entrepreneurship? What is social entrepreneurship?





An entrepreneur is an individual who creates a new business, bearing risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is usually seen as an innovator, a source of new ideas, goods, services, and business and procedures.

Entrepreneurs take a personal decision to start a business, influenced by their own attitudes and perceptions that are often derived from directly knowing an entrepreneur, their view of local business opportunities and if they think starting a business is easy. The decision to start a business is also influenced by the individual's self-image and confidence: whether they think they have the knowledge and capabilities to start a business and whether or not the fear of failure might prevent them.





## **Do wealthier economies have higher rates of entrepreneurial activity?**

“Not necessarily!” The relationship between income and levels of entrepreneurial activity has long been argued; higher levels of income may mean more business opportunities and increased access to resources, including education about entrepreneurship.

Inclusive entrepreneurship policies aim to offer people equal opportunities in creating a sustainable business, regardless their social group. This represents an important requirement for achieving the goal of smart: Sustainable



## **Self employment in Italy.**

Self-employment has traditionally been an important element of the Italian economy, but unfortunately there are signs that entrepreneurship activities are declining. While self-employment rates continue to be high relative to the European Union average (20.8% vs. 13.7% in 2017), household surveys suggest that people belonging to key target groups of inclusive entrepreneurship policies as youth, women and older people are less active in pre start-up and early start-up activities than the EU averages. However, according to recent data - 2013-17 - only 0.7% of women and 5.0% of youth entrepreneurs expect to create more than 19 jobs in their new businesses first five years of operation, relative to European Union averages of 5.9% and 10.8%.





## **Self-employment and entrepreneurship rates.**

The proportion of workers that are self-employed has declined over the last decade, for instance in 2008, 22.9% of the working population was self-employed but 20.8% were in 2017. This decline was seen among self-employment seniors and youth, as well as among men and women.

Particularly, among those 50–64 years old – the self-employment rate declined from 27.8% in 2008 to 23.6% in 2017. There is a gender gap in entrepreneurship; in 2017, men were much more likely to be selfemployed than women (25.2% vs. 14.9%). However, women in Italy were about 1.5 times more likely than the European Union average to be self-employed (14.9% vs. 9.7%). Similarly, both youth and seniors were more likely than the EU average to be self-employed in 2017 (9.3% vs. 4.0% for youth; 23.6% vs. 17.9% for seniors).



## **During COVID-19.**

While some countries' TEA (Total Early Stage Entrepreneurial Activity) rate increased during 2020 in response to COVID-19, pushing them to necessity-driven entrepreneurship, Italy's TEA rate fell to 1.9% that year, continuing a longer-term decline on that entrepreneurial indicator. Yet, in 2021, Italy's TEA rate rose to 4.8%, reversing a slide that began after 2018. Its EBO (Established Business Ownership) rate also hit a level (4.5%) not seen since 2015. Indeed, several of Italy's survey responses indicate a lack of confidence in pursuing entrepreneurship.





The rate of Italians saying they saw good opportunities where they lived was only 34.7%, second lowest among GEM Level A economies, while the rate of those who said it was easy to start a business in their country was only 16.6%, the lowest among GEM Level A economies by a significant margin. With these perceptions among the general population, it is understandable why Italy's TEA rate has tended to be on the lower end of GEM economies in the last few years. Improving these attitudes will require a mix of visible entrepreneurial success in Italy, investments in entrepreneurial education and programs, and some new policies aimed at making it easier to start a business. Without these longer-term strategies it will be hard to convince Italians to start their own business and to feel confident that they can one day grow into an established business.



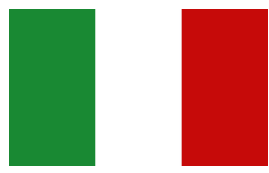
There are several conditions that will require longer-term solutions, but will be necessary to boost entrepreneurship to a sustained level. These relate to governance and education. In particular, the condition Government Policy: Taxes and Bureaucracy received a 3.8 score in 2021, which was an improvement from 2.7 in 2020, but still the lowest among GEM Level A economies. An improvement is encouraging but will need to be consistently maintained to improve perceptions of bureaucracy in the country. Both education conditions also received low scores, which will require long-term and gradual plans for improvement. Without this investment, Italians will continue to have low perceptions of their entrepreneurial abilities.

(source: Global Entrepreneurship Monitor 2021/2022 Global Report: Opportunity Amid Disruption. London: GEM.)


## **A profile of the self-employed.**



The distribution of self-employment by sector presents a greater proportion of self-employed workers in Wholesale and retail trade (22.6% vs. 15.4%) and fewer in Agriculture (6.5% vs. 14.1%); for the rest is similar to the EU average. Self-employed youth were the most active in Wholesale and retail trade (17.8%) and Accommodation and food services (16.6%); self-employed older people were the most active in retail trade and Wholesale (24.5%) and Professional, scientific and technical sectors (14.5%).

Self-employed women were the most active in Professional, technical and scientific sectors (20.9%) and Wholesale and retail trade (20.1%). Similar to the EU average, women were less likely than men to be working in Construction and Agriculture, and more likely to be in Human health and social work and Other services. It is important to notice that the self-employed had lower educational attainments than the EU average.



More than one quarter of the self-employed had attained a tertiary level education in 2017 (26.3%), relative to more than one-third across the EU (35.1%). The self-employed in Italy were also more likely to have completed less than lower secondary school (31.9% vs. 20.1%). Self-employed women were twice as likely to have completed a tertiary level education than men (39.5% vs. 20.6%). Two-thirds of self-employed youth had completed upper secondary or post-secondary non-tertiary education (66.2%). Self-employed over 50 years old were more likely than the national average to have less than a lower secondary education (40.4% vs. 31.9%). The distribution of self-employment by occupation is very close to the EU average. The only exception is that there are relatively fewer Skilled agricultural, forestry and fishery workers (6.5% vs. 13.8%), which is not surprising given that agriculture accounts for a much lower share of the selfemployed.



Self-employed women were nearly twice as likely as men to be working as   Professionals (28.5% vs. 16.3%) and Service and sales workers (28.6% vs. 13.4%), but were far less likely to be working as Craft and related trades workers (4.0% vs. 22.8%) (Figure 3c). More than half of selfemployed youth worked as Service and sales workers (31.2%) and Technicians and associate professionals (22.4%), while the majority of older self-employed people were working as Craft and related trades workers (19.0%), Professionals (18.1%), Technicians and associate professionals (16.5%), Service and sales workers (16.1%), and Managers (13.0%) (source: “Inclusive Entrepreneurship Policies: Country Assessment Notes, Italy, 2018”)



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# How to start an 'eco' business in Greece.



# How to set up your own eco business in Greece.



## **Step 1 – Preparation and pre-registrations for starting an individual business.**

1. Pre-registration in one of the Chambers (Professional, Commercial, Industrial or Financial) depending on the category to which the activity of the business you start belongs. There the registration fee is paid and the annual subscription is paid.
2. Pre-registration in the registers of EFKA (Former OAEE). The company's activity is declared there.





What Documents will they request for the start of an individual business for the EFKA (OAEE):

1. Proof of location: Ownership contract for the site or certified lease or declaration by the owner for the free allocation of the site to be used as a site
2. Registration Form
3. Certificate from the IKA indicating the person's classification as a new insured and the date of insurance (in case he is a first-time insured)
4. Responsible declaration stating the registered office and the CAO of the activity
5. Photocopy of the ID
6. AMKA of the entrepreneur



## **Step 2: Start of the process of “Starting activity at the tax office”**

The needed documents are the following:

1. Chamber and EFKA pre-registration certificates
2. Form M2 – Start of work
3. Photocopy of ID
4. Leases or property use permits must have been submitted to Taxis
5. Application



Optionally and upon request:

Responsible declaration stating the registered office, the number of the lease and the object of the activity (KAD)

Degree-Practice License (if required)

License to operate the space (pre-approval) from the Municipality or the police (If required. Mainly for specific professions such as canteen, bakery, restaurant, hair salon, etc.)

To fill in the M2 form, you should find the corresponding KAD (Activity code number) that suits your activity.



## Step 3: Autopsy.

There is a possibility that the responsible employee-auditor of the Tax Service will want to do an autopsy of the seat to confirm that the place where the business will be housed is the one intended for this activity. Caution!!! the premises of the headquarters must be empty when visited by the auditor. In some cases, no autopsy is performed at all, in case the sole proprietorship will have intra-community transactions then it is more likely that an autopsy will be performed. In any case, this is something that the head of the tax office decides.



After the autopsy is done, the declaration of commencement of work is then made in the Registry, together with the other supporting documents for starting a sole proprietorship.

Completion of the process of starting a sole proprietorship

The process is completed when the EFKA and the Chamber are informed, with the copy of the certificate of commencement of work from the tax office so that definitive registrations can be made.



## **Step 4 – Order Stamp**

The order of the business stamp is made in a bookstore with all the details of your business which are:

Company name

Activity, Address, Telephone

Tax ID, DOU (Tax Office)



## **Step 5 – Purchase Accounting Business Details**

You have to buy the necessary elements that your activity requires (retail receipts, service receipts, invoice for professionals, with or without VAT, etc.)

## **Step 6 – Create a Business Bank Account**

Business transactions must be carried out through a professional bank account, so immediately after starting the sole proprietorship you must contact the bank.

Finally, if your business (according to the KAD) requires the installation of a POS terminal, you will need to either buy or rent such a device.

# How to start an 'eco' business in Belgium.







## How to open an 'eco' business?

Starting your own business can be a very exciting endeavor. It allows you great freedom and opportunity to explore and develop your own business idea. It is an opportunity for you to exercise your creativity and thinking ability to do the following:

- Research your business idea
- Develop a strategy
- Determine your marketing approach
- Address key operational issues
- Make your own decisions
- Develop your business idea from the ground up





## Before You Start

Successfully starting your own business can provide a sense of accomplishment and satisfaction in knowing you did it yourself. However, if the business fails, you must assume all the liabilities and emotional strain that goes with it. There are many misconceptions surrounding owning one's own business. Consider the following common misconceptions:

### I WILL BE MY OWN BOSS.

Being your own boss does not mean you can play golf or go fishing anytime you want. The reality is the business and your customers become your boss and can demand 50-65 hours per week.



## I CAN GET RICH OVERNIGHT.

Small business and free enterprise provides a great opportunity to build wealth; however, it will take time. Studies indicate that more than a third of small businesses that grow significantly do so after 10 or more years of existence.

## I CAN EXPECT IMMEDIATE INCOME FROM MY BUSINESS.

This is not likely. Generally, it takes 6-12 months before a new business can start to pay the owner a decent salary. You should have a cash reserve or savings to provide financial support for you and your family during the start-up phase.



I CAN START MY BUSINESS WITH LITTLE OR NO MONEY.

Poor capitalization is one of the major causes of business failure. Lack of capital results in negative cash flow, which can result in poor business decisions and serious credit problems.

I WILL INCORPORATE MY BUSINESS AND USE OTHER PEOPLE'S MONEY.

Many books and articles have been written about using OPM (other people's money). It is difficult to borrow your way to wealth as a new business. The corporate shield probably will not protect you in case of failure. Most banks today will require you to personally guarantee the corporate loans for startup businesses. Consequently, all your assets will be at risk.



## **Define your business idea**

Step #1 is deciding on what type of business you want to start. Many people choose to start a business around something they know and are passionate about. The first question every would-be business owner needs to ask about his/her product or service idea: “What PROBLEM does it SOLVE or what NEED does it FILL?” There are many reasons why consumers make purchase decisions, but the primary one is need.





The following questions will guide you in defining your business concept. While looking for the answers, also attempt to identify the potential problems which might relate to your business idea.

- What business will you be in?
- What product or service will you provide to your customers?
- What problem(s) are you solving for your customer?
- Who will buy your product or service?
- Why will your customer buy from you?
- When will your customer buy your product or service?
- How will your customer know you have products or services available?
- How much will your customers pay for your product or service?





## Redefine the concept

As you refine your idea, there are business-specific issues that need to be addressed:

- What specific product or service will your business provide?
  - Do you have the capability or skills to provide this product or service? If not, how will you overcome this deficiency?
- What makes your business idea, product or service unique?
- What will be your competitive advantages?
- What competitive disadvantages do you have?
- Have you identified any potential problems? If so, how will you overcome them?





In addition to looking at the business concept, you should also explore the market and the industry you are interested in by seeking out the opportunities and identifying potential problems. Answering the following questions will help you assess your market and industry:

- What industry competition exists in your town or region?

What will you do to better provide a unique or better product or service than your competition?

- If there is little or no competition, why not?
- Are there potential international or government procurement opportunities in your product or service? If so, identify them.



- Are there emerging opportunities in the market place? If so, identify them.
- Are current business and economic trends favorable?
- Interest rate
- Inflation
- Business climate
  - Business trends
- Unemployment





## **Define your market through research and analysis**

While market research provides data and information about the industry and its customers, market analysis helps the business owner understand the business environment and the basis on which s/he must compete.

### **Market research**

There are two basic types of market research—primary and secondary:  
Market research tells you who your customers are, where they are, and how large the potential market is.



Through research, you will be able to gather certain information and data such as:

- Demographics
- Identify customers' needs
- Size of your potential market
- Customer lifestyles and buying behavior
- Specifically who the customer is
- Determine demand for your product or service



Primary research is research gathered firsthand through techniques like surveys, questionnaires, focus groups, or in-depth interviews. Primary research can be time consuming and possibly expensive. However, it provides the business owner with the opportunity to hear customer feedback and act accordingly.

- Surveys
- In-depth interviews
- Competitor analysis
- Questionnaires
  - Focus groups
- Tracking customer response to advertising and promotion
- Website and social media metrics



Secondary research is already published research. It includes sources like directories, industry journals, and association publications. Secondary research is accessible, less expensive, can be conducted on a continuous basis, and can be combined with the business owner's knowledge of the business, geographical conditions, and customer base. The business owner can informally tailor the research findings to meet the needs of the business.

- Business directories
  - Industry reports
  - Newspapers
- Business magazines
- Trade publications
- Market analysis



## **Market analysis**

A market analysis is a comprehensive review of the business climate where the company will compete. It includes a thorough analysis of the industry, customer demographics and buying patterns, competitors, and the general business and economic climate, including a review of regulations and barriers to entry. This analysis will help the business owner identify SWOTS (strengths, weaknesses, opportunities, and threats) and determine whether the business or industry provides an attractive opportunity.

The Four P's of Marketing should be considered when conducting your company's market analysis.





- PRODUCT

What is the product or service you intend to provide?

Are there other similar offerings?

Does your product or service provide a better value to the buyer?

Is it newer, faster, cleaner, cheaper?

Maybe you have exclusivity or own the intellectual property. How big is the industry?

How much do you think you can command?





- PLACE

How will your product or service be distributed? Catalog? Website? Dedicated salesforce or storefront? Is that easier, faster, or cheaper than similar offerings?

Are there any limitations to where or how your product can be distributed (i.e, is your product regulated or does it require licensing?)

Do you have exclusivity? Do you own the distribution channel (the sales force, truck line, store front, etc.)?

Is your distribution better or worse than the rest of the industry?







- PRICE

Is your price higher or lower than the competition? Why?

Is it better or worse than competitive offerings?

Maybe you have proprietary rights. If it is in demand, you can likely charge a higher price. Is it a generic item?

Are there taxes, licenses, or fees that impact the price?

How much do you have to charge to recoup your costs and make a profit?





- PROMOTION

Knowing what you do about the industry, your competitors and customers, how will you promote the product?

Will you use social media, a sales force, mass media (TV and radio), word of mouth, referrals, or discounting to promote your product? What will that cost and how can that best reach the users you have identified?

A thorough examination of the 4P's will not only help you define your market and prospective buyer, it will assist you in identifying target markets and developing a successful go-to-market strategy.





You might ask, “How do I know what kind of business to start?” or “How are businesses formed?” Business ideas emerge in many ways. Examples are:

- Finding and meeting an unfulfilled market need
- Building a business on an existing customer relationship
- Spinning off a business based on your experience and knowledge
- Capitalizing on a new invention or technology
- Growing a part-time business or hobby into a full-time opportunity





Research the following:

- THE INDUSTRY

How many other organizations are already offering your product or service? What is their total volume? Is it increasing or declining? How many similar or substitute products and services are available? Are there barriers to entry or issues with obtaining raw materials? What about legal issues, lawsuits, recalls, etc. Is this an old product or the latest thing?

- COMPETITORS

How many direct competitors will you have? Identify their strengths and weaknesses and develop a plan for confronting them in the marketplace.

- BUSINESS CLIMATE

Research general market conditions and demand for the products and services within your chosen market area and industry.



You must decide what kind of business you want to start. It is also important to examine yourself and decide what you want from the business. Keep in mind that starting a business requires careful thought and planning. Many aspects of the business must be considered, including legal issues, financing, marketing concerns, employee relations, accounting procedures, equipment purchases, and location. Research, preparation, organization, and planning are critical in a start-up venture to minimize risk and enhance your chance for success. Contact your small business assistance providers to assist you during this critical time





## Selecting and using professionals

Starting your own business involves many decisions, which often seem overwhelming. It has been shown that there is a strong correlation between using outside professionals and business success. In today's business world, where many new businesses fail within the first five years, it only makes sense to increase your chances for success by seeking the broad experience and expertise that professional resources and advisors can provide.

Outside advisors can assist you in making decisions based on facts, not wishful thinking



They can also provide a reality check and give you insight in starting and guiding your business. There are two important categories of advisors: informal and professional. Informal advisors include:

- Other business owners
- Friends and family
- Members of other entrepreneurial groups or projects
- Members of your board of directors

Professional advisors include:

- Lawyers
- Accountants
- Bankers
- Insurance agents
- Marketing professionals
- Consultants



Most professional advisors will expect to be compensated for their assistance while informal advisors typically only need to be asked to help.

When selecting a professional advisor, look for a skilled advisor who meets your needs. Attributes you should look for include:

- Strong professional skills and knowledge
- Integrity
- Small business orientation
- Engaging and creative
- Positive attitude
- Willing to listen
- Team member and advisor





Selecting the right professional advisor will not only provide advice and consistency to help your business succeed, but they can also be instrumental in identifying other professional team members.

To go about finding the right professional advisor, you should:

- Ask small business assistance providers
- Ask other business owners
  - Call the professional and schedule an appointment. Interview them as you would an employee. Be sure to request references.
- Look for a comfort level and confidence; confidence in their integrity, discretion, and concern for your business.

If you already have a good relationship with a banker or other professional, s/he is a good source of referral





## Selecting a business location

Location is more important to some businesses than to others. The importance of the location is determined by certain characteristics of the business.

Factors that must be considered:

- Do customers travel to the business or do employees travel to the customer?
- Is convenience a key factor in relationship to what your business offers the customer?
- Is your business offering a special product with little accessible competition?
- Will your product or service require a specific location?
- Will proximity to vendors and customers play an important role in your location?
- Are transportation, labor, utilities, state and local taxes, zoning, and other regulations critical factors to consider in your site selection?

- 
- Do traffic flow, parking and other business establishments impact your site selection?
  - How much space is required?
  - Do you need expansion capability?
  - Should you lease or buy a facility?
  - What are the terms of your lease, if leasing?
  - How is your rent determined? (Rent = cost of space + advertising)
  - What are the insurance requirements?
  - Do you understand home-based business expenses and requirements?
  - Do you understand the zoning and code requirements?
- 

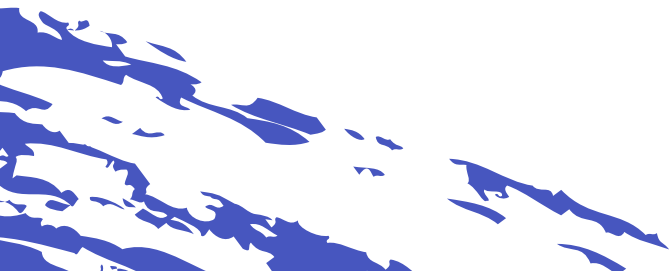


These questions represent some of the issues that need to be answered before making a business site selection. Additional questions and information may be required depending on whether your business is a service business, retail store, or manufacturing facility.

Local resources are available to assist you with your site selection.

Resources include:

- Your Chamber of Commerce
- Business Link
- Economic Development Board ([www.ncedb.com](http://www.ncedb.com))
- Commercial real estate brokers
- Your SBTDC business counselor ([www.sbtdc.org](http://www.sbtdc.org))





## Minimizing your risks

Risks abound in the business world. As an entrepreneur, you will want to protect your interest and minimize your risk from the beginning. The time to address these important issues is during the planning stage. Advice of professionals in accounting, insurance, banking, and law will help you make decisions to minimize your risks and to identify your best protection options.



## Insurance protection

Insurance protection is an important consideration in minimizing risk, and if this isn't enough incentive, most banks require insurance as a condition of their loan. Oftentimes business owners lack expertise when it comes to insurance needs.

Basic steps in developing an insurance program are:

- Review your current coverage
- Identify your insurance needs
- Develop a plan (including the cost)
- Seek professional advice



Most businesses will require the following types of insurance:

- Fire insurance
  - Hazard insurance includes fire, wind, water and theft.
  - Fire insurance will compensate you for the loss of and damage to your business property by fire.
  - Liability insurance will help protect you against suits for physical damages to someone on your property and for liabilities arising for the use of the products or services your company sells. Other protections: directors, crime (robbery, burglary, employee vandalism), business interruption, key person.
  - Auto insurance, either private or business, is required by law for any vehicle used for business purposes. Before buying any insurance, consider the risks that should be covered, compare costs from the different companies, and get professional advice from an insurance agent.



Depending on the type of business you are starting, other coverage you may need includes:

- Business interruption insurance
- Crime insurance
- Group life insurance
- Key man insurance
- Disability insurance
- Bonding



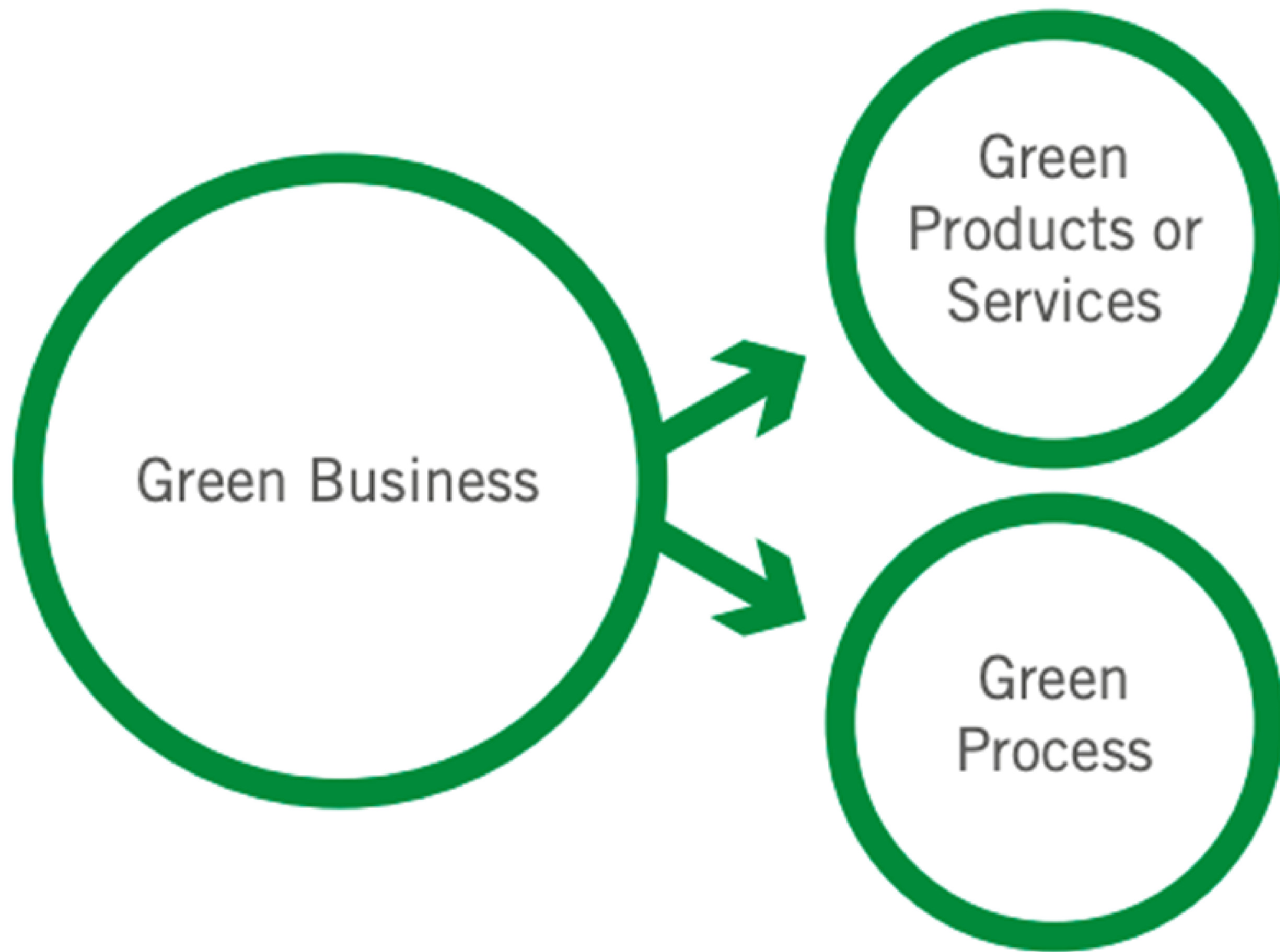





## What is green business?

The concept “green business” is composed of two elements – “green” and “business”. As all business, green business is about making money. But “green” means doing so while sustainably harnessing opportunities that nature holds, and without harming the environment. Green business can be defined from two perspectives: one relates to the output in the form of green products or services, while the other relates to the process of an economic activity. This means entrepreneurs can enter into the “green” business sector by either providing environmentally friendly products or services or through an environmentally friendly process or with the help of clean technologies which reduce any negative effects of the business.








While a step-by-step approach of gradual greening is usually most practical, ideally, as the business matures, both its outputs as well as processes should become green.

Renewable energy company: A company involved in the manufacturing, installation and servicing of solar panels to generate electricity instead of generating it from non-renewable sources. ...

Or, green businesses may operate in “standard” sectors offering mainstream products and services, but may still be green because of the operational choices they have made:





Hair salon: A hair salon that uses dyes and styling products made of organic substances; has installed solar panels to provide electricity for the operation of equipment; and has procured second-hand furniture and equipment.

Clothes manufacturer: A clothes manufacturing company that uses organic cotton and dyes as raw material; that filters its waste-water in a way that it can be partly re-used for irrigation; and that has installed LED-lights.



In terms of greening processes, there are many dimensions of operations that should be considered. The main pillars of greening processes in businesses are outlined below:

- **RECYCLING AND WASTE REDUCTION** – Reduce • Reuse • Recycle • Separate waste • Dispose in a suitable way
- **ENERGY AND WATER CONSERVATION** – Save heat and electricity • Save water • Use efficient equipment • Use only when needed • Source from renewable sources



- POLLUTION PREVENTION – Use low emission equipment • Operate efficiently • Use degradable materials
- GREEN PROCUREMENT – Procure environmentally sustainable and local materials/products • Choose suppliers that try to be environmentally friendly
- GREEN DISTRIBUTION – Avoid transport to faraway places • Use the most sustainable method of transport • Choose distributors that try to be environmentally friendly
- DECENT WORK – Provide productive work, a fair income, security in the workplace, social protection, voice, and equality of opportunity and treatment



You will note that while the other pillars refer to the environmental dimensions of doing business, the last pillar, “decent work”, refers to its social dimension. Because of their contribution to broader development goals as well as to guarantee business success, it is important that businesses consider both their environmental and social performance, as economic performance is linked to these. Green businesses therefore need to also provide “decent work”, that is, work that is productive and delivers a fair income, social protection and voice to workers; only that way will the business function optimally.



## **Additional advises:**



### 1. Make key decisions

The decisions you make early on can affect many areas of your business, including the licences you need, how much tax you pay and the volume of paperwork required.

### 2. Plan your business

You've analysed your idea and yourself. Next you can plan your future and see how it all comes together.

### 3. Help for your business

Find resources to help you with your business, from general business advice to finance assistance and support for your mental health and wellbeing.





#### 4. Register your business

To make it official, you'll need to register. This makes sure your business gets taxed at the right rate, avoids penalties and protects your brand and ideas.

#### 5. Prepare your finances

It's essential to take charge of your business finances and know how to manage your cash flow. It could make or break your business. If you need help, consider speaking to a financial adviser.

#### 6. Know the law

Finding out your business isn't entirely above board can cost you time and money. Start off strong by setting up and protecting your business legally. Consider speaking to a legal professional to help you along the way.

#### 7. Protect your business

You invest too much time and money in your business to lose it. Protect your investment by planning ahead.



## 8. Prepare for tax

Getting on top of your taxes now can make things easier in the long run. It can help you avoid penalties and make sure your business is taxed at the correct rate.

## 9. Set up operations

Setting up your business operations properly will save you trouble in the long run, and give you more time to focus on running your business.

## 10. Market your business

Promote your business and brand to your target audience to grow your customer base.





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