



ENVISIO PROJECT

Empowering New Ventures in Sustainable Initiatives, Opportunities, and Networking for the Development of Deaf Entrepreneurs

Project Number: 2023-2-IT03-KA220-YOU-000181066

Training Programme 3: Marketing and Branding for Green Business Entrepreneurs

Create Your Green Marketing Mini-Plan!

This worksheet is designed to guide you in building your green business marketing strategy. You will reflect on your product's value, identify your target audience, and apply green marketing principles to create a simple and clear brand message that resonates with eco-conscious customers.

You can choose to:

- **Submit your answers to your mentor to receive real-time feedback and support.**
- **Download the activity sheet if you would like more time to reflect and develop your ideas at your own pace.**

Exercise 1: Define Your Green Product or Service

Describe what you're offering.

- What is the environmental benefit?
- How does it differ from non-sustainable options?

Hint: Think about design, materials, or disposal.

Exercise 2: Identify Your Target Green Consumer

Who are your ideal customers?

- Are they Behavioral Greens, Think Greens, or Potential Greens?
- What values do they care about?



Exercise 3: Apply the 7Ps of Green Marketing

Complete the table below by filling in each section of the marketing mix for your business.

- Product: What makes it sustainable?
- Price: What will it cost and why?
- Place: Where will it be sold?
- Promotion: How will you communicate?
- People: Who will deliver the value?
- Process: What makes your delivery green?
- Physical Evidence: What will prove your green claims?

Exercise 4: Competitor Analysis

Identify 1–2 competitors.

- What do they do well?
- How will your brand stand out?

Exercise 5: Green Brand Message

Write a 2–3 sentence statement explaining:

- What your business stands for
- How it supports sustainability

Bonus Exercise: Visual Identity

Sketch or describe a logo, colors, or packaging concept that reflects your values.

Additional Tips:

- **Stay curious! You can research industries, trends, and success stories that inspire you.**
- **Build a support network. How? Connect with mentors, peers, and community organizations that can offer guidance.**
- **Always celebrate the small wins! Every step forward is progress so acknowledge your growth as you go!**

Thank you for taking the time to reflect on your entrepreneurial journey through this self-assessment. By stepping into the world of problem-solving, innovation, and sustainability, you are already making an incredible commitment to shaping a better future; for yourself, your community, and the planet.



Co-funded by
the European Union

ENVISIO The ENVISIO logo icon, which is a stylized green leaf or plant symbol.

Remember, every great idea starts with a spark of imagination and the courage to act on it. Challenges may arise, but resilience and creativity will see you through. Keep believing in your vision, stay curious, and trust that your efforts will make a meaningful impact. The journey of a thousand miles begins with a single step. Let this be yours!

You've got this!