

PROMOBIZ: FINAL RECOMMENDATIONS

Summary Data:

Total Ideas Evaluated: 15

Country of Ideas: Italy (8), Spain (3), Belgium (1), Portugal (2), Unidentified (1)

Sectors Chosen: Resource Savings (3), Food (5), Mobility (3), Clothing (4)

Summary of Evaluated Ideas:

1. *Castro Manitas SL (Resources)*

Strengths: Addressing SDGs 3, 4, 12. Focus on home repair, remodeling, and installation with projected financial expansion.

Weaknesses: Limited discussion on scalability and market positioning.

2. *3DiBio (Resources)*

Strengths: Aligns with SDGs 9, 11, 12. Introducing 3D printing for sustainable housing construction.

Weaknesses: Lack of detailed scalability plan and potential regulatory challenges.

3. *AMODIÑA VAI (Resources)*

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Strengths: SDGs 9, 11, 12. Promotes local culture, sustainable farming, and community engagement.

Weaknesses: Challenges in obtaining location permits and expanding land availability.

4. Auranne (Mobility)

Strengths: Addresses SDGs 12, 13. Introduces electric vehicle conversion service, promoting sustainable mobility.

Weaknesses: Limited discussion on scalability and regulatory compliance.

5. ESSCA Clothing Rental (Clothing)

Strengths: Aligned with SDGs 9, 11, 12. Promotes sustainable fashion and circular economy practices.

Weaknesses: Challenges in consumer awareness and behavioral change.

6. GreenDelivery (Mobility)

Strengths: Contributes to SDGs 11, 12, 13. Offers zero-emission delivery service with sustainable packaging and transportation.

Weaknesses: Initial challenges in market education and regulatory compliance.

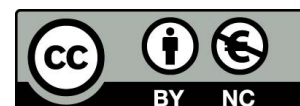
7. Food Cycle Bank (Food)

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Strengths: Addresses SDGs 2, 12. Reduces food waste and promotes resource efficiency through food redistribution.

Weaknesses: Potential logistical challenges and need for scalability.

8. StileModa&Acconciature (Clothing)

Strengths: Focuses on sustainable fashion and energy-efficient practices.

Weaknesses: Limited discussion on market positioning and scalability.

9. Beauty that takes care of you, Well-Being that Transforms

Strengths: Aligned with multiple SDGs. Promotes sustainable beauty products and practices.

Weaknesses: Challenges in accessing raw materials sustainably and ensuring consistent ESG practices across subsidiaries.

10. Alta moda da mary (Clothing)

Strengths: Promotes sustainable fashion and renewable energy practices.

Weaknesses: Financial and bureaucratic challenges in business establishment.

11. Buka Restaurant (Food)

Strengths: Introduces Nigerian cuisine and emphasizes affordability.

Weaknesses: Initial financial constraints and need for market positioning.

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12. Bar e Pasticceria (Food)

Strengths: Focuses on energy and water-saving practices.

Weaknesses: Limited discussion on market differentiation and scalability.

13. Melissa Rolin (Food)

Strengths: Offers specialized sustainability training for the gastronomic and hospitality sectors.

Weaknesses: Challenges in market acceptance and financial sustainability.

14. Valente Oliveira (mobility)

Strength: The proposal highlights the potential economic and social benefits of the initiative. By creating employment opportunities at various skill levels and promoting inclusivity, the project contributes to economic growth and societal well-being. Additionally, the focus on reusing existing materials and reducing water consumption underscores the project's commitment to responsible resource management, further enhancing its sustainability credentials and positive societal impact.

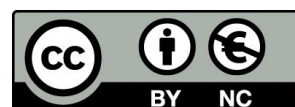
Weakness: While the concept of converting combustion engine vehicles into electric ones is impactful, it's noted that similar initiatives have been explored elsewhere. The proposal acknowledges that the idea is not entirely new and that its implementation in Portugal is currently limited. Therefore, there may be challenges in standing out in a crowded market and overcoming existing barriers to adoption, particularly without significant innovation or differentiation strategies.

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15. Pasta e Fish (Food)

Strength: It promotes a healthy and sustainable approach to food by using fresh, high-quality ingredients and providing access to clean drinking water. This not only ensures the well-being of customers but also contributes to environmental sustainability.

Weakness: the risk of execution challenges in delivering diverse culinary experiences while maintaining consistency in quality. Introducing a wide array of food specialties from different cultures requires not only sourcing diverse ingredients but also ensuring that each dish meets the restaurant's standards for taste and presentation.

PROMOBIZ Recommendation

By following these recommendations, aspiring entrepreneurs can develop and implement environmentally responsible business ideas that not only contribute to sustainable development but also generate positive social and economic impacts.

- Prioritize entrepreneurial ideas that address urgent environmental issues and positively contribute to sustainable development goals.
- Conduct in-depth market research to understand consumer preferences, market trends, and regulatory requirements related to sustainable practices.

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- Seek innovative solutions in products/services to differentiate from competitors and creatively address environmental challenges.
- Foster partnerships with organizations, suppliers, and stakeholders that share similar values to enhance credibility, broaden networks, and access necessary resources.
- Emphasize transparency in operations, supply chains, and environmental impact assessments to build trust with customers and stakeholders.
- Commit to continuous improvement in sustainability practices through regular assessments, feedback mechanisms, and adaptation to changing environmental conditions.
- Engage with local communities and involve them in the decision making process to ensure the business aligns with their needs and concerns.
- Promote education and awareness campaigns to inform customers and employees about the importance of sustainability and encourage responsible consumption habits.
- Stay informed about evolving regulations and standards related to environmental sustainability to ensure compliance and mitigate legal risks.

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- Balance environmental goals with financial viability by exploring cost effective sustainability measures and identifying sources of funding or incentives for eco -friendly initiatives.
- Ensure that entrepreneurial endeavours align with the United Nations' Sustainable Development Goals (SDGs) framework. Incorporating SDGs provides a globally recognized roadmap for addressing environmental and social challenges, enhancing credibility, and demonstrating commitment to sustainable development.
- By integrating SDGs into business strategies, entrepreneurs can contribute to broader global efforts, attract socially conscious investors, and foster partnerships with organizations working towards similar objectives. Moreover, referencing SDGs facilitates monitoring and evaluating the impact of business initiatives, enabling continuous improvement and accountability in achieving sustainable development outcomes.

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