



## **Green New Home: Where Adult Education Meets Sustainable Entrepreneurship**

Green New Home is an Erasmus+ Adult Education project built around a straightforward question: what do disadvantaged adults, particularly migrants and refugees, actually need to become sustainable entrepreneurs?

The project brings together six organisations from six countries: Internationaler Bund (IB) in Germany as coordinator, Danmar Computers in Poland, InnoEUsphere in Cyprus, KAINOTOMIA in Greece, LAND in Italy, and SUSIC in Spain. Each partner contributes distinct expertise in adult education, social enterprise, sustainability, digital tools, and skills development.

### **Research first**

Before developing a single training module, the partnership carried out a three-stage research process to define the core competences and skills migrants and refugees need to succeed as sustainable entrepreneurs. This involved consulting practitioners, educators, employers, and stakeholders across all partner countries.

The findings pointed to something important. The challenge is not a single skills gap. It is an integration problem. Financial literacy matters, but only when connected to understanding local systems and building confidence to navigate them. Green transition knowledge matters, but only when tied to real livelihood opportunities. Digital skills matter, but only when embedded in tools people will actually use. Learners' lives are not compartmentalised, and their training should not be either.

This research became the project's first deliverable: a comprehensive competences framework that maps how different skills, values, and motivations connect in practice. Every training activity the partnership develops flows from this framework.

### **Building tools that serve learners**

With the competences framework established, two major tools are now in development.

The Assessment and Training Space (ATS) is an online platform where learners can assess their current skills against the defined competences and access targeted training. The platform is designed for flexibility: learners progress at their own pace, according to their individual starting points and needs. The training content covers six modules: Financial and Business Planning, Legal and Administrative Literacy, Green Transition, Sustainable Digital Transition, Personal and Cultural Development, and Entrepreneurship and Marketing Skills. Each module combines microlearning units, practical examples, reflection exercises, and interactive assessments.

The Personalised Strategy Maker is a mobile application that helps learners move from learning to doing. Users develop their own strategy for launching or managing a sustainable business, set milestones, and track their progress over time. The app supports continuous

self-reflection and long-term goal setting, so that training translates into real action beyond the learning environment.

## Validating content with the people who know

Good training materials are shaped by the people closest to the realities they address. The partnership runs Stakeholder Advisory Committee (SAC) meetings regularly, bringing together professionals from migrant integration, sustainable business, education, government, and academia across partner countries.

These are working sessions. Stakeholders review training content, question assumptions, and flag gaps. Their feedback directly shapes module content, language, examples, and pedagogical choices. The current SAC round focuses on the six training modules in their developed form, with stakeholders assessing relevance, adequacy, clarity, and practical applicability.

This iterative process is central to how the partnership works. Content improves because it is tested against multiple professional perspectives, not finalised behind closed doors.

## What the partnership is learning

A few things stand out at this stage of the project.

Integrated training works better than isolated modules. When financial skills connect to cultural confidence, when digital tools connect to real business goals, when green knowledge connects to livelihood security, learners engage differently. The competences framework captures this, and the training content reflects it.

Cross-national collaboration is slower than working alone, but it catches blind spots earlier. When adult educators, sustainability practitioners, social enterprises, and skills development specialists all contribute to the same materials, assumptions get challenged before they become problems.

Stakeholder validation is most effective when it is regular and when feedback visibly changes the next version. Practitioners engage more deeply when they see their input taken seriously.

## Looking ahead

The project runs until October 2026. In the months ahead, the partnership will finalise the ATS platform, complete the Strategy Maker app, and continue refining training content based on stakeholder feedback. Each deliverable builds on the competences framework and on the collective expertise of six organisations working across six countries toward a shared goal.

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