

The competencies and skills of



The three-stage research by Green New Home identified key skills for sustainable entrepreneurship.

Financial and Business Planning

Financial literacy

Business plan development

Strategic development



Legal and Administrative Literacy

Understanding the legal framework

Navigating bureaucratic procedures

Understanding labour, tax, and business regulations



Green Transition

Knowledge of circular economy and green practices

Awareness of green regulations and ESG standards

Integration of sustainability in business planning



Sustainable Digital Transition

Use of digital tools for sustainability and business

Social media management for visibility

Digital innovation and communication



Personal and Cultural Development

Language proficiency and intercultural communication

Problem-solving and resilience

Continuous learning, adaptability, and trust-building



Entrepreneurial and Marketing Skills

Marketing and branding

Pitching and presentation skills

Strategic networking and visibility

