

**MAKING GREEN JOBS A REALITY  
IN THE EURO-MEDITERRANEAN TERRITORIES”  
Florence, 3 - 4 March 2016**

**“EGREJOB LEGACY: PRACTICES AND VALUES**

**3 March 2016**

***Venue: Educatorio del“Fuligno”***

***Via Faenza n. 48***

***Firenze***

**09:00 – 09:15** Welcome by **Laura Righi, Egrejob Project Manager (Tuscany Region)**

**PARALLEL SESSION 1 - START-UP LABS**

*The session aims at generating feasible, sustainable and innovative start up ideas. The presence of the signatories of the Green Job Charter will be the occasion to foster the meeting of economic and institutional actors with young professionals.*

<b>09:15 - 09:30</b>	<b>Lab path explanation - <i>Francesca Tracò (Cittalia) and Stephane Ruiz (Agencia IDEA)</i></b>
<b>09:30 – 10.00</b>	<b>Elevator pitch (2 minutes per pitch) (30 students in 6 teams)</b>  Every young professional will present project ideas that will be voted by the audience. The teams will be shaped around the most voted business ideas.
<b>10:00 - 11:00</b>	<b>Developing a business idea</b>
<b>11:00 - 12:00</b>	<b>SWOT analysis and strategy definition</b>
<b>12:00 – 13:00</b>	<b>Demand analysis</b>
<b>14:00 - 17:00</b>	<b>Marketing plan</b> (product, price, promotion, place, people, process, physical environment)
<b>17:00 – 18:00</b>	<b>HR plan</b>
<b>18:00 – 19:00</b>	<b>Some financial elements</b>

## PARALLEL SESSION 2 “ THE EURO-MEDITERRANEAN EGREJOB GREEN JOBS CHARTER”

*This parallel session intends to facilitate collaboration among the signatories of the Green Jobs Charter, to discuss the actions to be carried out according to the contents of the Charter, to draft a common Action Plan that will define the future activities to be carried out beyond the end of the project. How can we put the Charter into practice? The participants, divided in Working tables, will be invited to confirm or modify the organizational model of the Charter and will commit to give visibility to the process and hosting promotional actions.*

09:15 -09:30	<b>Presentation of the Green Job Charter and of the Working Tables</b>  The group work aims at defining the future awareness and engagement activities of local partners. The objective of the session will be the drafting of an Action Plan of the Green Job Charter.  ➤ <i>Massimo Allulli and Simone d’Antonio (Cittalia)</i>
09:30 -11.00	<b>Presentation of Actions</b>
11:30 – 13:30	<b>Presentation of Actions</b>
15:00 - 17:00	<b>Working Table 1: Internal Actions</b>
15:00 - 17:00	<b>Working Table 2: External Actions</b>

## PLENARY SESSION

19:00 - 19:30	<ul style="list-style-type: none"><li>- One short presentation (pitch) for each start up project</li><li>- One short presentation for each working table on Green Job Charter</li></ul> ➤ <i>Moderator: Laura Righi (TuscanyRegion)</i>
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### **BREAKS**

**Coffee Breaks 11:00-11:30 and 16.30 -17:00**

**13:30 – 15:00 Lunch**

**21:00 - Dinner**