

WORKSHOP

Green entrepreneurship: needs and opportunities in youth education & the Virtual Green Entrepreneurship Ecosystem

This 3-hour LTTA session focuses heavily on the intersections of youth education, modern sustainability initiatives, and green entrepreneurship. Participants will learn about pedagogical approaches to green business models, analyze the educational needs of today's youth regarding ecology, and take part in hands-on testing of the beta version of the custom-developed Virtual Green Entrepreneurship Ecosystem (VGEE) digital platform.

📄 Certification Note: Full attendance and active participation in this workshop will be certified by the organizing committee.

About the GEFY Project

The Green Entrepreneurship for Youth (GEFY) project is a European initiative under the Erasmus+ program, designed to address the urgent need for environmental sustainability and eco-conscious innovation among young people. By bridging the gap between youth education and environmental responsibility, GEFY aims to equip the next generation with the entrepreneurial mindset, tools, and digital platforms required to launch sustainable business ventures.

Relevance of the LTTA Session

Learning, Teaching, Training Activities (LTTAs) are vital milestones within Erasmus+ partnerships. They serve as a collaborative space where international partners, educators, and youth workers can cross-examine research, align pedagogical methodologies, and evaluate intellectual outputs in real-time. This specific LTTA session acts as a crucial testing ground for the project's digital hub, ensuring that the educational frameworks developed are practical, impactful, and ready for deployment.

Enrolment

You can join the LTTA Workshop by filling in the next survey:

<https://forms.office.com/e/jB9cNnRRxy>

Program

Date: July 3rd

Duration: 3 Hours (09:30 – 12:30)

Time	Session Topic	Presenter(s)
09:30 - 09:45	Green Entrepreneurship for Youth	José Badia / Pau Sendra / Yücel Kamar
09:45 - 10:00	Education for Entrepreneurship	Lola Garzón
10:00 - 10:15	Education for Sustainability: the Greenversity approach	José Badia
10:15 - 10:30	Sustainable entrepreneurship	Pau Sendra
10:30 - 10:45	Needs for education in Green Entrepreneurship	Pilar Serra
10:45 - 11:00	A proposal for training in Green Entrepreneurship	Pau Sendra
11:00 - 11:30	<i>Coffee Break</i> ☕	<i>Sweet Networking</i>
11:30 - 12:15	Testing of the Virtual Green Entrepreneurship Ecosystem (VGEE) platform	Onur Yilmaz
12:15 - 12:30	Conclusions and Wrap-up	José Badia

Venue

Location

Espai Vives

Universitat de València

Avinguda de Blasco Ibáñez, 23, 46010 València, Spain

<https://www.uv.es/espai-vives-uv/en/espaivives-uv.html>

How to Get There

Espai Vives is located at the heart of the Blasco Ibáñez Campus, easily accessible via Valencia's public transit network:

- **By Metro:** Take Line 3 or Line 9 and exit at the Facultats station. From there, the venue is just a short 3-minute walk.
- **By Bus (EMT):** Several bus lines service the area directly. Lines 31, 71, 79, 81, and 93 stop right along Avinguda de Blasco Ibáñez near the venue.
- **By Valenbisi (Bike Share):** There are multiple bike stations directly outside the university faculties lining the main avenue.

Speakers

Dr. José Badia

Associate Professor and academic responsible of sustainability-driven projects at the Universitat de València. Specialized in green initiatives and sustainability within higher education, he has been an anchor figure in cross-border European educational projects. Dr. Badia also co-leads the Greenversity Erasmus+ Project, focused on the implementation of Green Competences within High Education Studies.

Dr. Pau Sendra Pons

Assistant Professor in the Department of Accounting and Finance at the Universitat de València. A passionate advocate for youth innovation, his research heavily targets entrepreneurial fundraising, crowdfunding, and integrating ethical and humanistic frameworks into business. He also serves as an Innovation Coordinator at the Faculty of Economics and is trainer of the Office for Entrepreneurship UVEmpren at Universitat de València.

Dr. Yücel Kamar

International Relations Director & Erasmus+ Institutional Coordinator Head of Foreign Trade Program in English Istanbul Gedik University (IGUN), Istanbul, Türkiye. Yücel Kamar possesses extensive professional experience in the finance sector, having started his professional career in 2004 and served for ten years in various roles, including managerial positions involving strategic planning, financial analysis, and organizational leadership. He leads the Erasmus+ KA220-YOU GEFY – Green Entrepreneurship for Youth project and coordinated the university's submission of a total of 28 Erasmus+ KA2, Capacity Building, Jean Monnet Module, and Jean Monnet Centre of Excellence project applications in 2025 and 2026.

GEFY Project: Green entrepreneurship for youth

Project reference: 2024-2-TR01-KA220-YOU-000284675, co-funded by Erasmus+ program

Dr. Pilar Serra

Full professor, former vice-president of Sustainability. Her work within the GEFY project focuses on analyzing instructional needs to create optimized, modern pedagogical profiles for youth educators. Dr. Serra also co-leads the Greenversity Erasmus+ Project, focused on the implementation of Green Competences within High Education Studies.

Dr. Lola Garzón

Full Professor in the Department of Business Management and currently serves as the Academic Director of UVemprén (the entrepreneurship hub at the Universitat de València). Her research specializes in social entrepreneurship, value co-creation, and sustainability. She frequently manages regional and European projects aimed at cultivating an entrepreneurial mindset in academic environments.

Mr. Onur Yilmaz

Director of the Digital Transformation Office of Istanbul Gedik University. With more than 15 years of professional experience, he specializes in digital transformation, innovation, and emerging technologies. He has worked on European Union, national development, and international cooperation projects, supporting organizations in their digital transformation journey. His current focus is on Artificial Intelligence, Large Language Models (LLMs), and the practical use of AI in organizations.