

Module 3: Initiative and Entrepreneurship

Recap

Congratulations on reaching the end of this module. Now let's review everything you have learned!

3.1 Understanding Creativity and Idea Development

3.2 Turning Ideas into Action

3.3 Making a Plan

3.4 Dissemination and Visibility of actions

- **Creativity:** The ability to produce or use original and unusual ideas.
- **Project Management:** Features a lot of moving parts which should be tackled in order of urgency. One great way to plan is by setting **SMART** goals:



· **Financial Planning** should take income, costs, and potential future risks (among others) into account.



· **Green marketing:** developing a sustainable promotional campaign for a business or project with a green focus.

A key to effective **Risk Management** is the creation of a roadmap. To create a risk roadmap, arrange potential risks in order of severity as well as by how likely they are to occur.

