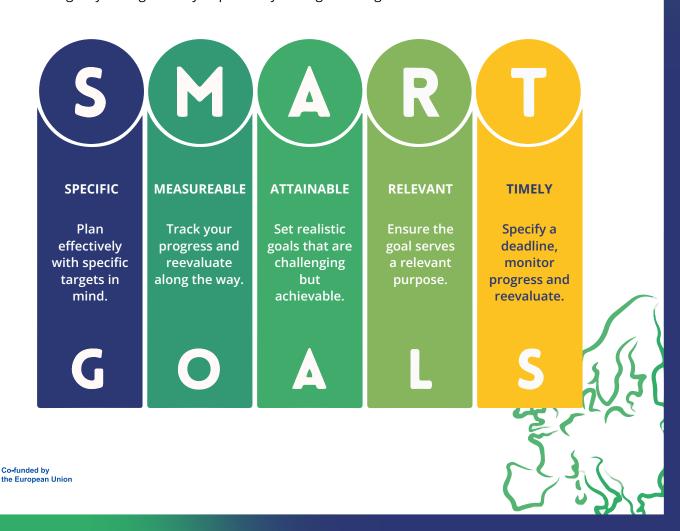
Module 3: Initiative and Entrepreneurship

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:

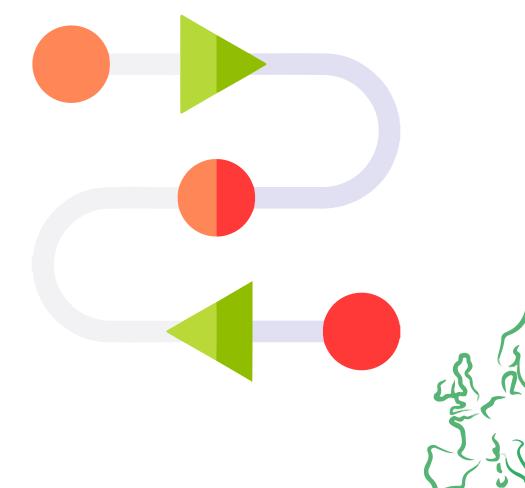


• Financial Planning should take income, costs, and potential future risks (among others) into account.



• **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.



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