

# Let's start the show

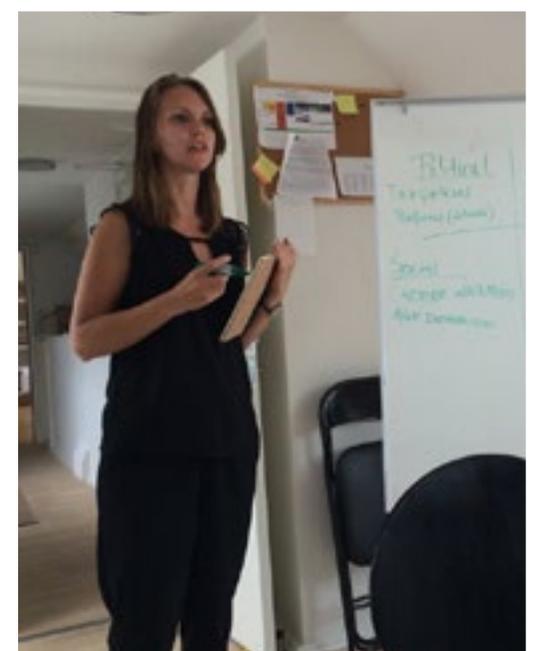
The Eco-Hub project was launched with meetings on Malmö and Humlebaek



On July 13th 2016, the Eco-Hub contract got accepted and the Danish National Agency showed green light for us to proceed with the planning of the implementation of project activities. Once the project was set in motion, partners started to contact potential collaborators and hurry initiating the future plans.

In the meeting held in the headquarters of Crossing Borders in Humlebaek with Swideas, the main goal was to revise the timelines, possible collaborators and valuation process of the wished value of the Eco-Hub project.

An important step towards was to begin with mapping of established eco-entrepreneurs in all partner countries. Over 60 companies and organisations have been identified in the Great Copenhagen region. Most companies and organisations can be found in consumer markets but never the less business-tobusiness is an other important market area.



In Kalevan lukio, the group met for the first time on October 6th. We were happy to receive Sanna Nevala, who has worked as a volunteer in Eco-social innovation projects in Tanzania. Sanna held a workshop for us, which followed the notion of ecological innovation: we had to find completely new uses for everyday items. We joined forces with a collaboration between Kalevan lukio, the upper secondary school Tampereen yhteiskoulun lukio (TYK) and the



local newspaper Aamulehti around active citizenship initiated last spring. This collaboration will bring us publicity and allow pupils from TYK to participate in our project. Through Seututarjotin, all upper secondary school pupils of the region can enroll for this project at Kalevan lukio. In this way, our project can reach a larger audience.

An interview request to the company Coreorient led to a proposal of cooperation. We received the opportunity to test and develop a new solution together with the company, which allows people to engage in voluntary work easily through an application called Talkootori. We are applying for funding from the Hundred- foundation with the project name Nuoret Apuun.

Swideas came out i.a. with developing the business support program called IO3. These guidelines for eco-entrepreneurship business will soon be carried out online as well as during the project in the form of seminars using creative tools of education in Swideas headquarters in STPLN in Malmö.