

En el Módulo 4 te introducirás en el ámbito de la Economía Ecológica y de lo que los Negocios Ecológicos puede significar.

(1) Lee las siguientes diapositivas como introducción a los términos **Economía Ecológica** y **Negocio Ecológico**:



*Module 2 – Orientation in the field of Green Economy*

## ***Green Economy & Green Business***

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



(2) Descubre más sobre las **tendencias** actuales y los **beneficios** de la Economía Ecológica en las siguientes diapositivas:



*Module 2 – Orientation in the field of Green Economy*

## ***Trends and Benefits of the Green Economy***

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



(3) Mira este video de presentación PowerPoint sobre las diferentes posibles **maneras de ecologizar un negocio**:

This Project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

*Module 2 – Orientation in the field of Green Economy*

**Opportunities of  
greening business processes**

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

(4) Echa un vistazo a las siguientes diapositivas PowerPoint referentes a la herramienta de clase elegida para el equivalente del currículum – el **Análisis PESTEL**:

*Module 2 – Orientation in the field of Green Economy*

**Lesson Tool: PESTEL Analysis**

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

(5) **Ejercicio:** Redacta tu propio Análisis PESTEL. Elige una empresa y complete el Análisis PESTEL para esta empresa.

Después, súbelo aquí: \_\_\_\_\_ [approx. 30 min.].

(6) Echa un vistazo a las siguientes diapositivas PowerPoint con **información sobre oportunidades financieras** para start-ups y jóvenes emprendedores:



## *Module 2 – Orientation in the field of Green Economy*

### ***Information on Financial Opportunities***

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



(7) Abajo encontrarás una hoja con **información adicional sobre oportunidades financieras** para negocios ecológicos: