



1.GROWing the eco-village

Goal

What do you want to tackle?

- promoting eco-lifestyle
- raising awareness on sustainability
- improving rural area tourism
- incorporating technology in rural areas (network service and wifi with a partner like AI, Telekom, Vodafone etc.)
- influence people to make responsible decisions
- show it that is possible to live sustainably
- making an impact
- income
- employment

What is the aim?

- make eco-village more touristic
- share the local culture
- grow own food in a garden (vegan/vegetarian lifestyle)
- breeding chickens

What does it look like?

-We achieved our plan according to our achievement indicators in different parts of the village. We will have previously made a grading system with different indicators of success and every 4 months we will try to achieve more points. We will have grading points which will mean that we will need to have more than 70% of the total amount to say that we achieved our plan and we are doing good.

What will success look like?

- good feedback

- the village is fully operational
- happy faces

How to measure it?

- internal (managers/employees) and external (visitors) grading system
- feedback
- statistics
- forms
- income
- partnerships
- followers on social media

What would be the best use of it?

- education for sustainable lifestyle
- reconnecting with nature

GOALS:

- S-pecific
- M-easurable
- A-chievable
- R-ealistic
- T-ime based

Reality

(best practices)

What is done so far by now?

- Global network

<https://ecovillage.org>

- European

<https://gen-europe.org>

- Sieben Linden- eco-village in Germany

<https://siebenlinden.org/en/start-2>

-Montpont-en-Bresse, France

https://www.worldpackers.com/positions/27260?fbclid=IwAR0mbqKGhrYg-QPVC1b9l3nxg5DIj8UDXYE6J7jIJ-Bqfe8_7lw6vLQfObU

-Berat, Albania

https://www.worldpackers.com/positions/15032?fbclid=IwAR3s-8_OzP1nicsgGxPP7J3prNsJwVaZhgbAZ7eOs8qYwyj8TvyLrFNH-XQ

-Nijmegen, Netherlands

https://www.worldpackers.com/positions/11210?fbclid=IwAR1-4V_LXaVNZWZ-Qu59ToICh4vConN3IpD6-VaD8-niCFE6jtRcmVr7q

How to progress on a real scale?

-analyzing statistics

*number of visitors

*the time people spend

*are they enjoying their time there

How does this impact society and me?

-improving the mood and the well-being

-appreciation for the nature

-cultivating better, long term beneficials skills and habits

-reducing the ecological footprint

If nothing changes, what to do?

-learn from the mistakes

-reconsider the methodology, space, human resources, visitors target groups

-backtrack and evaluation

-understand what went wrong

-go deeper into the problem

What will stop me from moving onwards?

-realization of bad experience for both hosts and visitors

-lack of fundings

-lack of interest

-lack of support from the local and also national government

-pandemic

-uncontrollable circumstances

How to handle problems?

-consultants

- insurance
- rationality
- mindset (open mindness)
- dividing tasks
- standard scale to address a problem
- partnerships
- first aid kit
- fire distinguishers and anti-smoking system
- periodic check on the village (furniture, buildings, surroundings)
- securing the territory (wildlife protection)
- safe from harm policies

Options

(stimulating reflection in 3D past present and perspective for the future)

One year before the opening we will finish the fundings.
Detail explanation of the process.

What ideas & alternatives can support us?

- network with the other local or European eco-villages
- cooperation with the government
- cooperation with similar ideas (entrepreneurships)
- Erasmus+ exchanges

What else could we do?

- improve the business plan gradually every year
- planting trees
- divide the bigger idea of the village into smaller parts (e.g. center or maybe even just a house/cabin) and execute them gradually
- incorporation of more technology (solar panels, dynamo bicycles producing energy, compost...)

What actions are in a similar context?

- eco-organizations actions
- cultural tourism

What if:

MONEY (fundings)

1. For start

- donations: local community, municipality, local eco-friendly businesses
- partnership: municipality, scouts, NGO (YAK as an example) other Eco villages in the world,
- sponsors: Government, municipality
- fundraisings: on social media

2. Working village

- different types of tickets
- selling excess energy/goods/food products
- selling crafts
- doing workshops
- donations
- tips
- accommodation

TICKETS

Plantable ticket with seed inside, with an animal/plant drawing on it.

Price: depends on the location of the village

Types of tickets:

- child: 0 to 7 is free, 8 to 18 is 60 MKD
- student: 60 MKD
- adult: 100 MKD
- pensioner: 40 MKD
- disabilities: free
- group: to be considered a group you need to be at least 4, 50 MKD each

Entering the eco-village as a visitor:

The entrance ticket is a tree seed and they can plant it during their visit and name it.

That will be a motivation to come back and see how the plant is doing.

Alternative: Visitors can also buy handmade pottery with soil and plant their ticket wherever they want.

The regular courses will be done by the employees and there will be different kinds of tickets for that.

By Employees we mean:

- The different managers
- Construction workers (pre-establishment)
- Volunteers: scouts, motivated local people (preferably youth), volunteers of collaborating NGOs
- Accountant
- Cleaning service (if needed)

- Admin
- Ground workers/gardeners

Special courses will be held two days per week by specialists on different topics.

Guests who want to stay night(s) over can rent a room (rural accommodation). Together with the ticket, they can buy the entrance to the courses.

Keep in mind:

- capacity
- skills
- team
- time

What are your alternatives?

- Health issues: first aid kit will always be ready. We might think about adding a small Infirmary(hence say a doctor and/or nurses).
- Natural disasters: build the village only on safe soil. In any case we will have savings (from income and donations) which purpose is to be used in case some rebuilding is needed.
- Visitors not respecting green policies, the eco-village or other visitors: they will be approached by the managers so as to be recalled to abide by the rules. If they insist on misbehavior, they will be asked to leave the village and their name will be added to a blacklist of undesired persons.
- Something doesn't work properly and it endangers the safety of the eco-villagers: immediate isolation of the problem and contacting the individual responsible for its working.

What works/worked?

We take best practices from Sieben Linden (german eco-village). It works because it's a whole community (but not a business)

Can you try something out?

If the village doesn't attract people: we will act accordingly to the experiences of other eco-villages.

Example of study on ecotourism sustainability in Ghana:

https://www.youtube.com/watch?v=VN4LgRQnnwA&feature=youtu.be&ab_channel=Fanpage.it

What could enlighten you?

Other Eco-villages experience, other eco-friendly businesses Experience

If anything was possible, what to do next?

- Collaborating with a NGO which works on a European level so as to have youngsters from other countries.
- Having volunteers who want to help in maintaining the structure clean (scouts, ESC volunteers...)
- Volunteers doing courses in the village

Will

What can we commit to?

- educating people about sustainable practices
- making green life fun and attractive

Who does what?

Dino- Food program

Davide- Technoenergy program

Nikita- Water program

Nikolo- Construction program

Tandzie- Wellness program

Teodora- Crafts program souvenirs from natural materials and also recycling other materials

By when?


Start working on the making of the village by the first week of January and finish by the end of May.

Working time on a 24/6 for everybody, hence 1 free day for the managers but not (everybody in the same day)

Every morning: 10-13 AM, gardening courses and cooking lessons.

Every afternoon: 16-17:30, workout or physical activities (Endurance Courses to produce electricity through dynamo bicycles). The 'gym' area may take more time than the rest of the village to be prepared. Once ready, it will be open from 9:30 to 13 and then 15 to 19, people can go when they prefer but courses will be set depending on the request. Ideally there should be 2 courses in the morning and 3 in the afternoon. No courses on Thursdays but the dynamo bicycles area will be free of use.

What options will you pursue?

- Technology resources: implement solar panels, dynamo machines (bikes mostly) -> rely as much as possible on sustainable sources
- Growing our food: sustain ourselves as much as possible. If food is not enough (at the beginning all the plants should be planted, hence no food to eat), it must be taken from farmers/sustainable sources
- Recycling  and reuse. Produce some of our materials like vases made from the clay course and also sell them.

When will you do X by?

- Refurbishing and establishing: depending on the resources, first half of the year. Actually we calculate to finish approximately within 6 months
- Recruitment of employees
- Opening: Late Spring/Summer since we already have the space.

Trial timeline of 5 years, with evaluation every 4 months

What are your milestones?

Sustainability and self-sustaining.

Who will need to do what?

- different kinds of managers will be responsible for the different parts of the village (program, finance, IT...)
- courses facilitators (for each different part of the program)
- security
- manager of the business documentation (accountant)
- giftshop manager

What support do you need?

The guests. They are not simply coming to a hotel. Being a guest in the eco-village means personal involvement toward its maintenance.

2.TEAM (DNTies)

Team DNT

Dino

Davide

Nikita

Nikolos

Teodora

Tandzile

3.MANAGEMENT

I. Project management

Program manager (the manager of the courses and the instructors)

Food program 🥗🍓🥦

-grow (whole production process)

-cook

-eat

-compost

Crafts program 💡

-natural materials

-recycling

-reusing

-giftshop

-pottery

Water program 💧🚰🚽

- eco toilets
- compost
- hygiene
- cleaning water activities on nearby river/lake (collecting materials for the Crafts program)
- aquaponic system

Wellness program ✨☕🌱

- natural tea
- plant nutrition
- unplugging
- improving mental health
- meditation and yoga

Construction program 🛠️

- natural material
- building process
- different types of building
- energy insulation with clay and hay
- building food-growing capacities

Technoenergy program ☀️💻

- ways of incorporating the technology in a rural area
- sustainability
- communication
- eco IT solutions (Ecosia etc.)
- mobile applications for:
 - *identifying plants
 - *nutrition
 - *information about micronutrients (E-numbers...)
- wooden bench built with wood from the near forest with solar power sockets

Cultural and entertainment program 🧑🏻🧑🏻

- national dances
- folklore stories
- recycling old/ripped clothes into national dance clothes

Scavenging program 🌲🐾

- hiking
- collecting natural materials
- collecting dirt and hay

- collecting non-drinkable water for building
- coexisting with animals, for ex. donkey/horse

II. Financial management

Financial manager

Income	Costs
Tickets	Salaries for employees
Selling excess energy/goods/food products	Hygiene products
Selling crafts	Materials (pre-establishment)
Doing workshops	Bills & taxes
Donations	Safety materials(first aid kits, fire extinguisher..)
Tips	Office Materials
Accommodation	Rent
	Accommodation maintenance

III. Risk management

Everyone

- Safe from harm policy
- First aid kits
- Doctor on the site
- Fire extinguishers
- Electricity agregat
- Water containers/canisters
- Wild life protection fens

IV. Communication plan

PR manager

Using the network provided to communicate mostly by messages.

When there is no network using morse code.

V. Social media strategy

PR manager

Daily posts from the courses and the visitors.

Successful stories.

Photos during the visit.

Giveaways.

An organized and aesthetic profile.

Making deals with influencers.

VI. Human resources

HR manager

Separate worker for every sector or programme.

Security: 3-4 workers (taking shifts).

5-6 people to work with the education/courts management.

5-6 maintenance team

ce team

2 salesman for the shop

2 accommodation manager

VII. Digital resources

IT manager

-phones;

-portable computers;

-routers(network provider/distributor);

VIII. Technology

IT manager

Partnership:

-municipality (for the abandoned village)

-tourist agencies around Macedonia and also abroad

-other eco-villages

-scout groups/association

-folklore

Uniqueness:

-The little details and features of our project for example the ticket with a seed inside, eco-WiFi

-The harmony of many different aspects of sustainability i.e. not just one specific focus but a holistic one. We're dealing with educating people, using renewable energy, supporting biodiversity, recycling, creating employment, reducing waste and more.

-Addressing lots of UN SDGs at once: 2, 3, 7, 8, 9, 11, 12, 13, 15, 17

Location:

Macedonia (many abandoned villages that can be utilized)

Prilep is the biggest municipality by area in Macedonia, it's located in the Pelagonia valley and surrounded by mountains and nature. There are a lot of abandoned villages in the surrounding mountains located in nature so we would like to ask the local government (the municipality) to let us operate the abandoned houses, repair them with natural materials like they were built in the past and develop the local/rural tourism. Also the Construction program will help the eco-village to expand in the future by building more objects.

4.EXPO components

Houses for insects

Insects from the local ecosystem contributing biodiversity and food chain

Rain gardens

Taking care of our village, we will have to deal with natural unpredictable occurrences which we can use for our benefit. Some of those are storms, rains and humidity. We can use the methods of building our gardens like Rain gardens which will be able to collect the water and lower the damage.

(https://www.designingbuildings.co.uk/wiki/Rain_garden#:~:text=There%20are%20two%20basic%20types,facilitate%20infiltration%20of%20cleaned%20water)

Solar house

Roof of the venue will be fully covered by solar panels (as much as possible)

Recycling of clothes

Clothes could be up cycled in our workshops and sold together with our souvenirs
There could be pop-up vintage clothes sales once in a while

Eco plates and cutlery

Potential for a collaboration with SPLASH. Our kitchens will be no plastic zones

Ecological cooking

Promoting no food wastage, and composting “useless” food
Investing in good cooking equipment to cut costs in the long run
Cleaning the plates with only the necessary water
Mainly use of products from our garden

Green walls

Use of vertical gardens within the village with benefits such as purified air.

Saving water

Moderate use of water, reusing water e.g. using dishes water to water the grass
Having wells, harvesting rain water.

Green architecture

The construction program.

Hortitherapy

Having therapy gardens and putting them to use within the wellness programs

Open composters

A system where all organic waste is put into set-up open pits around the village

ECO Materials like toothbrush, bottles

Planting trees and cleaning places

Reduce waste of paper

5.The “green” cards addition

5 Rs

Reduce:

Unsustainable usage of materials.

Reuse:

Cultivating a culture of reuse of utensils, materials collected from the Water and Construction program.

Recycle:

Materials used for different workshops, materials collected from the Water and Construction program.

Repurpose:

Abandoned villages, materials, materials collected from the Water and Construction program.

Refuse:

Eco unfriendly companies that offer partnership.

Environmental impact

- sustainable living
- cleaner environment
- saving water
- eco education
- reducing carbon footprint
- eco buildings
- saving eco systems

Sustainability inclusive activity

Green tools

- Ecosia browsing
- negative carbon ticketing

Green policies

- Not doing business with non eco-friendly companies
- Respect the 5 Rs (Reduce, Reuse, Recycle, Repurpose, Refuse)
- Have a sustainable use of resources - using resources in a way that can easily be refilled without damaging the environment in the long run e.g. our intended use of solar energy
- Changing of mindsets: sustainability training for all employees

- Respect the local environment
- Reach the village only through eco-friendly transportation

6.Finances

COST ITEMS	MONT HS	COST	REVENUE	REVENUE EU	REVENUES-COST
Advertising/Marketing					
Employee Salaries		€450.00			
Employee Payroll Taxes and Benefits		-			
Rent/Lease Payments/Utilities		€800.00			
Post/Shipping					
Communication/Telephone		€10.99			
Computer Equipment		€800.00			
Computer Software		€5.10			
Insurance		€3,000.00			
Bank Sentke Charges		€1,017.00			
Supplies		€2,500.00			
Trawl & Entertainment					
Equipment		€2,000.00			

Furniture and Fixtures		€2,500.00			
Leasehold Improvements		€4,000.00			
Security DepotIt(s)		€720.00			
Business Licenses/Permits/Gees					
Professional Services					
Consulting					
General					
Total Cost		€17,803.09			