



NewEcoSmart

New circular and social responsible business models within Habitat sectors to revitalise rural areas



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Directorate-General for Employment, Social Affairs and Inclusion. Neither the European Union nor the granting authority can be held responsible for them.

WHAT IS **NewEcoSmart**?

A pioneering initiative to revive rural areas and empower adults 45+, SMEs and micro firms through social innovation, towards the green and digital transition. The NewEcoSmart project will equip the target group with the necessary skills to excel in their current job roles, while also assisting them in exploring new prospects within the Habitat-related sectors. The NewEcoSmart approach will be tested and validated by a cross-country network of pilot sites sited in Spain, Portugal, and Italy.

WHAT DO WE AIM TO ACHIEVE?

NewEcoSmart aims to create an inclusive social innovation approach to upskill/reskill adults aged 45 and above in rural areas, helping them adapt to the green and digital transitions in their current jobs or find new opportunities in habitat-related sectors. This initiative also promotes social entrepreneurial skills and mindsets that support the adoption of circular and socially responsible business models.

PROJECT OBJECTIVES:



Identify and address the green, digital, and entrepreneurial skills and training needs of 45+ adults, SMEs and micro firms.



Build up and deploy a digital transformation toolkit for social economy actors to uptake of social innovation, and the twin digital and green transition.



Test and validate the NewEcoSmart approach in three diverse sites, ensuring its effectiveness in promoting inclusivity and fairness in the green and digital transition across different contexts.



Expand the NES Ecosystem by inviting new stakeholders and their social innovation approaches in project communities through an open call, with potential for cross-country applicability.



Effectively share and disseminate project progress and outcomes to drive adoption beyond the project's end, promoting a shift away from linear business models in the Habitat sectors.



PROJECT PARTNERS

CETEM (Spain)

Coordinator

Almudena Muñoz

✉ a.munoz@cetem.es

🌐 cetem.es

AMUEBLA (Spain)

María Sánchez

✉ maria.sanchez@amueblacooperacion.es

🌐 amueblacooperacion.es

SHINE 2Europe (Portugal)

Carina Dantas

✉ carinadantas@shine2.eu

🌐 shine2.eu

AD ELO (Portugal)

Mónica Sousa

✉ m.sousa@adelo.pt

🌐 adelo.pt

Ayuntamiento de Yecla (Spain)

Catalina Martínez

✉ adl@yecla.es

🌐 yecla.es

UNINA (Italy)

Maddalena Illario

✉ illariomaddalena@gmail.com

🌐 unina.it

CTIC (Spain)

Ignacio Pedrosa

✉ ignacio.pedrosa@fundacionctic.org

🌐 fundacionctic.org

CEIPES (Italy)

Alessia Di Francesca

✉ alessia.difrancesca@ceipes.org

🌐 ceipes.org

FOLLOW US & SUBSCRIBE TO OUR NEWSLETTER

🌐 newecosmart.eu

 [/newecosmart](https://www.linkedin.com/company/newecosmart)