

Sustainable Business Matters: From Scratch to Pitch

Erasmus+ Project on Cyprus, Pissouri

May, 2025



What is Erasmus+?

- Erasmus+ is the EU's program to support education, training, youth, and sport in Europe.
- It offers opportunities for young people and youth workers to gain experience abroad, develop new skills, and participate in international projects.



Co-funded by the
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About the Project

**KA153YOU: SUSTAINABLE BUSINESS MATTERS: from scratch to pitch
(SCRATCH-PRO)**

**S.C.R.A.T.C.H. P.R.O. (Sustainable Creation, Resourcefulness, Adaptability,
Teamwork, Commitment, Harmony, Progress, Resilience, Originality)**

- “Sustainable Business Matters: From Scratch to Pitch” was an Erasmus+ training course held in Cyprus (May 17–25, 2025).
- Participants from 9 countries explored how to build businesses that are both profitable and socially impactful.
- The project focused on Sustainable Development Goals (SDGs), social entrepreneurship, and innovative business solutions.



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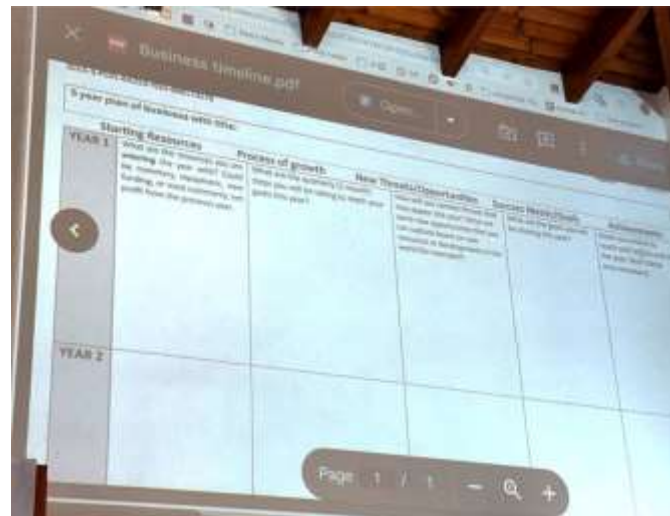


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What We Did?

- ◆ Explored the 17 Sustainable Development Goals (SDGs)
- ◆ Analyzed ecological footprints and daily habits
- ◆ Created business ideas targeting real-world challenges
- ◆ Worked in teams, practiced pitching, and collaborated across cultures



Sustainable Development Goals

17 world **Sustainable Development Goals** (SDGs). The aim of these global goals is peace and prosperity for people and the planet.



What We Learned?

- 🧠 Business tools: Business Model Canvas, MVP testing, budgeting, and marketing
- 📊 How to design meaningful, sustainable, and viable business models
- 👥 Teamwork, adaptability, leadership, and intercultural communication



Non-formal Time

Beyond the training sessions, the project included non-formal activities that helped participants bond, connect, and exchange ideas.

- ◆ We explored the beautiful town of Paphos and went hiking in the scenic area of Pissouri.
- ◆ These informal moments encouraged intercultural exchange, inspiration, and stronger team spirit.



International Evening

- International Evening is an event where participants showcase their cultures through performances, food, music, and traditional attire
- The purpose of an International Evening is to bring people from different countries together, share their cultures and traditions, and create a friendly atmosphere where everyone can learn from each other and feel part of a global family.



Key Takeaways

- 💡 Every business can make a positive impact
- 🌱 Sustainability is not a trend — it's the future
- 🎯 Clear goals and real value help turn ideas into action
- 💬 Real-world practice helped build confidence and skills



Thank You!

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