



DIGITAL AND GREEN
MARKETING IN THE DIGITAL AGE



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VIRTUAL ENTREPRENEURSHIP AND GREEN ECONOMY GUIDE





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PREWORD

This is a virtual entrepreneurship guide prepared as part of our Erasmus+ KA210 ADU project, numbered 2024-1-DE02-KA210ADU-000253719 and titled Digital and Green Marketing in the Digital Age. The guide is designed for adult educators to guide learners on virtual entrepreneurship.



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VIRTUAL ENTREPRENEURSHIP AND GREEN ECONOMY GUIDE

1. HOW TO DO COMMERCE IN A VIRTUAL ENVIRONMENT?

a) Determining Your Product/Service

- Choose a product or service that appeals to your target audience.**
- Identify niche areas by following trends (e.g., recyclable products, natural cosmetics, digital products, etc.)**

b) Ways to Open a Digital Store

- E-Commerce Sites**
- Social Media: Instagram Shop, Facebook Marketplace**
- Your Own Website: Shopify, WooCommerce (WordPress), Wix**
- Mobile Apps: Letgo, Dolap, Gardrops (for second-hand and personal items)**





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2. HOW TO SIGN UP FOR PORTALS?

a) For E-Commerce Sites

You must have a tax number and an individual/company registration. As rules vary across countries, consult your local authorities.

Applications are made through the “Seller Application” section of the portal.

b) For International Portals

Etsy, Amazon Handmade: Ideal for handmade or unique products.

Registration with payment systems such as Payoneer or Wise may be required.

English product descriptions and original images are required.



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3. HOW TO CONDUCT MARKET RESEARCH ONLINE?

a) Keyword Analysis

Google Trends – Which products are popular when?

Semrush / Ubersuggest / Keyword Tool – Search volumes and competition rates

Amazon / Trendyol / Etsy Searches – Check out the best-selling products

b) Competitor Analysis

Competitor prices, customer reviews, and images should be examined.

SWOT Analysis (Strengths/Sideways/Weaknesses/New Opportunities)

c) Target Audience Determination

Who does your product appeal to? (age, gender, interests, lifestyle)



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4. REQUIRED HARDWARE

- Internet connection (high-speed)
- Computer and/or smartphone
- Photography equipment (phone camera + light, simple background)
- Shipping materials: boxes, packaging, label printer
- Accounting software (if official sales are planned)



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5. TIPS FOR BEING A GOOD ENTREPRENEUR

- Be patient and passionate. Success takes time.
- Be open to learning. Keep up with digital tools and customer needs.
- Be organized. Prepare a business plan, content calendar, and advertising budget.
- Consider feedback. Customer reviews are a guide.
- Improve your communication skills. Social media management and customer relationships are critical.
- Start small, scale. Avoid unnecessary expenses, and aim for organic growth.



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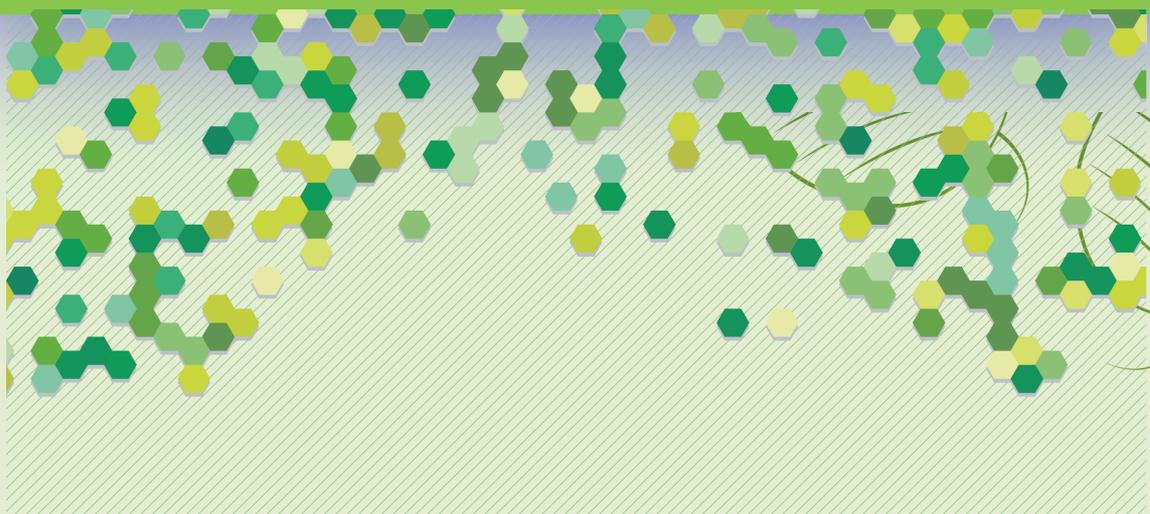
6. HOW CAN VIRTUAL ENTREPRENEURSHIP CONTRIBUTE TO THE GREEN ECONOMY?

Selling environmentally friendly products: Recyclable packaging, organic fabrics, sustainable resources

Producing digital products: Materials such as e-books and digital designs do not directly harm the environment

Reducing carbon footprint: Avoiding unnecessary shipping processes and offering local delivery solutions

Sending sustainability messages: Highlight environmental awareness in your social media and product descriptions





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7. SKILLS REQUIRED IN GREEN ENTREPRENEURSHIP

- Sustainability awareness
- Environmentally friendly product knowledge
- Data literacy: Ability to conduct green impact analyses
- Systematic thinking: Considering environmental factors in the supply chain
- Collaboration: Partnerships with local producers and environmentally friendly brands



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8. VIRTUAL ENTREPRENEURSHIP ON SOCIAL MEDIA

a) Which Media Should Be Used?

Instagram: Visual product promotion, stories, and engagement with reels

TikTok: Fast content distribution, product promotional videos

Facebook: Targeted audience-specific ads

Pinterest: Aesthetic products and blog referrals

LinkedIn: Entrepreneurial story, business networking

b) Content Strategy

- Create a weekly content plan
- Product promotions, how-to videos, customer reviews
- If you use recycled packaging, demonstrate this process
- Educational content: Topics like "What is Zero Waste?", "What Does Organic Cotton Mean?"

c) Advertising Strategy

- Target your target audience with small budgets
- Plan influencer collaborations (micro-influencers are more affordable)



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DIGMAR
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Erasmus+
PROJECT N°:
2024-1-DE02-KA210-ADU-000253719

PANDEMIC
WAR
FINANCIAL DIFFICULTIES
NEED WORK
UNEMPLOYMENT
POVERTY
NATURAL DISASTERS

EUBA EUROPEAN BUSINESS ASSOCIATION
DIGITAL AND GREEN
Learnmera Learn to love languages
ANOFM

EUROPEAN
Green Deal

**TEACHING VIRTUAL
ENTREPRENEURSHIP TO
UNEMPLOYED AND DISADVANTAGED
LEARNERS**

- 1 First Steps**
In the first activity, detailed entrepreneurship information will be given to adult educators.
- 2 Virtual Entrepreneurship**
In the second activity, virtual entrepreneurship will be introduced.
- 3 Research and Digital Virtual Entrepreneurship Guide**
In the third activity, adult educators will conduct research and create a digital virtual entrepreneurship guide.
- 3 Digital and Green Marketing Course**
In the last activity, we will create a Digital and Green Marketing course program to provide training to learners in our institutions.

CONTACT US
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- EUROPEAN BUSINESS ASSOCIATION – GERMANY
- MESLEK EĞİTİMİ VE GELİŞİMİ DERNEĞİ – TÜRKİYE
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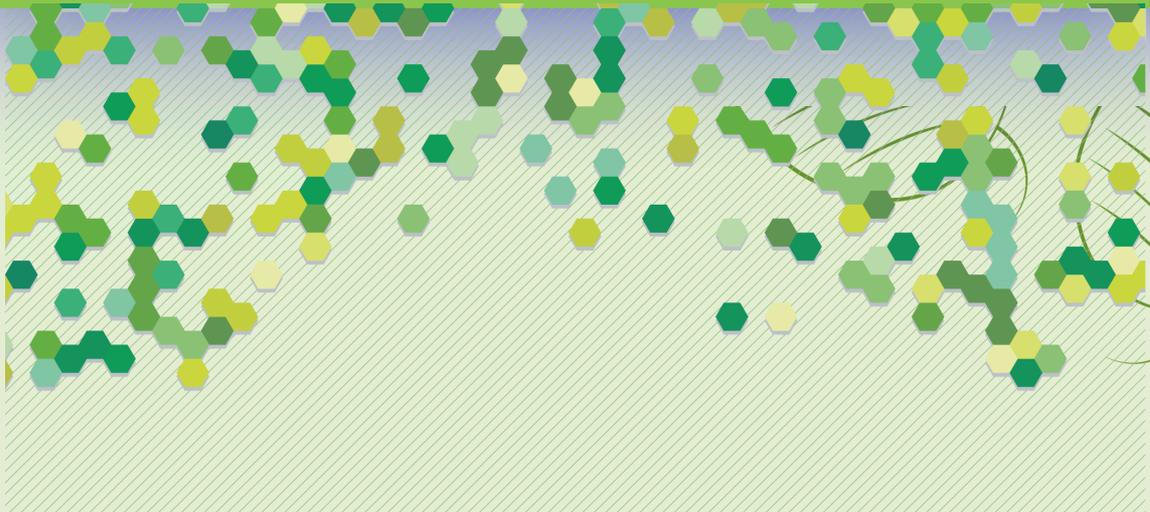


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SANAL GİRİŞİMCİLİK NEDİR? WHAT IS VIRTUAL ENTREPRENEURSHIP?

Sanal girişimcilik, internet ve dijital teknolojileri kullanarak ürün veya hizmet satışı yapmayı, iş süreçlerini yürütmeyi ve müşteri ilişkilerini yönetmeyi kapsayan bir girişimcilik modelidir. Geleneksel işletmelerin aksine, fiziksel bir mağazaya veya ofise ihtiyaç duyulmadan tamamen çevrim içi platformlar üzerinden faaliyet gösterilir.

Virtual entrepreneurship is an entrepreneurship model that involves selling products or services, running business processes, and managing customer relationships using the internet and digital technologies. Unlike traditional businesses, it operates entirely through online platforms without the need for a physical store or office.





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Sanal Girişimciliğin Temel Özellikleri Basic Features of Virtual Entrepreneurship

1. Düşük Başlangıç Maliyeti:

Fiziksel mağaza, kira, depo gibi maliyetler olmadan iş kurma imkânı sunar.

1. Low Start-Up Cost: It offers the opportunity to start a business without the costs of a physical store, rent, or warehouse.





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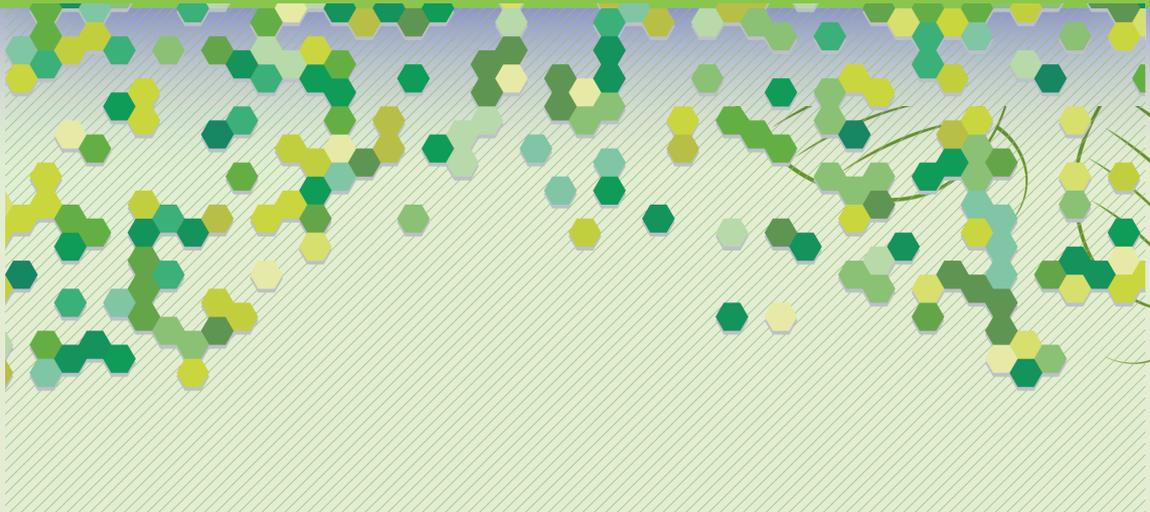


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Sanal Giriřimciliđin Temel Özellikleri Basic Features of Virtual Entrepreneurship

2. Esneklik ve Küresel Eriřim: İnternet bađlantısı olan her yerden iřinizi yönetebilir, dünya çapında müşterilere ulařabilirsiniz.

2. Flexibility and Global Reach: You can manage your business from anywhere with an internet connection and reach customers worldwide.





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Sanal Girişimciliğin Temel Özellikleri Basic Features of Virtual Entrepreneurship

3. Dijital Pazarlama Kullanımı: SEO, sosyal medya, e-posta pazarlama, Google Ads gibi araçlarla geniş kitlelere ulaşmak mümkündür.

3. Use of Digital Marketing: It is possible to reach large audiences with tools such as SEO, social media, email marketing, Google Ads.





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Sanal Giriřimciliđin Temel zellikleri Basic Features of Virtual Entrepreneurship

4. eřitli iř Modelleri: Dropshipping, e-ticaret, dijital rn satıřı, online kurslar, influencer pazarlaması gibi farklı gelir modelleri uygulanabilir.

4. Various Business Models: Different revenue models such as dropshipping, e-commerce, digital product sales, online courses, influencer marketing can be applied.





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Sanal Girişimciliğin Temel Özellikleri Basic Features of Virtual Entrepreneurship

5. Otomasyon ve Veri Analitiği: Yapay zekâ destekli araçlar sayesinde satış, müşteri hizmetleri ve pazarlama süreçleri otomatikleştirilebilir.

5. Automation and Data Analytics: Sales, customer service and marketing processes can be automated with AI-powered tools.





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Sanal Girişimcilik Türleri Types of Virtual Entrepreneurship

1. E-Ticaret: Amazon, Etsy veya Shopify gibi platformlar üzerinden fiziksel veya dijital ürün satışı yapmak.

1. E-Commerce: Selling physical or digital products through platforms like Amazon, Etsy or Shopify.





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Sanal Girişimcilik Türleri Types of Virtual Entrepreneurship

2. Dropshipping: Ürünleri stokta tutmadan, tedarikçiden doğrudan müşteriye göndererek satış yapmak.

2. Dropshipping: Selling by sending products directly from the supplier to the customer, without keeping them in stock.





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Sanal Giriřimcilik Türleri Types of Virtual Entrepreneurship

3. Dijital Ürün Satışı: E-kitap, yazılım, çevrim içi kurs, şablon veya grafik tasarım gibi dijital içerikler satmak.

3. Selling Digital Products: Selling digital content such as e-books, software, online courses, templates or graphic designs.

Tools for
**Creating and
Selling Digital
Products**





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Sanal Girişimcilik Türleri Types of Virtual Entrepreneurship

4. Freelance Hizmetler: Yazılım geliştirme, grafik tasarım, yazarlık, çeviri, danışmanlık gibi beceriye dayalı işler yapmak.

4. Freelance Services: Doing skill-based work such as software development, graphic design, writing, translation, and consulting.





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Sanal Girişimcilik Türleri Types of Virtual Entrepreneurship

5. İçerik Üreticiliği ve Influencer Girişimciliği: YouTube, TikTok, Instagram veya bloglar üzerinden içerik üreterek reklam ve sponsorluk gelirleri elde etmek.

5. Content Creation and Influencer Entrepreneurship: Generating advertising and sponsorship revenues by producing content on YouTube, TikTok, Instagram or blogs.





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Sanal Girişimcilik Türleri Types of Virtual Entrepreneurship

6. Abonelik Modelleri: Online eğitim platformları, özel içerikler veya üyelik bazlı hizmetler sunarak gelir elde etmek.

6. Subscription Models: Generating revenue by offering online education platforms, exclusive content or membership-based services.





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BAŞARILI BİR GİRİŞİMCİ OLMAK İÇİN NELER YAPILMALI?

WHAT SHOULD BE DONE TO BECOME A SUCCESSFUL ENTREPRENEUR?



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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

• Girişimcilik Ruhu

Risk almaya istekli olmak
Yeni fikirler üretmeye açık olmak
Hatalardan öğrenmeyi bilmek

• Entrepreneurial Spirit

Being willing to take risks
Being open to generating new ideas
Knowing how to learn from mistakes



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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **Öz Disiplin ve Motivasyon**

Kendi kendini motive edebilmek
Belirsizlik ortamında bile istikrarlı çalışmak
Hedeflerine sadık kalmak

- **Self-Discipline and Motivation**

Being able to motivate oneself
Working steadily even in an environment of uncertainty
Staying true to one's goals





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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **Yaratıcılık ve Yenilikçilik**

Rakiplerden farklılaşma yolları bulmak
Ürün/hizmet geliştirmede yaratıcı çözümler üretmek

- **Creativity and Innovation**

Finding ways to differentiate from competitors
Producing creative solutions in product/service development



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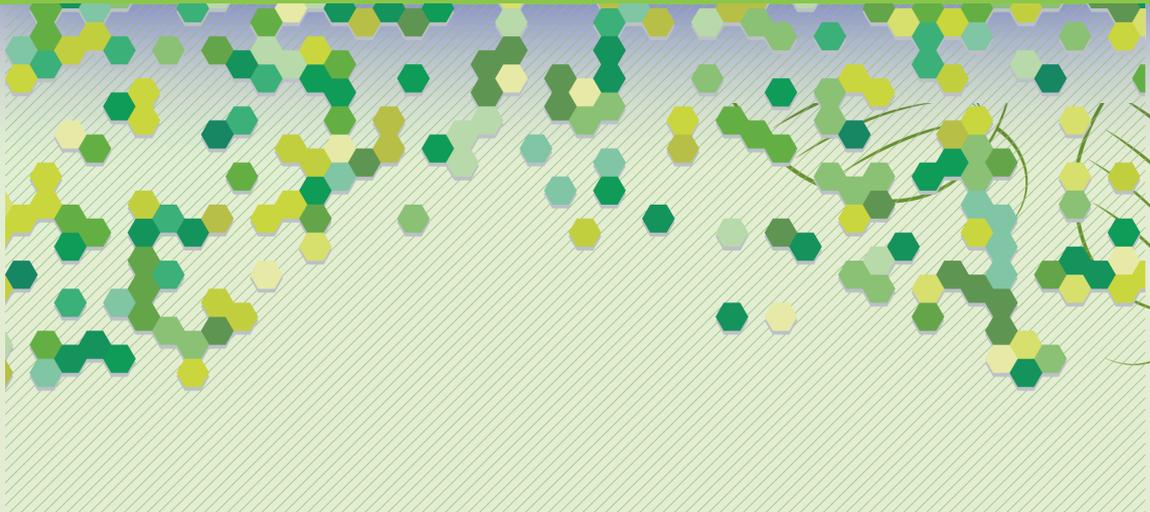
KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **Problem Çözme Becerisi**

Kriz anlarında hızlı ve etkili kararlar alabilmek
Müşteri sorunlarına pratik çözümler sunmak

- **Problem Solving Skills**

Ability to make quick and effective decisions in times of crisis
Providing practical solutions to customer problems





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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- İletişim Yeteneği

Dijital ortamda etkili iletişim kurabilmek
Müşteri ve iş ortaklarıyla güvene dayalı ilişkiler kurmak

- Communication Skills

Being able to communicate effectively in a digital environment
Establishing trust-based relationships with customers and business partners



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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **Esneklik ve Uyumluluk**

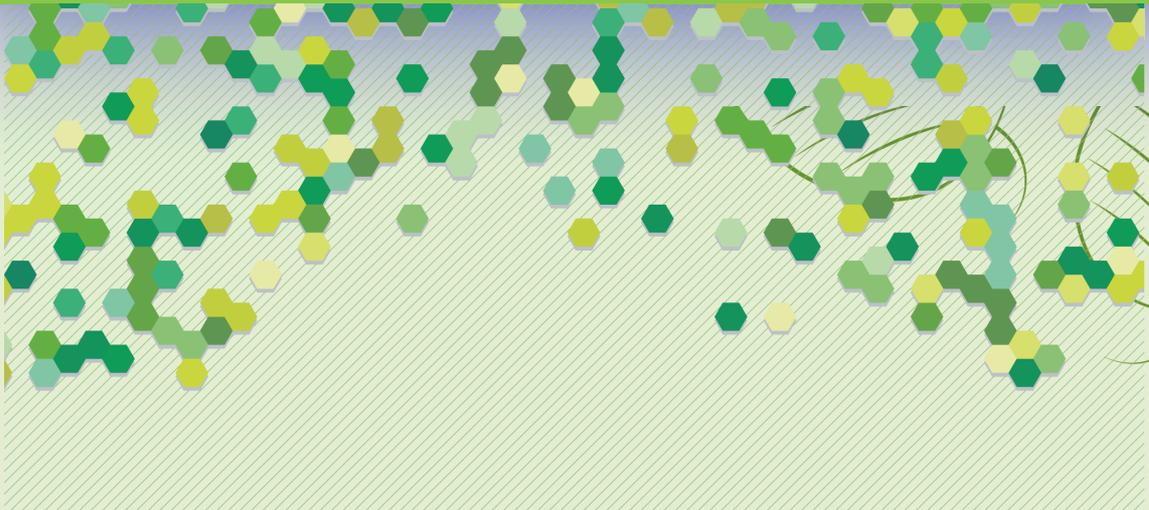
Değişen teknolojilere ve trendlere hızla adapte olabilmek

Eleştiriye açık olmak, gelişime istekli olmak

- **Flexibility and Adaptability**

Being able to adapt quickly to changing technologies and trends

Being open to criticism, being willing to develop





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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **Dijital Okuryazarlık**

Bilgisayar, internet, ofis yazılımları gibi temel teknolojilere hâkim olmak
Siber güvenlik farkındalığına sahip olmak

- **Digital Literacy**

Having basic technology skills such as computers, internet, office software
Having cybersecurity awareness



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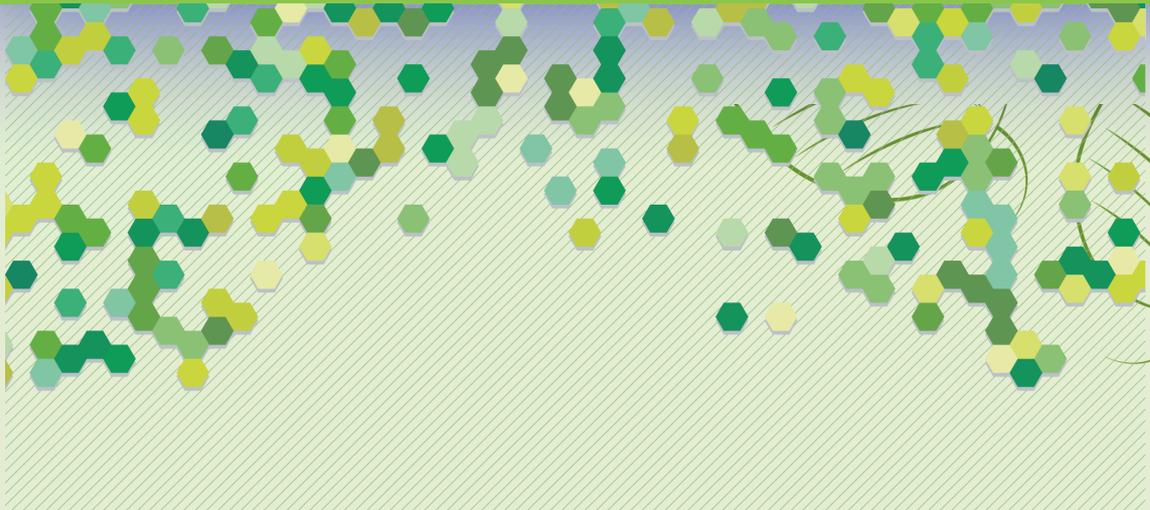
KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **E-Ticaret Bilgisi**

E-ticaret platformları (Shopify, WooCommerce, Etsy, Trendyol vs.) hakkında bilgi edinmek
Ürün listeleme, fiyatlandırma, kampanya yönetimi gibi süreçleri yönetebilmek

- **E-Commerce Knowledge**

Learning about e-commerce platforms (Shopify, WooCommerce, Etsy, Trendyol etc.)
Managing processes such as product listing, pricing, campaign management





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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

• Dijital Pazarlama Becerileri

Sosyal medya yönetimi
SEO (Arama Motoru Optimizasyonu)
E-posta pazarlaması
Reklam yönetimi (Google Ads, Meta Ads vb.)

• Digital Marketing Skills

Social Media Management
SEO (Search Engine Optimization)
Email Marketing Ad Management (Google Ads, Meta Ads etc.)



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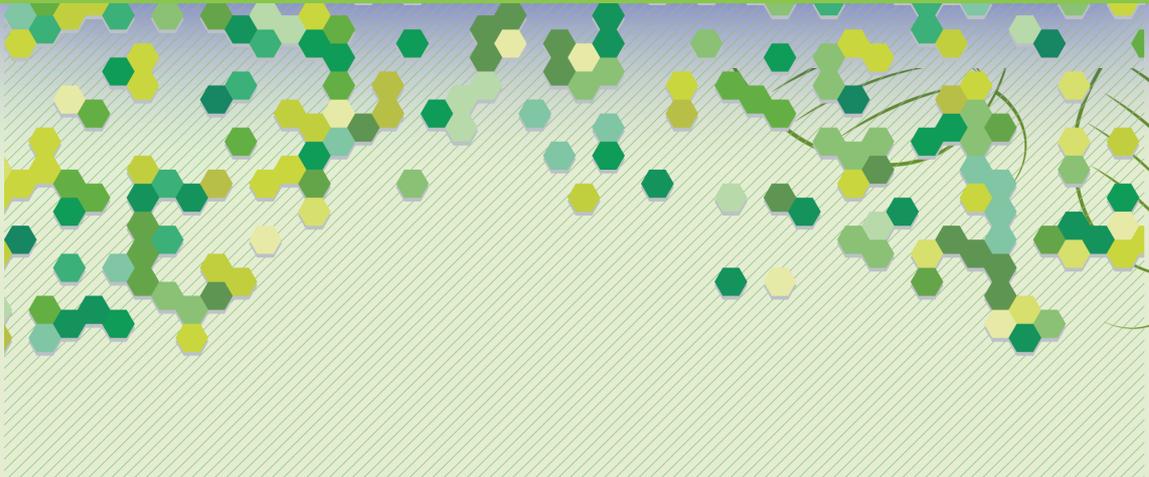
KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **Veri Analizi ve Raporlama**

Google Analytics gibi araçlarla müşteri davranışlarını analiz edebilmek
Performans Göstergesi takibi yaparak strateji geliştirebilmek

- **Data Analysis and Reporting**

Ability to analyze customer behavior with tools such as Google Analytics
Ability to develop strategies by tracking Performance Indicators





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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **Tasarım ve İçerik Üretimi**

Canva, Photoshop gibi araçlarla görsel tasarımlar yapabilmek
Web sitesi ve sosyal medya içerikleri hazırlayabilmek

- **Design and Content Production**

Ability to create visual designs with tools such as Canva, Photoshop
Ability to prepare website and social media content



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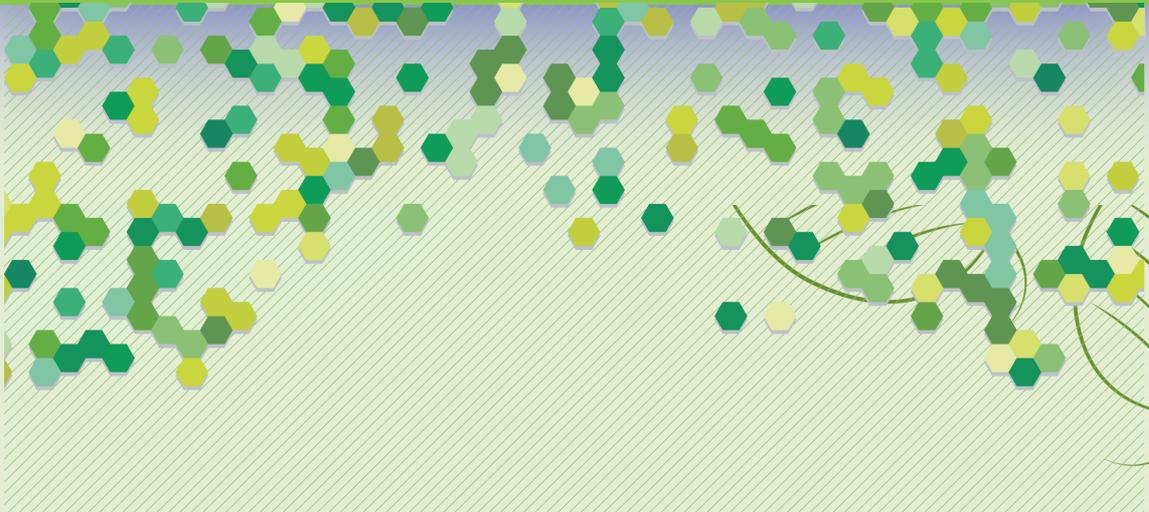
KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- Müşteri İlişkileri Yönetimi (CRM)

Müşteri takibi, sadakat programları, yorumlar ve geri bildirimler ile ilgilenabilmek

- Customer Relationship Management (CRM)

Dealing with customer tracking, loyalty programs, reviews and feedback





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KİŞİSEL ÖZELLİKLER PERSONAL CHARACTERISTICS

- **Finansal Yönetim**

Bütçeleme, fiyatlandırma, gelir-gider takibi
Online ödeme sistemleri (PayPal, Stripe, izzico vb.)

- **Financial Management**

Budgeting, pricing, income-expense tracking
Online payment systems (PayPal, Stripe, izzico etc.)



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YEŞİL EKONOMİ GREEN ECONOMY

Yeşil Ekonomi, çevresel sürdürülebilirliği, sosyal eşitliği ve ekonomik büyümeyi birlikte hedefleyen bir ekonomik modeldir. Doğal kaynakları verimli kullanan, karbon salımını ve çevre kirliliğini azaltan, biyolojik çeşitliliği koruyan ve toplumsal refahı artırmayı amaçlayan bir yaklaşımdır. Kısaca:

- “İnsan refahını artırırken, çevreye zarar vermeyen ekonomi modelidir.”

Green Economy is an economic model that targets environmental sustainability, social equality and economic growth together. It is an approach that uses natural resources efficiently, reduces carbon emissions and environmental pollution, protects biodiversity and aims to increase social welfare.

- In short: “It is an economic model that does not harm the environment while increasing human welfare.”



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Yeşil Ekonominin Temel Özellikleri Key Features of Green Economy

- Düşük karbon salımı
- Doğal kaynakların verimli kullanımı
- Atık azaltımı ve geri dönüşüm
- Temiz enerji kullanımı
- Yeşil istihdam (çevre dostu işler)
- Çevresel sorumluluk ve dögüsel ekonomi anlayışı
-
- Low carbon emissions
- Efficient use of natural resources
- Waste reduction and recycling
- Clean energy use
- Green employment (environmentally friendly jobs)
- Environmental responsibility and circular economy approach



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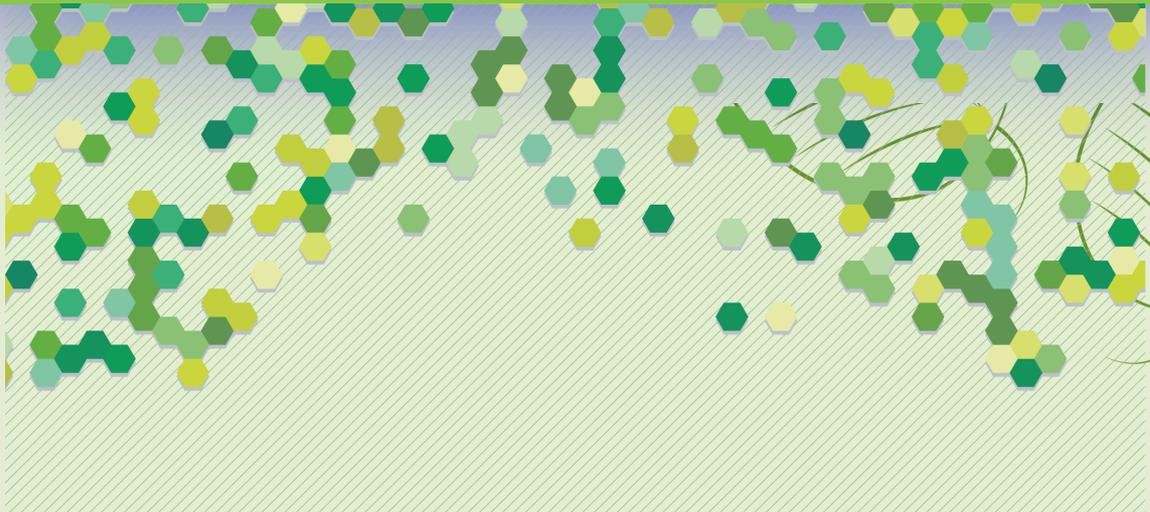
Sanal Girişimciliğin Yeşil Ekonomiye Katkıları Contributions of Virtual Entrepreneurship to the Green Economy

- **Daha Az Karbon Ayak izi**

Fiziksel ofis, mağaza veya üretim yeri gerekmediği için enerji tüketimi azalır. Ulaşım ihtiyacı düşer, bu da fosil yakıt kullanımını azaltır.

- **Less Carbon Footprint**

Energy consumption is reduced because no physical office, store or production site is required. Transportation needs are reduced, which reduces fossil fuel usage.





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Sanal Girişimciliğin Yeşil Ekonomiye Katkıları Contributions of Virtual Entrepreneurship to the Green Economy

- **Kağıtsız Çalışma**

Dijital belgeler, fatura ve iletişim araçları sayesinde kağıt israfı engellenir.

- **Paperless Work**

Paper waste is prevented thanks to digital documents, invoices and communication tools.



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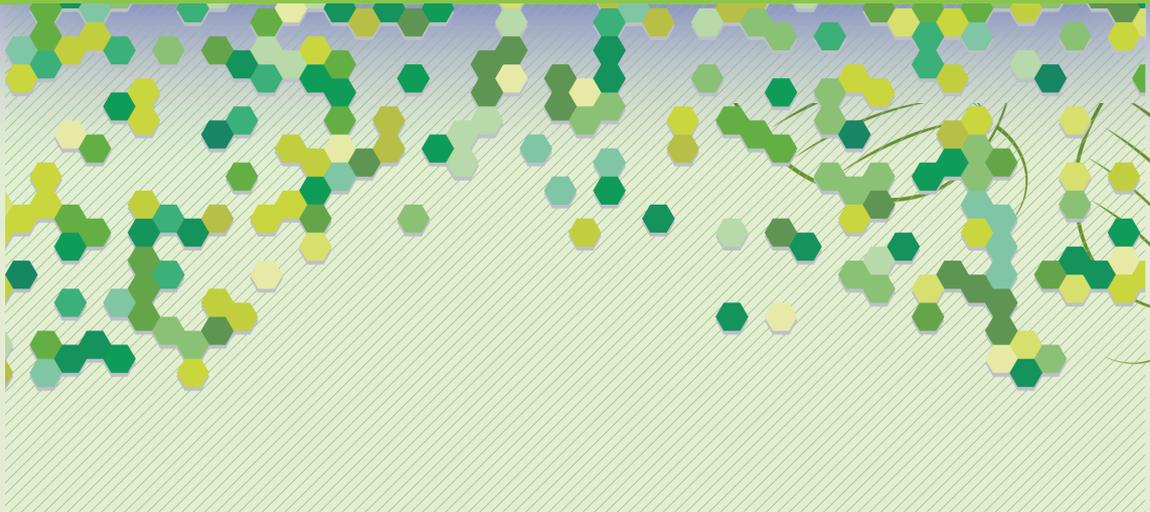
Sanal Giriřimciliđin Yeřil Ekonomiye Katkıları Contributions of Virtual Entrepreneurship to the Green Economy

- Dijital Ürünlerin Yaygınlaşması

Sanal ürünlerin (e-kitap, online kurs, yazılım, danışmanlık gibi) üretimi ve dağıtımı fiziksel kaynak kullanmadan gerçekleşir.

- The Proliferation of Digital Products

The production and distribution of virtual products (such as e-books, online courses, software, consultancy) occurs without using physical resources.





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- **Yerel Üreticilere Destek**

Sanal pazar yerleri aracılığıyla yerel ve çevre dostu üreticilerin ürünleri daha geniş kitlelere ulaşabilir.

- **Support for Local Producers**

Through virtual marketplaces, products from local and environmentally friendly producers can reach a wider groups.



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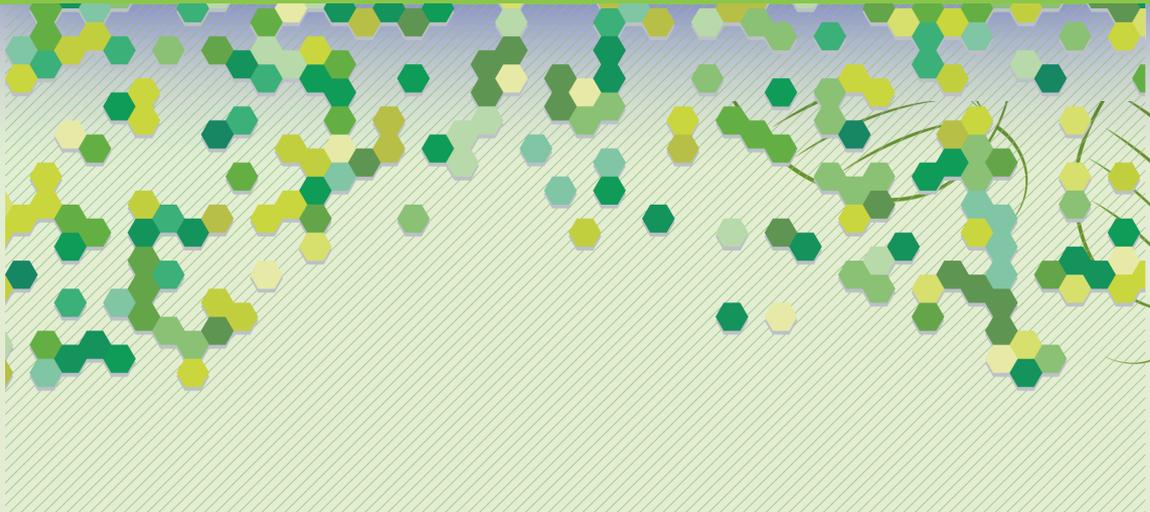
Sanal Giriřimciliđin Yeřil Ekonomiye Katkıları Contributions of Virtual Entrepreneurship to the Green Economy

- Geri Dönüřüm ve Döngüsel Ekonomiye Uyum

Sanal platformlar, ikinci el satıř ve takas sistemleri gibi döngüsel ekonomiyi destekleyen modellerin gelişmesine katkı sağlar (örneğin: Dolap, Letgo vb).

- Recycling and Adaptation to the Circular Economy

Virtual platforms contribute to the development of models that support the circular economy, such as second-hand sales and exchange systems (for example: Dolap, Letgo, etc.).





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- **Çevre Bilincini Yayma**

Sanal girişimciler sosyal medya ve dijital içerik yoluyla çevre dostu yaşam tarzını yayabilir, sürdürülebilirlik konusunda farkındalık yaratabilir.

- **Spreading Environmental Awareness**

Virtual entrepreneurs can spread environmentally friendly lifestyles and raise awareness about sustainability through social media and digital content.



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Örnek: Yeşil Ekonomiye Hizmet Eden Sanal Girişimci Modelleri

Example: Virtual Entrepreneur Models Serving the Green Economy

- Sürdürülebilir ürünler satan e-ticaret siteleri (organik kozmetik, bez çanta, geri dönüştürülmüş ürünler)
- Karbon ayak izi hesaplama ve danışmanlık hizmetleri sunan online platformlar
- Çevre dostu yaşam temalı blog ve sosyal medya içerikleri üreten dijital girişimciler
- Online eğitimler (kompost yapımı, sürdürülebilir yaşam vs.)
- Yeşil etiketli ürünleri listeleyen dijital kataloglar/platformlar
- E-commerce sites selling sustainable products (organic cosmetics, cloth bags, recycled products)
- Online platforms offering carbon footprint calculation and consultancy services
- Digital entrepreneurs producing blog and social media content themed on environmentally friendly living
- Online trainings (composting, sustainable living, etc.)
- Digital catalogs/platforms listing green-labeled products



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Yeşil Ekonomi İçin Gerekli Yeşil Beceriler Green Skills for a Green Economy

1. Genel (Temel) Yeşil Beceriler

- Çevresel farkındalık ve sürdürülebilirlik bilinci
- Enerji ve su tasarrufu uygulamaları
- Atık ayrıştırma ve geri dönüşüm bilgisi
- Karbon ayak izini azaltma farkındalığı
- Çevre dostu ürünleri tercih etme bilgisi

1. General (Basic) Green Skills

- Environmental awareness and sustainability awareness
- Energy and water saving practices
- Waste separation and recycling knowledge
- Carbon footprint reduction awareness
- Knowledge of choosing environmentally friendly products



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Yeşil Ekonomi İçin Gerekli Yeşil Beceriler Green Skills for a Green Economy

2. Teknik / Mesleki Yeşil Beceriler: Sektöre özgü becerilerdir.

a. Enerji Sektörü

Yenilenebilir enerji sistemleri kurulum ve bakımı
(güneş, rüzgar, biyokütle)

Enerji verimliliği analizleri yapmak

Akıllı şebekeler ve enerji yönetim sistemleri bilgisine sahip olmak

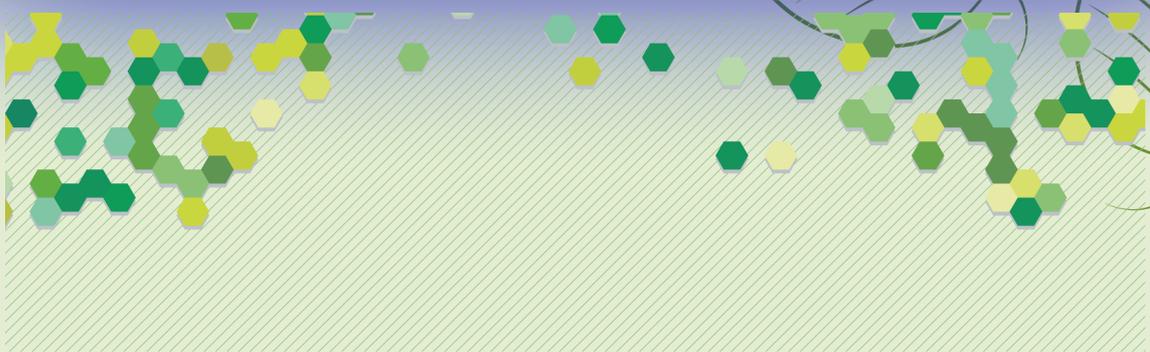
2. Technical / Professional Green Skills: These are sector-specific skills.

a. Energy Sector

Installation and maintenance of renewable energy systems (solar, wind, biomass)

Performing energy efficiency analyses

Having knowledge of smart grids and energy management systems





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b. Tarım ve Gıda

- Organik tarım tekniklerini bilmek
- Permakültür uygulamalarını bilmek
- Su yönetimi ve toprak koruma bilgisine sahip olmak
- Yerel ve mevsimsel ürünler kullanmak

b. Agriculture and Food

- Knowing organic farming techniques
- Knowing permaculture practices
- Having knowledge of water management and soil protection
- Using local and seasonal products



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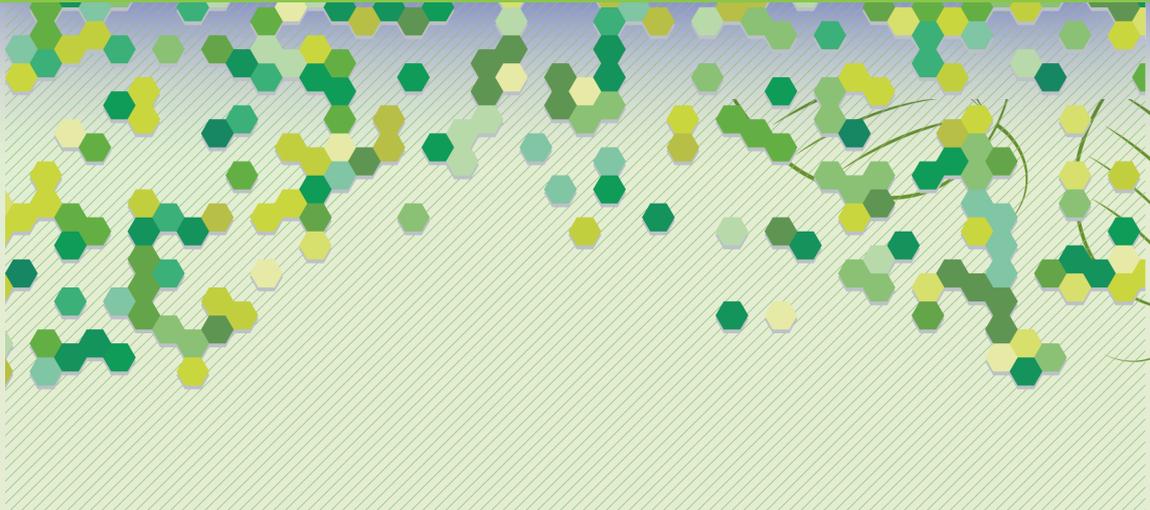
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c. İnşaat ve Mimarlık

- Yeşil bina standartlarını bilmek (LEED, BREEAM vb.)
- Enerji verimliliğine uygun tasarım yapmak
- Sürdürülebilir malzeme seçimi yapmak
- Atık yönetimi

c. Construction and Architecture

- Knowing green building standards (LEED, BREEAM etc.)
- Designing for energy efficiency
- Choosing sustainable materials
- Waste management





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d. Ulaşım ve Lojistik

- Düşük emisyonlu taşıma planlaması
- Elektrikli araç kullanımı ve bakımı
- Karbon salımı ölçüm teknikleri

d. Transportation and Logistics

- Low emission transportation planning
- Electric vehicle use and maintenance
- Carbon emission measurement techniques



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e. Üretim ve Sanayi

- Temiz üretim tekniklerini uygulamak
- Atık azaltma ve yeniden kullanım becerisine sahip olmak
- ISO 14001 Çevre Yönetim Sistemi bilgisine sahip olmak

e. Production and Industry

- Applying clean production techniques
- Having the ability to reduce and reuse waste
- Having knowledge of ISO 14001 Environmental Management System



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3. Dijital ve Analitik Beceriler

- Veri analizi ve raporlama yapmak (özellikle çevresel etki analizleri)
- Yaşam döngüsü analizi (LCA) yapabilmek
- Karbon ayak izi hesaplama yazılımlarını kullanabilmek
- Eko-etiketleme ve sürdürülebilir sertifikasyon süreçlerine hâkim olmak

3. Digital and Analytical Skills

- Perform data analysis and reporting (especially environmental impact analysis)
- Be able to perform life cycle analysis (LCA)
- Be able to use carbon footprint calculation software
- Be familiar with eco-labeling and sustainable certification processes



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4. Sosyal ve Yumuşak Beceriler (Soft Skills)

- Eleştirel düşünme ve problem çözme yeteneği (özellikle çevresel sorunlar için)
- İş birliği ve takım çalışması (çapraz disiplinli çevre projelerinde)
- İletişim ve farkındalık yaratma (çevre politikaları ve topluluk çalışmaları)
- Değişime uyum ve yaşam boyu öğrenme (çünkü yeşil teknoloji sürekli gelişiyor)

4. Social and Soft Skills

- Critical thinking and problem-solving skills (especially for environmental issues)
- Collaboration and teamwork (in cross-disciplinary environmental projects)
- Communication and awareness-raising (environmental policies and community work)
- Adaptability to change and lifelong learning (because green technology is constantly evolving)



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Home Office Çalışma Ortamı Nasıl Olmalı? What Should the Home Office Working Environment Be Like?

1. Konum ve Alan Seçimi

- Mümkünse evin sessiz bir köşesi seçilmeli.
- Yatak odasında çalışmak genelde önerilmez, zihinsel olarak dinlenme ve çalışma ayrımı sağlanmalı.
- Gün ışığı alan bir yer tercih edilmeli (pencere kenarı idealdir).

1. Location and Area Selection

- If possible, a quiet corner of the house should be chosen.
- Working in the bedroom is generally not recommended, a mental separation between rest and work should be provided.
- A place with daylight should be preferred (a window seat is ideal).



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Home Office Çalışma Ortamı Nasıl Olmalı? What Should the Home Office Working Environment Be Like?

2. Ergonomik Mobilyalar

Ergonomik sandalye ve yüksekliği ayarlanabilir masa tercih edilmeli.

Göz hizasında bir monitör ve doğru oturuş açısı sağlanmalı.

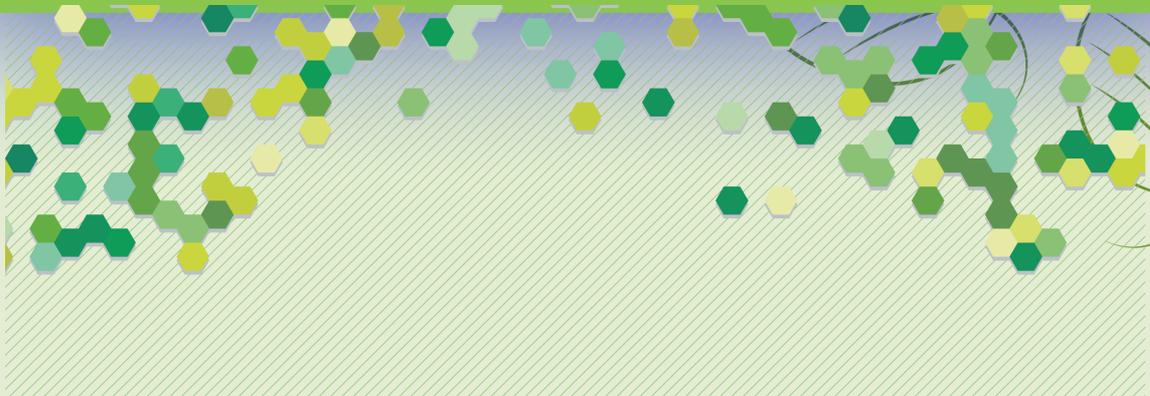
Ayakta çalışmayı destekleyen yükselticiler de opsiyonel olarak düşünülmeli.

2. Ergonomic Furniture

Ergonomic chairs and height-adjustable desks should be preferred.

A monitor at eye level and the correct sitting angle should be provided.

Risers that support standing work should also be considered as an option.





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3. Işıklandırma

- Gün ışığı desteklenmeli, ancak ek olarak göz yormayan bir masa lambası kullanılmalı.
- Sarı ve doğal beyaz ışık karışımı idealdir.

3. Lighting

- Daylight should be supported, but a desk lamp that does not strain the eyes should be used in addition.
- A mixture of yellow and natural white light is ideal.



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4. Teknolojik Donanım

Hızlı ve stabil internet bağlantısı.

Web kamerası, mikrofon, kulaklık, ekstra monitör gibi ekipmanlar.

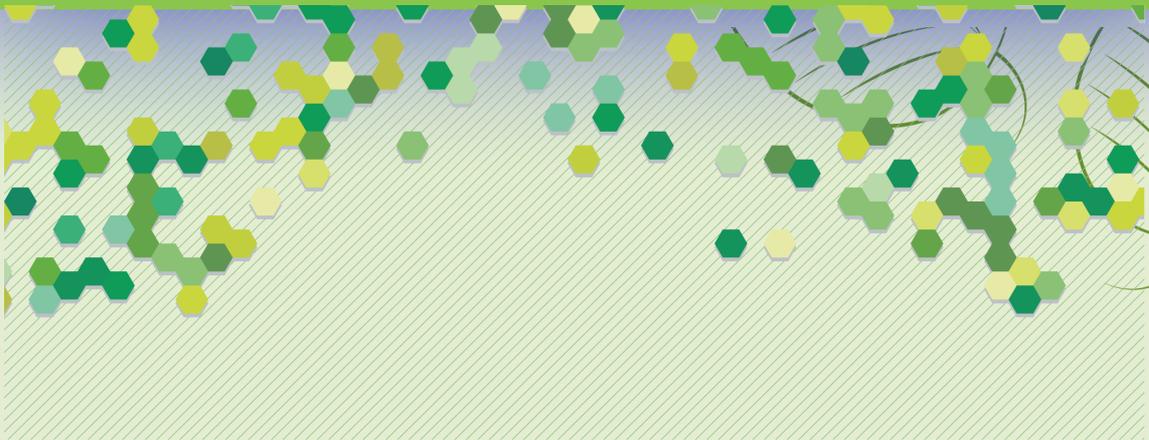
Priz, uzatma kablosu ve kablo yönetimi için organizzerler.

4. Technological Equipment

Fast and stable internet connection.

Equipment such as webcam, microphone, headset, extra monitor.

Organizers for outlet, extension cord and cable management.





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5. Depolama ve Düzen

Evraklar, dosyalar, kırtasiye gibi malzemeler için çekmecer veya raflar.

Masa üstü sade tutulmalı, yalnızca gerekli araçlar bulunmalı.

5. Storage and Organization

Drawers or shelves for documents, files, stationery, etc.

The desktop should be kept simple, with only the necessary tools.



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Home Office Çalışma Ortamı Nasıl Olmalı? What Should the Home Office Working Environment Be Like?

6. Dekorasyon ve Motive Edici Unsurlar
Bitkiler, motive edici alıntılar, sade tablolar.
Minimalist ve düzenli bir görünüm konsantrasyonu destekler.

6. Decoration and Motivational Elements
Plants, motivational quotes, simple paintings.
A minimalist and uncluttered look supports concentration





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Home Office Çalışma Ortamı Nasıl Olmalı? What Should the Home Office Working Environment Be Like?

7. Akustik Konfor

Gerekirse ses yalıtımı, halı veya perdelerle yankı azaltılabilir.

Gürültü engelleyici kulaklık da işe yarar.

7. Acoustic Comfort

If necessary, echo can be reduced with soundproofing, carpets or curtains.

Noise canceling headphones also work.



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Örnek Home Office Linkleri - Sample Home Office Links

1. Pinterest İlham Panoları - Pinterest Inspiration Boards

- Minimalist Home Office Ideas
- Small Space Home Office Designs
- Scandinavian Home Office

2. IKEA - Çalışma Alanları Fikirleri - Workspace Ideas

- Mobilya ve düzenleme örnekleriyle doğrudan alışveriş de yapılabilir - Furniture and organization examples can also be purchased directly.

3. YouTube Home Office Turları - YouTube Home Office Tours

- Home Office Tour 2024 (Modern Minimalist)
- Çeşitli kişilerin ev ofis düzenlerini görerek ilham alabilirsin - Get inspired by seeing different people's home office layouts.

4. ArchDaily - Mimari Bakış Açısıyla Home Office

- Modern Home Office Interiors

5. Houzz - Ev Ofis Dekorasyon Fikirleri

- Houzz Home Office Gallery



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