



Success Story Template: Lorenzo Scodeller (NE) – Ignacio García Gamero (HE)
Period of Exchange: 05/11/2020 – 28/01/2021
Duration of exchange: 2 months 23 days

PICTURE OF NE



NEW ENTREPRENEUR

Age: 31

Company NAME + Name of Business/webpage: Novonovo (Lorenzo Scodeller)
<https://novonovo.co/>

Sector: Green and circular economy

Status: Years of experience: 1

ONE SENTENCE THAT SUMMARISES YOUR EXPERIENCE as NE: “My Erasmus for Young Entrepreneurs period has been an opportunity to know as a first-hand experience the reality of an experienced company in my business sector”.

PICTURE OF HE



HOST ENTREPRENEUR

Age: 49

Company NAME and webpage: La Hormiga Verde (Ignacio García Gamero)
<https://www.lahormigaverde.org/>

Sector: Green and circular economy

Years of experience: 15



Erasmus for Young Entrepreneurs

ONE SENTENCE THAT SUMMARISES YOUR EXPERIENCE as HE: “My Erasmus for Young Entrepreneurs period has been... a very interesting experience which opens new possibilities for business.

PICTURE TOGETHER





1. Specific Activity/Sector of the exchange

Green and circular economy

2. Brief introduction (max. 1000 characters)

Lorenzo and Ignacio represent two sides of the business opportunities linked to the field of circular Economy. The first one focused on recycling and upcycling materials and the other very linked to the collaborative economy. They have experimented together on new products from recycled plastic and the expansion to new markets, especially looking for new opportunities in the Portuguese market. They have looked for a new market to commercialize subproducts made of recycled plastic and designed a logistics strategy to collect tech rubbish. The result for both NE and HE has been satisfying since the NE has learned how to manage a company (strategy, organisation for business sustainability) and also add value for the HE with his knowledge of Portuguese market and design of new products (he is product designer).

3. Activities undertaken (max. 1000 characters)

They have focused on two main activities:

- From the NE's perspective: strategies to manage a business of collection and recycling of tech rubbish, management of the different departments of a company and recommendations to make it sustainable (in time especially). The NE has been able to test the design of new products from recycled plastic.
- Internationalization possibilities for the HE's company, since he has a special interest in growing abroad, beginning in Portugal when the covid-19 crisis make it possible. Hre has a better perspective of stakeholders, permits and norms, competence, etc.

4. Benefits achieved (max. 1000 characters)

This RLT has enabled to bring together an HE with a large experience in entrepreneurship in the green and circular economy with a multidisciplinary NE, focused on the application of ICT in this sector, and interested in the sustainability of products through the extension of their life cycle and the application of recycling and upcycling strategies. For this reason, the exchange of similar but different perspective on green business models has been very enriching for both parties. In particular, the NE has helped HE to make a comprehensive desk research of the Portuguese market, aimed at its possible expansion, and also the development of different experimental models of plastic extrusion.

In addition to the resources and business environment, the HE has provided his knowledge of the sector and, especially, his hands-on business experience to give feedback and advice to the NE on his business idea, but also on the skills and attitude needed to launch and consolidate a company.