



Wonderful

Growth Model for Green, Digital, and Resilient Entrepreneurship for European Young People



Future
Development
Initiative



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What is Wonderful?

The WONDERFUL project places a strong emphasis on the benefits of naturalness and health in cosmetics. In today's market, consumers are becoming increasingly aware of the harmful chemicals used in personal care products and the impact they can have on their health. By promoting the use of hand-made cosmetics, made with natural ingredients, the project aims to provide young women with an alternative that is not only better for their health but also for the environment.

Country specific information

In particular: surveys indicate that around 65% of Turkish consumers are more likely to purchase cosmetics labelled as natural or organic. Caglar, A. (2024, December 12)

Türkiye's Cosmetic Industry

Türkiye has good infrastructure: you can source local botanicals, small manufacturers have capabilities, and exports are possible if regulations are met.



Somecraft/handmade cosmetic producers may operate as micro-businesses, but it's advisable to check if they fully comply with regulatory demands – there is risk of non-compliance (for example, a recent inspection found 110 out of 162 products non-compliant in one sweep). (Erdogan, 2024)



Compared to industrial cosmetics, handmade products typically: Use biodegradable, locally sourced ingredients; Generate less packaging waste; Promote eco-friendly production and consumption patterns aligned with Türkiye's Zero Waste (Sıfır Atık) strategy.

For small batch soaps (olive soap, laurel soap, rose soap) Türkiye has traditions (e.g., olive oil soap from the Aegean region) which can be leveraged.



Strategic Benefits of Handmade Cosmetics

- Promotes local economic resilience;
- Enhances regional identity and cultural heritage;
- Aligns with EU Green Deal and Erasmus+ priorities on sustainability and youth entrepreneurship;
- Contributes to the UN Sustainable Development Goals (SDG 8, 9, 12).



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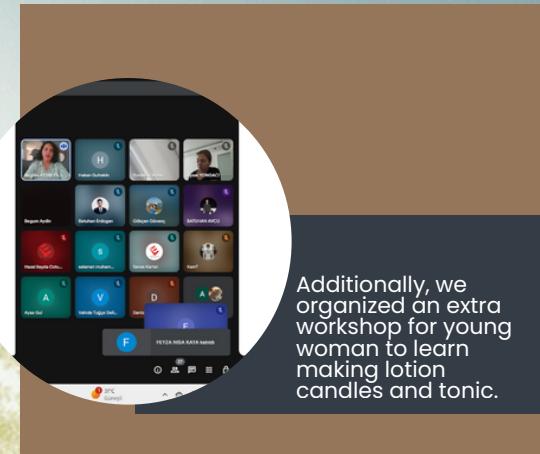
Avrasya Yenilikçi Toplum Derneği's Role

As part of a multi-cultural Wonderful Project's consortium, Avrasya actively contributed to create project deliverables on the topic of handmade cosmetics to improve the health of young women, promote environmental sustainability, and provide them with employability skills

What have we been doing in Türkiye?

We conducted four different webinar series on the topic of:

- Product Development and Formulation
- Branding and Marketing Strategies
- Legal and Regulatory Responsibilities for Handmade Cosmetic Products
- Business and Financial Planning



Additionally, we organized an extra workshop for young women to learn making lotion candles and tonic.

Only in our these activities we met with more than 120 women.



We also participated in Youth Workers Mobility Program in Greece, online. The content of the program was the non formal learning methods, leadership, and mentoring. Overall program aim was to support young women in entrepreneurship.



Through contributing to the project website and e-learning platform by creating educational content for free, Avrasya aims to reach out more women who wants to learn more on this topic.

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What is Wonderful?

WONDERFUL helps young people in European countries start and grow sustainable businesses in handmade cosmetics. We teach how to create safe products, how to go to market strategy and business essentials.

Why Sweden?

In Sweden, natural cosmetics are expected to represent a greater share of the total cosmetics market than in Europe overall. Among all countries in the European Union, Sweden has the highest proportion of consumers.

Sweden's Cosmetic Industry



Typical Swedish ingredients include rapeseed oil, oats, birch, sea buckthorn, beeswax, and essential oils like pine and lavender.



Common products include cold process soaps, lip balms, body butters, simple face oils, and bath salts. Fragrance free options work well for sensitive skin.

Here are Swedish brands in the handmade or natural-cosmetics space:

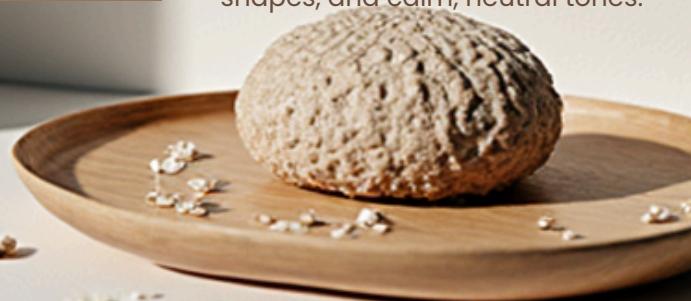
- Maria Åkerberg — Founded in 1995 in Frillesås, Sweden. The brand focuses on natural and organic skincare made in Sweden using certified ingredients.
- L:A Bruket — Established in 2008 on Sweden's west coast (Varberg). Known for natural ingredients, spa inspired products and a strong link to Swedish nature.
- Estelle & Thild — Founded in 2007, this Swedish brand is certified organic and uses natural bioactive ingredients.



Scandinavian beauty is defined by simplicity, practicality, and a deep respect for nature.

It embraces balance and moderation, reflecting the Swedish concept of lagom—meaning not too much and not too little. The approach centers on the idea that less is more, with products formulated from a small number of carefully chosen ingredients

Emphasis is placed on natural materials that are ethically sourced, often native to Northern Europe. The same minimalist values are reflected in product design and packaging, which favor sustainable materials, clean shapes, and calm, neutral tones.



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Impact Hub's Role

Impact Hub Stockholm coordinates the WONDERFUL project and oversees its overall direction, structure, and implementation. As the lead organization, Impact Hub ensures smooth collaboration between partners, monitors progress, and maintains the quality of project outcomes.

Drawing on our experience supporting impact driven entrepreneurs, Impact Hub designed the framework to connect sustainability, entrepreneurship, and women's empowerment through handmade cosmetics focused on natural ingredients, health, and environmental responsibility.

What have we been doing in Sweden?



We organized two practical workshops where participants created their own handmade cosmetic products using natural ingredients.



We hosted a local multiplier event in Stockholm to present the project's results and share insights from the training activities.

Impact Hub Stockholm also participated in the Youth Workers Mobility program in Greece, where three representatives from Sweden joined colleagues from the other partner countries.

The mobility program focused on leadership, mentoring, and non formal learning methods to support young women in entrepreneurship.

During the week, participants exchanged experiences, explored good practices in sustainability education, and co developed strategies to guide future entrepreneurs in the handmade cosmetics field.



Impact Hub Stockholm also hosted a series of webinars.

The webinars explored themes such as the circular economy, sustainable production, and practical tools for building and scaling a business in the handmade cosmetics sector.

In total, we organized three interactive webinars that brought together inspiring female entrepreneurs who have successfully transformed their ideas into thriving businesses.



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WONDERFUL – Growth Model for Green, Digital and Resilient Entrepreneurship for European Young People aims to empower young people—especially women—to develop sustainable business ideas in the field of handmade and plant-based cosmetics.

Through innovative learning tools, mobility exchanges, and training activities, the project promotes a green and digital entrepreneurial mindset based on sustainability, creativity, and inclusion.

Greece has a long-standing tradition in natural and handmade cosmetics, dating back to ancient times. Ingredients such as olive oil, honey, herbs, and essential oils have been used for centuries in beauty and skincare rituals.

Greek Cosmetic Industry



Greek herbs for the production of handmade cosmetics (lavender, chamomile)



Greek hand-made cosmetics (Soaps)

In recent years, there has been a growing demand for eco-friendly and herbal cosmetic products in the Greek market. Many women-led small businesses have emerged, producing sustainable, plant-based skincare lines that combine innovation with respect for nature.

The country's rich biodiversity provides a wide range of raw materials (lavender, chamomile, rosemary, and sage) that are ideal for natural product development. At the same time, Greek regulations align with EU cosmetic safety standards, allowing local entrepreneurs to expand towards international markets.



This growing sector reflects a strong connection between entrepreneurship, tradition, and sustainability, showing that handmade cosmetics can serve both local identity and green innovation.

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The Institute of Entrepreneurship Development (iED) implemented several national activities within the scope of the WONDERFUL project, focusing on supporting youth workers and aspiring women entrepreneurs.

Youth Workers Mobility

A mobility event was organized in Greece, bringing together youth workers from different partner countries.

The activity provided participants with opportunities to exchange experiences, share best practices, and develop new skills related to woman entrepreneurship and handmade cosmetics.

Workshops included handmade cosmetics creation, business related speeches, and discussions on sustainability and innovation.

What have we been doing in Greece?

Three thematic webinars were held in Greece to engage young women, aspiring entrepreneurs, and youth professionals:

1) How it is to be a woman entrepreneur

Inspirational session with a women entrepreneur sharing challenges and lessons learned from her entrepreneurial journey.

2) Plant-based cosmetics: The power of herbal remedies for skin health and beauty

Presentation of natural ingredients, herbal formulations, and benefits of Greek herbs in skincare.

3) Funded opportunities

Practical information about European and national funding programmes supporting start-ups and youth entrepreneurship.



On site event

In addition iED organized an event for the WONDERFUL project followed by an interactive workshop dedicated to the theme of the handmade cosmetics.

During the event, participants were introduced to the project's objectives, outputs, and learning tools, and took part in a hands-on session creating their own handmade cosmetic.

This activity fostered practical learning, creativity, and community engagement, while also raising awareness about sustainability and women entrepreneurship opportunities for young people in Greece.

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Project Explanation

The WONDERFUL Project empowers young women and youth workers to develop skills in handmade cosmetics while promoting sustainable and climate-conscious entrepreneurship. It provides blended learning materials, workshops, webinars, and an e-learning platform to teach practical, organisational, legal, and financial aspects of starting a small eco-business. By combining digital tools, EU-wide campaigns, and local initiatives, WONDERFUL fosters green business opportunities, environmental awareness, and youth employability across Europe.

Country specific information about handmade cosmetics

Belgium's cosmetics sector is strong and growing, valued at around €2.3 billion in 2023, with rising demand for **natural, sustainable, and ethically sourced products** and increasing opportunities for e-commerce and small-scale artisan businesses.

Hand-Made Cosmetic in Belgium



Belgium's beauty and personal care market was valued at approximately €2.3 billion in 2023, representing about 2.4% of the European market.



Belgium is an important hub for cosmetic ingredients—e.g., in 2023 it imported around 140 tonnes of beeswax (worth about €1.1 million), highlighting strong demand for natural ingredients.

WONDERFUL Scenes in BELGIUM

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Small and artisan cosmetics, especially with natural or ethical credentials, are increasingly in demand—consumers are showing preference for ingredient traceability, natural sourcing, and eco-friendly formulations.

The Belgian cosmetics sector is robust, growing, and shifting toward natural, ethical, and digital-first models—making it a favourable environment for sustainable handmade cosmetics and youth-driven green entrepreneurial initiatives.



the WONDERFUL Project placed strong emphasis on digital learning and capacity-building. The project developed a comprehensive digital toolkit, containing step-by-step guides, instructional videos, templates, and resources on handmade cosmetic production, sustainable business practices, and entrepreneurship. This toolkit was tested with Belgian participants to ensure it was locally relevant, interactive, and easy to use, providing youth and youth workers with practical knowledge to start and manage eco-friendly cosmetic businesses.

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WONDERFUL Scenes in BELGIUM

During the WONDERFUL Project, FDI conducted webinars and virtual seminars for Belgian participants, covering topics such as sustainable cosmetic production, marketing strategies, legal and financial considerations, and climate-conscious entrepreneurship. The webinars were interactive, featuring Q&A sessions, demonstrations, and discussions.

The project organized hands-on local workshops and training sessions where participants learned to produce handmade cosmetic products, including soaps, creams, and scrubs, while gaining practical knowledge of business management, legal frameworks, marketing, and financial planning.

What have we been doing in Belgium?



Complementing these, virtual webinars were delivered to reach participants unable to attend in person, offering modules on entrepreneurship, digital marketing, and sustainable production methods.



Activities included interviewing existing small-scale cosmetics businesses to understand challenges and successes, integrating these insights into the training, and following up with participants to support entrepreneurial initiatives

FDI has partnered with youth associations and women's organizations to co-organize workshops and networking events.

Besides, facilitated mentorship, peer learning, and knowledge sharing within local communities.

Merve, a volunteer, joined the WONDERFUL activities in Liege, notably launched her own soap brand after attending a workshop. Outreach campaigns, newsletters, and social media promotion were also conducted to raise awareness about eco-friendly cosmetics and climate-conscious business practices, ensuring a broad local impact.



Belgian participants also took part in the Learning, Teaching, Training Activities (LTAA) in Greece, where they shared experiences, observed best practices, and adapted learning for local application.

Locally, the team collaborated with youth associations and women's organizations, organizing joint workshops, mentoring sessions, and networking events to strengthen community engagement.

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Project Explanation

The project focuses on environmentally friendly production methods, digital literacy, and strengthening resilience in the modern marketplace.

Austria has a rich tradition of producing natural, handmade cosmetics based on regional herbs, Alpine plants, and environmentally friendly manufacturing methods. The country is well-known for its strict quality standards and high safety regulations, which make handmade products highly valued both locally and internationally.

Country Specific Information on handmade cosmetics



- Austria follows strict EU cosmetic regulations, so products must meet high safety standards.



- Many small businesses sell handmade soaps, creams, and balms at local markets and eco-shops.

In Austria, handmade cosmetics often include Alpine herbs such as arnica, chamomile, and calendula. These plants have been traditionally used for skincare and are prized for their soothing and healing properties.



Local artisans frequently use the cold-process soap-making method, which preserves natural oils and vitamins. This results in gentle, skin-friendly soap suitable even for sensitive skin.



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In Austria, we organized a series of local trainings attended by 25 young participants. These sessions focused on green entrepreneurship, sustainable production methods, and the basics of creating handmade cosmetic products.

We also hosted several webinars to expand engagement beyond the in-person sessions. These online meetings allowed participants to learn about digital marketing, environmental sustainability, and EU standards for cosmetic products.

What have we been doing in Austria?



- Packaging is usually recyclable or biodegradable to support sustainability.



- Traditional herbal knowledge plays an important role in Austrian skincare culture.

As part of the WONDERFUL project activities in Austria, we carried out a wide range of dissemination actions to ensure the project's visibility and impact.



After completing the local trainings and webinars, we actively shared the outcomes with the wider community through social media updates, informational posts, and digital materials created by participants.

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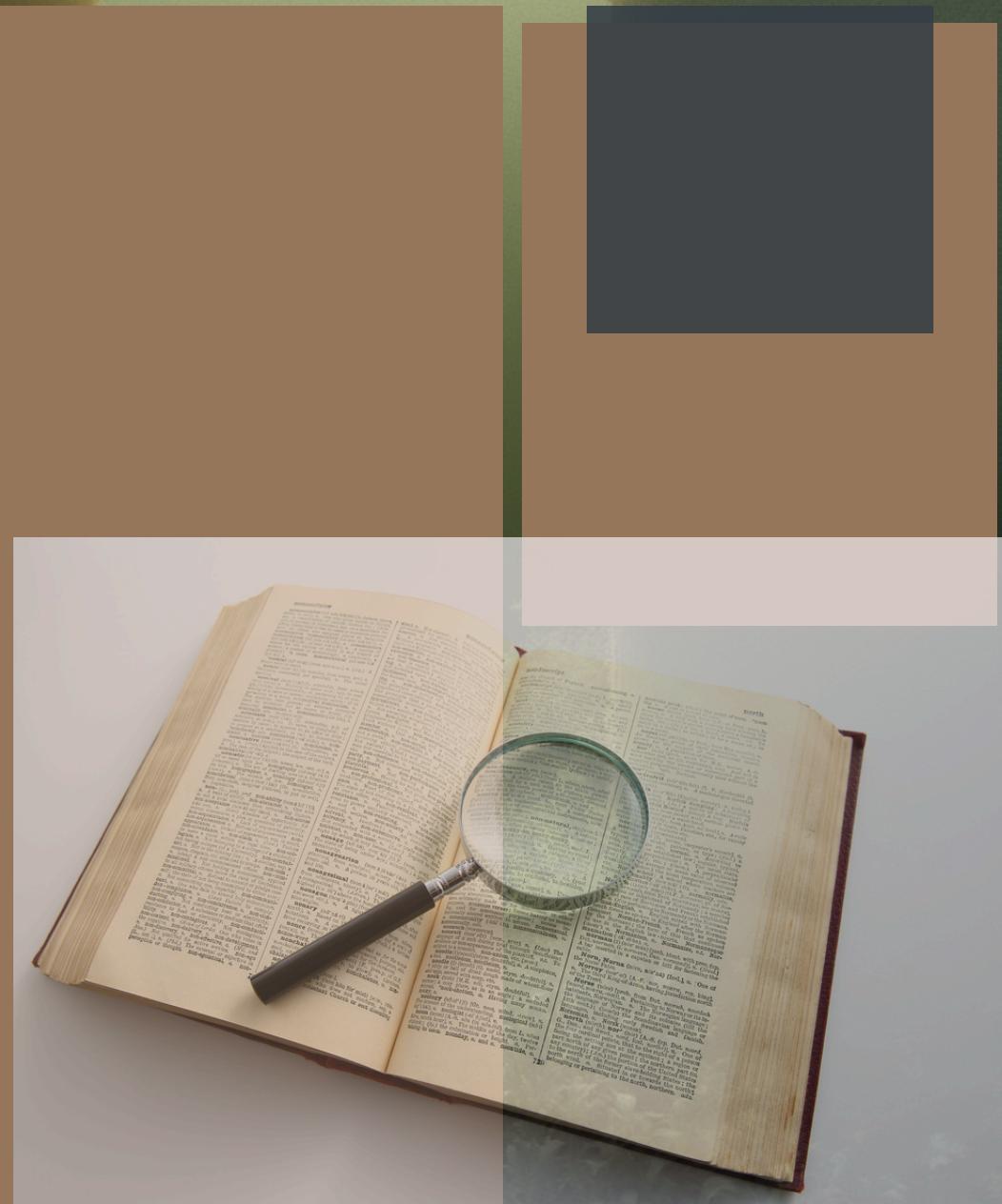
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