

hi, friend!



I've been a self-employed, self-made creator for over 14 years. The concept of 'influencers', 'content creators', and 'green entrepreneurs' barely existed 10 years ago, and now? ...We are completely taking over the world of marketing and changing the way social media works. It's exciting, but it is also very challenging, because there are no guidelines - we are all just making this up as we go. There are no formal academic institutions teaching you how to make a successful career out of this...yet more and more people want to build a career in social media while still being able to help nature and wildlife. That is exactly why I founded Behind the Greens Media and started hosting Creative Greenpreneur Adventures.

My mission is to show people how you can use the power of social media to achieve 1) financial stability, and 2) a fulfilling lifestyle + rewarding career...all while making a positive impact just by being your true authentic silly self. When I graduated from uni with a degree in Zoology I tried working odd jobs according to the normal corporate world but nothing really interested me or aligned with what I truly cared about. It's a disappointing realization that I think many people in the environmental field can relate to: school doesn't teach you how to make a difference. So I took this weakness and made it a strength. I started my company Behind the Greens Media and created a unique educational program specifically for special people out there like me: creative, energetic, weirdos who love spending time outdoors with animals! This is the essence of the Creative Greenpreneur Adventure.

When I launch a new YouTube documentary, whether it's about saving rhinos from

poaching, eco-stays in Portugal, backpacking in the Moroccan desert, or planting trees - the most common question I receive is "what is your job" and "how can I do what you do?" Now, I've created a program where you can actually come along with me and experience it all first hand!

The Creative Greenpreneur Adventure is an immersive, 100% hands-on accelerator program designed to teach people how to align their individual creative passions with new age media careers like content creation, video editors, social media strategists, meme generators (yes, this is actually a job), and so much more. Our students get to participate in real-life film projects like tree planting, land regeneration, wildlife rescue and rehab, upcycling, marine research, activism, and powerful cultural gatherings - while at the same time being exposed to the complex inner workings of how to get sponsors, brand communication, project management, planning collaborations and how to make money. Every day our students get to practice in front of a camera interviewing, demonstrating short and long format editing, and exercising storytelling skills. It's a wild fun adventure that will prepare you for a creative career in wildlife conservation, marine research, sustainability, academia or green entrepreneurship.

This program is also an opportunity to travel with us, see up-close what it takes to be a content creator/influencer, and explore amazing beautiful eco-stays and destinations.

"What exactly is a greenpreneur?" - Someone who wants to be their own boss, build their own brand or company, create their own projects and opportunities, and at the same time serve nature and the planet.

"Is this program for me?" First, consider this: Do you feel you have more to offer the world? Are you more creative than your current job allows you to be? Is there a voice inside trying to tell you something? Are you feeling stuck in your current job? OR - maybe you're already a business owner becoming painfully aware that you need

a better social media + marketing presence.

We teach people exactly how we do what we do, including:

- how to manage a social media page
- graphic design - creating visuals and writing captions
- filming short and long format videos like reels, tiktoks, and youtube
- project management - landing partnerships, collabs, and paid gigs
- videography + photography
- how to start and manage a YouTube channel
- what it takes to become a sustainable business owner
- creative storytelling
- co-working, co-creation and co-facilitation of workshops and retreats
- taking risks outside of comfort zones
- what type of environmental careers are out there for creative individuals
- PLUS access to all our professional contacts, networks, internships, and job opportunities!

What we offer is an immersive, life-changing experience that will give you the education and confidence you need to finally make your passion into your career. Not only do we offer our greenpreneurs access to all our knowledge and networks, but we also offer our friendship and support, in whatever endeavors you might pursue. I repeat: this program is for everybody. If you went to school for nursing, biology, law, IT, or engineering - maybe you've been working in the corporate world already for 20+ years, or maybe you're still in Uni trying to figure out what you want to do with your life - the Creative Greenpreneur Adventure will help bring clarity and alignment into your life. It's not just about learning the right skills, it's about experiencing how you feel when you spend time outside with an open heart. I can

tell you first hand, when you go on a boat ride to research dolphins, or when you climb a tree to study the mushrooms growing on the bark - you will feel happy and at peace.

The most defining theme is creativity, specifically how to bring out our individual creativity and use this as a tool to motivate people, educate, and satisfy our own desires as creators.

"How are greenpreneurs helping the planet?" Well, you'll have to experience it for yourself, but something magical happens when a group of highly creative, like-minded people gather in the right setting. During one of our creative adventures in Portugal last year, my team, along with a group of 14 students, experienced this power first hand. In just 10 days, this was our impact:

- Together, we planted over 100 native trees and constructed rainwater management systems in a region that suffers from extreme drought;
- We gave back to the land by building bird houses and insect hotels from 100% recycled waste material;
- Raised 3,000 EUR for local wildlife conservation programs;
- Created safe space for us to normalize conversations about how we can work with ADHD, BIPOLAR, OCD and anxiety;
- Volunteered at a wildlife rescue facility helping with maintenance projects and removal of invasive species in a native bird sanctuary;
- Partnered with a local surf club to help clean up trash from beaches;
- Worked with a marine research facility collecting observational data to protect whales and dolphins;
- Participated in a community-wide nationally televised event cleaning marine debris from harbors and SCUBA diving to remove ghost fishing nets - collectively we gathered 1 TON of waste from the coast of Portugal; and

- Our students individually created over 50 pieces of high-quality content about these grassroots organizations and individuals who are making a difference. These actions made an incredible impression on our hosts and the communities that we visited. People were extremely grateful for our hard work and for bringing visibility to these projects. However, the most significant impact in my eyes was the amount of growth I observed in each of my students in a shockingly short period of time.

The reality of this generation is that environmental careers are changing and we need better educational programs teaching people how to become the next generation of eco-leaders and become a force for positive change. My mission is to not only bridge this gap but to catapult people into their own powers.

So...are you ready to take a baby step outside of your comfort zone, really put yourself out there, to finally put energy into your own goals and dreams? If you are ready, we are here waiting for you. Join our next creative adventure and your life won't ever be the same.

Roxa

Marga

