ECO-entrepreneurship CURRICULUM

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CONTENTS

Ecopreneurship Curriculum Overview

This hands-on, student-centered curriculum introduces young changemakers to the exciting world of ecopreneurship — starting and growing businesses that help protect the planet. Through real-world projects, creative thinking, and teamwork, students will explore how they can make a difference through sustainable business ideas.

Module 1: Introduction to Ecopreneurship
An overview of ecopreneurship, its importance in today's world, and the role of eco-conscious entrepreneurs in driving sustainable development.

Module 2: Market Research and Analysis
Focuses on identifying market needs, analyzing trends, and understanding consumer behavior specific to green products and services.

Module 3: Scaling Up and Growth
Covers strategies for expanding ecopreneurial ventures, including funding options, partnerships, and sustainable scaling models.

Module 4: Sustainable Entrepreneurship Models
Explores various models and case studies of successful sustainable businesses, highlighting circular economy principles and green business practices.

Module 5: Business Development and Planning
Guides learners through creating a comprehensive eco-business plan, from concept to execution, with an emphasis on sustainability.

Module 6: Innovation and Creativity in Ecopreneurship
Encourages innovative thinking and problem-solving to develop unique solutions to environmental challenges through entrepreneurial ventures.

Module 7: Social Impact and Responsibility
Examines how ecopreneurs can positively impact communities and ecosystems, incorporating ethical practices and social responsibility.

Module 8: Project-Based Learning
Hands-on experience where participants develop and present real-world ecopreneurial projects, integrating concepts from previous modules.

Module 9: Environmental Policy and Advocacy
Provides insights into environmental legislation, policy frameworks, and how ecopreneurs can engage in advocacy to influence systemic change.

Introduction to Ecopreneurship

Title	Introduction to Eco-preneurship
Objective	Students will understand the concept of ecopreneurship, its relevance in addressing environmental issues, and explore key related concepts such as sustainability, innovation, and social responsibility.
Author	SYNTHESIS Center for Research and Education
Grade level	Early Secondary Education (Grades 6-8)
Time duration	3 lessons (approximately 45 minutes each)

Lesson 1	**What is Ecopreneurship?**
Objective	Introduce students to the concept of ecopreneurship and its importance in environmental conservation.
Materials	1. Slide presentation or posters about ecopreneurship 2. Handouts with definitions and examples of ecopreneurship ventures 3. Video clips or case studies of successful ecopreneurial projects
Activities and procedures	**Introduction (10 minutes):** • Discuss the term "ecopreneurship" and break it down into "eco" (environmental) and "entrepreneurship" (business innovation). • Show examples of ecopreneurial ventures (e.g., companies using sustainable materials, renewable energy startups). **Exploration (20 minutes):** • Provide handouts with definitions and examples of ecopreneurship. • Facilitate a class discussion on why ecopreneurship is important for addressing environmental issues. • Show video clips or present case studies of successful ecopreneurial projects (e.g., recycling innovations, sustainable agriculture).

Activity (15 minutes):

- Divide students into small groups and assign each group a different ecopreneurial project or concept.
- Ask groups to brainstorm ideas on how they would approach starting a similar project in their community.
- Each group presents their ideas, discussing potential challenges and benefits of their proposed project.

Lesson 2	**Key Concepts in Ecopreneurship - Sustainability and Innovation**
Objective	Explore the concepts of sustainability and innovation within the context of ecopreneurship.
Materials	1. Slide presentation or posters on sustainability and innovation 2. Handouts with definitions and examples 3. Access to internet for research activity
Activities	**Introduction (10 minutes)**: - Define sustainability and innovation in simple terms. - Discuss why these concepts are important for ecopreneurial ventures. **Exploration (25 minutes)**: - Present examples of sustainable practices (e.g., reducing waste, using renewable energy) and innovative solutions (e.g., eco-friendly packaging, upcycling). - Show how these practices are integrated into ecopreneurial projects. **Research Activity (10 minutes)**: - Assign students to research a specific ecopreneurial venture or innovation in sustainability. - Students prepare a short presentation on their findings, highlighting key sustainable practices and innovative solutions used.
Lesson 3	**Social Responsibility in Ecopreneurship**
Objective	Discuss the concept of social responsibility and its role in ecopreneurship.
Materials	1. Slide presentation or posters on social responsibility

	2. Handouts with definitions and examples
	3. Case studies or articles on businesses practicing social responsibility
Activities	**Introduction (10 minutes)**: • Define social responsibility and explain its relevance to ecopreneurship. • Discuss how businesses can contribute positively to society through their practices. **Case Study Analysis (25 minutes)**: • Present case studies or articles about businesses that prioritize social responsibility in their ecopreneurial ventures. • Facilitate a discussion on the impact of these practices on the environment and communities. **Group Discussion (10 minutes)**: • Divide students into groups to brainstorm ideas on how they can incorporate social responsibility into their hypothetical ecopreneurial projects. • Each group presents their ideas, focusing on potential benefits and challenges of implementing social responsibility practices.
Assessment	1. **Formative Assessment**: Monitor participation in discussions, group activities, and research presentations. 2. **Summative Assessment**: Evaluate students based on their understanding of ecopreneurship concepts through a written reflection or project proposal outlining a hypothetical ecopreneurial venture with a focus on sustainability, innovation, and social responsibility.
Extension activities	1. Invite a guest speaker from a local ecopreneurial venture to share their experiences and insights. 2. Organize a field trip to a sustainable business or environmental organization to observe ecopreneurship in action.

Lesson 1: What is Ecopreneurship?

- Definition of Ecopreneurship: "Ecopreneurship involves developing and implementing business solutions that prioritize environmental sustainability alongside profitability."
- Examples of Ecopreneurial Ventures: Provide short descriptions and images of various ventures, highlighting their innovative approaches and environmental impacts.
- Discussion Questions: "Why is it important for businesses to consider sustainability in their operations?" "What are some ways ecopreneurs can overcome challenges in launching their ventures?"

Video Clips:

- TED Talks or YouTube videos showcasing ecopreneurial success stories and innovative projects.
- Documentaries or short films highlighting sustainable business practices and their impact on the environment.
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Lesson 2: Key Concepts in Ecopreneurship - Sustainability and Innovation

- Definitions of Sustainability and Innovation: **Sustainability** refers to the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. It encompasses environmental, social, and economic dimensions, aiming for long-term balance and well-being. **Innovation** involves creating new ideas, methods, or products that address existing problems or meet new needs. In the context of ecopreneurship, innovation often focuses on developing sustainable solutions that minimize environmental impact and promote efficiency.
- Examples of Sustainable Practices: Detailed descriptions and visuals illustrating different practices such as recycling, energy conservation, and sustainable agriculture.
- Research Activity Prompt: "Research a local ecopreneurial venture and identify how they integrate sustainability and innovation in their business model."

Research Activity:

- Students use computers or tablets to research and gather information on a specific ecopreneurial venture.
- Prepare a short presentation highlighting sustainable practices and innovative solutions used by the venture.

Lesson 3: Social Responsibility in Ecopreneurship

- Definition of Social Responsibility: Social responsibility in business refers to the ethical obligation to act in ways that benefit society at large. This includes practices such as ethical sourcing, fair treatment of employees, community involvement, and transparency in business operations.

- Examples of Socially Responsible Practices: Detailed descriptions and images illustrating fair trade, community support initiatives, and ethical sourcing.

- Discussion Questions: "How can ecopreneurs balance profitability with social and environmental responsibility?" "What are the benefits of transparency in business operations?"

Case Studies:

- Provide printed case studies or online articles about businesses that integrate social responsibility into their ecopreneurial ventures.

- Discuss these case studies in class to analyze the impact of social responsibility on business success and community relations.

Additional Resources:

- **Guest Speakers**: Invite local ecopreneurs or representatives from sustainable businesses to speak to students about their experiences and initiatives.

- **Field Trips**: Organize visits to local businesses practicing ecopreneurship or sustainability, such as organic farms, recycling centers, or eco-friendly manufacturing facilities.

Market Research and Analysis

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Title	Market Research and Analysis
Objective	Equip learners with the knowledge and skills to conduct basic market research, analyze market trends, and utilize data to make informed decisions, with a focus on ecopreneurship
Author	Olga Rajchikj, EcoLogic
Grade level	Early Secondary Education (Grades 6-8)
Time duration	3 lessons (approximately 60-90 minutes each)
Lesson 1	**Conducting market research to identify consumer needs and preferences**
Objective	Understand the importance of market research, as well as acquiring skills to be able to design and conduct basic market research that identifies consumer needs and preferences, especially for products and services in ecopreneur sectors.
Materials	- Presentation slides - Examples of templates for surveys - Access to market research tools (Google Forms, Typeform, etc.) - Internet access for research - Customer personas for ecopreneur organizations - Flip charts or whiteboards for brainstorming
Activities and procedures	1. Overview of the importance of market research and types of market research. (15 mins) 2. Differences between different types of market research and how to conduct it (15 mins) 3. Sharing examples of questionnaires depending on the research type 4. Practical Activity (30 min): Divide students into groups to create surveys 5. Homework – Group work collect at least 50 answers on the surveys and make presentation to explain relevant consumer insights.

Lesson 2	**Analysis of Market Trends and Opportunities for Ecopreneur Ventures**
Objective	By the end of this lesson, students will understand what market trends are and how to spot new opportunities for businesses that care about the environment.
Materials	- Articles on current market trends for green economy - Access to trend analysis tools (Google Trends, Statista, etc.) - Graph paper or data analysis software (Excel, Google Sheets) - Presentation
Activities and procedures	1. Introduction: Brief on market trends in sustainable business, highlighting the importance of data-backed decision-making. (15 mins) 2. Research Activity: Learners will research and gather market data on sustainability trends. (20 mins) 3. Trend Analysis: Learners analyze the data, identifying key trends and opportunities for potential ecopreneur ventures. (20 mins) 4. Class Discussion: Share findings and discuss which trends offer the most promising business opportunities. (10 mins)
Lesson 3	Utilizing Market Data to Inform Business Decision-Making
Objective	Learners will use market data to inform key business decisions, developing strategies for ecopreneur ventures that are data-driven and responsive to market trends.
Materials	- Decision-making frameworks or templates (SWOT analysis, Porter's Five Forces, etc.) - Presentation (PowerPoint, Google Slides)

Activities and procedures	1. Introduction: Review of data's role in decision-making, specifically in green business contexts. (20 mins) 2. Group Activity: Learners apply a decision-making framework (e.g., SWOT) to a green business idea (ex. Patagonia) (30 mins) 3. Group Presentations and Discussion (20 mins): Present the decision-making process and rationale behind business choices.
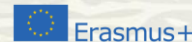
1. What is market research?

What is market research?

Market research is the work of **researching, collecting and analyzing information** to demonstrate that your project has a place in a market, and to understand the segments of that market.

A market is the **meeting of supply and demand**. The market research therefore aims to understand :

- Customers (request) ;
- The competitive environment (offer) ;
- The macro-economic environment that can influence this market.

Several markets are possible, depending on his project, the type of customers chosen or the reason for buying. Some markets are more attractive than others, which the market analysis will have to determine.

A market can be defined by three characteristics:

- the **product/service** → the product/service is described by the value perceived by the potential customer or user.
- the **type of customers** → beyond the distinction between B2B and B2C, distinguish which type of individuals or companies to target
- the reason **for purchase** → The reason for purchase leads to the development of different products and strategies.

When and why conduct market research?

Vital to ensure the adequacy between its offer and the real needs of the market, market research is a **strategic tool to be used continuously,** as well for the launch of the company as for the launch of a new product/service or the analysis of a satisfaction survey.

Objectives :

- Avoid a blatant project **failure**! (see example of a failure in the appendix)
- **Improve its strategy** to integrate itself sustainably into its target market
- Check the commercial **opportunity** to launch your project
- Evaluate its potential sales

The different reasons to do market research

Market research is useful at all stages of a idea's life! This is why it is used continuously in companies. At certain key moments, market research is even indispensable:

- **Idea definition**: you have an idea, but you have trouble identifying if it's really a good idea. Market research will allow you to validate or not your intuition, and if the idea is valid, to better define what to offer to whom.

- **Idea strategy**: your idea is clear and validated. You still have to define how to implement it: what is my priority target, through which distribution channel will I reach it, what communication will be the most effective, at what price to launch my offer, with what positioning compared to my competitors?

- **Launching a new product**: the launch of a new product has the same stakes as the two steps mentioned above, so market research is just as useful.

- **Satisfaction survey**: you wish to get feedback on your activity. The market research survey methodology will help you to obtain more reliable results and to better interpret them in order to act accordingly

- **Decline in sales**: market research can help you analyze a decline in sales: has a new competitor entered the market? Have your consumers' practices changed?

2. How to make a market study?

The steps of a market study

DOCUMENTARY RESEARCH
secondary research

This research builds on the **resources available online** to
obtain comprehensive information that can help the project succeed.

FIELD RESEARCH
primary research

The field study focuses directly on **clients and beneficiaries**
to ensure that the business meets their needs and expectations.

Documentary research

HOW TO DO A LITERATURE SEARCH?

Many studies are available online, in the specialized press, on professional databases or in university theses. These studies will already allow you to frame your reflection by giving you **precise figures** and the main **guidelines** of your market.

Your literature search should explain :
- The market
- Competition (direct and indirect)
- Suppliers
- The distribution
- The regulation

Some useful search tools:

Institutional sites
- National Statistic Institutes
- Europeans : EUROSTAT

Study of competitors
- Competitor websites & annual reports

Industry press (print and online)

Other tools
- Google Trends & Youtube Trends
- Similarweb

Documentary research

Present the results of its literature review

- **PORTER**: Very interesting to show the **competitive dynamics,** and to show that you have sustainable assets to penetrate your market.

- **PESTEL**: Necessary for innovative projects in **complex and evolving ecosystems** to be analyzed over the long term (environmental analysis, regulatory constraints ...). For example: health, food...

- **SWOT**: Very valuable to assert your **competitive positioning**, to show that there is a good shooting window for you (the right time, the right market). Example: low cost project, disruptive...

- **Competitive Mapping**: Effective to present all your competitors on a binary axis and show that you have the best answer on this matrix. Example: my solution offers more services, and is cheaper than all the others.

2. Field research

The field study
WHY CONDUCT A FIELD STUDY?

The purpose of the field study is to **study in depth the consumer's behavior**, his motivations, his consumption habits, the imaginary that he associates with each product, … to define an offer as close as possible to his needs.

Only 5% of our decisions are made rationally. These are constantly influenced without us even being aware of it. It is therefore useless to ask a consumer what he wants, because he doesn't know it himself. You have to **understand what influences them in order to adapt your offer accordingly**.

Why take an interest in consumers?

« It's really hard to design products through focus groups. A lot of times, people don't know what they want, until you show it to them. »

Steve Jobs

True: Asking the consumer what he wants doesn't help! At the time when a phone cost 50€ and was used to make calls, no one would have declared being interested in a 1000€ smartphone in a survey.

False: All of Apple's innovations meet the needs of this era: ease of use, sleek design, user community, avant-gardism, surprise/secret, …

The challenge of the field study is therefore precisely to understand the deep needs of consumers rather than their expressed desires.

How do I do a field research?

The field study is divided into two stages:

What is it?	What's the point?
4 to 6 interviews with various profiles of consumers. They provide qualitative and subjective results **on the deep motivations of consumers.**	**Understand - Explain - List** The qualitative study explores in depth the **habits of potential clients**. What are their **motivations**, their **obstacles**, their **needs**?
Widely distributed **survey** to validate the qualitative study's hypotheses on a **larger scale**. It provides quantified and representative results.	**Measure - Describe - Generalize** The quantitative study generalizes the results of the qualitative study. Are the impressions collected widely shared?

1.
Qualitative study

2.
Quantitative study

Two mistakes not to make:

- **Skipping the qualitative study:** because it alone allows you to completely listen to the consumer and understand him/her.

- **Doing quantitative study first:** because it means taking the risk of validating one's own prejudices instead of validating assumptions heard from consumers.

The field study

Successfully completing a qualitative study requires a bit of methodology. Here are some tips to carry it out in 4 questions:

How to choose the respondents?

How to prepare for an interview?

How do I conduct an interview?

The field study

How to choose the respondents?

The qualitative study interviews few people. It is therefore advisable to **choose** them well! As far as possible, try to interview: buyers, users and possible intermediaries in the different segments of your market (segments identified during your documentary research).

Example: CycloPowerFactory proposes a new indoor bike that produces green and solidarity electricity: sportsmen and women generate green electricity by cycling, the value of which - not taken from the network - is redistributed to associations. CPF is now seeking to define its market entry strategy. They have identified corporate sports halls as a priority target and would like to validate this idea. Who to interview?
- Users: two employees from different companies (e.g. L'Oréal and Carrefour)
- Decision-makers: the managers of the sports hall of these companies
- Intermediaries: corporate sports hall installers
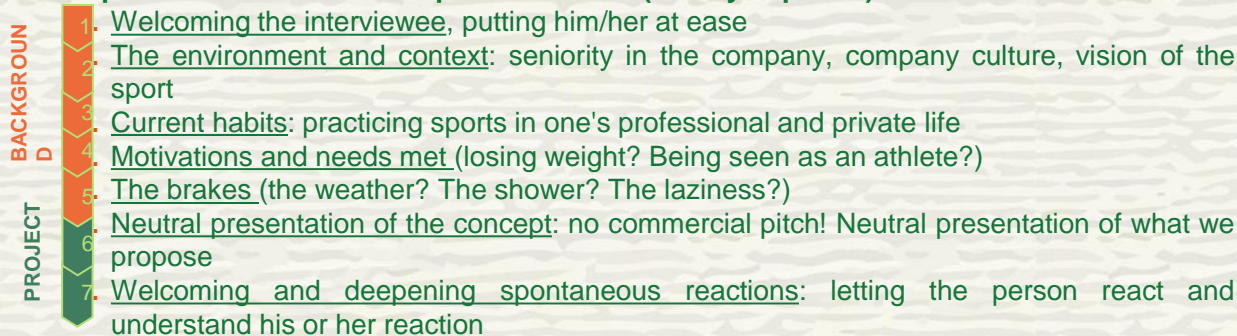
The field study
1. THE QUALITATIVE STUDY

How to prepare for an interview?

The interview is an **open discussion**. It is therefore useless to prepare a list of very precise questions: you risk turning the interview into an interrogation!

You still need to prepare the **structure of the interview**: what are the main topics you want to discuss? In what order?

It is quite possible that the discussion does not take place in the order you had planned: **the interviewee is king**! But a coherent order helps to keep the themes in mind. Again, this is a **funnel-shaped process**.

Example of the structure of a sports interview (see Cyclopower)

BACKGROUND

1. Welcoming the interviewee, putting him/her at ease
2. The environment and context: seniority in the company, company culture, vision of the sport
3. Current habits: practicing sports in one's professional and private life
4. Motivations and needs met (losing weight? Being seen as an athlete?)
5. The brakes (the weather? The shower? The laziness?)

PROJECT

6. Neutral presentation of the concept: no commercial pitch! Neutral presentation of what we propose
7. Welcoming and deepening spontaneous reactions: letting the person react and understand his or her reaction

The field study
1. THE QUALITATIVE STUDY

How do I conduct an interview?

Making people talk!

The qualitative interview has only one goal: to **make people talk!**
The sign of a good interview is an interviewee who speaks much more than you do.

This implies :
- A climate of trust and respect: putting the respondent at ease
- **Open questions**, that can't be answered by just yes or no
- Active and caring listening
- **Neutral posture**: no judgment (watch out for postures, frowning, hindsight...all these attitudes may influence your interviewee)

The goal is to understand the representations of the interviewees.

Example: "*For me it's important to have a beautiful house, something unique, something nice! You see?* "Nobody sees the same house in these words! It is a question here of understanding what these words mean for the respondent, what does he mean by beautiful? owl? Unique?

The field study

How to build your questionnaire?

A. Types of questions (1/2)

Every questionnaire includes three types of questions on :
- **Behavior**: what do they do?

Example: How many times a month do you play sports?
- **Attitude**: what do they think?

Example: Is playing sports for you? Indispensable? Important? Unimportant? Unnecessary?
- **Signage**: who are they? (see appendices)

Example: Are you: a man? A woman? How old are you?

Ultimately, this allows you to make connections between these questions to better understand your customers.
For example: although the 35-55 year olds are very aware of the importance of sport (62% "Important"), very few really practice it (53% only do it once a month).

How to build your questionnaire?

A. Types of questions (2/2)

Questions can be open or closed.

- **Closed-ended questions** are easy to re-process and the questionnaire is less burdensome for the respondent to complete, but it may be difficult to predict all responses, the respondent may easily answer randomly, or be influenced in his or her response.
- **Open-ended questions** have less influence on the response and provide richer information but are difficult to re-process and lower the return rate.

Varying the two types of questions can be a way to limit bias.

In addition, there are several types of closed-ended questions (see appendices). A widely used form is the Likert scale (scale from "Very important" to "Not useful", or from "Very satisfied" to "Very dissatisfied").

Build a quantitative questionnaire

Signage issues

Questionnaire addressed to individuals :

- Like

- Age

- Socio-professional category :
  - Operating farmers
  - Craftsmen, merchants, business leaders
  - Managers and senior professionals
  - Intermediate professions
  - Employees
  - Workers
  - Retired
  - Others without professional activity

- Diploma

- Housing

- …

Questionnaire addressed to companies :

- Size
  - Micro enterprise: no employees
  - Very Small Business (VSE): 1 to 9 employees
  - Small business: 10 to 49 employees
  - Medium-sized company: 50 to 499 employees
  - Large company: 500 to 999 employees
  - Very large company: more than 1000 employees

- Sector (NAF Code)

- Geographical area

- …

Other possible field studies

Market research can take many forms other than interviews and surveys. Some of them are much more interesting to better understand the consumer, but they are more difficult to set up for entrepreneurs.

However, here is an overview of other techniques you can use:

- **Focus groups:** a kind of qualitative interview to study this time not one consumer, but a group of consumers. What attitude will a group adopt towards a product or a concept. Who will influence whom? How will they do it? What is the group's feedback on the object presented? Focus groups are however hard to analyze by entrepreneurs who do not master marketing. The composition of the group or the way it is animated has a strong influence on the results. This type of survey requires a certain expertise to draw relevant results.

Exercise 3-2: Market research questionnaire

Market research questionnaires are answered by customers or potential consumers, to understand their perception and opinion on a given subject, typically pertaining to product or service feasibility, understanding consumer needs and interests, and pricing concepts.

There are many market research questionnaires which you can use to test the market. For easier observation, they can be divided in three categories:

Concept testing surveys:	Brand research:	Customer profiling:
● Product testing survey ● Ad testing survey ● Name testing survey ● Logo testing survey ● Package testing survey ● Price testing survey	● Brand awareness survey ● Brand conversion survey ● Brand personality survey ● Brand performance survey	● Typical customer analysis survey ● Typical customer demographics survey ● Target market analysis survey ● Target market demographics survey

https://www.surveymonkey.com/mp/market-research-survey-templates/

Following are samples of some of the market research questionnaires:

General Market Research Questionnaire - General market research aims to help you learn about your market size and potential to connect with customers.

1. How big is our potential market?
2. Will this market grow or shrink in the future?
3. What other products and services are similar to ours?
4. Who are our top competitors?
5. What market share do our competitors own?
6. What share is available for us to own/take?

Concept testing survey sample:

Product testing and development questionnaire

1. What do you like best about the product?
2. What do you like the least about the product?
3. What is your first reaction about the product?
4. How would you rate the quality of the product?
5. How innovative is the product?
6. When you think about the product, do you think of it as something you need or don't need?
7. How would you rate the value for money of the product?
8. If the product was available today, how likely would you be to buy the product?
9. How likely are you to replace your current product with the product?

10. How likely is that you recommend our new product to a friend or colleague?

Brand research survey sample:

Brand awareness survey
1. How likely are you to recommend our brand to a friend?
2. How long have you been a customer?
3. What problem does [product/service] solve for you?
4. How does the [product/service] fit into your daily workflow?
5. How well does [product/service] meet your needs?
6. What do you wish the [product/service] had that it currently does not?
7. What do you like [most/least] about [product/service]?
8. What made you choose us over a competitor?
9. How would you rate your last experience with us?

Customer profiling survey sample:

Target market demographics sample
1. What is your age?
2. What is your gender?
3. What is your education level?
4. Where do you live?
5. What is your profession?
6. What is your household income?
7. What is your household size?
8. What are your hobbies and interests?
9. Where do you spend your free time?
10. What are your biggest challenges?
11. What are your primary goals?
12. What is most important to you?
13. Where do you go for information?
14. How do you like to make purchases?

Target market analysis sample
1. Are your target customers individuals, companies or organizations, or a mix of both?
2. About how many people are in your target market?
3. How many companies or organizations currently provide a product or service similar to yours?
4. How competitive is the market for you target customer?
5. About what percentage of your target market does your target competitor currently "own"?
6. About what percentage of your target market do you currently "own"?
7. Does your product or service require a one-time payment or repeated payments?
8. What is the minimum number of times your target customer is likely to purchase your product or service?
9. About what percentage of your target market has purchased a product or service similar to yours?

10. How many customers do you need to make a profit?

https://www.formpl.us/blog/market-research-question

Name - Role/Function

User Background

ADD TEXT

Benefits/Motivations

- Add text

Frustrations/Anxieties:

- Add text

Demographics

- add text

Why to choose us?

Add text

What is a Market Trend?

- A *market trend* is when many people start liking or buying similar products or services.
- It shows what's popular or important right now.

Examples:
- More people using reusable water bottles.
- Electric cars becoming more common.

Why Do We care About Market Trends?

- Trends show us what people want, which helps businesses know what to sell.
- It's also a way to find new *green* (eco-friendly) business ideas!

Example:
- A business can decide to make more eco-friendly packaging because people care about reducing plastic.

How to assess the feasibility, desirability, and viability of an opportunity

01 — Market Analysis
02 — Competitive Advantage
03 — Financial Viability
04 — Resource Assessment
05 — Risk Analysis
06 — Customer Validation
07 — Scalability and Growth Potential

Understanding the Importance of Market Trend Analysis

Ecopreneurs during stages of the entrepreneurial life cycle
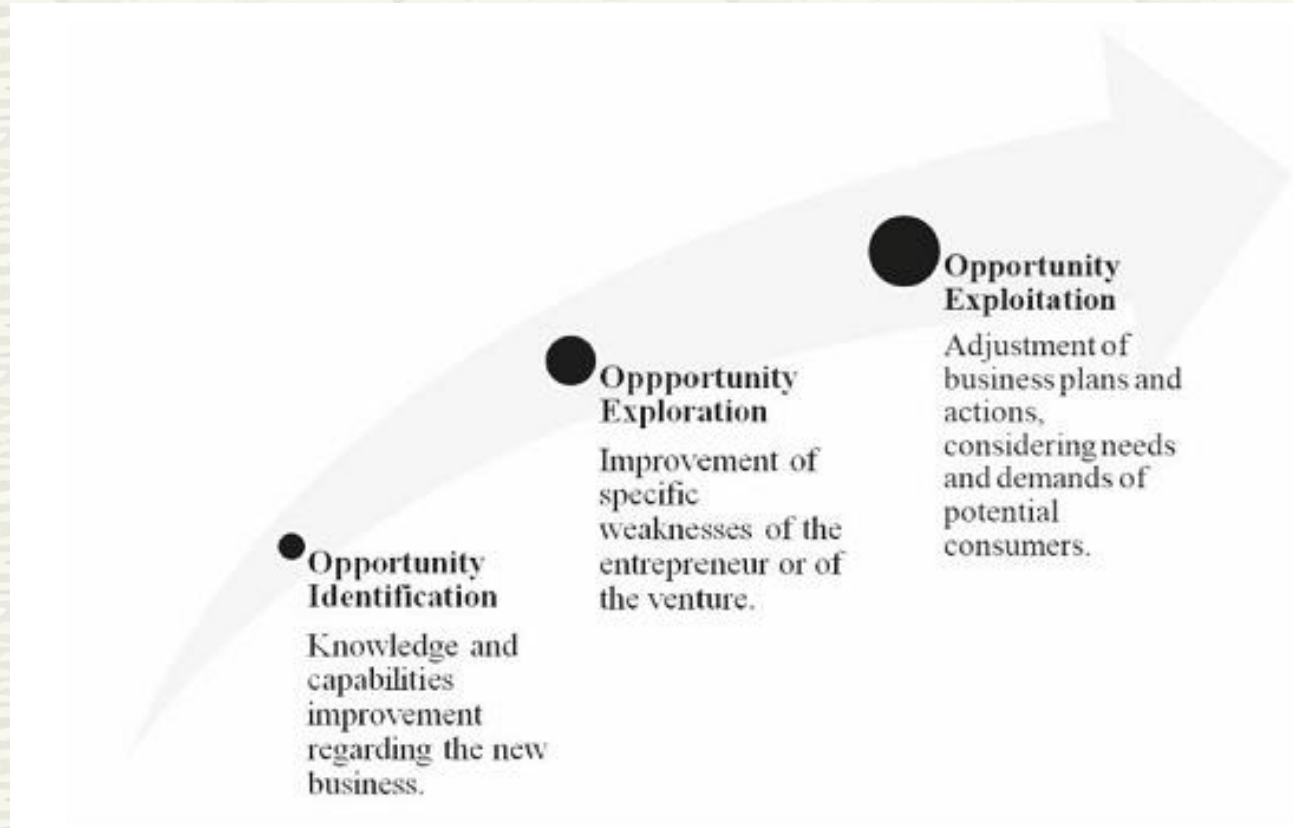
How Do We Spot Market Trends?

- Look at what people are talking about and buying.
- Read or watch news about new products.
- Read websites with reliable data
- Follow social media trends

Examples:

- You might see lots of people using solar panels, or more stores selling eco-friendly products.

Example of market trends data

Market Trends- Market Size & Market Growth Rate

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Example of market trends data

Market Trend Analysis: Short Simple Step-by-Step Guide

- Step 1: Identify Emerging Competitors, Products, and Industry Terms
- Step 2: Analyze Quantitative Data For Each Trend
- Step 4: Conduct Primary Research and Talk to Your Target Market
- Step 5: Create a Beta/Testing product Offer Around That Trend

Green Business Trends and What to Expect

- Consumers are increasingly concerned about the environmental impact of the products they buy, and companies are adopting green trends to meet this demand.
- In 2014, 55% of consumers worldwide were willing to pay more for eco-friendly products, and 71% of Americans considered the environment when shopping.
- Beyond boosting revenue, businesses can also save on energy costs by incorporating sustainability and energy efficiency into their operations.

Trends that will help you shape your business decision

- **Innovative & Renewable Energy**
- **Zero Waste**
- **Energy Efficient Housewares**
- **Rise in eco-friendly materials and adaptive reuse strategies**
- **Increased demand for better indoor air quality**
- **Surge in Electrical Vehicle charging infrastructure**
- **Sustainable Agriculture**
- **Green Architecture**
- **Rise in consumer activism**
- **Government policies on sustainability and Climate Change**

FINAL TIPS

- By paying attention to trends, companies can think of new products that people want.
- Trends show where the world is going, helping businesses come up with fresh solutions.

SWOT ANALYSIS

Strengths

1.
2.
3.
4.
5.

Weaknesses

1.
2.
3.
4.
5.

S **W**

O **T**

Opportunities

1.
2.
3.
4.
5.

Threats

1.
2.
3.
4.
5.

Utilizing Market Data to Inform Business Decision-Making

Importance of data

- Good data allows organizations to establish baselines, benchmarks, and goals to keep moving forward. Because data allows you to measure, you will be able to establish baselines, find benchmarks and set performance goals. A baseline is what a certain area looks like before a particular solution is implemented.

PRODUCTIVITY

With good data management, your company will be more organized and productive. Employees will have an easier time finding, understanding, and relaying information.

COST EFFICIENCY

Data management can help your organization avoid unnecessary extra costs such as unneeded duplication. When data is easily accessible, You won't have to worry about employees conducting the same research over and over again.

OPERATIONAL NIMBLENESS

Great data management makes it easy for companies to respond quickly to the world around them. This means companies can respond efficiently to market changes and react appropriately to competitors.

WHY IS DATA MANAGEMENT IMPORTANT?

blue-pencil
Information Security

SECURITY RISKS

Proper data management helps ensure that your information stays secure and never ends up in the wrong hands. A strong data management system will help protect your information from theft and attacks.

REDUCED DATA LOSS

With a data management plan in place, you greatly reduce the risk of losing vital company information. It also ensures your important information is backed up and retrievable in case something happens to the original copies.

ACCURATE DECISIONS

Proper data management helps ensure all employees and workers view and analyze the same, most recent information. This helps ensure that your company will be making the most accurate decisions based on the most accurate information

Applying Market Data to Business Decisions

• **Product Development:** How data helps in creating products that meet market demands.
• **Pricing Strategy:** How market data can inform competitive pricing to attract eco-conscious consumers.
• **Marketing Campaigns:** Tailoring campaigns based on data about consumer behavior and preferences.
• **Sustainability Decisions:** Using data to decide on greener materials or more sustainable practices.

• Look at the case study - https://learn.marsdd.com/article/case-study-data-driven-decision-making-in-building-a-market-expansion-strategy/

Market data types

- Consumer market research provides businesses with the necessary data to make informed product development and positioning decisions. By aligning their offerings with consumer preferences, companies can build brand loyalty and maintain a competitive edge in the market.

Types
- Consumer preferences (surveys, purchase patterns)
- Market trends (growing sectors, popular products)
- Competitor analysis (pricing, strategies)
- Environmental data (carbon footprint, energy usage)

How to collect market data – Refer to lesson 1

- **Primary Data Collection Methods:**
- Surveys and questionnaires
- Focus groups
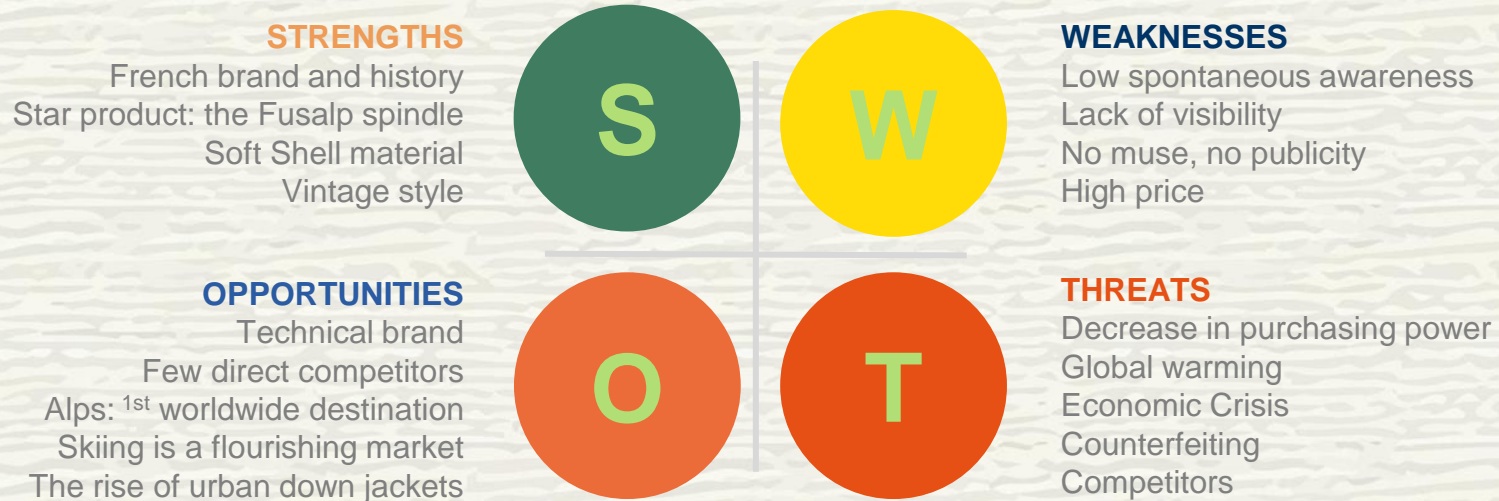- Direct customer feedback
- **Secondary Data Sources:**
- Industry reports
- Online market research tools (Google Trends, Statista)
- Competitor analysis reports
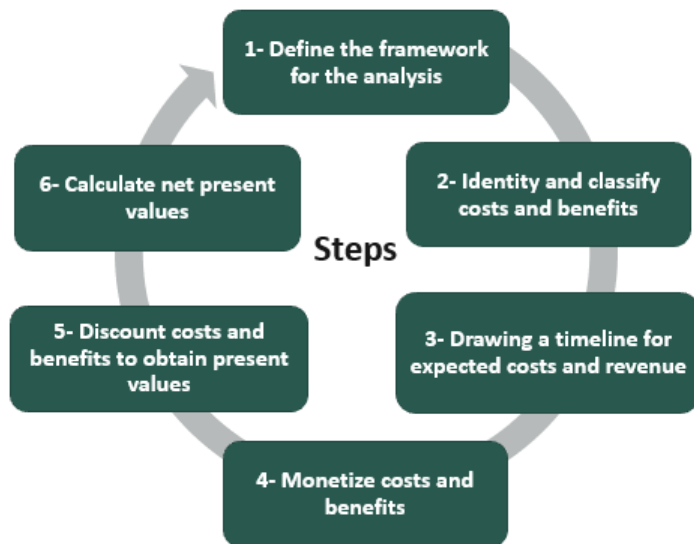
Decision-making frameworks

- **PORTER**: Very interesting to show the **competitive dynamics,** and to show that you have sustainable assets to penetrate your market.

- **PESTEL**: Necessary for innovative projects in **complex and evolving ecosystems** to be analyzed over the long term (environmental analysis, regulatory constraints ...).

- **Cost benefit analysis**: A cost-benefit analysis is a process used to measure the benefits of a decision or action minus its associated costs to determine whether it is worthwhile.

- **SWOT**: Very valuable to assert your **competitive positioning**, to show that there is a good shooting window for you (the right time, the right market). Example: low cost project, disruptive...

- **Competitive Mapping**: Effective to present all your competitors on a binary axis and show that you have the best answer on this matrix. Example: my solution offers more services, and is cheaper than all the others.

The SWOT matrix

- **Objective**: analyse the strengths and weaknesses of your company, but also the opportunities and threats of your environment.
- Decision support by taking into account the external phenomena impacting its product or service.

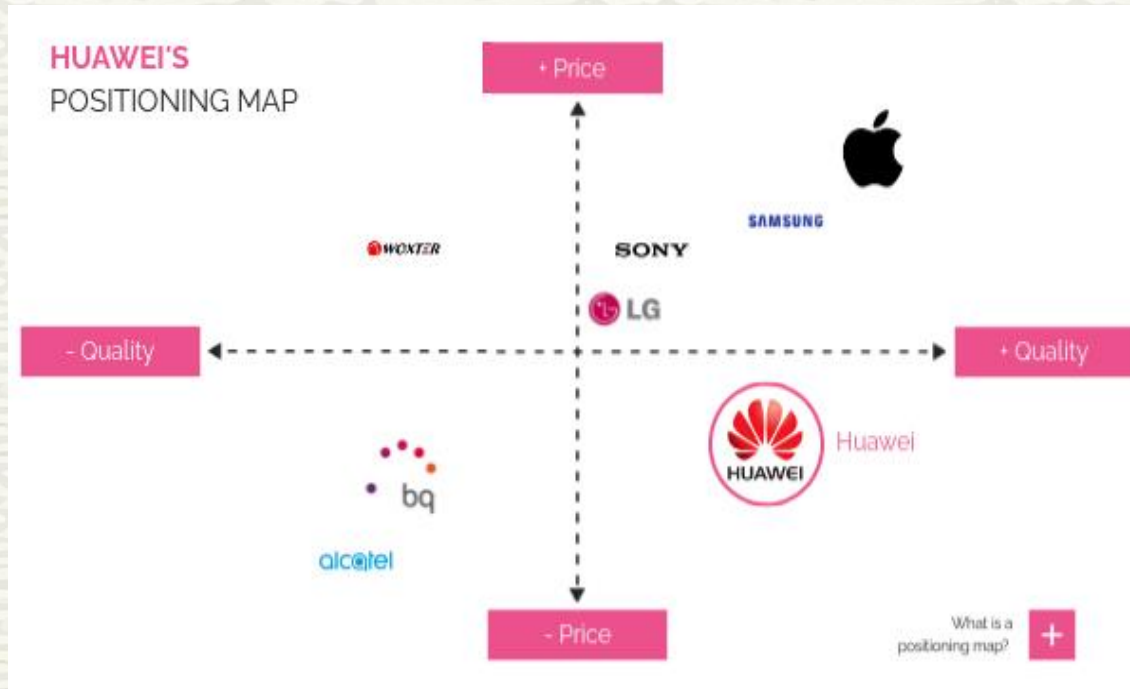- **Example**: SWOT of the Salomon ski brand

STRENGTHS
French brand and history
Star product: the Fusalp spindle
Soft Shell material
Vintage style

S

W

WEAKNESSES
Low spontaneous awareness
Lack of visibility
No muse, no publicity
High price

OPPORTUNITIES
Technical brand
Few direct competitors
Alps: 1st worldwide destination
Skiing is a flourishing market
The rise of urban down jackets

O

T

THREATS
Decrease in purchasing power
Global warming
Economic Crisis
Counterfeiting
Competitors

Competitive mapping

- **Objective: Determine your strategic positioning vis-à-vis strategic competitor groups. To do so, you will use criteria that you consider indispensable for the success of your structure in its sector.**

- **The matrix allows you to visualize where your company is positioned in relation to competitors.**

HUAWEI'S POSITIONING MAP
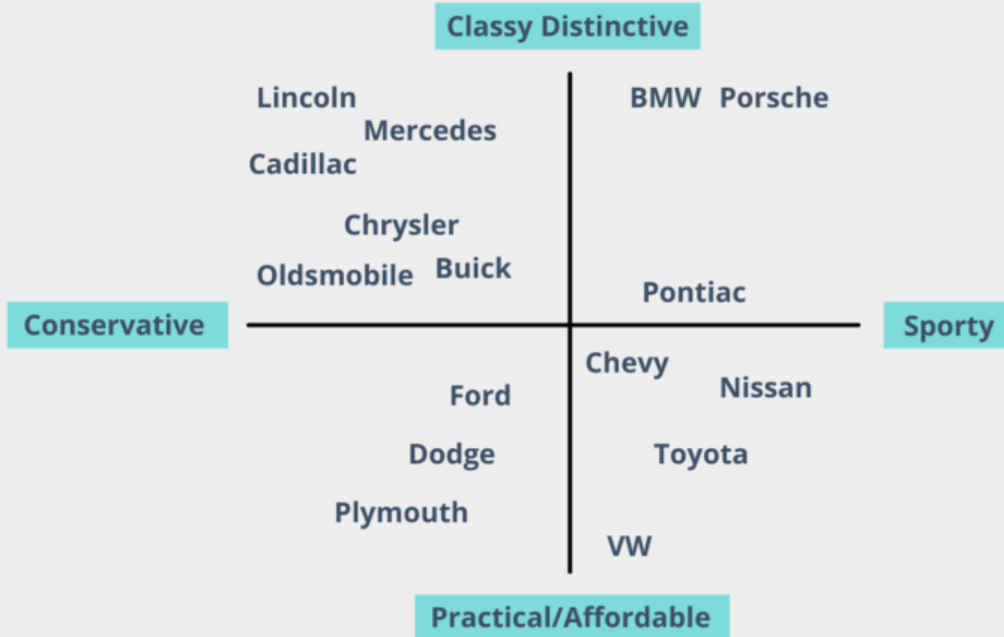
1. Inspiration for ecopreneurs:

https://www.greenbusinessbenchmark.com/archive/25-green-business-ideas-for-ecopreneur

https://sublimemagazine.com/six-top-ecopreneurs-23/

2. Case study: Data driven decision making in building a market expansion strategy

https://learn.marsdd.com/article/case-study-data-driven-decision-making-in-building-a-market-expansion-strategy/

3. A Comprehensive Guide to Understanding Market Trends and Forecasts

https://fastercapital.com/content/A-Comprehensive-Guide-to-Understanding-Market-Trends-and-Forecasts.html

4. Sources for market trends

https://www.euromonitor.com/

https://www.jpmorgan.com/insights/esg/sustainability/green-economy-outlook-sustainability-trends-for-2024

https://www.fortunebusinessinsights.com/green-technology-and-sustainability-market-102221

https://www.oecd-ilibrary.org/docserver/9789264111318-sum-en.pdf?expires=1727871376&id=id&accname=guest&checksum=08930010448E7E1F35D8A7560DECA275

https://www.gminsights.com/industry-analysis/green-technology-and-sustainability-market

https://www.sustainable-markets.org/

5. **Business insights: Economic Indicators: Deciphering Economic Indicators: Business Insights for Informed Decisions**

https://fastercapital.com/content/Business-insights--Economic-Indicators--Deciphering-Economic-Indicators--Business-Insights-for-Informed-Decisions.html

6. Case studies for inspiration and application of the lessons:

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://globalgeek.ca/wp-content/uploads/2021/03/The-Times-100-Business-Case-Studies.pdf

Relevant pages: 40, 48, 64

Scaling Up and Growth Strategies

|	
Title	Scaling Up and Growth Strategies
Objective	By the end of this module, learners will learn strategies for scaling up and growth while maintaining sustainability. They will also learn some methods of how to set and evaluate success metrics to ensure continuous improvement.
Author	Olga Rajchikj, EcoLogic
Grade level	Early Secondary Education (Grades 6-8)
Time duration	3 lessons (approximately 60-90 minutes each)
Lesson 1	**Strategies for scaling up ecopreneur ventures while maintaining sustainability**
Objective	Learners will explore different strategies for scaling ecopreneur ventures, focusing on maintaining sustainability. They will identify the challenges and opportunities of expanding an environmentally conscious business.
Materials	- Presentation slides on scaling strategies - Whiteboard or digital collaboration tool for brainstorming - Access to internet for research
Activities and procedures	1. **Presentation and Discussion:** Begin with a class discussion on what scaling means and its importance in business growth. (40 minutes) 2. **Brainstorming Session:** Students will brainstorm potential challenges and opportunities they might face when scaling (20 minutes) 3. Homework – Group work – choose a company and analyze their scale-up or growth path. Identify what could have been done better.

Lesson 2	**Development of growth strategies and expansion plans**
Objective	Learners will learn about growth strategies and expansion plans that align with sustainable business goals. They will understand how to map out the trajectory for growing an ecopreneur venture into new markets or regions.
Materials	- Example business expansion plans - Market analysis tools (SWOT, PESTLE) - Whiteboard or digital tools for brainstorming - Presentation
Activities and procedures	1. **Presentation:** Begin with an overview of growth strategies and expansion planning. (20 minutes) 2. **Group work –divide the class into 4 groups, where two groups get –** (40 minutes) - **Growth Strategy Exercise:** Use templates to guide learners through creating a basic growth strategy for a fictional or real ecopreneur venture. **And two groups get:** - **Expansion Plan Development:** Each learner or group drafts a simple expansion plan for their business, detailing target markets, logistics, and sustainability considerations. 3. **Presentation and Feedback:** Present expansion plans to the class and receive constructive feedback from peers and the instructor. (30 minutes)
Lesson 3	**Evaluation of success metrics and continuous improvement**
Objective	Learners will evaluate the success of their growth strategies by defining and applying relevant success metrics. They will understand the importance of continuous improvement and adaptability in scaling a sustainable business.
Materials	- Presentation - Evaluation frameworks (Balanced Scorecard) - Real-life business reports for analysis

Activities and procedures	1. **Presentation about Metric Identification & Continuous Improvement:** Introduce different metrics and evaluation frameworks (KPIs, Balanced Scorecard, etc.). Have learners identify which metrics are most relevant to their projects. Discuss the concept of continuous improvement and propose how businesses can adapt their strategies based on metric evaluations. (30 minutes) 2. **Discussion:** Begin with a discussion on what success looks like in an ecopreneur venture and the importance of balancing financial and environmental goals. (20 minutes) 3. **Group Work:** In groups, evaluate a sample business scenario using these metrics and suggest areas for improvement. (30 minutes)
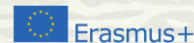
Strategies for Scaling Up Ecopreneur Ventures While Maintaining Sustainability

Two of entrepreneurs' favourite topics are *growth* and *scaling* in business. The words are thrown around a lot, they're very often used in a wrong way.

This is a representation of growth vs. scaling

Key Differences Between Growth and Scaling

GROWTH	SCALING
Short-term rapid business expansion	Long-term sustainability and ability to handle growth
Brining in new customers and increasing market share	Strengthens customer experience
Requires investment in infrastructure, marketing and workforce	Efficient resource allocation and process optimization

> *"Growth is never by mere chance; it is the result of forces working together."* — James Cash Penney, Founder of JCPenney

STAGE 1:
Start Up

STAGE 2:
Grow Up

STAGE 3:
Scale Up

STAGE 4:
Dominate the Industry

What is scaling up?

- Scaling a business means setting the stage to enable and support growth in your company. It means having the ability to grow without being hampered. It requires planning, some funding, and the right systems, staff, processes, technology, and partners.

- **_Scaling_ is when revenue increases without a substantial increase in resources**.

Processes "that scale" are those that can be done en masse without extra effort - if I send an email to 10 people or 1 million, my effort is essentially the same.

Example: A company that is scaling may gain $50,000 in new revenue for which they spent only $5,000 on marketing automation tools to allow more efficient marketing to a wider audience.

what do you need to scale up?

Some business models scale more easily than others

- Scalability describes an organization's capacity to adapt to increased workload or market demands.
- A scalable firm can quickly ramp up production to meet demand and benefit from economies of scale at the same time.
- Scalability has become increasingly relevant as technology has made it easier to acquire more customers and expand markets globally.

Key challenges in Scaling Ecopreneur ventures

- **Maintaining Environmental Integrity:** Growth can increase resource consumption, so managing ecological impact is crucial.
- **Balancing Profitability with Purpose**: Ensuring that financial growth doesn't come at the expense of social and environmental goals.
- **Operational Complexity:** As ventures grow, maintaining control over supply chains, production processes, and partnerships can become more complex, requiring a sustainable strategy.

How to set a scaling strategy

1. Evaluate and Plan
2. Find the Money
3. Create a plan around SMART (specific,measurable,actionable, realistic and time-oriented) goals.
4. Develop management skills.
5. Focus the company's offerings.

case of Patagonia - key lessons

- 1) Embedding core values into your business
- 2) Adapting and innovating sustainably
- 3) Maintaining rigorous standards
- 4) Balancing growth with financial prudence

- Sustainability as the Foundation: Always keep sustainability at the core of every growth strategy.
- Balance Growth with Purpose: Growth and sustainability aren't mutually exclusive—they should work hand in hand.
- Innovation is Key: Embrace technology and new business models to scale while reducing your ecological impact.
- Stakeholder Engagement: Engage your supply chain, employees, and customers in your sustainability mission to foster support for growth.

Your Company Name

Business Expansion Plan

Date

Executive Summary

An executive summary is a concise statement that provides a high-level rundown of your business, your expansion and how you intend to achieve that vision. It should briefly highlight crucial areas like:

- Growth targets
- Projected and current operating costs
- Funding needs
- Marketing approach

Provide as much detail as necessary for someone reading only your summary to get the gist of your overall expansion strategy. It may help to complete this section last.

Who We Are and What We Offer

Discuss what makes your business unique:

- What do you provide for your customers that other companies don't?
- In what areas do you shine?

Use this space to communicate your business's value propositions. You should also list your full line of products and services here.

Executive and Management Team

Identify any key players and stakeholders responsible for overseeing the expansion. You may also want to include your company controller/accountant, account manager or any consultant advising your activity.

Plan of Expansion

Now that you've laid the groundwork, this is where you detail your expansion proposal. Describe your goal and what you need to achieve your vision. Think in terms of planning, executing and maturing your expansion. Identify what or where you intend to expand:

- Are you releasing a new product?
- Do you plan to open a new branch?
- Does your expansion involve additional staffing needs?

Make sure to cover:

- How you intend to support your expansion
- Whether you'll need additional staff, capital or resources for your plan
- Details about your new product or service, if applicable
- Goals and key performance indicators (KPIs)
- New regulations or legislation, if applicable

Marketing Analysis

Identify and analyze your competitors in your new area of expansion. Consider what makes your competitors successful, their advertising strategies, prices, industry outlook and what opportunities you might have to reach new, niche audiences.

Marketing Strategy

Outline the steps you'll take to achieve the goals you've laid out. Identify your value propositions, any forms of advertising you plan to use, your key customer demographics and where/how you plan to sell your service or product. While you may not have fully developed concepts, you can include any marketing deliverables you intend to use in your strategy.

Financial History, Analysis and Forecasts

In this section, you'll need a variety of financial documents, like sales reports, balance sheets, profit & loss statements and future forecasts to support your expansion plan. If you're new to business bookkeeping or accounting, it may be a good idea to hire a professional who can help you prepare this portion of your plan. Use visuals like charts and tables to display complex data when possible. Potential investors, lenders and partners will likely pay particular attention to your finances, so make sure to double-check that everything is accurate and up-to-date.

Your expenses will fluctuate over the course of an expansion, so it's a good idea to include financial projections for up to five years. With your previous data and forecasts, you should be able to estimate what you'll need to run your business, including whether or not you need expansion capital to fund any new activity.
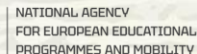
Development of growth strategies and expansion plans

what is a growth strategy

- **_Growth_ in linear terms**: a company adds new resources (capital, people, or technology), and its revenue increases as a result.

- Growth strategies are plans that a business implements to expand its market share, increase revenue, or enhance profitability over time.

Why Expansion Plans Matter?

- Expansion plans provide a roadmap for entering new markets, launching new products, or scaling operations while managing resources effectively.

Types of growth strategy

Market Expansion

Market Penetration — New Product / Market Development

New Market / **Current Market**

Product Expansion — Current Product / **Diversification**

Market Penetration

It's a business growth strategy. Companies adopt a market expansion strategy when their growth peaks in existing channels

Market Development

It's a growth strategy that identifies and develops new market segments for current products

Product Expansion

It's the complete process of delivering a new product or improving an existing one for customers.

Diversification

Is the practice of expanding the original market for a product. This strategy is used to increase the sales associated with an existing product line, which is especially useful for a business that has been experiencing stagnant or declining sales.

Growth Strategy Examples

1. Selling your products or services to a new target audience
2. Selling your products or services in a new location
3. Opening another location
4. Adding a new product or service to your business
5. Expanding your team
6. Launching an online store
7. Offering a training course or workshops
8. Partnering with another local business for co-marketing opportunities
9. Updating pricing structure
10. Acquiring a new business

How can a growth strategy be implemented

Assessing Readiness for Growth

Internal Assessment:
- Evaluate Core Competencies: Assess your strengths in areas like technology, human resources, and operational capabilities.
- Financial Health: Ensure you have the financial stability to support growth, including cash flow and access to capital.

Market Assessment:
- Market Demand: Analyze whether there is sufficient demand for your product or service in new or existing markets.
- Competitive Landscape: Understand competitors' strengths and weaknesses and identify gaps where you can differentiate your business.

Risk Evaluation:
- Operational Risks: Evaluate risks related to scaling operations, supply chain, or distribution.
- Market Risks: Consider risks like economic shifts, regulatory changes, and consumer behavior trends.

Some KPIs for measuring growth success

- Revenue Growth Rate
- Customer Acquisiton Cost
- Market Share
- Customer Retention Rate
- Return of Investment

- The concept of green growth assumes that economic growth and development can continue while associated negative impacts on the environment, including climate change, are reduced – or while the natural environment continues to provide ecosystem services –, meaning that a decoupling takes place.

Sustainability considerations in Growth

- Environmental Impact: Evaluate how scaling operations will affect your carbon footprint, resource use, and waste production.
- Ethical Supply Chain Management:Ensure that suppliers align with your sustainability values, particularly when expanding internationally.
- Community Engagement:Prioritize engagement with local communities, ensuring your growth has a positive social impact.
- Example: A company could offset its environmental footprint by investing in renewable energy or adopting circular economy practices as part of its growth strategy.

Expansion Strategy

Steps to Developing an Expansion Plan

1.   Conduct a Market Research Study:
   - Assess market trends, competition, and consumer behavior in potential new markets.
   - Identify gaps that your business can fill with its products or services.

2. Set Specific, Measurable Growth Goals:
   - Goals should be SMART (Specific, Measurable, Achievable, Relevant, Time-bound).Example: "Increase market share in Southeast Asia by 20% in the next 12 months."

3 Develop an Action Plan:
   - Marketing Strategy: Outline how you will reach new customers (e.g., digital campaigns, influencer marketing, etc.).
   - Sales Strategy:
   - Define sales channels and methods (e.g., direct-to-consumer, partnerships, online platforms).

4. Operational Strategy:
   - Plan logistics, production scaling, and supply chain management.
   - Allocate Resources and Budget:
   - Assign resources (personnel, technology, funds) needed to support your growth and ensure your business remains agile.

5. Monitor and Adjust the Plan:
   - Implement a process to regularly review progress and make necessary adjustments to the expansion plan.
   - Use KPIs to measure success and identify areas for improvement.

common Pitfalls in Growth Strategy Execution

- **Overexpansion: Expanding** too quickly without sufficient resources or infrastructure can lead to operational strain and customer dissatisfaction.
- **Ignoring Core Competencies: Moving** into areas outside your expertise can dilute your brand and reduce focus on what made the business successful.
- **Underestimating Market Differences:** Failure to tailor products, marketing, or operations to the specific needs of new markets can result in missed opportunities or brand misalignment.
- **Lack of Flexibility:** A rigid plan that doesn't allow for adaptation to new information or changing market conditions can hinder success.

conclusion

1. Plan for Growth with Clear Objectives: Growth strategies should align with long-term business goals and focus on sustainability.

2. Tailor Your Approach: Customize your strategies based on the type of growth (market penetration, development, or diversification) and the market context.

3. Monitor and Adapt: Use KPIs and regular reviews to ensure your growth strategies remain on track, and adjust as necessary.

4. Sustainable Growth is Key: Expand with an eye on environmental, social, and governance (ESG) factors to ensure long-term success.

Evaluation of success metrics and continuous improvement

What are Success Metrics?

- They help in assessing whether a company is meeting its objectives in areas such as profitability, sustainability, and customer satisfaction.
- One of the success metrics are key performance indicators (KPIs) used to evaluate the effectiveness of business strategies.
- Success metrics are needed in order to evaluate the business and secure continuous improvement

Metrics for measuring success

01 Revenue

02 Active users

03 Engagement

04 Churn

05 Customer satisfaction

06 Net Promoter Score

07 Employee satisfaction

08 Financial metrics

09 Investor satisfaction

10 Media coverage

Examples of Key Success Metrics to Evaluate

- **Financial Metrics (examples)**
- Revenue Growth: Tracks the increase in income over time.
- Profit Margin: Measures financial health by analyzing profits in relation to costs.
- **Customer Metrics: (examples)**
- Customer Satisfaction (CSAT): Measures customer happiness and loyalty.
- Customer Retention Rate: Percentage of returning customers, indicating brand loyalty.
- **Operational Metrics: (examples)**
- Efficiency Ratios: Assess the operational efficiency of processes.
- Cycle Time: Measures how long it takes to complete a specific task or process.
- **Sustainability Metrics: (examples)**
- Carbon Footprint Reduction: Tracks the reduction of greenhouse gas emissions.
- Waste Management Efficiency: Measures improvements in reducing waste and recycling.

- Before you can scale, you need to understand what's working and what's not. Different **businesses have different key performance indicators** (KPIs), so it's essential to identify yours
- Examples:

  E-commerce: Conversion rate, average order value, and *customer lifetime value*.
- - **SaaS**: monthly recurring revenue (MRR), and customer acquisition cost (CAC).
- - **Marketplaces**: *User engagement*, retention, and *transaction volume*.

Importance of Evaluating Success Metrics

- Measure Progress: Monitoring KPIs provides insights into how well your business is achieving its goals.
- Identify Areas for Improvement: Evaluating metrics helps pinpoint inefficiencies or underperforming areas.
- Adapt and Pivot: The data gathered through evaluation allows companies to adjust strategies based on current market conditions or challenges.
- Sustainability: Success metrics aren't just financial; they include social and environmental impact measures, crucial for sustainable businesses.

Steps to Evaluating Success Metrics

- Define Your Goals: Align success metrics with business objectives and sustainability goals.
- Relevant KPIs: Identify which metrics are most meaningful for evaluating performance.
- Data Collection: Regularly gather and analyze data tied to your KPIs.
- Review Results: Compare results with benchmarks or past performance.
- Act on Insights: Use insights to adjust strategies, improve processes, or optimize operations.
- Repeat the Process: Continue the cycle to foster ongoing improvemen

Framework for success metrics

Weighted Balanced Scorecard
- Weighted balanced scorecard template is used to evaluate organizational performance with an emphasis on the relative importance of various objectives.
- This template is suited to organizations with a broad range of strategic priorities that impact success at different levels. Use this tool during evaluation periods to understand if you are meeting targets and how much each target contributes to the overall strategic goals.

Excel Example Weighted Balanced Scorecard Template

WEIGHTED BALANCED SCORECARD		
Financial	67.70%
Customer	60.70%
Internal Processes	76.80%
Learning & Growth	95.00%

Total Performance 70.15%

Perspective	Indicator	Weight Out of 10	Description	Value Out of 100	Target Value	Performance	Absolute Performance	COMMENTS
Financial		4		68%				
	KPI 1	6	Financial Objective 1	85	100	85.0%	5.10	
	KPI 2	3	Financial Objective 2	45	100	45.0%	1.35	
	KPI 3	1	Financial Objective 3	32	100	32.0%	0.32	
Total Financial Perspective Performance		4		68%		67.7%	2.71	
Customer		3		61%				
	KPI 4	5	Customer Objective 1	75	100	75.0%	3.75	
	KPI 5	3	Customer Objective 2	58	100	58.0%	1.74	
	KPI 6	2	Customer Objective 3	29	100	29.0%	0.58	
Total Customer Perspective Performance		3		61%		60.7%	1.82	
Internal Processes		2		77%				
	KPI 7	7	Internal Process Objective 1	89	100	89.0%	6.23	
	KPI 8	2	Internal Process Objective 2	55	100	55.0%	1.10	
	KPI 9	1	Internal Process Objective 3	35	100	35.0%	0.35	
Total Internal Processes Perspective Performance		2		77%		76.8%	1.54	
Learning & Growth		1		95%				
	KPI 10	5	Learning Objective 1	95	100	95.0%	4.75	
	KPI 11	5	Learning Objective 2	95	100	95.0%	4.75	
	KPI 12	5	Learning Objective 3	95	100	95.0%	4.75	
Total Learning & Growth Perspective Performance		2		95%		95.0%	0.95	
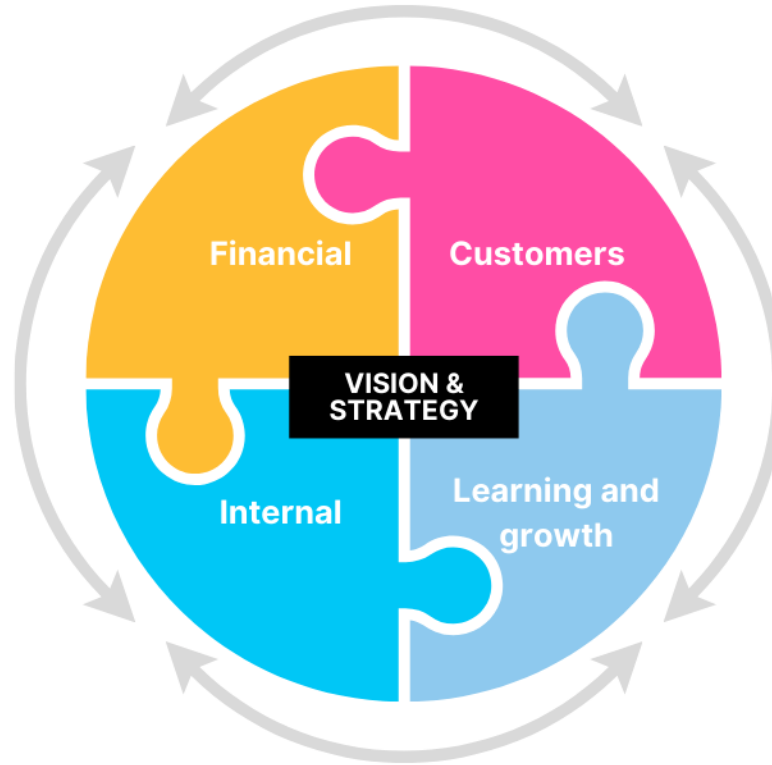
challenges in Measuring Success

- Data Overload: Too many metrics can overwhelm the evaluation process.
- Changing Market Dynamics: Metrics need to be adaptable to evolving market trends.
- Balancing Financial and Sustainability Goals: Sometimes financial gains may seem at odds with sustainability goals, but long-term success requires both.

continuous Improvement Frameworks

PDCA (Plan-Do-Check-Act):
- Plan: Identify objectives and plan changes.
- Do: Implement small-scale changes.Check:
- Evaluate results and measure performance against success metrics.Act:
- Standardize successful changes and apply improvements.

Six Sigma:A data-driven approach focused on reducing defects and improving process quality.

Kaizen:Japanese term for continuous improvement, emphasizing small, incremental changes.

conclusion

- Evaluating success metrics is essential for tracking progress, fostering growth, and ensuring sustainability.
- Continuous improvement helps businesses adapt, innovate, and thrive in a competitive marketplace.

IMPOSSIBLE FOODS
explores possibilities of better burgers through life cycle assessment

Impossible Foods' use of an internally developed and externally reviewed life cycle assessment (LCA) helps them understand the impact and resource use along the supply chain of its flagship product, credibly communicate with customers, and help drive select business decisions. In addition to their own product LCA, Impossible Foods uses LCA results from the academic literature to quantify sustainability and resource use trends within the existing US food system.

THE ISSUE

Impossible Foods, a producer of plant-based alternatives to meat and dairy products, has a mission to help transform the global food system by providing a way to reduce the environmental impacts of animal product consumption. They pursue this mission through food technology innovations in taste, texture and more.

Their flagship product is a plant-based burger made from ingredients such as coconut oil, textured vegetable protein and potato protein. Since beef is one of the most resource intensive components of global diets, Impossible Foods needed a robust internal understanding of the environmental impacts of food ingredients and processes on water, land and the climate, for both their product and that of beef.

They and their customers are interested in understanding how their products perform relative to animal-based products, and the key drivers of environmental impacts. For its flagship plant-based burger product, clear and credible environmental messages are expected to further motivate consumers beyond the taste experience to seek out its product as an environmentally preferable option.

THE SOLUTION

Because providing environmentally-friendly food choices is core to its mission, Impossible Foods knew from the start they'd commit to maintaining an up-to-date and rigorous LCA of its products.

They began by internally performing a farm-to-factory LCA of its Impossible Burger product to understand its impacts and hotspots, as well as its comparison to ground beef. They had this LCA externally reviewed to ensure the quality of the information before communicating the findings publicly. A farm-to-factory boundary was selected as it is expected to be equivalent for the beef comparison for the outbound distribution stage.

After first constructing an assessment in spreadsheets using data from multiple open-source LCA tools, they moved their modeling to a professional LCA software to ensure the quality and consistency of data used, and to more thoroughly explore the findings.

They saw investing in a professional software and learning to use it as a step that would help them fully integrate the insights from LCA into both their product development and also their marketing and communications, as well as present new opportunities for use of product environmental footprinting, or LCA, in business decisions. Separate from their product LCA, Impossible Foods made use

of existing published LCAs in the academic literature to understand the resource use and environmental impacts of animal agriculture production systems (for instance, resource use variability among region, product, and by conventional, grass fed, and organic systems).

In some cases, both the LCA software and the academic literature for product LCA have been useful in providing context for business decisions. For example, in assessing environmental burdens associated with different sources of plant-based fats, they used the default data in their software to develop an initial assessment, which was then refined through a broader literature review of the available information on the production systems associated with the different ingredients in their product.

They found that the impact information available for many of these ingredients tell part of the environmental story, but require additional context from other data sources such as scientific literature and statistics from the Food and Agriculture Organization of the United Nations (FAOSTAT). That understanding informs not only the 'why' behind the product but also the means to improve their environmental performance by identifying hotspots in production and supply chains.

THE CHALLENGES

Due to the mission (and branding) of Impossible Foods and its flagship product, environmental footprinting was a necessity, and their leaders provided full support. As a fairly young start-up offering plant-based alternatives to meat, footprinting established performance benchmarks and demonstrated credibility.

COST

The initial inventory and assessment was developed internally, by employees who specialize in LCA. However, in terms of staff time, costs of software license and consulting support, that process could be perceived as labor and resource-intensive. The inventory stage of data collection required bandwidth not just from the company's sustainability practitioners but from all operations-owners across the company, including manufacturing, R&D, and facilities, as their expertise was required in model development.

For example, Impossible Foods uses a novel fermentation method to develop 'heme,' a key ingredient that functions as an analog to the myoglobin found in meat. Commercial-scale fermentation has general parameters for energy requirements, but each system is very different, and those collecting the life cycle inventory data worked closely with engineers to model the process based on launch-scale energy requirements of yeast culture.

As such, the time required by multiple parties was significant, but this may not be a concern for companies wishing to footprint a product with a more ubiquitous and well-documented set of ingredients/inputs.

RESOLUTION

Impossible Foods chose to hire consultants to perform a review of its internally developed LCA to identify inconsistencies or gaps, and to transition the model from Excel to professional software.

This review helps lay the groundwork for a future ISO-compliant audit: ISO compliant LCAs go through multiple rounds of peer review, and entail significantly more time and resources. Impossible Foods plans on pursuing ISO compliance for the LCA in the future, when the bill of materials, processes, and commercial production partners are less subject to change. The future peer-reviewed LCA is not expected to deviate significantly from the current reviewed results, but is expected to refine understanding of impacts and hotspots within the supply chain.

Impossible Foods first engaged an independent consultant for support and eventually opted to engage a well known LCA consulting group at a higher price point. Based on their experience, Impossible Foods found that expertise, location, cost, and time constraints are the main criteria for choosing between an independent consultant and a larger firm when undertaking an LCA study.

THE ADVICE

Impossible Foods has provided the following advice for companies considering taking on product environmental footprinting:

For companies tackling LCA independently/internally: read lots of industry reports and journal articles. For those engaging in footprinting through partnering with sustainability consultants: read lots of journal articles, and ask lots of questions!

The consultants are a valuable source of expertise—methodologies and theory behind the various footprinting protocols are dynamic and specific, and company staff should understand those frameworks prior to trying to communicate results or make product comparisons.

We would recommend that all companies attempt to understand their respective environmental impacts and improve them accordingly. However, fully reviewed and vetted environmental footprinting spanning multiple metrics (not just carbon) can be a big-ticket-expense for small and medium size companies.

Development of a LCA should be undertaken with clear sense for how the results will be leveraged in marketing, vendor relations, and establishment of benchmarks and future environmental performance goals. Start small, and give your staff lots of time.

Begin building a life cycle inventory long before any marketing or branding needs necessitate the process, and build the inventory with the intent of understanding baseline performance as a starting point for future improvement.

We chose to begin our sustainability consulting vendor relationship with an additive approach, beginning with our internal LCA and pursuing rigorous independent review, while building core competency in LCA in-house. Once our bill of materials and supply chains become less fluid, we are likely to embark on a full ISO compliance process for our LCA with our sustainability consulting partners.

In initiating our review process, vendor selection was a top consideration. The sustainability consulting industry hosts a multitude of excellent groups, and selecting the right vendor is tough. After meeting with a number of potential sustainability partners, we selected a vendor based on body of work (focus on food footprinting), engagement with and initiatives in the quantified sustainability community, and their ability to meet our ambitious pre-product launch review deadline.

For those operating under tight communications deadlines, geographic location of consultants might be a consideration, as real-time responses across large time zone gaps may have proved challenging in our particular case.

Finally, for companies interested in making use of footprinting results in marketing: engagement between marketing/communications and footprint developers is key. No model is perfect, and footprinting procedures should be communicated with the understanding that variation in results is inevitable and the footprint is simply an estimate of real physical and energy flows—contingent on modeling assumptions, assessment methods selected, and real-time changes in bills of materials and supply chains.

THE BENEFITS

The flagship product was only very recently launched, so direct economic benefits thus far aren't possible to assess. But Impossible Foods has already found value in the ability to communicate the relative sustainability of the product to customers and investors, and knowledge of impact-areas within their production practices.

They are looking for opportunities to integrate this knowledge more closely in further developments of the Impossible Burger as well as in new product development. Knowledge of impact-areas/hotspots has also been critical for future growth strategy and in determining optimal facility design for future scale-up (for example, planning for reduced electricity demand by conceptualizing co-generation facilities, grid alternatives, and various forms of energy reclamation techniques, particularly for fermentation processes).

Expected economic benefits resulting from this footprinting work and outreach are reduced expenses within their direct operational control and supply chain, enhanced brand recognition, increased communication with customers resulting in sales growth, vetting performance of future products, and the ability to answer customer requests for data.

The environmental benefits include reducing the impact of their own production and suppliers' practices based on learnings from the study and helping consumers select and use environmentally preferable products.

Sustainable Entrepreneurship Models

Title	**Sustainable Entrepreneurship Models**
Objective	The growing importance of sustainability has given rise to the concept of sustainable entrepreneurship. It is a relatively new concept that combines economic, social, and environmental value creation with a focus on the well-being of future generations. By concentrating on sustainable economic activities and new sources of income, it aims to address current social, economic, and environmental issues with a focus on emerging and developing countries. Entrepreneurial approaches used to solve those issues are implemented through new business models, e.g. through Green & Inclusive Business, Social & Environmental Entrepreneurship, Social Business, Low Carbon Business Models. The aim of those innovative business models is to develop new markets, generate new sources of income - especially for disadvantaged groups - and contribute to a sustainable approach to the economy.
Author	Dragana Jovanova, SSOU „Dimitrija Chupovski"
Grade level	Early Secondary Education (Grades 6-8)
Time duration	3 lessons (approximately 45-60 minutes each)
Lesson 1	**Introduction to sustainable business models and practices**
Objective	Introduce students with the concept of sustainable business models.
	Identify key practices that contribute to sustainability in business.
	Analyze real-world examples of sustainable businesses.
	Develop a personal or group project that embodies sustainable practices.
Materials	- Slide presentation or posters about sustainable entrepreneurship - Handouts with definitions and examples of sustainable entrepreneurship business models - Access to market research tools (Google Forms, Typeform, etc.) - Internet access for research - Flip charts or whiteboards for brainstorming

Activities and procedures	**Introduction (10 minutes)**:

Introduction (10 minutes):

- Start with a brief discussion on what sustainability means in the context of business.
- Introduce different types of sustainable business models (e.g., Circular economy, Social & Environmental Entrepreneurship, Social Business, Low Carbon Business Models.).

Exploration (20 minutes):

- Provide handouts with definitions and examples of sustainable business models and practices
- Facilitate a class discussion about that What makes this business model sustainable?
- Show video clips or present case studies of successful sustainable business models

Activity (15 minutes):

- Divide students into small groups and assign each group a case study of a successful sustainable business (e.g., Patagonia, Tesla, or Interface).
- Ask groups to brainstorm ideas on how they would approach starting a similar project in their community.
- Each group presents their ideas, discussing potential challenges and benefits of their proposed project.

Homework – each student to give their own reflection on how sustainable business models affect environmental, social and economic factors?

Lesson 2 — **Analysis of successful ecopreneurial ventures**

Objective

Analyze and understand the principles and practices of successful ecopreneurial ventures, exploring how these businesses contribute to sustainability while achieving economic success.

Materials

- Case study documents on selected ecopreneurial ventures
- Projector and screen for presentations
- Whiteboard and markers
- Access to internet-enabled devices for research
- Access to trend analysis tools (Google Trends, Statista, etc.)
- Graph paper or data analysis software (Excel, Google Sheets)

Activities and procedures	**Introduction to Ecopreneurship (15 minutes):** • Start with an introduction by defining what ecoentrepreneurship is and its importance in today's economy. • Discuss the intersection of entrepreneurship and environmental sustainability. **Exploration (20 minutes)**: • Invite a local ecopreneur to speak with the class about their experiences, or show video clips, or present case studies od successful ecopreneurial ventures • Open up a discussion about how eco-entrepreneurial ventures have a significant impact on the environment, what mechanisms they include in order to promote sustainability while at the same time successfully dealing with environmental challenges. Analyze with students how these ventures overcome challenges and leverage opportunities in the market. **Activity (10 minutes):** • Break students into small groups. • Each group discusses what they believe are the key characteristics of successful ecopreneurs. Homework – Assign each student a specific ecopreneurial venture to research further. Students should prepare a brief report covering the venture's history, mission, sustainable practices, and economic impact.
Lesson 3	**Evaluation of the Impact of Entrepreneurship on Environmental Sustainability**
Objective	Students will understand the relationship between entrepreneurship and environmental sustainability, evaluate various entrepreneurial practices, and analyze their impacts on the environment.
Materials	- Whiteboard and markers - Projector and screen - Access to computers or tablets for research - Handouts with case studies of sustainable businesses - Articles on entrepreneurship and sustainability

Activities and procedures	**Introduction to Entrepreneurship and Environmental Sustainability (15 minutes):** • Discuss the definition of **entrepreneurship**. • Introduce **environmental sustainability** and its importance in today's economy. **Exploration (20 minutes):** • Show video clips of successful sustainable businesses (e.g., Patagonia, Tesla). • Open up a discussion about: - What strategies did these businesses use to promote sustainability? - How did their entrepreneurial approach differ from traditional business models? • Provide handouts with the key elements of sustainable entrepreneurship and environmental protection **Activity (15 minutes):** • Divide students into small groups and assign each group discusses how entrepreneurship can contribute to environmental sustainability. • Each group presents their ideas to the class, discussing for that what are the challenges faced by entrepreneurs in promoting sustainability? and how can future entrepreneurs innovate to further enhance environmental sustainability? Homework - Students should prepare a short report on What skills are essential for entrepreneurs aiming to improve environmental sustainability

Business Development and Planning

Title	**Business Development and Planning**
Objective	A well-crafted strategic business development plan is the key to unlock long-term success and growth for your organization. By defining clear goals and actionable plans, businesses can thrive and achieve greatness. A business development strategy is crucial for achieving organizational objectives and driving growth. It involves finding and implementing effective business growth strategies. With a well-defined growth strategy, teams can better understand their goals and contribute to organizational objectives. Business development focuses on attracting and retaining new customers to enhance revenue and expand your organization. By developing a clear plan, your business can plan to achieve these goals.
Author	Dragana Jovanova, SSOU„Dimitrija Chupovski"
Grade level	Early Secondary Education (Grades 6-8)
Time duration	3 lessons (approximately 45-60 minutes each)
Lesson 1	**Fundamentals of business planning and strategy**
Objective	Creating a strategic plan is a key component of growth planning. It will help to prepare a realistic vision for the future of each business and thus can maximize its own growth potential. A strategic plan should not be confused with a business plan. A business plan is about setting short-term or medium-term goals and defining the steps necessary to achieve them. A strategic plan usually focuses on medium- to long-term goals and explains the basic strategies for achieving them.
	With this lesson, students will be able to:
	Understand the importance of business planning in achieving organizational goals.
	Identify different types of planning (strategic, tactical, operational).
	Describe the steps involved in the strategic planning process.
	Apply these concepts to real-world business scenarios.

Materials	- Flip charts or whiteboards for brainstorming - Projector or smartboard - Internet access for video resources - Handouts or worksheets
Activities and procedures	**Introduction (10 minutes)**:

Introduction (10 minutes):

- Begin with a discussion on why planning is vital in business.
- Highlight how effective planning helps businesses adapt to market changes and achieve their objectives.
- Present the following steps:
- **Goal Setting:** Define what the organization aims to achieve.
- **Environmental Analysis:** Assess internal and external factors affecting the business.
- **Strategy Formulation:** Develop strategies to reach the defined goals.
- **Implementation:** Execute the strategies through action plans.
- **Evaluation:** Review outcomes and adjust plans as necessary.

Exploration (25 minutes):

- Offer simplified explanations or additional examples for students needing extra support.
- Encourage collaborative work in pairs or small groups for discussing case studies.
- Provide extension activities for advanced learners, such as researching successful business strategies.
- Encourage critical thinking by discussing challenges in the planning process.
- Use real-life examples to illustrate each step`s significance.

Activity (10 minutes):

- Distribute a worksheet that includes multiple-choice questions, short answers, and scenario-based questions related to business planning concepts.
- Review worksheets to gauge understanding.

Homework – each student to give their own reflection about how they can apply these concepts in their future careers or entrepreneurial endeavors.

Lesson 2	**Creation of ecopreneurial business plans with a focus on sustainability and innovation**
Objective	Creating ecopreneurial business plans focuses on merging sustainability with innovation. Today's world faces significant challenges. This includes environmental challenges, such as climate disruption caused by man-made greenhouse gas emissions, and societal challenges, including rising income inequality and other forms of **social injustice**. There are several ways that businesses are responding to these challenges. Sustainable entrepreneurship is the practice of starting and managing businesses that prioritize and integrate economic growth, environmental stewardship, and social responsibility. It's about ensuring long-term value and benefits for both current and future generations.
Materials	- Flip charts or whiteboards for brainstorming - Projector or smartboard - Internet access for video resources - Handouts or worksheets
Activities and procedures	**Introduction (15 minutes):** - Understand the principles of ecopreneurship and its significance in today's business landscape. - Identify sustainable niche markets and innovative practices that can be integrated into business plans. - Develop a comprehensive business plan that incorporates sustainability and innovation.

Exploration (20 minutes):

- Explain what ecopreneurship is and its role in promoting sustainable practices within the business sector. Then discuss the growing need for businesses to address environmental issues and how ecopreneurs can lead this change.
- Explaim what is the Key Components of a Sustainable Business Plan
  - **Market Research:** Teach students how to identify sustainable niche markets where eco-friendly products or services are in demand.
  - **Sustainability Goals:** Emphasize the importance of integrating financial goals with environmental objectives.
  - **Innovation**: Highlight how technology can enhance sustainability efforts, such as using renewable energy sources or eco-friendly materials

Activity (20 minutes):

- **Group Activity**: Divide students into groups to create their own ecopreneurial business plans. Each group should focus on a specific sustainable product or service.

- **Presentation**: Have groups present their plans, emphasizing innovative aspects and sustainability measures.

Homework – Assign each student to create a detailed business plan for a hypothetical ecopreneurial venture. Plan should focus on sustainability, innovation, and market viability.

Lesson 3

Financial planning, market research, and risk assessment

Objective

Managing financial risks across businesses has become more and more complex in the era of globalization. However, successful financial risk management is important because it helps safeguard a company's current and future financial health. Students will be able to:
- Identify their financial goals and aspirations.
- Analyze their financial situation using cash flow statements and budgets.
- Understand the principles of market research and its importance in financial planning.
- Assess various risks associated with financial decisions and develop strategies for risk management.

Materials

- Cash flow statement templates
- Budgeting worksheets
- Market research case studies
- Risk assessment tools (e.g., SWOT analysis templates)
- Access to calculators or financial software

Activities and procedures

Introduction to Financial Planning (30 minutes):
- **Discussion**: Introduce the concept of financial planning and its significance in achieving personal and business goals.
- **Activity**: Students will identify their financial aspirations through a brainstorming session.

Understanding Cash Flow Statements (10 minutes)
- **Instruction**: Explain what a cash flow statement is and how it helps in tracking income and expenses.

Budgeting Basics (30 minutes)
- **Instruction**: Discuss the importance of budgeting in managing finances effectively.
- **Activity**: Students will create a personal budget using a budgeting worksheet, considering their cash inflows and outflows.

Market Research Fundamentals (20 minutes)
- **Instruction**: Introduce market research concepts, including its role in financial planning.

- **Case Study Analysis**: Students will review a market research case study to understand how data influences financial decisions.

Risk Assessment Techniques (20 minutes)

- **Instruction**: Explain different types of risks (market risk, credit risk, operational risk) and methods for assessing these risks.
- Discuss tools like SWOT analysis and Monte Carlo simulations for evaluating risks.

Activity (15 minutes):

- In groups, students will conduct a risk assessment on a hypothetical investment scenario using provided templates.

Homework - Divide students into groups. In each group, some students will be tasked with creating scenarios for a specific business plan, while others will be tasked with making decisions as risk managers facing market fluctuations.

Innovation and Creativity in Ecopreneurship

Title	Innovation and Creativity in Ecopreneurship
Objective	Students will understand why innovation and creativity are important in Ecopreneurship. How innovation/creativity can lead to successful ecopreneurial projects.
Author	CSD Danilo Dolci
Grade level	Early Secondary Education (Grades 6-8)
Time duration	3 lessons (approximately 45 minutes each)
Lesson 1	**Fostering creativity and innovation in sustainable entrepreneurship**
Objective	Introduce students to the concept of creativity in ecopreneurship and different creativity techniques, and its importance in creation of ecopreneurial projects.
Materials	1. Slide presentation about creativity in ecopreneurship and innovation with example of sustainable entrepreneurship. 2. For activity: post its, big papers (flipcharts)
Activities and procedures	**Introduction (10 minutes):** • Discuss why the creativity is important. • Show explanation why creativity is important for ecopreneurship, . **Exploration (20 minutes):** • Provide handouts with definitions and examples of different creativity techniques and how innovation and creativity are connected • Show example of innovative and creative ecopreneurship, go to webpage linked in ppt and explore with students what environmental impact has this example.

Activity (15 minutes):

- Divide students into small groups and assign each group a different creativity technique with scope of finding innovative idea for an ecopreneural project.
- Ask groups to think about idea that can be innovative in their community.
- Each group presents their ideas, discussing potential challenges and benefits of their proposed project.

Lesson 2	**Application of design thinking principles to solve environmental challenges**
Objective	Explore the role of Design Thinking, it stages and role in environmental challenges
Materials	1. Slide presentation or posters on sustainability and innovation 2. Computers with internet for research activity
Activities	**Introduction (5 minutes)**: - Discuss(ask students) what is design thinking and why it is important - Present definition of design thinking - **Exploration (10 minutes)**: - Present phases of design thinking - Importance of design thinking in environmental challenges - Example of design thinking applied to address environmental challenges **Practice design thinking(30 minutes)**: - Divide students in pairs or small teams - Assign students to apply design thinking principles to solve environmental challenges of their community.(the solutions should be "easy" as they are going to prototype and test their idea during next lesson) examples Water Conservation Projects, Sustainable Agriculture Solutions, Sustainable Transportation Solutions, Environmental Awareness Campaigns - Students can use computer for the research activity - Students should emphasize, define and ideate (first 3 stages)

|	
Lesson 3	**Prototyping and testing of sustainable solutions**
Objective	To finalize design thinking process by finishing last two stages: prototyping and testing.
Materials	1. Slide presentation of prototyping and testing stages.
	2. Materials needed for realization of student's projects (to be established during previous lesson.
Activities	**Introduction (5 minutes)**:
	• Explain and present prototyping and testing stages.
	Prototyping (20 minutes):
	• Teams will have 20 minutes to prototype their idea. In this phase teacher should observe each team and if necessary provide support.
	Testing (20 minutes):
	• During testing stage each group will have several minutes to present their solution to the rest of class. The students that are not presenting together with teacher will act as customers and can ask questions about product.
Assessment	1. **Formative Assessment**: Monitor participation in discussions, group activities, and design thinking of sustainable solutions.
	2. **Summative Assessment**: Evaluate students based on their design thinking solutions, evaluate all 5 stages but mostly testing one.
Extension activities	If necessary, students can finalize their prototyping as homework, sometimes depending on project idea they will need more time and do the testing stage in classroom.

Annex

PPT Lesson 1: Fostering creativity and innovation in sustainable entrepreneurship

PPT Lesson 2: Application of design thinking principles to solve environmental challenges

PPT Lesson 3: Prototyping and testing of sustainable solutions
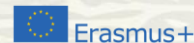
Fostering creativity and innovation in sustainable entrepreneurship

Why the creativity is important?

Creativity and ecopreneurship are concepts that are attached to each other; because creativity is related to finding an idea and ecopreneurship is related to the processing and commercializing of this idea.

If an interesting or beneficial idea has not been found, ecopreneurs will not be able to establish their business or even if the business is established, it will not survive due to not having an idea which will lead it to survive in stiff competition.

CREATIVITY TECHNIQUES

The most common creativity techniques are :

- Brainstorming
- Synectics
- Mind mapping
- The six hats approach to creativity
- The big dream approach
- Parameter analysis.

Brainstorming

It is defined as collecting different ideas in a group activity which includes six to twelve people.The brainstorming process does not include the evaluation of ideas, just the creation of ideas is made and there are three roles in that process.

Synectics

It is similar to brainstorming but it has some differences. It is defined as a process which includes analogy and metaphor in order to reach novel ideas. It is a group working against the problems or another necessary part of business issues.

Mind mapping

The mind map can be expressed as effective method for
note-taking and idea generation because it depends on memory as a non-linear
understanding. Therefore, this technique tries to link ideas to each other. The main argument
of this technique is to identify critical gaps.
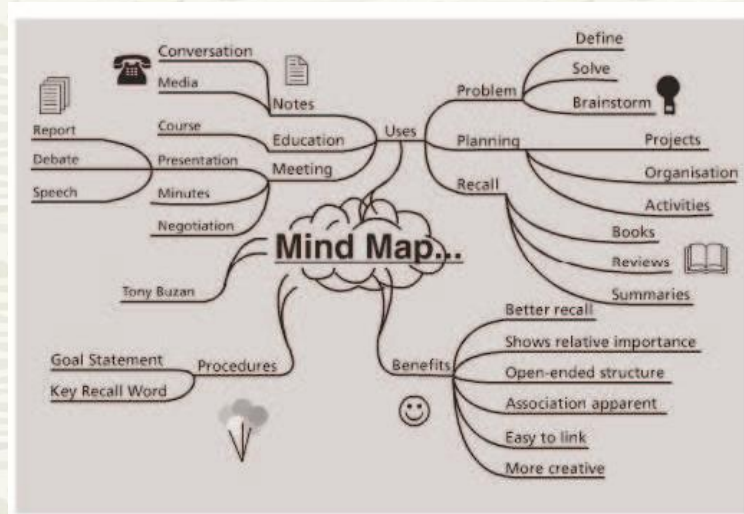
The six hats approach to creativity

The Six Hats Approach expresses the thinking style of individuals when dealing with a specific problem or matter:
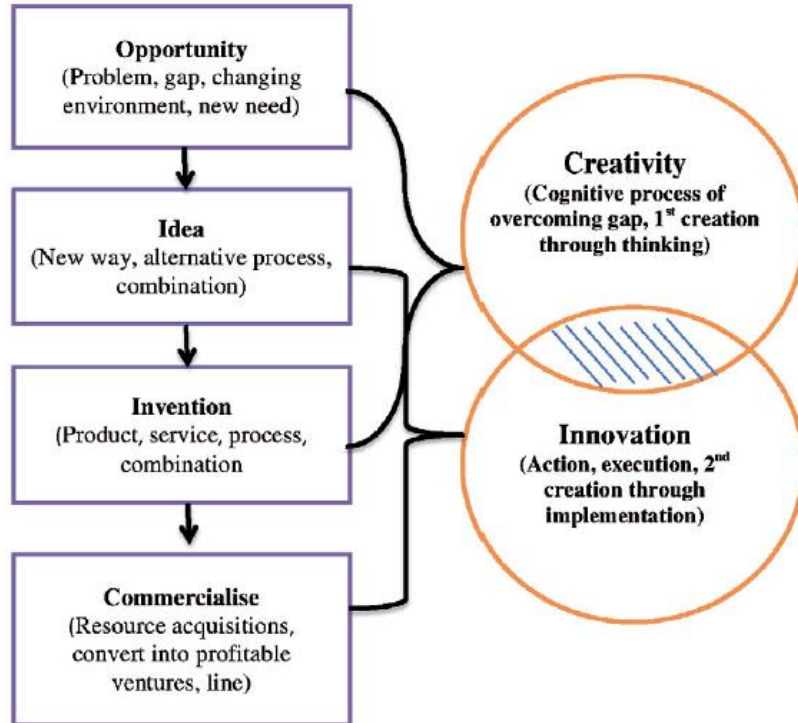
- White Hat Thinking: The keywords of this style are facts and figures. This provides rational thinking to a matter. It is the objective part of thinking.
- Red Hat Thinking: An emotional style of thinking is expressed as red hat. Senses are important to try to solve a problem or have a creative approach to a specific matter. It is the subjective part of thinking.
- Green Hat Thinking: It is the innovative part of thinking. Alternatives and new approaches are improved by this hat thinking style. The sentence *" Everything is possible*" is the main notion of this hat.
- Black Hat Thinking: It is pessimistic. Criticism of ideas, negative opinions against the ideas are important key concepts for this thinking style because it indicates possible risks to any solutions and it is necessary in a creativity session; in other words in a meeting which aims to find the best solutions to problems.
- Yellow Hat Thinking: It is optimistic. The advantages of solutions are found and better parts of ideas are supported in this thinking style.
- Blue Hat Thinking: Reviewing the whole process is done therefore the key concept of this thinking style is "*Thinking thought".* Solutions are evaluated in this process.

The big dream approach

It means finding a new idea about a problem but it should cover the entrepreneur's dreams. Therefore "think big" express this approach. There are no constraints on ideas in this approach. Every possibility is considered by entrepreneurs. Actually it is a creativity technique for entrepreneurs.

Why innovation?

Opportunity
(Problem, gap, changing environment, new need)

Idea
(New way, alternative process, combination)

Invention
(Product, service, process, combination

Commercialise
(Resource acquisitions, convert into profitable ventures, line)

Creativity
(Cognitive process of overcoming gap, 1st creation through thinking)

Innovation
(Action, execution, 2nd creation through implementation)

Source: Pretorius et al., 2005: 57

Creativity and innovation are closely connected.
The creativity is the first step to find a raw ideas, and innovation can be seen as implementation of this raw idea.

Example

The Finnish startup RePack has developed a deposit scheme for online retailers to help cut back on the packaging waste caused by the increasing boom of online shopping.

https://www.repack.com/

RePack eliminates packaging waste in the most efficient way possible with reusable packaging. They deliver circular and reusable packaging solutions, tailored to the unique needs of brands, retailers, and logistics enterprises.

*Visit the page https://www.repack.com/environmental-impact

GREEEN: Games, Resources, Environment, Entrepreneurship and Education Network

Application of design thinking principles to solve environmental challenges

What Is Design Thinking & Why Is It Important?

Design thinking is a mindset and approach to problem-solving and innovation anchored around human-centered design.

Design thinking is different from other innovation and ideation processes in that it's **solution-based** and **user-centric** rather than problem-based. This means it focuses on **the solution to a problem** instead of the problem itself.

Design thinking is a human-centred approach to innovation that places **empathy, creativity**, and **experimentation** at its core. It encourages multi-disciplinary collaboration, iterative problem-solving, and a deep understanding of user needs. When applied to sustainability challenges, this methodology, also called life-centred design, becomes a powerful tool for re-imagining systems, products and processes in ways that minimise environmental impact while maximising social and economic value.

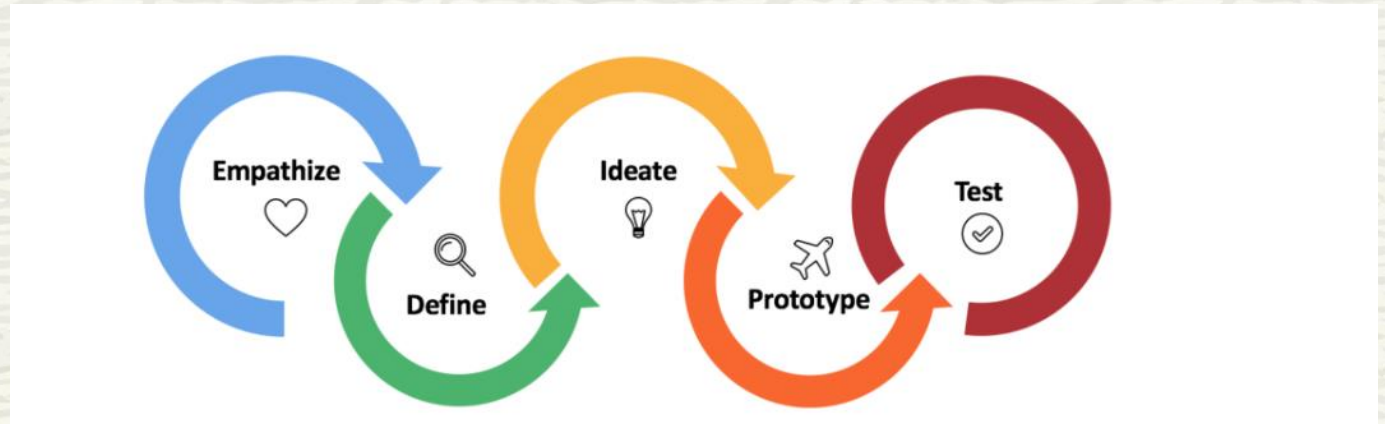# The 5 Stages in the Design Thinking Process

Stage 1: Empathize—Research Your Users' Needs.

Stage 2: Define—State Your Users' Needs and Problems.

Stage 3: Ideate—Challenge Assumptions and Create Ideas.

Stage 4: Prototype—Start to Create Solutions.

Stage 5: Test—Try Your Solutions Out.

The role of Design Thinking in environmental challenges

Design Thinking, a human-centered approach to problem solving, provides the tools to **develop sustainable innovations**. Combining **empathy and creativity** creates solutions that are both **environmentally friendly** and meet **user needs**.

User-centered Design: The Power of Empathy

Design Thinking begins with a **deep understanding of the needs of end users.** Focusing on the end user throughout the design process ensures a product that is actually effective and functional.

The Ocean cleanup Project

The Ocean Cleanup project, initiated by the Dutch inventor Boyan Slat, is a remarkable example of design thinking applied to address environmental challenges. By leveraging a systematic design process, Slat and his team developed an innovative solution to remove plastic debris from our oceans. The project involved extensive research, prototypes, and testing, subsequently leading to the creation of a passive cleanup system that captures floating plastic waste using ocean currents. Through design thinking methodologies, the Ocean Cleanup project demonstrates the power of combining creative problem-solving with sustainability objectives to tackle one of the greatest threats to our oceans.

https://theoceancleanup.com/about/

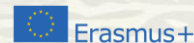# Activity: solve environmental challenges of your community

Stage 1: Empathize—Research Your Users' Needs.

Stage 2: Define—State Your Users' Needs and Problems.

Stage 3: Ideate—Challenge Assumptions and Create Ideas.

Prototyping and testing of sustainable solutions

Stage 4: Prototype—Start to create Solutions.

Stage 5: Test—Try Your Solutions Out.

What is the Prototyping Phase of design thinking?

Prototyping is the stage of design thinking where teams create a tangible representation of an idea or solution that they can test.

Different types of prototyping serve different purposes, enabling teams to explore and iterate on their ideas. Here are three common types of prototypes:

Low-fidelity prototypes

These prototypes are quick and easy to create, often using simple materials like paper, cardboard, digital platforms, or even Lego blocks. Low-fidelity prototypes focus on capturing the basic functionalities and interactions of a design concept without much detail. They're used for early-stage exploration, testing ideas, and gathering feedback.

High-fidelity prototypes

High-fidelity prototypes are more detailed and closely resemble the final product in terms of appearance and functionality. They can be created using advanced prototyping tools, digital software, or even physical materials. High-fidelity prototypes are used to simulate the user experience more accurately, test specific features, and validate design decisions before moving into the development phase.

Digital prototypes

Digital prototypes are interactive prototypes created using specialized software or prototyping tools. These prototypes can simulate complex interactions, animations, and transitions. Digital prototypes allow for a more realistic user experience and are particularly useful when designing digital products, websites, or mobile applications. They can be tested on various devices and screen sizes to ensure a seamless user experience across platforms

What is the Ptesting Phase of design thinking?

Testing usually comes near the end of the design thinking process, after a concept or prototype has been developed. The testing stage of the design thinking process helps product, design, and development teams evaluate their concepts and prototypes for a solution. It's an experimental — and often repeated — stage that creates opportunities to see how customers interact with solutions in real life.

prototyping

20 minutes

testing

20 minutes

Social Impact and Responsibility

Title	Social Impact and Responsibility
Objective	Students will learn about social impact and responsibility of ecopreneurship projects.
Author	CSD Danilo Dolci
Grade level	Early Secondary Education (Grades 6-8)
Time duration	3 lessons (approximately 45 minutes each)
Lesson 1	**Understanding the importance of social responsibility in ecopreneurship**
Objective	Learning about importance of social responsibility and what is CSR.
Materials	1. Slide presentation about social responsibility, CSR and importance od social responsibility in ecopreneurship. 2. Projector and computer with internet access. 3. Computer with internet access for the research activity
Activities and procedures	**Introduction (5 minutes)**: • Discuss the term "social responsibility" **Exploration (20 minutes)**: • Explanation of term social responsibility, corporate social responsibility and importance of social responsibility for ecopreneurs • Show video clip of CSR explanation. **Research activity (15 minutes)**: • Divide students into small groups and assign each group a different ecopreneurial project. • Ask groups to elaborate the social responsibility of the ecopreneurial project assigned. • Each group presents their findings .

Lesson 2	**Assessment of the social and environmental impact of business decisions**
Objective	Explore the concept of social and environmental impact, the assessment process and their effect on business decisions.
Materials	• Slide presentation social and environmental impact • Projector and computer for videos
Activities	**Introduction (5 minutes)**: • Discuss about what the impact means. **Exploration (25 minutes)**: • Present definitions of social and environmental impact, their importance and how they can be measured. **Activity (15 minutes)**: • Show the videos to insure better understanding of topics. • Discuss the importance of impact assessment and how it can affect business decisions. Homework activity: students should prepare research in which they will find national businesses that have positive social and environmental impact (or both of them) and describe better how their impact is measured.
Lesson 3	**Formulation of strategies to maximize positive impact**
Objective *Materials*	Implementation of knowledge gained during previous lesson, learning by doing. Students will create formulate strategies to increase positive impact of ecopreneural projects assigned to them. • Computers with internet access • Case studies or articles on ecopreneural projects

Activities	**Introduction (10 minutes)**: • Explain to student activity: each team will create a presentation about ecopreneural project that is assigned to them, and they will develop strategy on improvement of positive impact • Divide students in small groups and give them one of case studies or articles • Ask them to analise the project assigned and make sure they understand the work. **Strategy development (25 minutes)**: • Students should create presentation on strategies they think will improve positive impact. **Strategy presentations (10 minutes)**: • Each group presents their ideas, focusing on potential benefits and challenges of implementing of strategies and how it can improve positive impact.
Assessment	• **Formative Assessment**: Monitor participation in discussions, group activities, and presentations of group works. • **Summative Assessment**: Evaluate students based on their understanding of social impact and responsibility through a homework from lesson 2.
Extension activities	• If possible search for a local ecopreneural activity, organise a visit where students will be able to understand better which social impact and responsibility they have made.
Annex	**PPT Lesson 1: Understanding the importance of social responsibility in ecopreneurship** **Video Clip**: • How Does Corporate Social Responsibility CSR Affect Your Business https://www.youtube.com/watch?v=9lsRkCGu20I

PPT Lesson 2: Assessment of the social and environmental impact of business decisions

Video Clips:

- Environmental impact assessments: identifying relevant issues and concerns from the beginning.
  https://www.youtube.com/watch?v=RWtT0EfhNsE

- How do you measure social impact?

  https://www.youtube.com/watch?v=KDCYc_0h13g

Lesson 3: Formulation of strategies to maximize positive impact

Case Studies:

- Provide printed case studies or online articles about businesses that integrate positive social and environmental impact.

GREEEN: Games, Resources, Environment, Entrepreneurship and Education Network

Understanding the importance of social responsibility in ecopreneurship

What is social responsibility?

Social responsibility is an ethical framework that suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society at large.

From a business perspective, it can be defined as the **consistent commitment** to behave in an ethical manner and contribute to **economic development** while improving the **quality of life** of a company's employees and their families—as well as local communities, the environment, and society as a whole.

A variety of terms are used, to refer to social responsibility:
- business ethics
- corporate citizenship
- corporate accountability
- sustainability

Essentially, they all describe companies' efforts to address ethical practices, employee-friendly policies, environmental impact, governance, human rights, and community engagement within the core functions of the business.

What is CSR?

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public.

- Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment.
- CSR can help improve society and promote a positive brand image for companies.
- CSR includes four categories: environmental impacts, ethical responsibility, philanthropic endeavors, and financial responsibilities.

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How Does Corporate Social Responsibility CSR Affect Your Business

Social responsibility in ecopreneurship

Ecopreneurship is the process of using entrepreneurial skills and innovation to create sustainable solutions for **environmental** and **social issues**. It is a way to **foster economic** growth and peace through sustainable practices.

Ecopreneurship and innovation for transformation are closely related because ecopreneurs often seek to develop innovative solutions to **environmental and social challenges** towards transformation. They use new technologies and innovative approaches to create products that are more efficient, less resource-intensive, or better for the environment.

Research activity

Assessment of the social and environmental impact of business decisions

What is the impact?

Organisations (businesses) are increasingly including within their scope of impact measurement, the social and environmental dimensions. They are broadening the scope of impact assessment which has traditionally focused on economic impact and financial returns.

Environmental impact

When organisations' decisions and day-to-day operations affect and influence:

➤ **people's environment**: the quality of the air and water people use, the availability and quality of the food they eat, the level of hazard or risk, dust, and the noise they are exposed to, the adequacy of sanitation, their physical safety, their access to and control over resources…

➤ **larger ecosystem**: disruption of the rain cycle, increase in land temperature, destruction of ecosystems, fauna, and flora, acidification of the oceans…

Social Impact

Social impact encompasses all issues that affect people, directly or indirectly.
A convenient way of conceptualising social impacts is to look at whether there are effects on one or more of the following:

➢ **People's way of life**: how they live, work, play, and interact with one another on a day-to-day basis Their culture, their shared beliefs, customs, values, and language or dialect

➢ **Their community**: its cohesion, stability, character, services, and facilities

➢ **Their political systems**: the extent to which people can participate in decisions that affect their lives, the level of democracy in place

➢ **Their health and wellbeing**: health is a state of complete physical, mental, social, and spiritual wellbeing and not merely the absence of disease or infirmity

➢ **Their personal and property rights**, particularly whether people are economically affected or experience personal disadvantage which may include a violation of their civil liberties

➢ **Their fears and aspirations**: their perceptions about their safety, their fears about the future of their community, and their aspirations for their future and the future of their children

assessment

Organisations can conduct an Environmental Impact Assessment and/or a Social Impact Assessment, that includes the processes of analysing, monitoring, and managing the intended and unintended environmental and/or social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects).

Some of the many methodologies that can be deployed to assess environmental impact at various levels of an organisation's operations and value chain include assessment **of carbon footprint**, **life cycle assessment** at product or **service level**, to name a few.

Similarly, social impact can be measured using primary survey of **affected stakeholders**, **case studies**, to name a few.

Video:

- <u>Environmental impact assessments: identifying relevant issues and</u> <u>concerns from the beginning</u>.

- <u>How do you measure social impact?</u>

Case study 1: The sustainable European fashion industry: Meeting the challenges of a greener future

Adopting sustainable practices is a major challenge for the European fashion industry. Entrepreneurs in the sustainable fashion industry are seizing the opportunity to drive positive change in areas such as water use, overproduction and fast fashion. Despite the obstacles, the European sustainable fashion movement is growing and offering a wealth of business opportunities. The industry is changing as a result of the move towards long-lasting, recyclable and environmentally friendly materials that emphasise ethical production and reduce environmental impact.

Case Study 2: The Green Wave of Algae: Changing packaging for a greener tomorrow

In recent years, society as a whole has become more aware of environmental issues, particularly the harmful effects of plastic pollution. Seaweed has become a popular sustainable substitute for packaging, offering environmentally friendly and biodegradable options. This case study examines the rapid growth of algae, its ability to sequester carbon, and the growing global market for algae packaging. Although there are barriers in the European framework, such as labour intensity and funding restrictions, there is a huge potential impact on sustainable packaging options.

Case Study 3: Packaging for the Circular Era: eliminates packaging waste in the most efficient way possible with reusable packaging

With a circular life in a linear industry, RePack comes as a sustainable solution to a real-world problem. Their reusable packaging has been co-created for users, by users. Reusable packaging is not carbon neutral, but its circular system makes it much better for the environment than linear, single-use packaging systems.

Case Study 4: Living Ink: if you need to print use biodegradable ink

Printing and publishing is yet another typically wasteful industry where new green businesses are eager to replace firms with more wasteful practices and materials. Living Ink creates biodegradable ink and printing solutions for the eco-conscious publisher and consumer.

Project-Based Learning

Title	Project-Based Learning
Objective	Students will implement of hands-on projects integrating environmental and entrepreneurial concepts in addressing environmental issues, will collaborate with peers to develop and execute sustainable business ideas and will present projects and reflect on their learning outcomes.
Author	SPRIJIN SI DEZVOLTARE ASSOCIATION ROMANIA
Grade level	Secondary Education
Time duration	3 lessons (approximately 45 minutes each)
Lesson 1	**What is Project-Based Learning? How we can integrate environmental and entrepreneurial concepts in Project Based Learning?**
Objective	Introduce students to the concept of Project-Based Learning integrating environmental and entrepreneurial concepts.
Materials	1. Slide presentation about Project-Based Learning and Present the seven Steps of the PBL Process 2. Handouts and posters with definitions of enviropreneurship 3. Video clips of successful enviropreneurship projects and business
Activities and procedures	**Introduction (15 minutes)**:

- Present the concept of Project Based Learning and present the seven Steps of the PBL Process

- Discuss the term "enviropreneurship" and break it down

  "environment" and "entrepreneurship," that refers to pursuing innovative business opportunities prioritizing sustainability and environmental improvement.

- Start a short debate about what role entrepreneurs can play in environmental issues and sustainability.

Exploration (20 minutes):

- Provide handouts with studies of sustainable business ideas.
- Show video clips of successful enviropreneurship projects and sustainable business models such as recycling, eco-friendly products, sustainable agriculture etc.
- Divide students in groups and facilitate a group discussion on how can we implement innovative business opportunities prioritizing sustainability and environmental improvement.

Activity (15 minutes):

- Divide students into small groups and assign each group a different concept and project regarding the action of integrating enviropreneurship through: green supply chain management, waste management, and green innovation, in order to build a sustainable future.
- Using the Brainstorming method ask students to find ideas in groups on how they can approach the above concepts in a common project for their community.
- Each group will write down their ideas on a flipchart sheet, and they'll show and present them to the class, creating a gallery of ideas.

Lesson 2	**Collaboration with peers to develop and execute sustainable business ideas**
Objective	Develop and execute sustainable business ideas
Materials	- Slide presentation on 7 steps for writing a business plan – steps-by-step guide - Handouts with business plan template - Access to internet for research desk
Activities	**Introduction (5 minutes)**: - Define sustainable innovation in business, from an ecological perspective.

- Present and explain the 7 steps for writing a business plan – steps-by-step guide: executive summary, company summary, market analysis, marketing plan, management overview, and financial summary.

Collaboration with peers (20 minutes):
- Identifying, clarifying of terms and needs in the scenario.
- Defining the problem of the environment and a possible solution that the sustainable business idea can bring, with the focus on innovation.
- Brainstorming: restructuring the problem and formulate learning objectives/ goals of the business plan, with the focus on sustainable practices and innovations.

Desk research (20 minutes):
- Assign students for independent study to divide and research a specific step for the business plan.
- Students will regroup/ synthesis filling a draft of their business template and prepare a short presentation on their findings, highlighting sustainable and innovation.
- Homework: Encourage students to continue their study and after lesson is over, to work together at least a week, for the final form of their group business plan, using new tools such as video cameras, books etc.

Lesson 3

Objective

Presentation of projects and reflection on learning outcomes

Presentation of the students group projects and business plans, by highlighting environmental and entrepreneurial concepts in addressing environmental issues.

Reflection on learning outcomes

Materials

1. Slide presentation or posters on business plans
2. Visual support such as photos
3. Reflection journals

Activities	**Introduction (5 minutes)**: • Establish the rules of the presentation and the presentation time. Form a rotating jury consisting of the other teams that do not present. • Communicate to them the main aspects that they should highlight in their presentations, how their businesses plan address pressing environmental challenges, and how can contribute to the positive impact on the environment, being part of the change. **Presentation of the students group projects and business plan** **(25 minutes)**: • Students will present their projects carried out in groups, that include sustainable business plans • The presentations will be analysed by the jury and feedback will be provided on the: sustainability, innovation and impact of these business plans on the environment and the added value brought to the community in general. **Reflection (15 minutes)**: • Divide students into the same groups to reflect about their learning and and fill in the group reflection journal. • Focusing on benefits and challenges, each group presents their learning outcomes and conclusions, highlighting how such a project can be applied in practice.
Assessment	1. **Formative Assessment**: Monitor participation in discussions, group activities, and desk research presentations. Use checklists to **provide a quick reference for students as they work on the varying segments of a PBL project**. Short checklists help remind students of the key components of their task, giving a quick boost in the quality of student work. 2. **Summative Assessment**: Evaluate students based on their developed business plan and understanding the enviropreneurship concepts. Their projects will be evaluated by providing a score from 1 to 10 according to the main key elements: social responsibility and reduced environmental impact, operational performance and efficiency, sustainable solutions and innovation.
Extension activities	1. Organize a business hub where entrepreneurs or representatives of sustainable businesses can participate and they can be a a jury that

would evaluate the students' business plans, bringing valuable input. .

2. Organize a field trip to a sustainable business to see how it works and to familiarize students with a business that is focused on innovation and environmental impact.

Annex

Lesson 1: What is Project-Based Learning? How we can integrate environmental and entrepreneurial concepts in Project Based Learning?

Introduce students to the concept of Project-Based Learning integrating environmental and entrepreneurial concepts.

1. Slide presentation about Project-Based Learning and Present the seven Steps of the PBL Process. Present the seven Steps of the PBL Process: Identifying, clarifying of terms in the scenario, Defining the problem, Brainstorming, Restructuring the problem, Formulate learning objectives/ goals, Independent study, Regrouping/ Synthesis. The six foundational principles of PBL: Inquiry-Based Learning, Real-World Connection, Collaboration and Teamwork, Student Voice and Choice, Reflection and Feedback, and Authentic Assessment.

2. Definition of Enviropreneurship: Enviropreneurship a portmanteau of "environment" and "entrepreneurship," refers to pursuing innovative business opportunities prioritizing sustenability and environmental improvement.

3. Discussion Questions: Why do you think it is important to be aware of sustainable models necessary to address pressing environmental challenges? Do you think that the business sector must be concern for environmental issues?

Studies:

- Use recent studies regarding the current practices and the sustainable business practices necessary to address pressing environmental challenges (such as recycling, eco-friendly products, renewable energy etc.)

Video Clips:

- Documentaries or YouTube videos showcasing sustainable business, with a green entrepreneurial orientation, and also innovative projects approaches.

Lesson 2: Collaboration with peers to develop and execute sustainable business ideas

Develop and execute sustainable business ideas

- Definitions of sustainable innovation: Sustainable innovation refers to the development and implementation of new products, processes, or services that make a positive contribution economically, ecologically, and socially. From an ecological perspective, sustainable innovation should help to reduce the consumption of resources, for example.
- Present the 7 steps for writing a business plan, step by step plan: Executive summary - define your business; Company summary – devolve into the details; Marketing plan - identify your niche; Management overview - introduce your leaders; Financial summary: develop your financial plan.
- Share them Handouts with business plan template which contain the 7 steps for writing a business plan.
- Use the Brainstorming principles in the students groups (accept all the wild and creative ideas; use asynchronous, or pre-work, or private work to allow for individual brainstorming and avoid groupthink; build on other team member's ideas; don't criticize others' ideas; focus on quantity, not quality; make it visual) to restructuring the problem and formulate learning objectives/ goals of the business plan with the focus on sustainable practices and innovations.

Desk research

- Students use computers or tablets to research and gather information and data from existing sources (such as books, journals, articles, websites), for a specific step from their business plan.
- Assign students for independent study to divide and research a specific step for the business plan.
- Students will regroup/ synthesis filling the template of the business plan, putting all the ideas together, and they will prepare a short presentation on their findings, highlighting sustainable and innovation.
- Homework: their work will continue after the lesson is over, for the final form of their group business plan, using new tools such as video cameras, books and other published materials.

Lesson 3: Presentation of projects and reflection on learning outcomes

- Establish the rules of the presentation and the presentation time, the 5-5-5 rule: no more than 5 lines, no more that 5 words on the slide presentation, no more than 5 minutes.
- Share a template with checklist for the other participants, with the

main aspects that they should appreciate: sustainability, innovation and impact of these business plans on the environment and the added value brought to the community in general.

- The students can personalize their reflection journals.

Reflection questions on learning outcomes:

- How did you work in group?
- What did you learn about the topic addressed?
- How your group project address pressing environmental challenges?, Why do you think that your group business plan can contribute to the positive impact on the environment?
- Did you meet your goals? What does this project reveal about you as a learner?
- What did you learn about yourself as you worked on this project?
- How does this project link to previous experiences/knowledge?
- How do you think you can apply the learning outcomes in your community to inspire collective socio-ecological transformation?

Additional Resources:

- **Business Hub**: Invite local entrepreneurs or representatives of sustainable businesses to be part of the jury that would evaluate the students' business plans, bringing input from their valuable experience.
- **Site visits**: Organize visits to a sustainable business that is focused on innovation and environmental impact, to learn about the business, meet entrepreneurs and employees, ask questions and observe work in progress, such as: businesses that reduce food waste; companies that use and promote renewable energy; businesses that address the problem of waste sorting at the root by making the process more efficient and less expensive; stores with sustainable plastic-free products; manufacturers that use recycling to create environmentally friendly products; organic farms; sustainable settlements/homes built in harmony with the environment; companies that build universal smart charging stations.

Unit 8: Environmental Policy and Advocacy

Environmental Policy and Advocacy

Title	Environmental Policy and Advocacy
Objective	Students will explore environmental policies and regulations, and will acquire advocacy skills, in order to promote sustainable practices and policies, engaging with policymakers and stakeholders to drive change.
Author	SPRIJIN SI DEZVOLTARE ASSOCIATION ROMANIA
Grade level	Secondary Education
Time duration	3 lessons (approximately 45 minutes each)
Lesson 1	**Exploration of environmental policies and regulations**
Objective	Introduce students to the concept of environmental policies and regulations
Materials	1. Slide presentation about Environment policy: definition and general principles and basic framework 2. Handouts and posters with Basic framework of EU Environment policy. 3. Case studies/ explanatory videos of Regulation (EU) 2018/1999 ('European Climate Law').
0Activities and procedures	**Introduction (15 minutes):** • Present the concept of Environment policy: definition, general principles and basic framework. • Discuss legal basis, how EU address to these complex environmental issues, ranging from climate change and biodiversity loss to resource depletion and pollution. • Discuss about the Role of the European Parliament, the major role in shaping EU environmental law.

Exploration (15 minutes):

- Provide Handouts and posters with Basic framework of EU Environment policy.
- Provide Case studies/ explanatory videos of Regulation (EU) 2021/1119 of the European Parliament and of the Council of 30 June 2021 establishing the framework for achieving climate neutrality and amending Regulations (EC) No 401/2009 and (EU) 2018/1999.
- Divide students in groups and facilitate a group discussion on how they think that this regulations will influence their communities and their life in general.

Activity (20 minutes):

- Divide students into small groups and assign each group a different concept and handouts regarding the EU action for: Combating climate change; Biodiversity, land use and forestry; Water protection and management; Air and noise pollution; Resource efficiency and the circular economy; Sustainable consumption and production; Sustainable consumption and production; Chemicals and pesticides.
- Each group of students will create a short creative presentation of what was discussed within the team, and will convey the main 5 ideas from their covered topic.

Lesson 2	Advocacy skills development for promoting sustainable practices and policies
Objective	Develop advocacy skills for promoting sustainable practices and policies regarding environmental issues
Materials	- Slide presentation on advocacy - Posters action that you can take to advocate - Simulation of an advocacy action
Activities	

Introduction (10 minutes):

- Define advocacy for environmental problems
- Present and explain ways of advocacy: by staying informed; joining

organizations; contacting lawmakers; participating in public hearings; supporting campaigns; educating others; volunteering; using social media; practicing sustainability, and voting pro-environmental candidates, individuals can make a meaningful impact in promoting stronger environmental policy.

Study group (20 minutes):

- Ask students: How can we advocate in a daily activity as individual? Suggestions as recycling, conserving water, choosing alternatives to driving, saving electricity, buying used, using reusable containers, eating a plant-based diet can be added.
- Divide the class of students in small groups, and prepare some study cases or video-clips with advocacy initiatives. Ask students to find key points of advocacy and to present their conclusions

Simulation (15 minutes):

- Ask students to simulate in a team role-play, one way of fighting climate change to create awareness of global warming, to teach society how to fight for a green environment.
- Encourage mutual feedback and identify similarities between what they represented in the role-play and their daily lives.

Lesson 3

Meeting with policymakers and stakeholders to drive change

Objective

Engaging with policymakers and stakeholders to drive change

Materials

Flipchart sheets, markers

Organize a meeting to gather some decision-makers, invite them to the class.

Introduction (10 minutes):
- Start with a brief description of the role of decision-makers, and other stakeholders such as representatives of environmental NGOs, the impact they have in action and adopting regulations at the local level.

Activities	• Allow space for a brief introduction of the decision-makers and stakeholders. Facilitate an understanding of the work behind their actions. **Presentation of recommendations (15 minutes)**: • Divide the class of students into several groups and have each group prepare some recommendations for the decision-makers, in other to fight against global warming • Ask them to prepare a short presentation of maximum 5 minutes to share it in front of the decision-makers and other stakeholders. • Students will present the elaborated recommendations to decision-makers. Discussions with decision-makers **(15 minutes)**: • Students will discuss with invited guests at the round table, the main points of this meeting and will extract the main conclusions.. • The evaluation of the lesson will be carried out by each student writing a short final message that can define the desired and dreamed impact of the environmental policy.
Assessment	1. **Formative Assessment**: Monitor participation in discussions, group activities, and recommendation presentations. 2. **Summative Assessment**: Evaluate students based on their developed recommendation and the understanding of the concept related with advocacy. Their tasks will be evaluated by observation and global appreciation of their involvement in the task and the active participation of each student, and the specific added value they bring. . Organize a field trip to public institutions and local NGO, where students can see directly the impact of their work in the community regarding environmental policy.

Ecopreneurship Curriculum Overview

This hands-on, student-centered curriculum introduces young changemakers to the exciting world of ecopreneurship — starting and growing businesses that help protect the planet. Through real-world projects, creative thinking, and teamwork, students will explore how they can make a difference through sustainable business ideas.

Module 1: Introduction to Ecopreneurship
An overview of ecopreneurship, its importance in today's world, and the role of eco-conscious entrepreneurs in driving sustainable development.

Module 2: Market Research and Analysis
Focuses on identifying market needs, analyzing trends, and understanding consumer behavior specific to green products and services.

Module 3: Scaling Up and Growth
Covers strategies for expanding ecopreneurial ventures, including funding options, partnerships, and sustainable scaling models.

Module 4: Sustainable Entrepreneurship Models
Explores various models and case studies of successful sustainable businesses, highlighting circular economy principles and green business practices.

Module 5: Business Development and Planning
Guides learners through creating a comprehensive eco-business plan, from concept to execution, with an emphasis on sustainability.

Module 6: Innovation and Creativity in Ecopreneurship
Encourages innovative thinking and problem-solving to develop unique solutions to environmental challenges through entrepreneurial ventures.

Module 7: Social Impact and Responsibility
Examines how ecopreneurs can positively impact communities and ecosystems, incorporating ethical practices and social responsibility.

Module 8: Project-Based Learning
Hands-on experience where participants develop and present real-world ecopreneurial projects, integrating concepts from previous modules.

Module 9: Environmental Policy and Advocacy
Provides insights into environmental legislation, policy frameworks, and how ecopreneurs can engage in advocacy to influence systemic change.