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Green Entrepreneurs Europe



Green Entrepreneurship
Europe



Ecological Footprint

Go to: <http://www.footprintcalculator.org> OR type in: **global footprint network** into Google and click on 'calculate your footprint' (top right).

When you have answered all the questions, either press 'print screen' to print out your summary and stick in a space below, or describe your footprint.

Questions:

- 1) If we split up the planet fairly, everyone would get 1.7 global hectares (gh) of the Earth. How many gh does your lifestyle use?
- 2) Look at the land-type pie chart. What area makes up the most of your footprint?
- 3) Has anything surprised you?

What could you do to reduce your ecological footprint?



Self-assessment

Try and answer the following questions as honestly as you can. You probably don't know many of the answers yet...that's ok! At the end of the project you will re-do this to see what you have learnt.

Please rate the following statements on a score of 1-5:

| 1= I have never heard of / done this | 2= I have heard of this/ done this rarely | 3= I know something about this/ do this sometimes | 4= I can talk confidently about this/ do this regularly. | 5= I am an expert at this | |
|--|---|---|--|---------------------------|---|
| Learning outcome: understand Lessons from Nature Principles. | | | | | |
| A. I can list 'Lessons from Nature' (principles that explain how nature works). | 1 | 2 | 3 | 4 | 5 |
| B. I can collect information that shows how nature creates things, provides energy and deals with waste. | 1 | 2 | 3 | 4 | 5 |
| C. I can work with others to explore principles of nature. | 1 | 2 | 3 | 4 | 5 |
| Learning outcome: understand the impact of the human economy on the natural world. | | | | | |
| A. I know that the economy (businesses and services) can affect the natural world - in both positive and negative ways. | 1 | 2 | 3 | 4 | 5 |
| B. I can give examples of when the economy is following the 'Lessons from Nature' principles. | 1 | 2 | 3 | 4 | 5 |
| C. I spend time thinking how my behaviour affects nature. | 1 | 2 | 3 | 4 | 5 |
| Learning outcome: understand the sustainable actions for restoring nature. | | | | | |
| A. I can describe the difference between sustainable actions which only reduce damage to nature and those which go further by eliminating damage and restoring nature. | 1 | 2 | 3 | 4 | 5 |
| B. I can identify examples of products/ services that eliminate damage and restore nature. | 1 | 2 | 3 | 4 | 5 |
| Learning outcome: Understand nature as a teacher, mentor and measure. | | | | | |
| A. I understand the importance of the economy being in harmony with natural systems. | 1 | 2 | 3 | 4 | 5 |
| B. I can identify how the economy and natural systems depend on each other. | 1 | 2 | 3 | 4 | 5 |
| C. I can describe how everything in nature can be useful. | 1 | 2 | 3 | 4 | 5 |



Introduction: what might change?

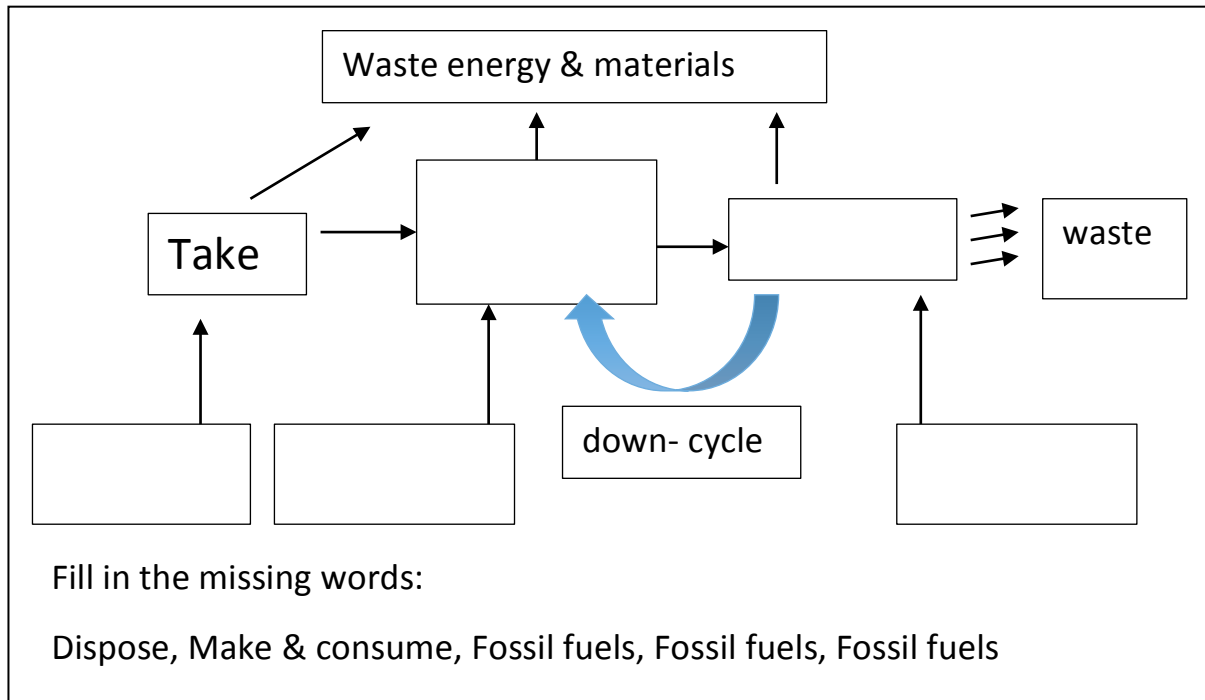
| 1= I have never heard of / done this | 2= I have heard of this/ done this rarely | 3= I know something about this/ do this sometimes | 4= I can talk confidently about this/ do this regularly. | 5= I am an expert at this | |
|--|---|---|--|---------------------------|---|
| Learning outcome: Understand how to redesign human economy according to LFN principles. | | | | | |
| A. I can collect information on how the economy can be redesigned using natural principles. | 1 | 2 | 3 | 4 | 5 |
| B2. I can give examples of real businesses that are in harmony with natural principles. | 1 | 2 | 3 | 4 | 5 |
| C1. I can identify skills that I need to develop for the world of work. | 1 | 2 | 3 | 4 | 5 |
| Learning outcome: Green entrepreneurship | | | | | |
| A. I can list useful skills needed to be a successful entrepreneur. | 1 | 2 | 3 | 4 | 5 |
| B2. I can link principles from nature with business ideas. | 1 | 2 | 3 | 4 | 5 |
| C1. I can describe how my own business idea follows 'Lessons from Nature' principles. | 1 | 2 | 3 | 4 | 5 |
| C 3.1. I can reflect on my own actions and work, as well as those of the others. | 1 | 2 | 3 | 4 | 5 |
| C 3.2. I can turn a business idea into a working business plan. | 1 | 2 | 3 | 4 | 5 |

This project is all about thinking like an entrepreneur. What do you think an entrepreneur is? Write down ideas and phrases that you associate with entrepreneurs.

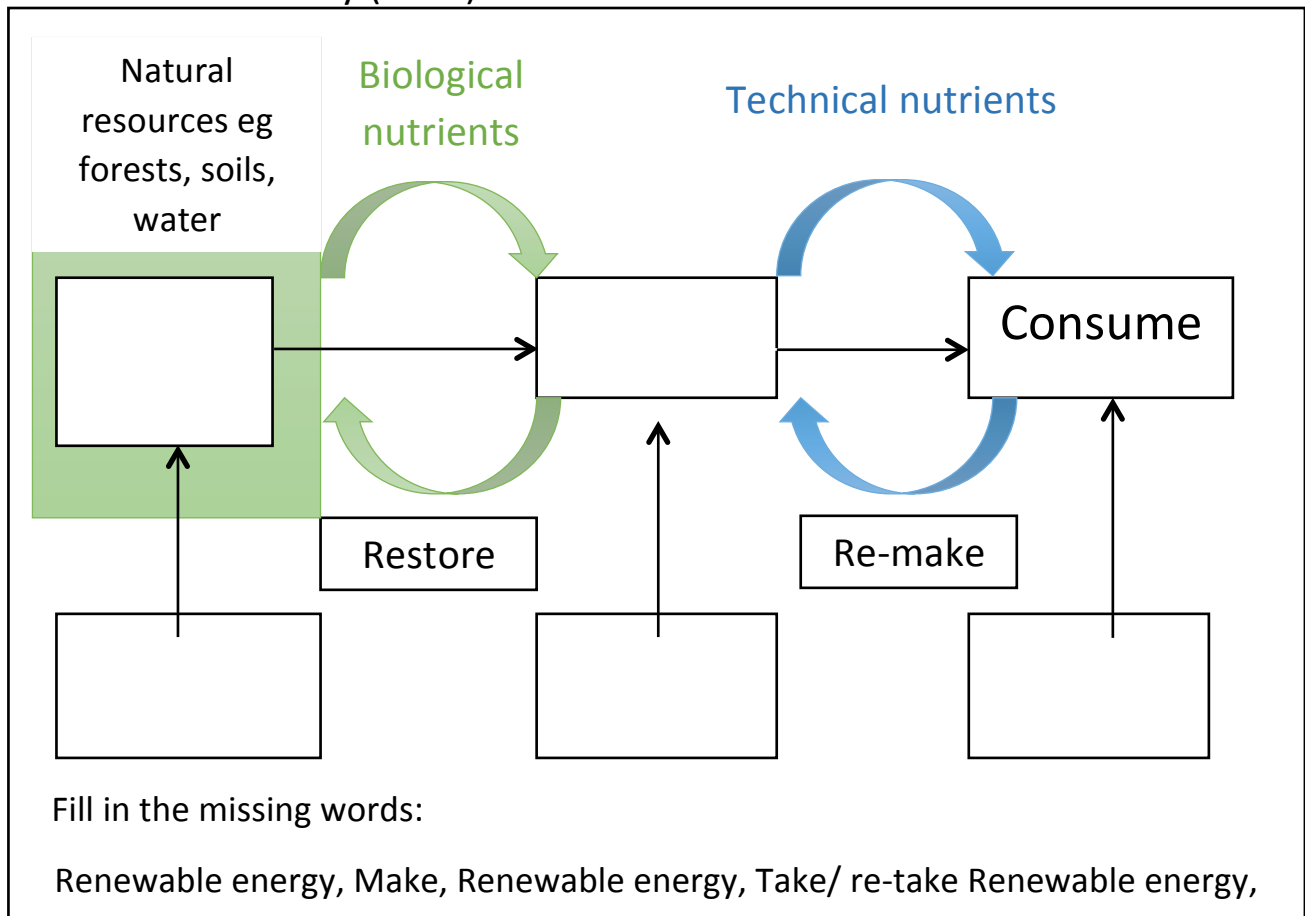
What kind of skills and characteristics do you think an entrepreneur needs?



Linear economy



Circular Economy (ideal)



Biological nutrients: return to the biosphere to enhance natural resources

Technical nutrients: (metals, plastics & other non-compostable materials) circulate from the consumer to manufacturer and back.



Introduction: what might change?

Keyword Glossary

| Keyword | Definition |
|------------------|------------|
| Entrepreneur | |
| Linear economy | |
| Circular economy | |
| | |
| | |
| | |
| | |
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| | |
| | |
| | |
| | |



Introduction: what might change?

Notes page



Nutrient cycles

Draw one of the stages of the nutrient cycle you found an example of. What type or organism is it?

Beach clean

List or draw some of the things you found. What type of rubbish did you find most of?



Beach clean

How did doing the beach clean make you feel? Did anything that you found surprise you?





Plastic quiz

Write down one plastics fact that you found the most interesting/shocking

Plastic alternatives


List some of the alternatives to single-use plastics.

Recycling

Why is recycling not the answer for plastics?

Green products







- 1) Which product do you think you would be most likely to use and why?
- 2) Would you make any changes?



Any ideas to use for your business?



The circular economy is based on 6 Lessons from nature principles

- | | | | |
|--|---------------------|--|--|
| 1)  | Waste = Food | 4)  | Diversity gives strength |
| 2)  | Multiple benefits | 5)  | Nature optimises |
| 3)  | Run on solar income | 6)  | Nature is adaptive, dynamic and responsive |

Notes:



Consequence wheel

Cradle to grave assessment



Case study:

Read through your case study and try to answer as many of these questions as you can:

1) What is the purpose/aim of the business?

2) Who might their competitors be? Think about conventional products as well as eco products.

Why would people want their product or service?



WHY?



Which aspects of the green/circular economy does the company incorporate and how?

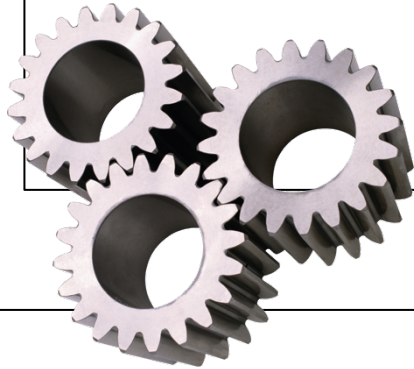
Which 'lessons from principles nature' (see page 10) does the organisation incorporate and how?





What is their main product/service?

What/where is their market?



WHAT?

What materials or other inputs do they use?

What kind of image/marketing do they use?

What do you think might be the biggest costs the organisation would face?

HOW?





Ideas generation

Now it's time to plan your own green business.

There are many different ways to come up with ideas. Below is one you could use. On the next page are more ideas. Choose a few, have a go at and see what you come up with.

Ideas Matrix

1. Consider things about yourself under the headings below:

| Hobbies | Passions | Anger/frustration | Necessity |
|---------|----------|-------------------|-----------|
|---------|----------|-------------------|-----------|

2. Complete a matrix

| Hobbies | Passions | Environmental problems | Necessity |
|----------|--------------|------------------------|-----------|
| Cleaning | Keeping fit | Air pollution | Air |
| Dancing | Poetry | Landfill | Food |
| Films | Green issues | Loss of biodiversity | Water |

3. Make linkages to create ideas for possible businesses

| Hobbies | Passions | Environmental problems | Necessity |
|----------|--------------|------------------------|-----------|
| Cleaning | Keeping fit | Air pollution | Air |
| Dancing | Poetry | Landfill | Food |
| Films | Green issues | Loss of biodiversity | Water |

An environmentally-friendly cleaning product? A sustainable car washing service?



Ideas generation continued

- Create a mind map of products or markets that interest you.
- Spotting flaws in existing products- can you do it better?
- Spotting trends and anticipating impacts, e.g. designing mobile phone covers when phones started to get popular.
- Spotting from other countries/ places- do they do something that would be popular here, e.g. Starbucks originally copied the idea of the coffee bar from Italy.



Business plan & presentation

When you have a great idea, ask your teacher for the business plan template. You are ready to put together the details.

Final business presentation

This is the exciting part- you will be presenting your unique green business idea to other people! Below is a suggested structure for your presentation:

Introduction

Introduce yourselves.

What is your product, what is it called? What need is it fulfilling? Show an image of your product. 'Sell' your product.

Target audience and appeal

Who would use your product? What's unique about it? Why is your product better than your competitors? Quote any research you have done about the market.

Production and sustainability

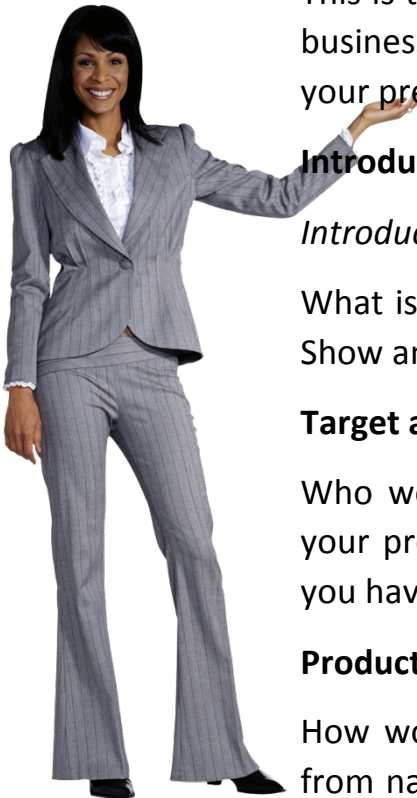
How would your product be produced? How does follow lesson from nature principles and fit within the circular economy? What environmental issue is it addressing?

Logistics

How much would product cost to buy? Do you have an idea of production costs? What kind of advertising would you do? You could show an example advert/ social media post.

Summary

Emphasise the benefits of the product to the environment and consumer.





Congratulations entrepreneur! You have followed all the steps to create a successful business idea. Now it's time to look back, reflect and then think about the future...because business never stands still, it's always changing and developing. What will your next steps be?

Good luck!

1) Turn back to the start of the booklet and re-do the self-assessment questions. Use a different colour. What have you learnt?

2) Evaluating your idea: what else could you do? Is there anything you could improve on? What would version 2.0 look like?

