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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?

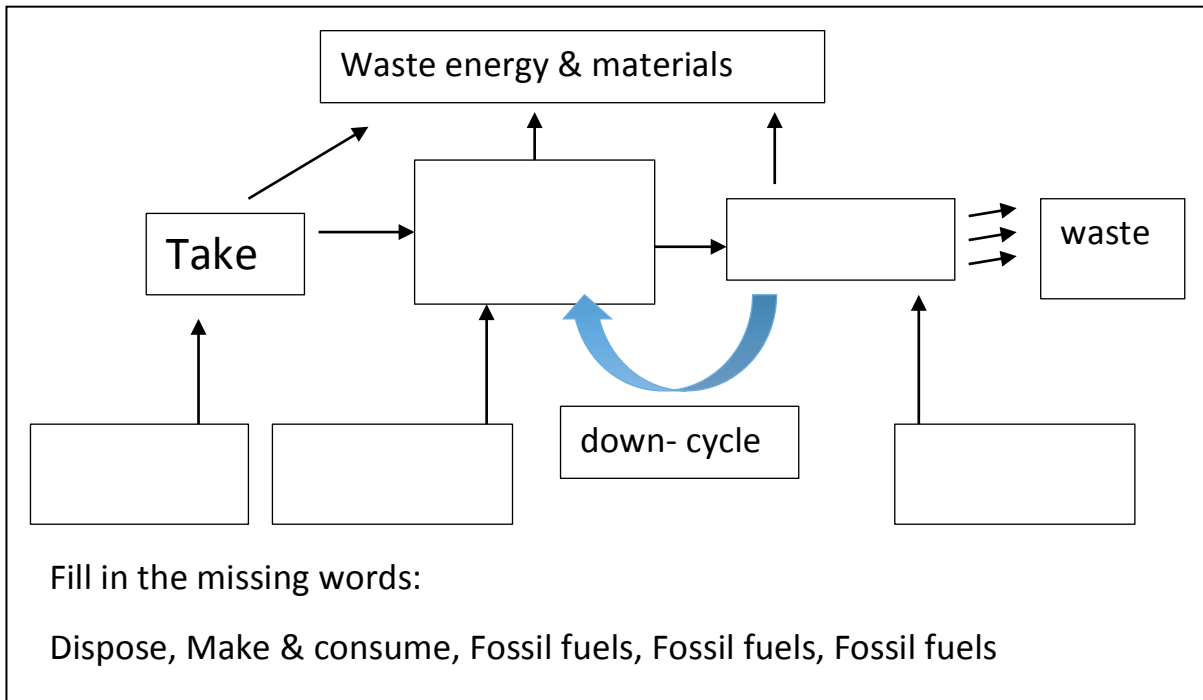
1= I have never heard of / done this	2= I have heard of this/ done this rarely	3= I know something about this/ do this sometimes	4= I can talk confidently about this/ do this regularly.	5= I am an expert at this	
Learning outcome: Understand how to redesign human economy according to LFN principles.					
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.

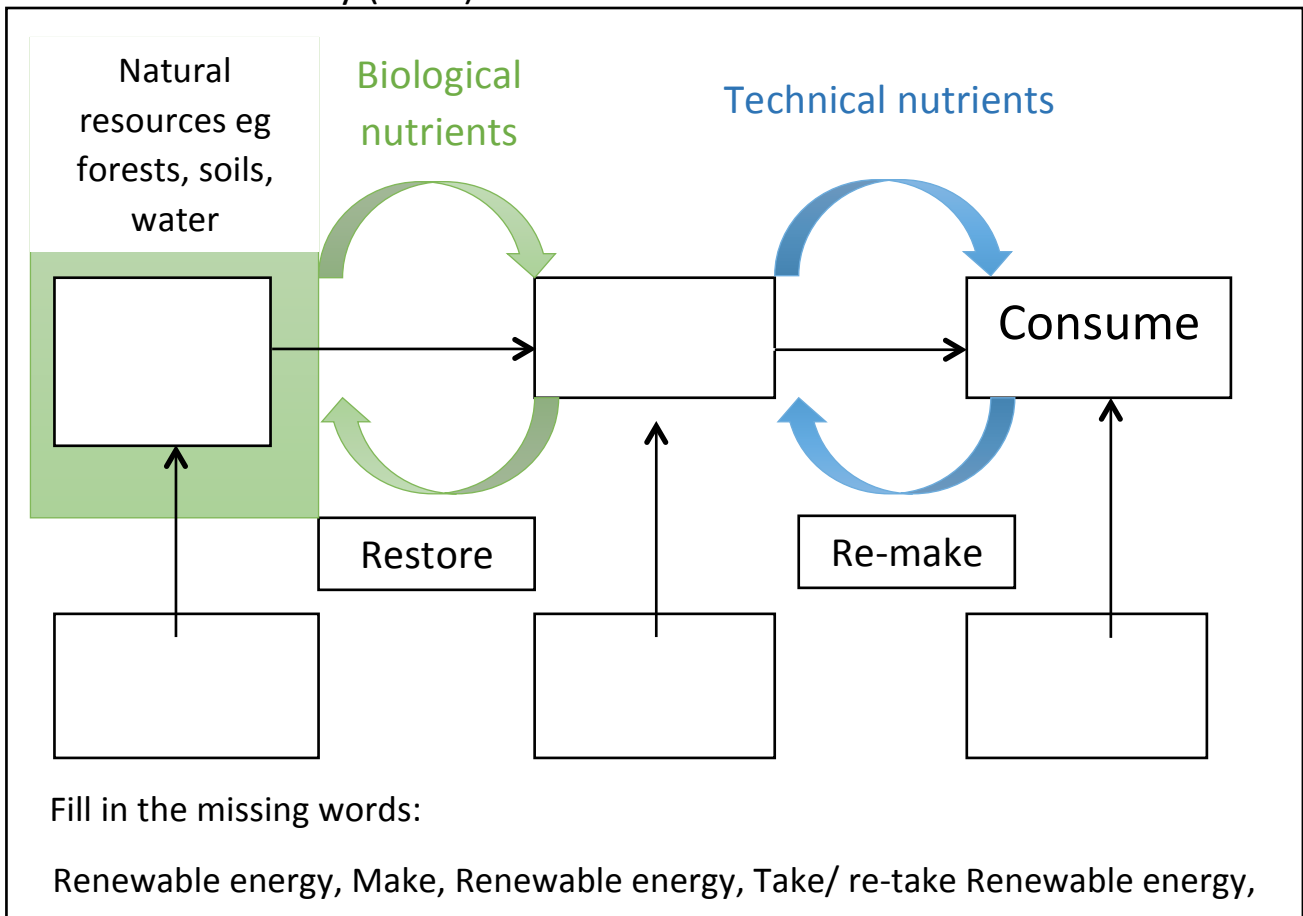
What kind of skills and characteristics do you think an entrepreneur needs?



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.



Keyword Glossary

Keyword	Definition
Entrepreneur	
Linear economy	
Circular economy	



Introduction: what might change?

Notes page



Sustainable living is...

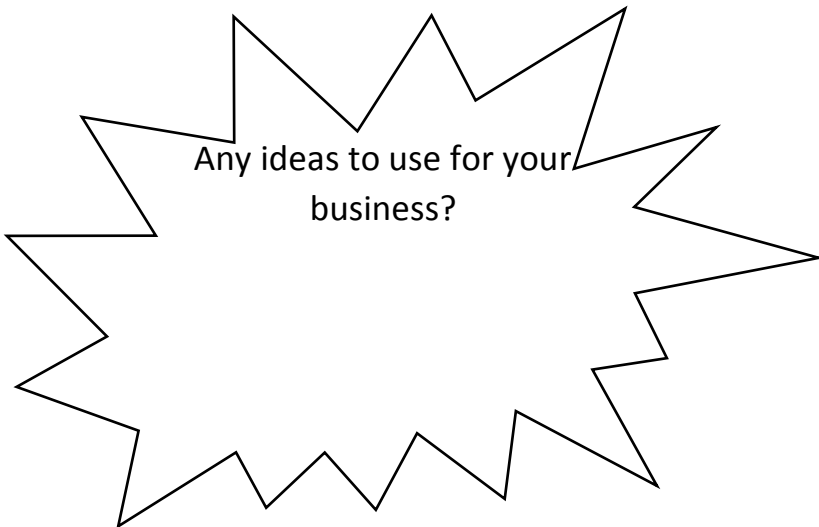
Olympic Park
List 3 buildings on the Olympic Park and what they are used for now.



Venues

Sketch one of the venues on the Olympic Park.

Any ideas to use for your business?





East Village

What are your first impressions of East Village?

Give 3 words to say how it makes you feel.

-
-
-

How would you describe the looks of East Village?

-
-
-

Out of all the examples you have seen or read about, what has inspired you most & why?







Improvements

Pick an aspect of what you have seen and say how you would improve it.





The circular economy is based on 6 Lessons from nature principles

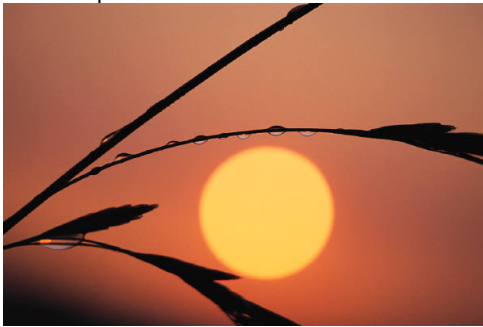
- | | | | |
|--|---------------------|--|--|
| 1)  | Waste = Food | 4)  | Diversity gives strength |
| 2)  | Multiple benefits | 5)  | Nature optimises |
| 3)  | Run on solar income | 6)  | Nature is adaptive, dynamic and responsive |

Notes:



1. Environment

2. Community & well-being



Sustainable cities



3. Transport

4. Buildings



Environmental Quality Survey: Queen Elizabeth Olympic Park

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Environment					
	1	2	3	4	5
	1	2	3	4	5
Community & well-being					
	1	2	3	4	5
	1	2	3	4	5
Transport					
	1	2	3	4	5
	1	2	3	4	5
Buildings					
	1	2	3	4	5
	1	2	3	4	5
Total score:					



Environmental Quality Survey: East Village

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Environment					
	1	2	3	4	5
	1	2	3	4	5
Community & well-being					
	1	2	3	4	5
	1	2	3	4	5
Transport					
	1	2	3	4	5
	1	2	3	4	5
Buildings					
	1	2	3	4	5
	1	2	3	4	5
Total score:					



Service Tally

	Queen Elizabeth Olympic Park	East Village
Doctors surgery		
Library		
Post Office		
School		
Community centre		
Pub		
Bar		
Restaurant: chain		
Restaurant: independent		
Shop: chain		
Shop: independent		
Cinema/ theatre		
Leisure centre/ gym		



Investigating sustainability

The developers have made the following claims. Your task is to look for evidence that they have happened. You can take photos, write a description or do a drawing.

Transport & energy *hint: it's worth going to Stratford international station (next to East Village), East Village and take a good wander around the Olympic Park.*

1. You will be able to get to the park by the Underground, DLR, Crossrail and international rail.
2. The park is designed for easy access for cyclist and pedestrians.
3. There are docking stations where you can borrow a bike.
4. The Olympic park will link to existing cycle routes.
5. There will be plenty of electric car charging points around the park.
6. There is an energy centre that runs on biofuel (woodchip) to provide heating and cooling across the park. This helps to reduce carbon emissions.



Buildings & surroundings *hint have a good look around East Village, exploring streets that you might have missed this morning, then head into park to look at some of the wildlife areas*

1. Streets and public areas are designed to prioritise pedestrians
2. Every house is within 350m of a bus stop
3. Neighbourhoods have local shops and community facilities.
4. There are green spaces near the buildings.
5. 35% of accommodation across the park is affordable.
6. Find out what function the wetland has.
7. What evidence can you see of good habitat (eg trees, grass that has been left to grow long, flowers, bird/ bat boxes, quiet areas)?

You won't be able to check this by looking, but some facts about the buildings: all homes meet the Government's 2016 Zero carbon definition. 10 % are wheelchair accessible. All homes are designed to a minimum code for sustainable homes level 4. Buildings have green roofs which help reduce flooding, create habitat and keep building cool. Roofs and gardens are watered with rainwater harvested from the roofs.



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?

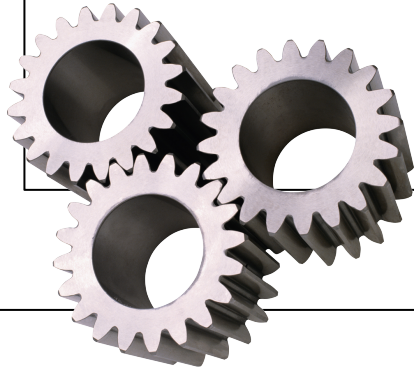
Which 'lessons from principles nature' (see page 10) does the organisation incorporate and how?





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	Environmental problems	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

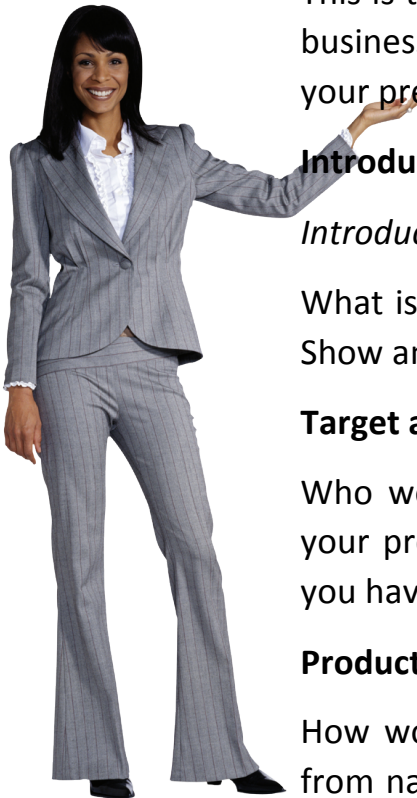
How would your product be produced? How does follow lesson from nature principles and fit within the circular economy? What environmental issue is it addressing?

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?

