


What is a system? How does it work?

Lesson 02


 What was the most important thing you learned from this lesson?


 How can you use the system thinking approach in your life from now on?





System boundaries. Natural and Human Systems.

Lesson 03

 How do natural systems and changes of natural systems affect human systems and vice versa?

 How do natural systems and changes of natural systems affect economic systems and vice versa?

 What is your personal view – are humans above nature, can they be independent and separated from it? Why or why not?

 Can you define the elements and boundary of your school's or your family's system? How does your described system connect to nature and how do these two affect each other? Try to draw a model of it on paper or online using a mindmapping tool, such as <https://bubbl.us/> or <https://www.mindmup.com/>.



Natural systems, cycles and flows

Lesson 04

 What was the most important thing you learned from this lesson?

 How do human activities affect the natural flows and cycles of the Earth?


 In your view, what does diversity mean in a society and in a business?



Biodiversity

Lesson 05

 What was the most important thing you learned from this lesson?

 How can you use the example of effectivity and stability of natural systems in entrepreneurial thinking and entrepreneurship in general?



Biodiversity

Lesson 05

Research (in groups and online) the activity of a national environmental NGO and fill in the following form:



Name:



Date/time of establishment:



Mission:



One activity the NGO has realized + results of it:



How can you support it?



Self-regulating mechanism of Earth**Lesson 06**

 In your opinion, how does the Gaia theory relate to the systems thinking approach from Lesson 1?

 What is the most important thing you learned during this lesson?

 How could you apply the understanding from the Gaia theory in your everyday life?




Climate change


Lesson 07

 Do you think that climate change is really man-made?

 Do you think the public is well informed about climate change?

 Who do you think has the solution for climate change (is there any solution?) – politicians, business, banks, civil sector, ordinary people, nature?

 How do you think the human civilization would change with climate change?


 What is your opinion – can big business and especially fossil fuel companies be a part of the solution of climate change?



Waste

Lesson 08

 **Who do you think has the biggest role to play in reducing and recycling waste?**

 **How important do you think education is in order to reuse, reduce and recycle our waste more effectively?**


 **What are the changes you are ready to introduce to your personal life starting from tomorrow?**


 **If you could create your own green startup company addressing the waste problem, what would that be? What would the company do – would it be reusing and recycling some sort of waste and turning it into a new product or it would provide waste management services? What would its philosophy be?**




Pollution

Lesson 09

 **What kind of pollution do you see and experience in your everyday life in your community or city?**

 **What do you think can be done for this pollution to be prevented and who has to take action – the government, the citizens, the non-governmental organizations, the municipality, the businesses?**

 **What do you think it takes to start a successful innovative business that deals with the pollution problems?**

 **Express the most important thing you learned in this lesson with only one word.**



Biodiversity loss**Lesson 10**

 Do you think biodiversity is a renewable or non-renewable biological source? Why?


 How should we change our way of thinking about our relationship with nature so that we have a chance to avoid the sixth mass extinction?


 What inspired you the most in today's lesson? Why?




Soil degradation

Lesson 11

 Is soil a renewable or non-renewable source, in your opinion?

 Is it possible to feed a growing population of about 9 billion people and maintain sustainable agricultural practices at the same time?

 Knowing about the dangers associated with industrialized large-scale agriculture, how likely are you to change your choices as a food consumer?



History of sustainable development

Lesson 12

 **Why do you think achieving this goal can make a difference?**


 **What can you do in your daily life to contribute to achieving that goal?**


 **How are you going to know your actions made an impact – how are you going to measure it?**


 **If you think critically, what would you consider the weak points of sustainable development?**




History of sustainable development**Lesson 12**

 The world achieved a remarkable reduction of the percentage of poor people – in the period 2000-2015 global poverty dropped from 36% (the level in 1990) to 12%. This is mostly related to accelerated economic growth in China and India and improving living conditions for hundreds of millions of people there. But do you think economic growth has an impact on the state of the environment? Do you think it is possible to grow without compromising the quality of our environment?


 Based on what you learned from this lesson, how can you as an individual contribute to more sustainability in the world?

 If you try to think locally, nationally and globally about the challenges regarding sustainability and environmental issues what do you see as the greatest challenges and what do you see as possible solutions for a better world?

Different approaches to sustainability**Lesson 13**

 Do you think that countries with a higher standard of living become more or less sustainable as their standard rises? How do you think this great contradiction can be resolved?

 Do you think humans are capable of overcoming the environmental crisis?

 Please think about your satisfaction with the environment you are living in, considering various aspects. Which aspects are the most important for you now?



Sustainability and natural resources


Lesson 14


 Do you think forests are a renewable or non-renewable resource? Why?

 Why is it important to have a gentle treatment towards renewable resources?

 How big is your ecological footprint, how many planets do you need?

 What proportions of your impact in percent are in transport, housing and food?

 How much of your footprint can you influence directly and change?

 What are you ready to start doing to reduce your impact? What are you not ready to give up?



Sustainability and natural resources

Lesson 14






Strengths	Weaknesses
<p>What environmental resources underpin the social and economic prosperity and development of your country/region?</p>	<p>What critical environmental problems/challenges are present in the country/region?</p>
	<p>What lack of natural resources significantly affects the economy of the country/region?</p>
	<p>What critical trends exist in this area?</p>
Opportunities	Threats
<p>What are the unused opportunities based on the environmental resources? How can your country/region capitalize on these opportunities?</p>	<p>What are the threats to the stocks of natural resources of the country/region, for biodiversity and ecosystems?</p>
	<p>Which resource has the greatest risk of being depleted?</p>
<p>What are the opportunities to protect the environmental resources?</p>	
	<p>Do the events/projects/environmental policies threaten the natural capital and the viability of the system?</p>



The four system conditions and the four sustainability principles


 <p>Reduce</p>	 <p>Reuse</p>	 <p>Recycle</p>
<p>For example:</p>	<p>For example:</p>	<p>For example:</p>

The four system conditions and the four sustainability principles

Item	Choose the correct duration from the third column and place it on the appropriate item	Decomposition durations
Banana peel 		25 to 40 years
Sugarcane waste 		1 to 5 months
Paper bags 		6 months
Cotton 		30 to 40 years
Orange peel 		3 to 14 months
Rope 		Around 5 years
Thread 		More than 1000 years
Milk cartons 		1 to 12 years
Cigarette 		2 to 5 months
Nylon clothings 		1 to 2 months
Leather shoes 		80 to 100 years
Aluminium cans 		3 to 14 months
Diapers 		500 to 1000 years
Plastic bags 		More than 1000 years
Glass bottles 		2 to 10 days
Plastic bottles 		500 to 800 years




The four system conditions and the four sustainability principles

 Does it necessarily happen that a poor country has a smaller ecological footprint and a rich country has a higher one? Can it be possible for a rich country to be also environmentally sustainable or social development always means destruction of nature?

 Do you think being sustainable is expensive or cheap?

 Why is it essential to engage in eco-friendly activities?

 What recommendations would you give to your family, parents, and the general public – how not to live at the expense of future generations?



**Sustainable solutions in everyday life –
climate, energy and waste handling**

 Which do you think is the most environmentally-friendly and also cost-effective energy supply?

 How would you choose to heat and power your home?



Sustainable solutions and innovations – global and local impact

Lesson 17



What makes us happy in life? How do we measure people's happiness in a quantitative way?



Are high values of GDP and economic growth always related to people's happiness?



Are people in Japan happier than people in Costa Rica?




Self-assessment “Are you an ECOpreneur?”	
Are you more interested in what you do and with whom you work than how much you make?	YES / NO
Does community, environmental and social issues drive what you focus on with respect to your livelihood or volunteer time?	YES / NO
Do you view your experiences, growing and diverse knowledge base and unique skills sets as the primary value you can offer clients, customers or workplace?	YES / NO
Do you think the economist Milton Friedman was wrong when he said that “the only social responsibility of business is to make profits”?	YES / NO
Do you focus your life pursuits on helping others or restoring, enhancing or preserving the environment?	YES / NO
Are you more concerned about achieving balance in your life, seeking quality of life that doesn’t adversely impact the Earth or exploit people?	YES / NO
Do you readily try new ideas, explore new ways of doing things or adopt new practices or use new products or services that reflect your values?	YES / NO
Are you mindfully aware of your direct and indirect impacts on life on Earth, and accept responsibility that results in you being actively engaged as a steward of limited resources for the benefit of all life, not just for the present generations but for future generations as well?	YES / NO
Is work a reflection of your passions and values, deeply fulfilling and providing meaning and purpose, or merely only the focus for paying the bills, building personal wealth and funding your retirement?	YES / NO





Examples of sustainable businesses

Lesson 18

 Can sustainable business be profitable?

 What do you think the global trends that make sustainable business an appealing option for entrepreneurs today are?

 Based on what you learned, how can you contribute to promoting the benefits of green entrepreneurship as a model of social development?

 Do you think that sustainable development and green entrepreneurship begin with education? (Use this video source: <https://www.youtube.com/watch?v=3OdP7bYe5wk>. Investing in quality education for every child, youth and adult is essential - not only to achieve the education related goals and targets, but to realize the other sustainable development goals and targets.)




What is entrepreneurship?

Lesson 19

 What would motivate you the most to start your own business? And least?

 Come up with a business idea for your community.

 Who is the intended target group?
What are the target group's needs/problems that the business idea solves?

 Identify 3 funding sources for your business idea.



What is entrepreneurship?

Lesson 19

Evaluation of the entrepreneurial spirit worksheet¹

Please choose one answer for each item below:

Nr.	Item	Answer options	
1.	Willingness for accepting risks	I often take moderate risks	a
		I accept the idea of assuming some moderate risks	b
		I prefer sometimes risky situations	c
		I stay away as much as I can of any kind of risks	d
2.	The degree of control of your own existence	I like to never depend on anybody	a
		Generally, I avoid to get to depend on others	b
		It doesn't bother me to depend on others	c
		I prefer that others get the job done for me	d
3.	Innovative spirit	I usually pursue the new, the novelty	a
		I often accept the novelty	b
		It doesn't bother me too much to be introduced to the novelty	c
		I prefer as much as possible that things remain the same	d
4.	The level of aspiration	I really want to become an important person	a
		I often feel the need to be seen and to be recognized	b
		I don't dislike others to show me their consideration	c
		I am always pleased with my situation	d
5.	Self-confidence	I have the capacity to do whatever I want	a
		I often trust myself	b
		I often ask for advice just to be sure	c
		I don't do anything without consulting with someone first	d
6.	The level of accepting uncertainty	Uncertainty is all natural in my life	a
		I am open for uncertainty	b
		I am not bothered by uncertainty, but I do not prefer it	c
		I stay away from uncertainty	d
7.	Perseverance	I always finish my plans regardless of the obstacles	a
		I constantly pursue the goals I have set	b
		I often pursue my goals	c
		I give up easily on my plans	d

What is entrepreneurship?

Lesson 19

Evaluation of the entrepreneurial spirit worksheet¹

Please choose one answer for each item below:

Nr.	Item	Answer options	
8.	Initiative	I don't need advice to take action	a
		I do not need advice, but I sometimes accept it	b
		I often ask for advice for my actions	c
		I prefer routine and clear indications	d
9.	The capacity to seize upon an opportunity	I always seize upon opportunities that are offered to me	a
		I often seize upon opportunities that appear	b
		I fail to seize upon opportunities	c
		I never benefit of opportunities	d
10.	The attitude towards work	I never feel tired	a
		I feel good when I work	b
		It is not really a pleasure to work, but I do not dislike it	c
		I often do not feel in the fullness of my capacities	d

Assessment scale

1	2	3	4	5	6	7	8	9	10

Score

a	b	c	d

Add the results obtained in each column.

Interpretation – To the extent that the highest score is obtained:

- 1. on column "a"** - this means that you have in a large measure the qualities required for an entrepreneur (do not forget about knowledge and exploiting your own potential);
- 2. on column "b"** - it is also a confirmation of the presence of such qualities, although you should not act by yourself, but together with a partner;
- 3. on column "c"** - it would impose the necessity of at least one partner;
- 4. on column "d"** - it indicates the absence of entrepreneurial qualities (at least for now).

Green entrepreneurship and social entrepreneurship

Lesson 20

 **Is there a local green entrepreneur that you know of and like?
If yes, what do you like about him/her?**


 **What about a national or international one?**


 **How do you apply the “think green” principle in your daily life?**



Green economy

Lesson 21

 How do you think the economy of your country will evolve? How many years do you think the transition to the new type of economy growth – green economy – is going to last?


 Which are the professions of the future that would be needed in the green economy?

 How is people's way of life going to change in the context of a green economy?




Circular economy

Lesson 22

 **What kind of skills do you think people will need in the circular economy?
What kind of professions will appear in the context of the circular economy?**

 **Do you see similarities and differences between the green economy and the circular economy? Jot down 1-2 bullet points.**

 **Using everything you learned from this lesson, summarize the possibilities to make an impact on the planet by applying the principles of circular economy.**


 **Which will be the first step you'll make towards the "way forward" starting tomorrow?**



How to startup a green business?

Lesson 23

 **Is there an environmental or social issue that you care very strongly about?**

 **Would you consider becoming a sustainable entrepreneur in the future so that you can contribute to solving that issue?**

 **How important do you consider teamwork is for the success of a sustainable green business?**



How to startup a green business?

Lesson 23

Sustainable green business checklist

<p><i>Identify a problem that you genuinely believe you can contribute solving</i></p>	<ul style="list-style-type: none"> • Read, watch, listen! • Follow resources such as: <ul style="list-style-type: none"> – Latitude 33 YouTube Channel – Treehugger – The Guardian – Science Daily – http://www.ted.com/ (and look for videos on sustainability, green business, etc.) – Union of Concerned Scientists
<p><i>Define your mission that is in line with your core beliefs and principles as an individual</i></p>	
<p><i>Come up with an idea based on an opportunity you see</i></p>	<ul style="list-style-type: none"> • How will you ensure your business’s ecological footprint will be as small as possible? <ul style="list-style-type: none"> – What raw materials are you going to use? How will you know they are sustainable, harmless and their footprint is not immense? – What will happen to your product after people stop using it – can it be recycled, how will you make sure it will be recycled? – The four sustainability conditions can be of help here and you can evaluate your idea against them.
<p><i>Research a little bit – has someone done this or something similar already?</i></p>	
<p><i>Take some guesses and write them down:</i></p>	<ul style="list-style-type: none"> • <u>Use the Business Model Canvas or the Flourishing Business Canvas</u> • Pay attention to environmental footprint in each stage of the idea implementation: <ul style="list-style-type: none"> – Supply with raw materials (do they come from the other side of the world or you source them locally) – Production (is the process harmful to people and the environment, where does the energy come from – renewable or non-renewable sources) – Packaging – Distribution and transport to clients – Marketing – End-of-life treatment of the product



How to startup a green business?

Lesson 23

Sustainable green business checklist

<p><i>With these guesses, go and talk to as many people as you can</i></p>	<ul style="list-style-type: none"> • Share your idea • Try to find out as much as possible about people's problems related to your idea • Get invaluable feedback!
<p><i>Re-work your idea based on the feedback you receive</i></p>	
<p><i>Research the external environment to see the "big picture"</i></p>	<ul style="list-style-type: none"> • You can use a PESTEL analysis • What opportunities and threats are uncovered from this analysis?
<p><i>Go talk to potential clients once more</i></p>	
<p><i>Re-work your idea based on the feedback</i></p>	
<p><i>Find a mentor</i></p>	<ul style="list-style-type: none"> • Organization that match aspiring entrepreneurs with mentors • Close circle of friends • Social media
<p><i>Try to come up with a prototype and test it</i></p>	
<p><i>Re-work your idea</i></p>	
<p><i>Gather startup capital</i></p>	<ul style="list-style-type: none"> • Three f's: family, friends and fools • Own savings • Banks • Startup incubators / accelerators • Crowdfunding • Small business government or European Union grants

Sustainable business model canvas

Lesson 24

 In what ways do you find the business model canvas useful?

 How do you intend to use the business model canvas in your future activities as an entrepreneur?



Business plan

Lesson 25

 Do you think you need both tools – the business model canvas and the business plan?

 What in your opinion is the aim of entrepreneurship education at school?



Business plan**Lesson 25**

Business model canvas	Business plan



Business plan

Lesson 25

Search	Execution
Finding the model that is going to work	Writing the model up
Quickly test hypotheses (guesses) through talking to people and getting facts	Try to justify hypotheses through researching, writing and analyzing
Suitable for the very early stages of a business	Suitable for later stages of a business
Dynamic, evolving and modifiable	Static (more difficult to modify)
1 page	Many pages
More visual	More formal and structured
You need it to measure your progress towards finding your working business model	Very often required in order to get a bank loan or another investment
High-level, the big picture, how a business creates value	More detailed, steps needed to achieve the model
Listen and observe	Write
Allows you to react quickly and change things	Takes longer time to develop, by the time finished markets may have shifted
Focused on activities and experiences	Focused on forecasting results



Essentials of running a green startup business

Lesson 26

 Why would you be willing to start your own sustainable green business?

 What do you think the reasons for the success of new businesses are?
What is “success” for you?

 Do you think money is the most important thing when starting a business?



Mapping of local opportunities to start a green business

Lesson 27

 How does your research prior to the lesson relate to what you learned during the lesson?

 What applications of the principle “think global, act local” do you see in your daily life?



Voting card BEFORE DEBATE

What is your position on the debated motion before the beginning of the debate? (Tick only one.)

Strongly for

Mildly for

Don't know

Mildly against

Strongly against

Voting card AFTER DEBATE

What is your position on the debated motion before the beginning of the debate? (Tick only one.)

Strongly for

Mildly for

Don't know

Mildly against

Strongly against



**Entrepreneurial project stage 1 –
Idea generation**

Lesson 30



What are some ways to generate a business idea that work good for me?



If I had to create an elevator pitch of myself as a person, what would I include in it?



**Entrepreneurial project stage 2 –
Team formation**

Lesson 31

**VOTING CARD
GREENT team formation**



My vote goes for the idea of _____
(name of student(s) whose idea you are voting for)

This is the idea about _____

 **What did you learn about yourself from this activity?**



Entrepreneurial project stage 3 – Looking for partners

Lesson 32



What did you learn about yourself from this activity?



Entrepreneurial project stage 4 –
Business model canvas

Lesson 33

❓ What did you learn about yourself when working in a team for this activity?



**Entrepreneurial project stage 5 –
Customer interviews**

Lesson 34



What did you learn about yourself when working in a team for this activity?



What did you learn about yourself when conducting the customer interviews?



Entrepreneurial project stage 6 – Reworking the business model canvas

Lesson 35

 What new things did you learn about yourself when working in a team for this activity?

