



Making Learning Fun and Ecological

**Lesson: Introduction to Eco- Social
Entrepreneurship**
Activity:
Sustainable business ideas brainstorming

Lead In:
Classroom
Online platform

Duration:
30 minutes

Aim:
To introduce the concept of green
entrepreneurship and social
entrepreneurship.
To brainstorm business ideas that can be
classified as green/social entrepreneurship
ideas

Type of activity:
Brainstorming

Group number:
Team work

Recommended age: 15-18

Instructions:

Divide the class into groups of 4 students and ask each group to brainstorm minimum 10 business ideas that can be classified as green/social entrepreneurship ideas (e.g. a construction company that uses recyclable materials, eco-friendly beauty salon, a full-scale social supermarket, selling low-cost, high-quality surplus food, etc.). They need to write them down in a list. Give them 10 min. for the brainstorming. After each team has compiled their list, they need to present it to their classmates. Each team will have 1-2 min. to present. Follow up with questions when and where necessary.

Key words:

Green entrepreneurship
Social entrepreneurship
Social entrepreneur
Social enterprise
Funding in social enterprises
Challenges social entrepreneurs face

Materials, equipment:

A4 paper

Pens, pencils

References:

<https://www.slideshare.net/tribhuvansaini3/social-entrepreneurship-68254189>

<https://www.slideshare.net/KevinCruz1/introduction-to-social-entrepreneurship-14679171>

<https://www.slideserve.com/caitlyn/an-introduction-to-social-entrepreneurship-powerpoint-ppt-presentation>

<https://www.nerdwallet.com/article/small-business/what-is-a-business-model>

<https://business.ecoplum.com/>

http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf

<https://quotefancy.com/quote/1516465/Paul-Hawken-Business-is-the-only-mechanism-on-the-planet-today-powerful-enough-to-produce>

Other useful sources:

<https://www.shopify.in/encyclopedia/social-entrepreneurship>

<https://www.managementstudyguide.com/social-entrepreneurship.htm>

<https://prosperitynow.org/blog/7-steps-developing-concept-successful-social-enterprise>

<https://www.oberlo.com/blog/what-is-social-entrepreneurship>

<https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas>

<https://www.businessnewsdaily.com/5102-green-business-ideas.html#sthash.B26NlEvr.dpu>

<http://www.businessnewsdaily.com/5102-green-business-ideas.html>

http://www.ted.com/talks/ray_anderson_on_the_business_logic_of_sustainability

Annexes:

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