



Making Learning Fun and Ecological

Lesson: Introduction to Eco-Social Entrepreneurship

Activity:

Debating practice

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:

Debate

Group number:

Team work

Recommended age:

15-22

Instructions:

Divide the class in groups of 4 students. Two of the students in each group are conventional entrepreneurs and two of them are green entrepreneurs. The green ones should convince the conventional entrepreneurs to become green, citing all the benefits and arguments already discussed. The conventional ones are skeptical and have to ask the green ones questions that will give them a hard time and make them feel the need to justify themselves better. After 6-7 min. have the students switch their roles and continue for another 6-7 min. Follow up with a debriefing discussion.

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.B26NIEvr.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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