



Slettestrand, Denmark 2019

# Sustainable Entrepreneurship: Sailing to Success Methods

### ERASMUS+, KA1, YOUTH

This publication summarises the background and the outcomes of the project "Sustainable Entrepreneurship: Sailing to Success", which consisted of a training course and a study visit for youth workers implemented in October- November 2019 in Slettestrand , Denmark. The project was written and organized by InterCollege ApS and was designed as an answer to high level of youth unemployment within the EU area and also in response to the need of tackling overall economic, social and environmental challenges.

Participants explored concepts such as the triple bottom line, sustainable business models, code of conduct, CSR, business negotiations and others and they deepened their knowledge about the meaning and importance of sustainable entrepreneurship and reflected on how they can apply it in their work with young people.

A total of 56 participants attended the training course and the study visit, together with trainers. Participants from the training course produced 4 non-formal methods that can be applied in youth work for groups of 15+ people.



Co-funded by the  
Erasmus+ Programme  
of the European Union





# 01.



40 – 50 minutes



- Reflect upon how particular solutions are put into practice;
- Develop creative and entrepreneurial thinking

## Description of method delivery:

Divide the participants into 4 groups and ask them to present a sustainable practice from a green business in an artistic way (poem, song, drawing, acting, etc). Prepare a bowl with pieces of paper which have written on them various sectors within sustainable entrepreneurship:

- Energy consumption
- Food supply
- Usage of natural resources
- Work with society
- Waste management

Ask each group to pick one piece of paper from the bowl and prepare their creative presentation in connection to the sector written on the paper. (5 min)

Allow the groups to have 15 min to prepare and then max 2 minutes per group to present.

After the presentations, emphasize that we can find good examples for sustainability everywhere around us and that entrepreneurship is a creative process. Entrepreneurs must detect and act!

# 02.



40 – 50 minutes



- Develop an understanding of the differences between CSR and sustainable entrepreneurship
- Skills in creating solutions to incorporate CSR
- Brainstorming and presentation skills

## Description of method delivery:

Provide a short introduction to what CSR is and how companies use it in their business strategies. (8 min)

Divide the participants in four groups (around 4-5 participants in each). (2 min)

Ask each group to choose a company they would like to represent – it could be either a well-known brand or a made-up company. Each group must come up with ideas on how to integrate CSR and improve the sustainable image of the company. (15 min)

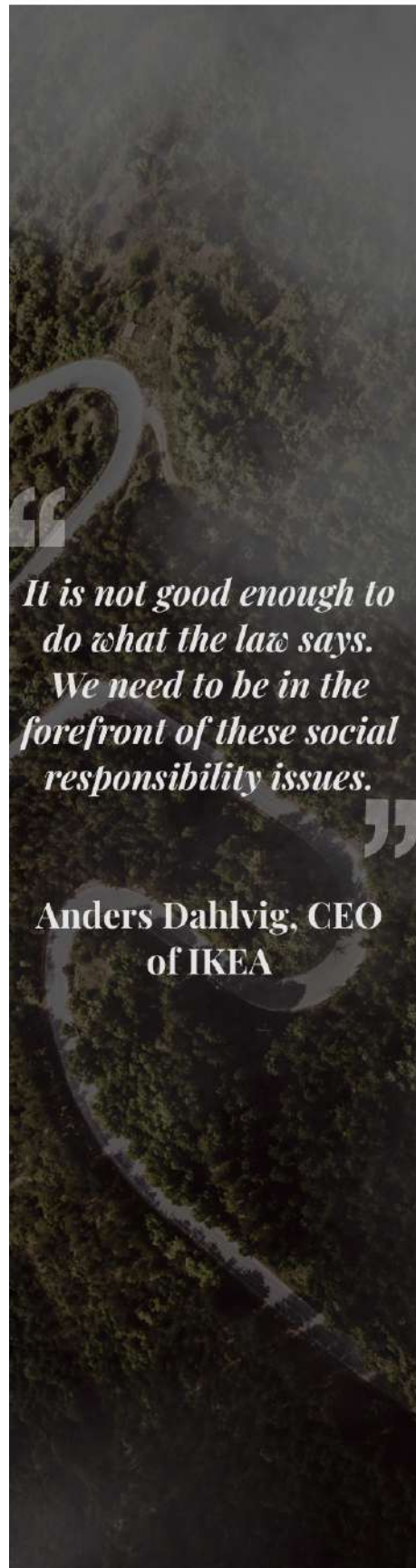
After the discussion time is up, ask each group to present their CSR strategy (2 min per group).

Ask each presenter “Have your improvements made your company a sustainable business? Yes/No, why?” and allow them to argue their statement.

After all groups have presented you can go into debriefing.

## Debrief questions:

- Does CSR make a business sustainable? Why/why not?
- What are the differences between CSR and sustainable entrepreneurship?
- Why do you think this distinction is important?
- How did it change your idea of sustainable business?



*It is not good enough to do what the law says. We need to be in the forefront of these social responsibility issues.*

Anders Dahlvig, CEO of IKEA

## 03.



45-55 min



- Debate skills
- Increase awareness about social and environmental issues caused by businesses
- Reflect upon the importance of sustainable businesses

### Description of method delivery:

Introduce participants to the following scenario: Company X can solve only one of two problems which are directly influenced by it - either quit dumping waste in the local water source (a river) by building and maintaining a sustainable waste management system or quit exploiting people's labour by increasing salaries to at least the minimum wage.

The polluted water is the water that the citizens are using in their households and the farmers are using for watering their crops. The pollution has caused significant adverse effects on people's health and on the quality of the crops. The solution to this problem would be to introduce a sustainable waste management system. However, if the company chooses to invest in this system then they have to make large cuts in the salaries of the factory workers. This would mean that many families will be left with a reduced financial budget and it is likely that their quality of life will quickly diminish. (7 min)

Therefore, the board of directors of the company has decided to hold an urgent meeting to take action on this dilemma.

After presenting the story, divide participants into 3 groups. Group A has to defend *Save the water* decision and group B has to defend *Save the people* decision. Each group has 15 min to discuss and write a statement defending their position. When the time is up, each group has 3 min to present their position without being interrupted. Afterwards, facilitate a debate between the two opposing sides for no more than 10 min. At the end of the debate, ask group C, the decision makers of the board, to vote which decision they will choose.

### Debrief Questions:

1. To group C: Why did you vote as you did? What made the winning statement the more convincing one?
2. To groups A and B: Do you believe in what you were defending? Would you choose it?
3. What was better in your defence and what do you think was better in the other groups' defence?



# Creative Recycling

# 04



35-45 min



- Reflect on consumer habits and the way we use resources
- Reflect on how big brands impact the environment
- Creative problem solving & finding sustainable alternatives

## Description of method delivery:

Divide participants into 4 groups (4 - 5 people in each group)

Give each group one of the different types of waste: plastic bottles, straws, egg cartons or old t-shirts. Place the pieces of paper with company names in a bowl and allow each group to pick one piece. (3 min)

Explain to the participants that they represent the company written on the piece of paper they took from the bowl and they have to come up with a creative way to use the waste product they have been given within the operations of their company. (10 min)

After the time is up, ask each group to present their recycling solution (2 min per group)

## Debrief questions:

1. Do you think the solution your group provided can be used in real life?
2. What kind of responsibility do big corporations carry when it comes to the use of natural resources and the environment?
3. Is it possible that all businesses embark on the sustainability path and embrace greener practices?
4. How can we as consumers influence this transition?

**Materials: A4 paper, bottles, straws, egg cartons, old t-shirts, 4 pieces of paper with company names written on them e.g. H&M, McDonald's, Apple, IKEA**



### **Participating organisations:**

Cercul Excelentei (Romania)

Sdruzhenie walk together (Bulgaria)

Interactive media knowledge transfer (Greece)

Zagreus associazione culturale (Italy)

Center for education and development  
(North Macedonia)

Institute of Youth Power (Croatia)





*During the Study Visit participants met several local stakeholders, who promote and are engaged with sustainable entrepreneurship:*



- Hjortdal Købmand
- Oxfam IBIS
- European Youth Northern Jutland



- the CEO of Feriecenter Slettestrand
- Nordic Center for Renewable Energy
- Better World Fashion
- AKKC







## DISCLAIMER

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Co-funded by the  
Erasmus+ Programme  
of the European Union

