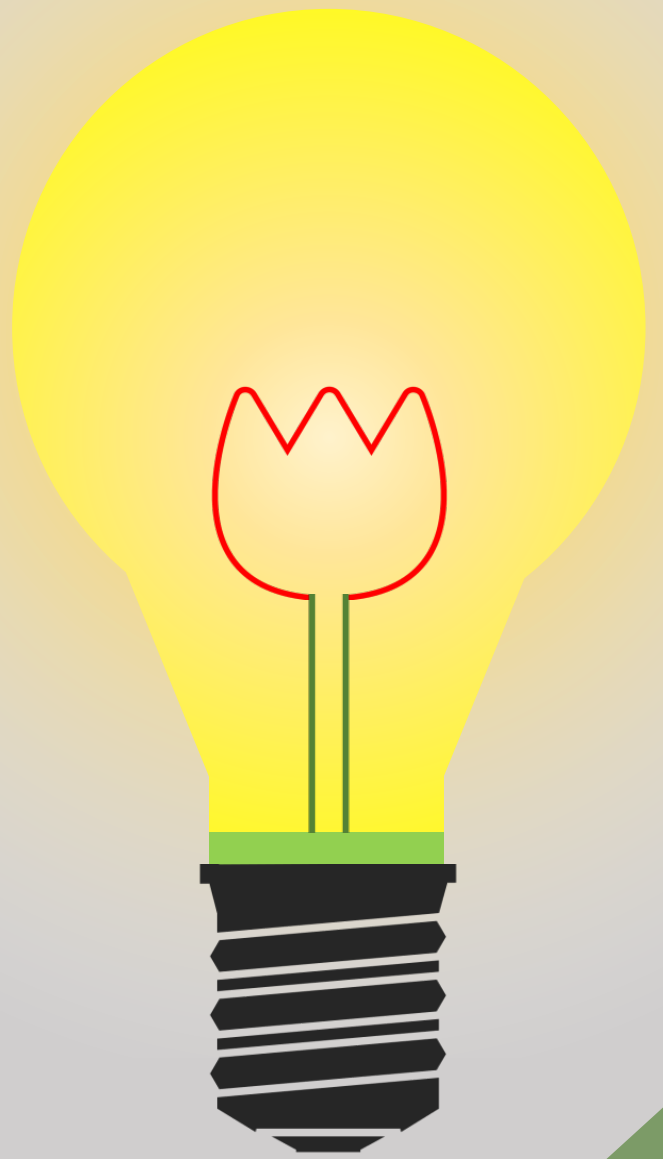


SUSTAINABLE

ENTREPRENEURSHIP



A COLLECTION OF NON-FORMAL EDUCATION METHODS

This educational t-kit was developed by the partners in the project “Growing Green” coordinated by Fora Copenhagen and co-funded by the Erasmus+ programme of the European Union, KA2 – Capacity Building in the Field of Youth.

This Compendium is intended to youth workers who aim at promoting Sustainable Entrepreneurship amongst young people. The Compendium entails various non-formal education methods on inspiring creativity, innovation and sustainable entrepreneurial thinking. Additionally, the Compendium provides examples of sustainable businesses and a further reference library.

Applicant organisation

Fora Copenhagen is an adult education association with a focus to promote education, economic, political and cultural issues. Fora works to promote peace, tolerance, intercultural understanding and international cooperation. Fora cherishes public enlightenment and values of freedom.

Fora is working with individuals and communities engaged for more and better public education nationally and internationally.

Fora’s vision is to create educative courses, that still are relevant and fundamentally important for the individual and for the community, and through it contribute to change in society.

Fora’s courses and activities cover, for example, creative crafting, health and movement, music and art, language education and culture knowledge, as well as lectures and debate events.

Fora is very interested in the communities that surround us - locally, nationally and internationally. Fora is aware of young people’s needs within the Europe and the organization has recently oriented its activity on youth work.

Fora is composed of both large and small organisations and day folk schools that are spread out all over the Denmark.

For more information, please visit: www.fora.dk

Other partners in the project:

InterCollege ApS, Denmark: www.intercollege.info

Solidarités Jeunesses Vietnam, Vietnam: www.sjvietnam.org

Charity-Oriented Myanmar, Myanmar: www.commyanmar.org

GREAT Association, Indonesia: www.greatindonesia.org



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



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INTRODUCTION TO SUSTAINABLE ENTREPRENEURSHIP

In mathematics and physics, “the butterfly effect” is a locution that represents how slightly different initial conditions can lead to an enormous difference in the evolution of a chaotic system. Every choice we make, will substantially or negligibly impact the future of the whole humanity. When it comes to business and companies, this impact is largely amplified due to the larger amount of people and materials involved. This is why entrepreneurs play a key role in the achievement of a sustainable world.

A Sustainable Business is any enterprise that participates in environmentally friendly activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit. In other words, it is a business that “meets the needs of the present (world) without compromising the ability of future generations to meet their own needs.”¹

To achieve a sustainable world, all the entrepreneurs must possess a strong sense of responsibility, in order to ensure that each choice is almost unconsciously made, taking the community/environment into consideration.

To reach this goal, the partners, who are actively engaged in the non-formal education with young people, found it necessary to educate them about Sustainable Entrepreneurship raising their awareness on the joint responsibility for local, regional and international development, and global impact of local actions.

Definition

Sustainable Entrepreneurship is a necessary condition to secure our planet to future generations, but to understand this concept it is necessary to define the term “Sustainability”.

Berle (1991) considered Sustainable Entrepreneurship as “taking responsibility to create the world we dream of.”²

According to Cooney Scott³, a business is described as sustainable if it matches the following four criteria:

1. It incorporates principles of sustainability into each of its business decisions.
2. It supplies environmentally friendly products or services that replaces demand for non-green products and/or services.
3. It is greener than traditional competition.
4. It has made an enduring commitment to environmental principles in its business operations.

Different experts have tried to define the principles of sustainability. John Elkington, in his 1997 book “Cannibals with Forks: the Triple Bottom Line of 21st Century Business”, with inspiration from previous authors, organised these principles in the concept of Triple Bottom Line (TBL). The TBL is an accounting framework with three parts: social, environmental and financial (triple P: people, planet, and profit), more specifically:

- The people bottom line pertains to fair and beneficial business practices toward labour and the community and region in which a corporation conducts its business. A TBL company conceives a reciprocal social structure, in which the well-being of corporate, labour and other stakeholder interests are interdependent.

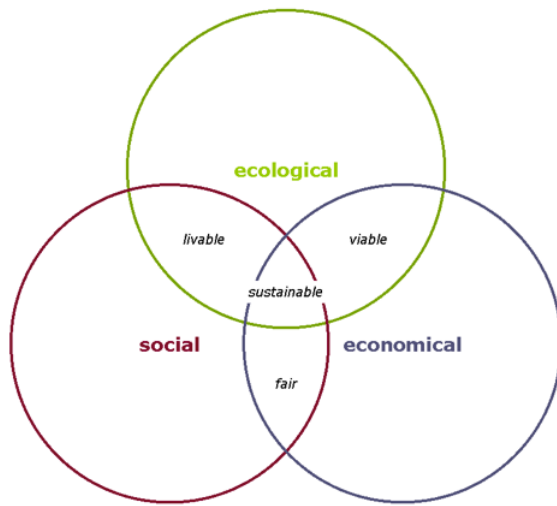
- The planet bottom line refers to sustainable environmental practices. A TBL company endeavours to benefit from the natural order as much as possible or at the least do no harm and minimise environmental impact.

- The profit bottom line deals with the economic value created by the organization after deducting the cost of all inputs, including the cost of the capital tied up. It therefore differs from traditional accounting definitions of profit. In the original concept, within a sustainability framework, the “profit” aspect needs to be seen as the real economic benefit enjoyed by the host society. This structure revealed itself to be an efficient way to define the sustainability of an Enterprise.

1 United Nations, Our Common Future, Chapter 2: Towards Sustainable Development - <http://www.un-documents.net/ocf-02.htm>

2 Berle, Gustav, “The Green Entrepreneur: Business Opportunities That Can Save the Earth and Make You Money”, 1991

3 Scott, Cooney, “Build A Green Small Business. Profitable ways to become an ecopreneur”, 2008



Graphic representation of the Triple Bottom Line

Sustainable Entrepreneurship Principles

A Sustainable Business should base its structure on the following aspects:

- Use resources parsimoniously
- Minimize consumption and waste
- Long term outcomes as important as short term
- Economic wealth is not only based on material wealth
- Knowledge is more valuable than money

Sustainable Development Goals

Entrepreneurs are strongly associated with Sustainable Development Goals. Governments, businesses and civil societies together with United Nation, have started to mobilize efforts to achieve the Sustainable Development Agenda by 2030. Universal, inclusive and indivisible, the Agenda calls for action by all countries to improve the lives of people everywhere. Sustainable business can be a contribution to the achievement of the Sustainable Development Goals. Find more about SDGs at <https://www.un.org/sustainabledevelopment/>.



Sustainable Development Goals - Source: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Global Challenges

The increased number of unsustainable businesses in the world is damaging the environment by emitting the CO₂ into the air. According to the World Bank in 2013, CO₂ emissions in the world has increased dramatically, which is an alarming problem facing us nowadays. The following are data for just a few countries in the world (the countries involved in developing this compendium):

Country	Metric tons per capita in 1960	Metric tons per capita in 2013
Denmark	6.5	6.8
Indonesia	0.2	1.9
Myanmar	0.1	0.2
Vietnam	0.2	1.7

Despite extensive economic growth and increases in the quality of life over the last century, concern remains that the era of industrialization has had substantial negative effects on the natural environment and that these effects diminish the vitality and sustainability of our economic systems. Recent scientific discoveries have revealed global scale effects such as ozone depletion, climate change, air pollution, surface-water degradation, toxic waste in groundwater, and the worldwide destruction of ocean fisheries.

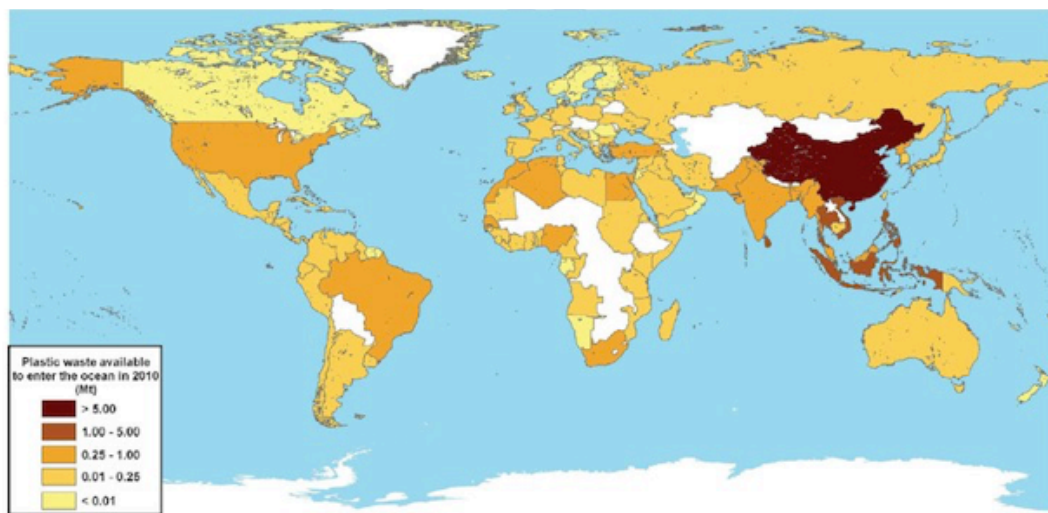


Fig. 1. Global map with each country shaded according to the estimated mass of mismanaged plastic waste [millions of metric tons (Mt)] generated in 2010 by populations living within 50 km of the coast. We considered 192 countries. Countries not included in the study are shaded white.

Plastic waste - <https://www.planeterde.de/wissen/ueberraschende-muellschwemme>

Cases of unsustainable business

Indonesia

Indonesia is the second rank country from 192 countries that contribute 0.48-1.29 million metric ton of waste to the ocean. Indonesia has a high population, which leads to large consumption habits. Many businesses are profit based, which is one of many reasons why the implementation of environmental friendly business is considered unprofitable. On the other hand, massive productions are leading to the usage of unsustainable packages, like plastic, which ends up in landfills. Even though the government has already made regulations regarding waste management and also other policies to ensure climate protection, the implementation is still quite difficult.

Example: It is shown daily how much waste has been accumulated due to the indiscriminate disposal and also due to an unqualified landfill to accommodate the trash, therefore garbage is piled up in a place that causes the degradation of the environment. 7,200 tons of waste per day only in Jakarta, offices are generating 27.35% of waste that goes into landfills. In 2005, the garbage burried 71 houses and killed 143 people after a heavy rainfall, because of large disposal of waste in areas which were kept unsafe.



Waste in Indonesia - <https://fokusjabar.co.id/2016/07/30/warga-cireundeu-tolak-pengaktifan-tpa-leuwigajah/> (left),
Picture provided by GREAT, Indonesia (right)

Vietnam

In Vietnam, the number of SMEs has significantly increased between 2004 and 2013. According to the Statistical Year-book of Vietnam 2014, as of December 2013, 368,010 SMEs were operating in the economy. They accounted for approximately 98% of the total number of enterprises, 46% of the total number of employees and contributed 40% of GDP.

The biggest challenge for Vietnam is environmental pollution caused by socio-development in the industrialization process and wasteful/ineffective production and consumption. The socio-development in industrialization process has increased the pollution, causing serious side effects to people and environment and led to a decrease in income and production.

The next challenge for Vietnam is corruption in the government which makes it impossible to achieve sustainable development because of the lack of governmental investments. Various Vietnamese companies ignore sustainability performance including environmental, social and governance information.

Example: Formosa Ha Tinh Steel Corporation, formed in 2008, is an iron and steelmaking factory at a deepwater port in Vietnam. 70 tons of fish were poisoned that left dire consequences for the local people. 12,000 m² wastewater through a sewage pipe discharged into the sea caused food poisoning of five million local people. The fish industry was lost and people found themselves impoverished and jobless. The pollution also decimated tourism in the region.



Fish poisoning in Vietnam - <https://www.mekongeye.com/2017/08/15/we-are-jobless-vietnamese-fishermen-battle-for-justice/> (left), <https://www.la-croix.com/Monde/Vietnam-manifestation-contre-societe-accusee-avoir-ravage-peche-2016-05-01-1300757106#> (right)

Denmark

Even in a country with a starting position as advanced as Denmark, there are certain measurements to maintain and improve sustainable development. One important player on energy consumption market has acknowledged the need of going forward and has prepared a green transition from fossil fuels to renewable energy.

Example: The Danish electricity sector relies on fossil, nuclear and renewable energy: wind power, biogas, biomass and waste.

There is a need in the Danish society to shift to green energy. The trend called “Going green shift”¹ was adopted by all Scandinavian countries, including Denmark. The trend is supporting sustainable development that has no impact on the environment and will reduce global warming. Such a measure will reduce consumption of selected resources by up to 50 %².

The Dong company has been backing pioneering technology that turns household rubbish into electricity and will therefore stop using coal all together by 2023³.

There is a significant interest towards transition to a circular economy that can bring lasting benefits of a more innovative, resilient and productive economy and there are significant opportunities where companies can invest and create new businesses. The circular economy⁴ models that will be introduced in Danish companies will:

- Reduce Danish carbon footprint by 3-7 %
- Create 7 000 – 13 000 jobs by 2035⁵

1 Press release, Ministry of Climate and Environment, article Green shift – climate and environmentally friendly restructuring, <https://www.regjeringen.no/en/topics/climate-and-environment/climate/innsiktsartikler-klima/green-shift/id2076832/>

2 OECD (2012), “Agenda Issues Paper. Making Green Growth Deliver”, meeting of the Environment Policy Committee (EPOC) at Ministerial Level, Paris, 29-30 March, www.oecd.org/dataoecd/43/8/49998342.pdf

3 Press release, The Financial Times Limited 2018, Denmark’s Dong Energy shifts from fossil fuels to renewables, <https://www.ft.com/content/99150262-d368-11e6-b06b-680c49b4b4c0>

4 Chapter 2 of Towards the Circular Economy I by the Ellen MacArthur Foundation (2012)

5 Ellen MacArthur Foundation, Potential for Denmark as a circular economy, A case Study from: Delivering the circular economy – A toolkit for Policy makers, Published November 2015, page 26 https://www.ellenmacarthurfoundation.org/assets/downloads/20151113_DenmarkCaseStudy_FINALv02.pdf

METHODS IN SUSTAINABLE ENTREPRENEURSHIP



*Creative thinking
methods*

Method 1: Invent the solution

Overview: To trigger creativity, collaboration, critical thinking and problem solving.

Age group: Over 12

Group size: 3 to 5 participants in each group

Time: 45 - 60 minutes

Objectives: Innovation, collaboration, critical thinking/ creativity, problem-solving

Materials: Index cards, 3 Bins

Preparation: Prepare the index cards as described in the instructions section

Instructions:

Fill each of the three bins with index cards containing different aspects of the challenge.

Fill bin one with cards listing major brand names, such as Apple, Google, Coca-Cola, Microsoft, IBM, Toyota, etc.

Fill bin two with product categories, such as food and beverage, telecommunications, automotive, beauty, etc.

Fill bin three with a problem to solve, such as polluted water, a spreading virus, a drought, a political coup, etc.

Divide participants into teams of three to five members. Have each team randomly select an index card from each of the three bins.

The instructor notifies participants that they work for the company on card number one and they must develop a product in the category listed on the second card that addresses a problem displayed on the third card. With the company's mission and current product line in mind, the groups are given fifteen minutes to develop their new product's features, benefits and target audience.

The team briefly presents their new product to the class. Participants chime in if they would purchase the product.

Debriefing:

1. What were some of the challenges faced in combining the disparate ideas?
2. What did this exercise illustrate to you about problem-solving?
3. How did you work to solve the problem given your parameters?

Follow-up suggestions: You can suggest participants to have a look at the article in the following link about the successful New Product Development (NPD), If they would like to further develop their understanding of NPD theoretically.

<http://www.jiem.org/index.php/jiem/article/view/334/241>

Further information: Adapted from "10 Hands-On Activities to Spark Creativity and Innovation" by Charles M. Wood, VentureWell 2015.



Method 2: Change the image of a familiar situation

Overview:

1. Introduction to creativity and differentiation.
2. Why creativity is important for entrepreneurship.
3. Conduct creativity exercises.

Age group: Over 12

Group size: Small groups of 3-4 participants

Time: 120 minutes

Objectives:

1. Understanding the importance of creativity in entrepreneurship.
2. Understanding the importance of creativity exercises for original ideas and how to apply that to entrepreneurship.
3. Practice creativity exercises and realizes that anyone can be a creative individual.

Materials: Flipchart or blackboard, markers or chalk, variety of objects

Instructions:

Ask a participant to give you a repetitive activity that they often do (an activity such as walking to school, preparing food, cleaning the house, doing laundry, watching television etc.). Ask for DETAILS when in the situation!

Once the participant has given details for their activity, explain that this exercise is to take that normal situation and change each detail. It can be completed in whatever bizarre way, but it has to be different.

Explain the following as an example: "One activity that I do often is eating lunch and dinner at a restaurant. The details of completing this activity – I walk to the restaurant and when entering, I look around to see if there is an open spot and take a seat. I then wait for an employee to come up to me and I ask them what they have available to eat. Once I am informed, I will reflect, make my decision, and order. After I order I will wait for my meal to be prepared and served. Once served, I will sit and eat my meal, listening to the radio or watching television. After I eat, I will ask the employee how much it costs, and pay. Once paid, I will take my stuff and leave."

Now, I will take this normal activity and change how to complete it – changing each detail.

"This time around, instead of walking to the restaurant, I will have the restaurant come and pick me up, wherever I am. When entering, instead of finding a seat and asking what they have available, I will immediately walk back into the kitchen, bringing my own ingredients and telling the cooks what they are going to prepare for me, and how I like it cooked. Usually I pay the set price afterwards, but this time I have to negotiate the price and pay before the preparation begins. Usually I sit and wait for my food, but this time while I wait, I play checkers with an employee. This employee is really good at checkers and if I win, I get a free cola, but of course I lose. When my food is brought out, instead of sitting while eating, I go to the dance floor and dance while eating. I have already paid, so I can stay and dance for as long as I want or leave whenever I want."

Explain to the participants – I tried to be as creative as I could when changing this otherwise normal task. It is not about feasibility or being correct, it is about being as different as possible. It is now, afterwards, when I can look at my story and think if there are any feasible ideas. "You know, picking up the clients isn't such a crazy idea! Maybe that can be a way I will differentiate myself. If my clients want to come to my restaurant, they can call me and I will have one of my employees go and pick them up." Another reflection: "Bringing in ingredients, why not!? That could be an option to give my clients and another way to differentiate myself from competitors and have potential clients choose me!"

Have the groups conducting this exercise come up with as many different situations as they can in the allotted time. Ask the participants to present one of the ideas that were transformed from a normal situation into creative entrepreneurial difference.

Debriefing: Pose the following questions for final discussion:

1. How do you feel after conducting the creativity exercises?
2. How can these activities, and being a creative individual, help as an entrepreneur?
3. How can being a creative individual help you in your life in general?
4. Why are creativity exercises implicated and why are they important to entrepreneurship?
5. Anything you changed in your story that could be used for a business idea?

Follow-up suggestions: You can suggest some of the ways to trigger creative thinking in the article: <https://www.thebalance.com/more-creative-entrepreneurs-4023945>

Further information: Adapted from: <http://www.osezinnover.com/wp-content/uploads/2013/06/YETP-2.0-English.pdf>

Method 3: My frustrations!

Overview: Triggering creative thinking

Age group: Over 12

Group size: Small groups of 4 to 6 participants

Time: 60 minutes

Objectives: Creative thinking, teamwork, brainstorming

Materials: Flipcharts, pens

Instruction:

Ask the participants why creativity is important for entrepreneurship.

Explain to the participants that they will create a list of their own personal frustrations. Explain that the frustrations have to be very specific IN THEIR OWN LIVES! Frustrations such as the “political situation” or “overall security” are not acceptable. The taste of toothpaste - that is an acceptable frustration.

The group has a quota of creating a list of at least 10-15 frustrations. Give them 15 minutes to complete their list.

When the time is up, give the following instructions:

From your list of 10-15 frustrations, come up with at least creative solutions for the last three frustrations on your list.

NB: The idea of finding solutions for the last three frustrations is that these are the three that were not immediately thought of. These frustrations may have a real potential for finding a new, creative solution!

Have representatives of each group to present the solutions they came up with.

Debriefing: Pose the following questions for final discussion:

1. How do you feel after conducting the creativity exercises?
2. How can these activities, and being a creative individual, help as an entrepreneur?
3. Why do you think you were asked to find a solution for the last three frustrations?
4. How can being a creative individual help you in your life in general?

Further information: You can harden the exercise by encouraging the participants to find solutions that only involves “sustainable entrepreneurship”.

Adapted from <http://www.osezinnover.com/wp-content/uploads/2013/06/YETP-2.0-English.pdf>



METHODS IN SUSTAINABLE ENTREPRENEURSHIP



*Entrepreneurial thinking
methods*

Method 1: Business café

Overview: The activity is designed to stimulate brainstorming / creative thinking

Age group: Over 12

Group size: Up to 30 participants

Time: 3 hours

Objectives: To generate ideas out of discussions

Materials: Tables and chairs

Flipchart papers or paper table cloth/old wallpapers

Markers

Snacks

Print out Questions for the hosts

Print out Business Model Canvas (potentially)

Projector (if possible)

Computers for each table (if possible)

Preparation: Set up a number of café-style tables with paper tablecloths to record ideas that the conversation generates. Prepare some snacks for each table; offer drinks so that participants feel welcome (optional).

Instruction:

Start by asking the participants to individually reflect upon ideas of sustainable entrepreneurship. Write on a flipchart the first six ideas generated. These are the business ideas that will be discussed in the Business Café.

Assign one table for each business idea. The “owner” of the business idea will act as host and will not change the table.

Divide the rest of the participants in groups of four. You will now have six groups. Assign each group one table and give them 10 minutes to discuss upon the business idea. When the time is up, the host will remain at its table, but the group will move to another table. This is repeated twice. Give 10 minutes per round.

Give the groups a number of questions that can guide their discussions:

- i. What is good about the idea?
- ii. How could it be changed to improve it?
- iii. How could it be implemented?
- iv. How could it be done more successful?
- v. Are there any challenges that you can already foresee in implementing it?

Instruct the host to write down the inputs from the groups visiting. Make the host aware that after three visits, they will present in plenary the inputs they have received. After each group has visited three tables, the hosts will present the inputs gathered, question by question. Each host will have just two minutes for their presentation. After the six presentations from the hosts, ask the participants to choose the business idea that they like the most. The participants will return to the table idea and continue to work on its developed together with the host. Give each table 45 minutes to further develop the business idea with the use of the Business Model Canvas (BMC).

When the time is up, ask representatives of each group to come up and present their Business Model Canvas. Give each group 5 minutes.

Tips for facilitators: It is encouraged that the groups are making the BMC on a computer and then project it during their presentation. Otherwise, use the give BMC printout and have them draw it on a flipchart.

Debriefing: In plenary, the hosts will present what came out of the discussions and the whole group can discuss the points they consider most important.

- What ideas are worth following up?
- What needs to be done next?
- How to choose between the different ideas?

Further information: Instead of the World Café, you could also do a silent discussion, where participants share, discuss and connect ideas in writing. This often encourages more quiet participants to contribute. You can follow up with an exercise on pitching their business idea. See the next method. Adapted from: <http://www.ifm-sei.org/files/up/15-word-cafe.pdf>

Method 2: Entrepreneurs Pitch Speech

Overview: Entrepreneurs' pitch speech

Age group: Over 13

Group size: 2 participants for each speech (alternated)

Time: 60 - 90 minutes

Objectives: Stimulate creativity and entrepreneurial mindset, effective communication, time management

Materials: None

Preparation: Explanation of the pitch speech

Instructions:

Explain what a "pitch" speech (elevator speech) is and why it is important. An elevator speech is a clear, brief message or "commercial" about you. It communicates who you are, what you're looking for and how you can benefit a company or organization. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

(The idea behind having an elevator speech is that you are prepared to share this information with anyone, at anytime, even in an elevator.) At a career fair, you can use your speech to introduce yourself to employers. It is important to have your speech memorized and practiced.

An idea could be to show them the five minute video with Simon Sinek? <https://www.youtube.com/watch?v=IPYeCltXpxw>

Tips on how to make a good pitch speech: <https://www.entrepreneur.com/article/251311>

Give participants a handout of criteria they could take into consideration when preparing/making a pitch speech.

If you use these methods as a follow up on the method above, ask the groups to prepare their pitching speeches based on their Business Model Canvas. If the groups do not have a business model canvas, proceed and ask the groups to imagine themselves as sustainable entrepreneurs in a sector they are interested in. Give them 30 minutes to define a sustainable business idea. When the time is up, give the groups 15 minutes to prepare their pitching speeches.

Have each group present their speeches and audience to ask questions.

Debriefing:

Ask participants:

- Whether the exercise was easy or difficult. Why?
- What do they think about the activity?
- How they felt during the practice?
- Were they satisfied with their speeches? Why / Why not?

Follow-up suggestions: Show/Suggest the participants to see examples of several successful entrepreneurs' pitch videos.

Further information: A different scenario can be created for each individual and write the scenarios on a post-it. Put them in a box and let the participants pick the post-its.

Print-outs: None

Method 3: Creative pitch speech

Overview: This exercise is a loose, creative and fun way to practice pitching

Age group: 15 -

Group size: From 10 and above

Time: 30 - minutes

Objectives: To trigger creativity, time management

Materials: Flipchart, blackboard or a projector

Preparation: Divide the participants into groups and make them sit together in their groups

Instructions:

Make the participants shout out words. It can be anything from colours, food, animals, verbs, nouns, adjectives. Everything counts! Do not give further instructions at this point.

Write the words down on a flipchart or in a word document projected so the participants can see them. When there are enough words (at least 30, but it depends on the size of the group) divide the participants in groups of 3-5. Ask each of the group to choose two words from the board, without explaining them why. Let group number one chose two words, group two does the same, groups three and so on. The game will be played in several rounds depending on the time availability. Therefore, make sure to erase the words chosen by the groups so that they are not repeated in another round. At the same time, make sure that the groups do not choose the same words.

When all groups have chosen two words, tell them they have 3 minutes to prepare a maximum one-minute pitch on why the combination of their two words are the best thing in the world and why the rest cannot live without it. There are no rules other than the timeframe – encourage the participants to be creative.

Play the game more than just one time.

Tip for facilitators: This exercise is a great warm up for the participants. Follow-up the game with an exercise on starting a green business. For example, you can follow up with any of the exercises in section “Methods on Sustainable Entrepreneurship”.

Debriefing:

- How was it?
- Was it difficult to combine the words?
- Were you pressured because of the time?
- Could you have been more creative in your presentations?
- Were you careful when choosing words in the second and third round, now that you knew the rules? Or did you go for the challenge?



METHODS IN SUSTAINABLE ENTREPRENEURSHIP



*Sustainable thinking
methods*

Method 1: Waste gold

Overview: An exercise to encourage a creative reflection upon how to use some waste products as input for new businesses.

Age group: 15 years and up

Group size: Up to 30 people

Time: 5 min - Introduction and group division

25 min – brainstorm

1 hour – business model

15 - 30 min – pitching

15 – 30 min - debriefing

Objectives: To make the participants reflect upon the endless numbers of potential business models that is in the waste.

To enhance innovation and creativity among the participants

To give inspiration to new businesses that uses waste products

Materials: Pens and prints of printouts

Optional: Flipchart and markers or computer and projector for the pitching

Preparation: Make sure to read all the exercise and adjust it to your group if necessary.

Instructions:

The participants are divided into groups of 2-4 people. Each group randomly chooses a card. The card describes one waste product from an industry.

Brainstorm phase

Ask the participants to brainstorm on how the waste product can be used as a resource/input for a business. Make sure that the participants understand that it can as well be in own sector (reuse) but also as an input for something totally different. Make it very clear to the participants that there are no bad business ideas. Some of the most profitable businesses was ones considered as stupid or utopic ideas. The idea with the brainstorm is to generate as many ideas as possible. Depending on the profile of participants you can consider making it as a competition and give a small prize to the group that generate the most ideas. Each group is shortly presenting their different ideas in plenary.

Business model phase

Ask the groups to choose one subject. If you feel that they have difficulties choosing one you can give them a time limit or split the group into two. It is important that the participants are not using too much time to decide upon an idea. Give the participants the printout and ask them to use it to describe their business idea.

Pitching phase

Ask the groups to pitch their ideas. Give them no more than 3-5 minutes per group plus questions. Be aware not to judge the idea, ask questions but be aware that if you knew what were good and bad ideas, you would today be very rich.

Debriefing: Conduct a debrief in plenary. You can ask:







- Would you like to do the business in reality?
- What keeps you from doing it?
- Why did nobody do it before?
- What help/support would you like to have?

Follow-up suggestions: The duration can easily be increased with as much time as needed and the demand to the degree of details and quality of presentation increased. The exercise can be extended with a research phase where you are asking the participants to do a research on what waste product local businesses has and use that as examples.

Further information: You can add further examples such as: clothing, office decoration, furniture, packing storage and luggage, shopping bags, etc.

Print-outs: The cards given in the next page.

Cards

<p>BigBags In construction sector eg. Sand or stones are sold in big bags. After using, companies are throwing them out. The bags are very strong and water resistant. One big construction company will be able to supply you with 20-50 bags per week. Do you see a business potential?</p>	
<p>Coffee grounds Every day the cafés in the center is throwing out kilos of coffee ground. Could we use it for something?</p>	
<p>Old tires The auto mechanic workshops are especially in the spring and in the winter changing a lot of tires. The tires might be too old and not safe to reuse on another car. How can this become input in a business?</p>	
<p>Pallets Some pallets can be recycled (Europallets), whereas others are one time use only. Companies are not recycling those, and the wood is just send to garbage. Do you see other options?</p>	
<p>Bedding Hospitals are allowed to wash the bedding 200 times, after that it may not be used at the hospital anymore. Could you use it?</p>	
<p>Bottle caps and corks Bars, hotels and restaurants are weekly opening a lot of bottles. Recycling systems for bottles might be in place but the bottle caps and corks are just ending in the bin. Let's find a way to give them new life.</p>	

Method 2: Time for Action

Overview: An exercise to encourage a reflection on our daily habits and their global impact, as a means for identifying opportunities for creative intervention through innovative thinking and sustainable entrepreneurship

Age group: 16 - 30

Group size: 9 to 24 participants

Time: 2 to 3 hours

Objectives: Encourage participants to reflect upon the global impact of their everyday habits;

Encourage the participants to see opportunities for innovation in everyday life;

Encourage participants to develop need based products and services;

Foster participant's creativity.

Materials: A sheet of A3 Paper for each participant

Preparation: Make sure to read the whole exercise and modify to your group if necessary

Instructions:

1. Using the template below, ask the participants to individually reflect upon their daily routine. Ask them to write one activity they do at each of the hours during a typical day. (15 minutes)
2. Ask the participants to reflect upon the global impact (negative/positive) of each of their daily activities, and to note it down (20 minutes)
3. Ask the participants to reflect upon their activity, why they make particular choices, and are those choices avoidable. Ask them to think of one service or product that could help them to make more sustainable choice/reduce the negative global impact of their activity (20 minutes)
4. Ask the participants to make groups of 3 or 4 persons. In their groups ask the participants to present to each other their daily routines and ideas for services or products. Ask them to identify similarities between each other's diagrams. Ask the groups to conclude by agreeing upon one idea that they wish to take forward. (30 minutes)
5. Ask the groups to further develop an idea of an sustainable business and prepare a pitch for the product/service (45 minutes)
6. Ask each group to pitch their idea to the rest of the group.

Debriefing: Conduct a debrief in plenary. You can ask:

- Would you like to do the business in reality?
- What keeps you from doing it?
- Why did nobody do it before?
- What help/support would you like to have?

Follow-up suggestions: Ask participants to design a business plan out of their ideas by using business canvas model

Further information: You could present to the participant's other sustainable enterprises that have been developed from people's everyday needs; for example:

- GoMore (carpooling)
- EcoPlum
- Axion (recycled products for infrastructure repair)
- AptDeco (upcycled furniture)



Time	Activity	Impact	Solution
7:00	Eat a banana for breakfast	Banana is imported from Costa Rica	Fresh locally grown fruit delivery service on bicycle
9:00			
11:00			
13:00			
15:00			
17:00			
19:00			
21:00			
23:00			

Method 3: Sustainable business models - leasing

Overview: An exercise to encourage participants to develop leasing businesses that assure sustainability of the products

Age group: 15+

Group size: Max. 4

Time: Introduction: 20 min

Group work: 1 hour

Plenary presentations: 15 min/group

Debrief: 25 min

Objectives: To make participants reflect upon sustainable business models

To stimulate creativity and sustainable entrepreneurial thinking

Materials: Flipchart, sticky notes, pens

Preparation: Prepare a short presentation of different examples of leasing business

Instructions:

Start by introducing the idea that leasing is increasingly used to ensure sustainability. Present 2 examples of sustainable leasing (see the printouts, or prepare your own examples). Divide the participants in groups of 3-4, depending on the size of the group. Ask the groups to randomly choose a card (see the printouts). Ask the groups to develop a leasing business model with the product on the card. Have each group to present their business model in plenary.

Debriefing: What was one of the challenges of doing this activity?

Did you try different ideas? If so, why did you change your approach?

How can you apply what you learned in this activity to (sustainable) entrepreneurship?

Follow-up suggestions:

1. Ask the groups to pitch their business model
2. Ask the groups to develop a business plan

Print-outs:

1. Examples of sustainable leasing
2. Cards

Printouts:

Examples of sustainability through leasing

- Flowers
- Jeans

Cards

- Flowers
- Jeans
- Bed sheets
- Paintings
- Furniture
- Tools (e.g. gardening tools)



Method 4: How ethical are you?

Overview: Reflecting on ethics in business

Age group: Over 13

Group size: Plenary session activity / Small groups (Up to the facilitator)

Time: 60 – 75 minutes

Objectives: To make participants reflect on an ethical policy and sustainability in business

Materials: Paper, pens, flipchart paper and markers, copies of ethical policy questionnaire

Instructions:

1. Remind participants of the principle “concern for the community”. This is something that can easily be forgotten in the busy life of an enterprise.
2. Ask participants to brainstorm briefly with their neighbour: How can an enterprise care for its community? Take notes of their ideas on flipchart paper.
3. Explain that in order not to forget their concern for the community, businesses write down their “ethical policy”. With this, they give themselves rules on how they can limit their impact on the environment and society, or how to make a positive impact. The ethical policy should be used to guide the business in all its decisions, services and activities.
4. Present some examples of ethical policy; such as:
 - Using 100% recycled copying paper
 - Buying only fair trade products
 - Not accepting funding from non-ethical companies
5. Ask participants if they can think of other examples.
6. Ask participants to form small groups and to reply to the questions in the ethical policy questionnaire (appendix). This will help them to formulate their own ethical policy afterwards.
7. Back in plenary, compare the outcomes and take notes on a flipchart. If your group is big, you can also divide in sub-groups per area.
8. Discuss which guidelines the group wants to give themselves in each area. Make sure that everyone agrees. Are there other areas for which you need guidelines? For the formulation of simple guidelines, you can split into smaller groups.
9. Write the ethical policy on a big poster and put it up in the meeting room, so that the group can remind itself whenever a decision is taken.

Debriefing: Ask the participants how they feel about the activity/ how ethical they think they are in terms of sustainable entrepreneurship and why?

Follow-up suggestions: Introduce participants to the concept of “Corporate Social Responsibility”. Suggest further case study readings or give examples on giant business corporations’ CSR practices.

Further information: The method adapted from:

<http://ifm-sei.org/wp-content/uploads/2016/03/CooperACTION-english.pdf>

Print-outs:

Appendix: Ethical policy questionnaire	
<p>Customers</p> <ul style="list-style-type: none"> • How will you make sure your customers get a good product or service? • Will the price you charge them be fair? • What can you tell your customers about how you use energy? • What information will you give to your customers about the product or service? 	<p>Environment (Waste and energy)</p> <ul style="list-style-type: none"> • What waste materials will be produced by your product or service? • Are any of these recyclable? • How will you get rid of your waste? • What can you do to reduce the waste that you create? • Will your customer be left with packaging? Will this be recyclable? • Will your product or service use much electricity or gas to make it? • How could you reduce this amount? • What can you tell your customer about how you use energy? • How can you tell your customer about how you use energy?
<p>Workers</p> <ul style="list-style-type: none"> • How will you make sure that everyone who works in your co-operative is treated fairly? 	<p>Suppliers</p> <ul style="list-style-type: none"> • Are you using Fairtrade ingredients and materials where possible? • Will you assess the Ethical Policy of your suppliers before using them?
<p>Community</p> <ul style="list-style-type: none"> • What will your co-operative do to help other people in the community? • How could your co-operative work with other co-operatives? 	

EXAMPLES OF SUSTAINABLE ENTERPRISES



Denmark

Vigga

Danish start-up VIGGA is a maternity and kids fashion brand. The VIGGA™ product-service-system enables parents to lease organic maternity and children's wear. The clothing is adapted to a larger size as the child grows, and returned to the company when it becomes small.

Company description

The CEO, Vigga Svensson, is the founder of award-winning business model for a circular economy in the textile industry. The company was launched in 2014 and the business idea is based on a circular subscription service for children's wear. The concept is an innovative business model that combines sustainability and fashion consumption, and makes them work together instead of against each other.

Business model

Based on a monthly subscription fee, the customer receives 20 pieces of designer clothes in child's current size. When the child's clothes become too small, they are exchanged for a new package one size bigger. The returned clothes are treated and checked for flaws in an environmentally certified professional laundry, repacked and sealed with a quality stamp. The clothes are then delivered to the next customer, and the circular concept is now in action. Test results show that the clothes can circulate 5-7 times.

Impacts on the consumer market

Vigga solves the problem every parent faces. A few months old baby has already outgrown two rounds of clothing sizes in a couple of month – it is expensive and a massive waste of resources to buy clothing each month. It saves time, money and resources from the consumer side in finding the necessary clothes for their kid at any growth stage.

Sustainability

The Vigga.US business model has the potential to reduce the footprint up to 80%, compared to the traditional children's fashion consumption. This circular model can accelerate a powerful movement, which can lead to a whole new and meaningful way of consumption.

Find more at: <http://new.vigga.us/in-english/>

Too Good To Go

Too Good To Go (TGTG) is a hyper-local environmental social enterprise dedicated to reducing food waste. The idea is to place the lost value back onto food as something that should be eaten and not thrown away.

Company description

Founded in Denmark at the end of 2015 by a group of friends, Too Good To Go was able to grow internationally thanks to the diversity of its team. The team launched internationally as of August 2016, Too Good To Go has foundations in six different countries connecting consumers with various restaurants through the TGTG app.

Business model

Based on non-contract services, it is a win-win for both restaurants/stores and consumers. The company is making surplus food available for collection to TGTG users before a store closes its breakfast, lunch or dinner service. The model generates additional revenues, increase brand awareness on the market, and reduce your waste disposal costs for businesses.

Impacts on the consumer market

It is raising awareness of food waste at anytime of the day since food surplus can be placed online after each eatime. The food is packed in eco-friendly boxes and is picked up at certain times. This model binds both the consumer and provider in the sustainability chain where they can prove their commitment to reduce food waste.

Sustainability

The idea addresses the issue of over-consuming by the concept of saving meals. This environmental social enterprise is committed to reduce the food waste and strives to find sustainable solutions to making the most of what is found on the market in order to prevent further unnecessary waste.

Find more at: <http://toogoodtogo.co.uk>

Go More

GoMore is a car ride-sharing portal that facilitates environmental friendly transport, using ridesharing, peer-to-peer car rental and leasing.

Company description

CEO and CO-founder Matias Møl Dalsgaard and Søren Riis started GoMore in 2005, while they were students in Germany and they often used to travel back to Denmark during summer break. The idea started as a personal need, and quick after launching the Go More site, it became the leading ridesharing portal in Denmark. The company was running for many years as a spare-time project but after a major investment in 2013 they managed to grow the business, re-launched the site and afterwards expanding internationally.

Business model

The company grew to more than 250.000 members in 12 years. There are two types of users: drivers and passengers. The driver is sharing seats to the passengers when driving or offer their private car for rental. The economic online transaction is relatively small when offering a seat and the GoMore share is about 10% from the total price asked by the driver but due to many members using this service, it generates good revenue for GoMore, and the car owners get most of their transportation costs covered.

Impacts on the consumer market

As general impact on the market - price advantage ranks first, very close to second place, which is socializing. Furthermore, people who switch from owning to sharing cars reduce their rides with approx. 30%. In terms of social aspect of peer2peer platforms, it is still a branding exercise if the social interaction is among the users, because sitting together in a car for a few hours will automatically add a layer of socializing.

Sustainability

The idea promotes a sustainable transportation concept reducing the level of CO2 emissions and conserves non-renewable energy resources. The GoMore concept is that a car should not be for individuals. Although ride or car sharing may not be a green alternative to public transport or biking – it is a green alternative to riding alone in a car. Find more at: <https://gomore.dk>

EXAMPLES OF SUSTAINABLE ENTERPRISES



Vietnam

Tackle Oil Project - Melaleuca cajuputi's tree bark curbs oil leakages

Tackle oil is a project in the Mekong Delta region in South-western Vietnam. It started as a research and was applied into practice in 2010 by biology teacher Ngoc Hai and local high-school pupils. The main element, the Melaleuca cajuputi's tree, is used for absorbing the gasoline leakages into the river by creating belts along the petrol stations. The area where the solution was put into practice covers the petrol stations and canals.

Project description

Life in the Mekong Delta revolves around the river, therefore the main transport in this area and to the villages is by boat. A massive number of gasoline stations can be found by the rivers and canals which is polluting the water due to fuel leakages. The locals and the pupils assessed the need of a solution for this environmental issue and together with support from local government, they developed a strategy to overcome the pollution – a further step in reducing the high volume of petrol leakages.

Project model

By using the bark of the tree, which is the best absorbent for oil, the leakages into the river is minimized by creating a large barrier around the petrol stations. Since it started, the project has been successful and the idea went viral in the local area and was selected for environment contest in Sweden in 2011. To test whether the water is clean or not, water spinach was cultivated inside the barrier area. The result was amazing because the spinach remained green and the oil was 97% absorbed by the tree bark.

Impacts on the local area

By using this unique and inexpensive initiative, the local community experience an improvement in their life standards and livelihood. The habitat on the river is booming and various species of fish and vegetation is increasing, offering more opportunities to local people in terms of fish trade and consumption.

Sustainability

It is known that Melaleuca trees are fast growing, and since they have been used in many fields before this research, the tree bark was considered as waste. After project implementation, the sustainability circle is closed because the tree is first used as fuel, charcoal and in construction. The overall picture includes also the decreasing of waste of the bark of the trees as it is turned into valuable material for the environment which tackles the pollution issue. It is a very cost-effective, easy to produce and available at any time of the year.

Read more at: <http://vnexpress.net/tin-tuc/khoa-hoc/lam-sach-moi-truong-bang-tham-vo-tram-2203778.html>
<http://www.htv.com.vn/Trang/TinTuc/2015-7-22/Soc-Trang-doc-dao-thu-giu-dau-loan-bang-vo-caytram.aspx>

Giao Xuan Eco - Tourism Village Community Cooperative

The Giao Xuan Eco-Tourism village is a project that promotes local activities like handcraft, learning traditional ways of cultivating the farm, plant trees in the nearest forest to tourists interested in experiencing the countryside of Northern Vietnam.

Project description

Giao Xuan is a traditional farming village, located in Xuan Thuy National Park. The main livelihood of people there depends on natural resources like fishing and farming. The location of the village is in vicinity of a Xuan Thuy National forest and the sea. Due to poor management of the national park, no activities were implemented to monitor over-exploitation and until 2003, locals were destroying the forest by cutting the trees and hunting animals for their own house consumption. Since the forest was destroyed, the village deteriorated during storms and local people have lost their jobs.

Project model

In order to decrease the high rate of exploitation, the village started its "community tourism" in April 2006 with simple projects like fish sauce production, worm breeding, seashell breeding, and renovating the gardens to make temporary sleeping places for the birds. When exploring, tourists can experience the local rural life and discover traditional jobs with farmers. With help from some local and international NGOs, people in Giao Xuan village were trained in reception, room service, cooking and English in order to meet the tourism industry demands.

Impacts on the local area

The area rapidly improved in tourism, farming and fishing sector because there was a great interest from both locals and tourists to further develop the local environment and introduce traditionally manufacturing skills and farming techniques to tourists. The quality of life was improved and forest/fishing has been considered to be their means of income.

Sustainability

Due to the rapidly expansion of tourism in Xuan Thuy National Park by creating the Eco-Tourism village, local people have better life quality and, at the same time, the forest remains protected and seen as a valuable source of diversity. Furthermore, the village can become a model for other villages and, hopefully, by following their example, many other locals and tourists will be involved in environment protection projects, and create awareness on a national level, concerning the need for the protection of nature and its surroundings.



Eco-tourism Village of Giao Xuan – local farming activities (personal archive - Minh Duc Do)



Melaleuca cajuputi's tree bark after absorbing the leaking oil (courtesy of: https://www.youtube.com/watch?v=pdu_5BiNeWQ)

EXAMPLES OF SUSTAINABLE ENTERPRISES



Indonesia

Matoa

Matoa Indonesia is a pioneer of wooden eco-watch. Their wooden watches are made from furniture factory's wooden waste from several cities around the country.

Company description

The CEO, 30-year-old graduate, Lucky Dana Aria, combines natural materials and traditional craftsmanship with contemporary manufacturing techniques and design. The idea was researched in 2011 for a full year before launching. Matoa became famous on a national level in 2011 and expanded internationally in Asia, Europa and North America.

Business model

The desire of converting sustainable environmental friendly watches from wooden waste instead of producing CO2 from firewood was rapidly accepted and supported by the community. Furniture industrials are providing secondary raw materials considered as waste and the watches are created without any use of toxic or chemical components. The existence of a unique eco-friendly watch built a good impression for Indonesian image on a global scale and also attracts the interest of costumers.

Impacts on the consumer market

Matoa promotes local craftsmanship, recycling and creates business partnerships with local wood entrepreneurs in order to build up social life equilibrium for the community's welfare. Wood waste is now seen profitable – people are aware that if it is used, it will generate income.

Sustainability

Matoa wooden watch has no toxic or chemical components - only sustainable natural materials. It is called eco-watch because of its natural resources, made from furniture waste and not intentionally cut trees for production. Less production cost is seen compared to metal or other materials. To reach the stable environment, using non-eco friendly methods like illegal logging, Matoa is intending to plant 1000 seeds of trees when the sales target achieved 1000 pieces.

Find more at: www.matoa-indonesia.com

Growbox

Growbox Indonesia, also called urban mushroom farming, allows anyone, at any time, to grow oyster mushrooms in recyclable boxes made out of sawdust.

Company description

A group of university students saw a potential business from agricultural sector that can be introduced to anyone, especially to city inhabitants. In 2012, the business was launched and attracted the interest of customers who wanted to start their own green lifestyle by easily growing mushrooms.

Business model

The concept is to grow your own food and it was brought to the market by using innovative selling techniques to attract the customers' interest. There are five steps to be fulfilled: Naming, Placing, Cutting, Spraying and Harvesting. One Growbox would last for 4 months and it can be harvested up to 3-4 times. The business is kept alive by customers' interest, curiosity and self-harvest practices.

Impacts on the consumer market

Growbox engages with local mushroom farmers and initiates urban farming as a green lifestyle. Growbox aims to raise awareness among customers about the environment and benefits of eating self-grown organic products. In that regard, Growbox provides customers with a starting kit in the idea to put themselves in "the shoes" of a farmer.

Sustainability

In the production process, no synthetic chemical compounds are being used and the waste from their product is also reusable into a whole new eco-friendly brand as a replacement for brick. Several benefits can be seen on a social and economic level such as inclusion of agriculture practices and farmer interest for sustainable agriculture in urban lifestyle.

Find more at: www.halogrowbox.com

EXAMPLES OF SUSTAINABLE ENTERPRISES



Myanmar

Phandeeyar

Phandeeyar – the “creation place” is an innovation lab launched in 2014 that is spearheading the development of Myanmar’s tech ecosystem.

Company description

Phandeeyar invests in local technology start-ups, trains new entrepreneurs and builds a pool of tech-talent. Phandeeyar also helps civic and social entrepreneurs, CSOs and independent media to use technology to increase their social impact and runs a co-working space in the heart of downtown Yangon.

Business model

At this moment the company is running Myanmar’s first tech start-up accelerator inspired from Silicon Valley and a Makerspace community where designing, user testing and prototyping innovator are tested and launched. The business addresses to general public – smart phone users in order to control hate speech, negative content article and promote active citizenship.

Impacts on the consumer market

It accelerates the growth of tech start-up and offer access to network of investors in order to inspire entrepreneurs to transit from employee to start-up founder. On social aspect impact, they saw the lack of information concerning IT issues, therefore an online platform was created and functions as a bridge between CSOs and IT technicians. Valuable information is transmitted to divers sectors interested in tech communities, civil education and human rights.

Sustainability

Phandeeyar is accelerating the growth of tech start-ups in Myanmar and expanding the country’s pool of tech and creative talent. Innovation is the key for further great tech development and by improving the communication channel such as mobile app, website and accelerator programs, they are raising the public awareness concerning civic education, changing policymakers on a political level, and influencing young entrepreneurs to further develop business that support the environmental growth in Myanmar.

Find more at: www.phandeeyar.org

Pomelo

“Pomelo” is a fair trade shop in Yangon that offers quality and contemporary hand-made products created by local artisans. They come from different disadvantaged groups, representing some of the poorest communities in Myanmar.

Company description

Pomelo promotes distinctive, high quality handcraft products, reconditioned furniture at affordable prices, mainly for customers all over Myanmar. Myanmar’s diverse and rich culture inspire the products. Pomelo is annually participating in different fair trades in Singapore and London where each traditional product has great interest from the public.

Business model

Within 5 years of existence on the local market, the company achieved the performance to become a wellknown brand for traditional souvenirs, handcraft products and reconditioned furniture. Pomelo nurtures local talent by providing design and product development training and business mentoring before launching a product. This support allows female artisans and male carpenters to reach their full creative potential and also meet the market requirements and latest trend designs.

Impacts on the consumer market

Every purchase made at Pomelo has an impact, creating meaningful change for the artisan and their families. Through their work they achieve self-reliance and community strength. A high attention is given to each material surplus in order not to waste any of the fabrics available. Also, old furniture is being reconditioned by skilled young male carpenters and is being sold at fair prices.

Sustainability

Customers receive lasting enjoyment of quality and distinctive products and Myanmar artisans build sustainable businesses. Pomelo creates opportunities for artisans to build businesses and creative skills, earn vital income and foster dignity and fulfilment for themselves, their families and their communities. Find more at: www.pomeloformyanmar.org

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Businesses for sustainability

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Broken Skateboards Are Transformed into Designer Tables: https://creators.vice.com/en_us/article/z4q8vj/broken-skateboards-are-transformed-into-designer-tables

Good beauty products come in sustainable packages: <http://www.onepercentfortheplanet.org/what-we-do/our-stories/14-our-stories/328-good-beauty-products-come-in-sustainable-packages>

Maharashtra goes electric: beating pollution through e-mobility programme: <https://www.unenvironment.org/news-and-stories/press-release/maharashtra-goes-electric-beating-pollution-through-e-mobility>

Murphy's Naturals: <https://www.murphysnaturals.net/>

Old Tyres to Create Bespoke & Ultra Modern Furniture: <http://woman.ng/2018/06/olabanke-banjo-is-creating-old-tyres-to-create-bespoke-ultra-modern-furniture/> and <http://cyrus45.ng/>

Plastic Free Solutions: <http://www.onepercentfortheplanet.org/what-we-do/our-stories/14-our-stories/326-plastic-alternatives->

Recycled Outdoor Gear: <http://www.onepercentfortheplanet.org/what-we-do/our-stories/14-our-stories/322-recycled-outdoor-gear>

Seaweed-Based Packaging: <http://www.evoware.id/>

The Best Products Made With Recycled Skateboards: <https://www.complex.com/style/2014/07/the-best-products-made-with-recycled-skateboards/>

UTZ and Rainforest Alliance: www.utz.org

What To Do With All Those Chopsticks: <http://upcyclevancouver.org/home/2016/8/16/chopsticks-in-vancouver>

What your company can do: <https://www.weforest.org/page/engage>

Entrepreneurship Education

Entrepreneurship Education: A Guide for Educators: <http://ec.europa.eu/DocsRoom/documents/7465>

Entrepreneurship in the Classroom: <https://www.kansascityfed.org/education/entrepreneurship>

EntreComp: The Entrepreneurship Competence Framework: <https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework>

Guidelines for entrepreneurship education: <http://julkaisut.valtioneuvosto.fi/handle/10024/78871>

Sustainable Development Goals

Contribution to SDG by WeForest: <https://www.weforest.org/page/why-it-matters#contributiontosdgs>

New report highlights how business can support sustainable development goals: <https://www.theguardian.com/sustainable-business/2015/dec/16/new-report-highlights-how-business-can-support-sustainable-development-goals>

SDGs in Action: <https://www.sdgsinaction.com/>

Transformations to Achieve the Sustainable Development Goals: http://www.iiasa.ac.at/web/home/research/twi/TWI2050_Report_web-small-071018.pdf

3 ways businesses can help achieve the SDGs: <https://www.weforum.org/agenda/2016/02/3-ways-businesses-can-help-achieve-the-sdgs/>

17 Goals to Transform our World: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Sustainable Entrepreneurship Education

Circular Systems Design: A Toolkit for the Circular Economy: <https://online.unschools.co/courses/circular-systems-design-handbook>

Create Impact! Handbook for Sustainable Entrepreneurship: <https://www.scp-centre.org/publications/create-impact-handbook-for-sustainable-entrepreneurship/>

Critical Developments: https://www.sustainability-yes.ch/en/?gclid=EAlaIQobChMIIsM-AxMiP3QIV11jVCh3vpQpmEAMYA-iAAEgKi_fd_BwE

Entrepreneurship Classroom Activities: <http://www.entre-ed.org/teacher-classroom-resources/>

Entrepreneurship for Development and the SDGs: <https://www.munplanet.com/articles/fridays-with-munplanet/entrepreneurship-for-development-and-the-sdgs>

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