

Sustainable Entrepreneurship Teaching Tools in Practice

Extempore masterclass from Finland

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Riga 31.10.2023



Co-funded by the
European Union

FH AACHEN
UNIVERSITY OF APPLIED SCIENCES



LAPIN AMK
Lapland University of Applied Sciences



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Sustainable Entrepreneurship for Climate Action

2022-2024

EU Erasmus+ Strategic partnership programme

Project goals

- Project addresses climate change challenges and aims to increase green skills and competencies in sustainability among current and aspiring entrepreneurs.
- Project creates digital learning tools, open-source digital handbook and training that helps entrepreneurs to build sustainable and climate-smart businesses.

Project results

- Result 1. Supportive Research on Sustainable Business Practices reflecting current green business practices in each project partner country.
- Result 2. Digital handbook on sustainable entrepreneurship and training for aspiring and current entrepreneurs.
- Result 3. Digital learning material for sustainable and climate change aware business development.



Picture: www.iberdrola.com/

Sustainable Entrepreneurship for Climate Action

2022-2024

EU Erasmus+ Strategic partnership programme

- Lapland University of Applied Sciences **Finland**
- Turība University **Latvia**
- FH Aachen University of Applied Sciences **Germany**

Picture: www.iberdrola.com/

Sustainable Entrepreneurship Teaching Tools in practice

Sustainable Entrepreneurship for Climate Action – supportive research

- Definitions and terminology
- Understanding the sustainability related Frameworks
SDGs, CSR and ESG
- Climate Action and the targets
- EU Green Deal, EU Taxonomy regulation
- Case company interviews (Fi, LV, Ger)
- Methods and tools

Digital handbook on sustainable entrepreneurship



Building a Climate Action Start-up

I Ideation with **problem-solution tree**

II **Business idea** with SBI - model

III Sustainable **Value proposition**

IV **Circular Business Model**

BUILDING A CLIMATE ACTION START UP



Climate Action



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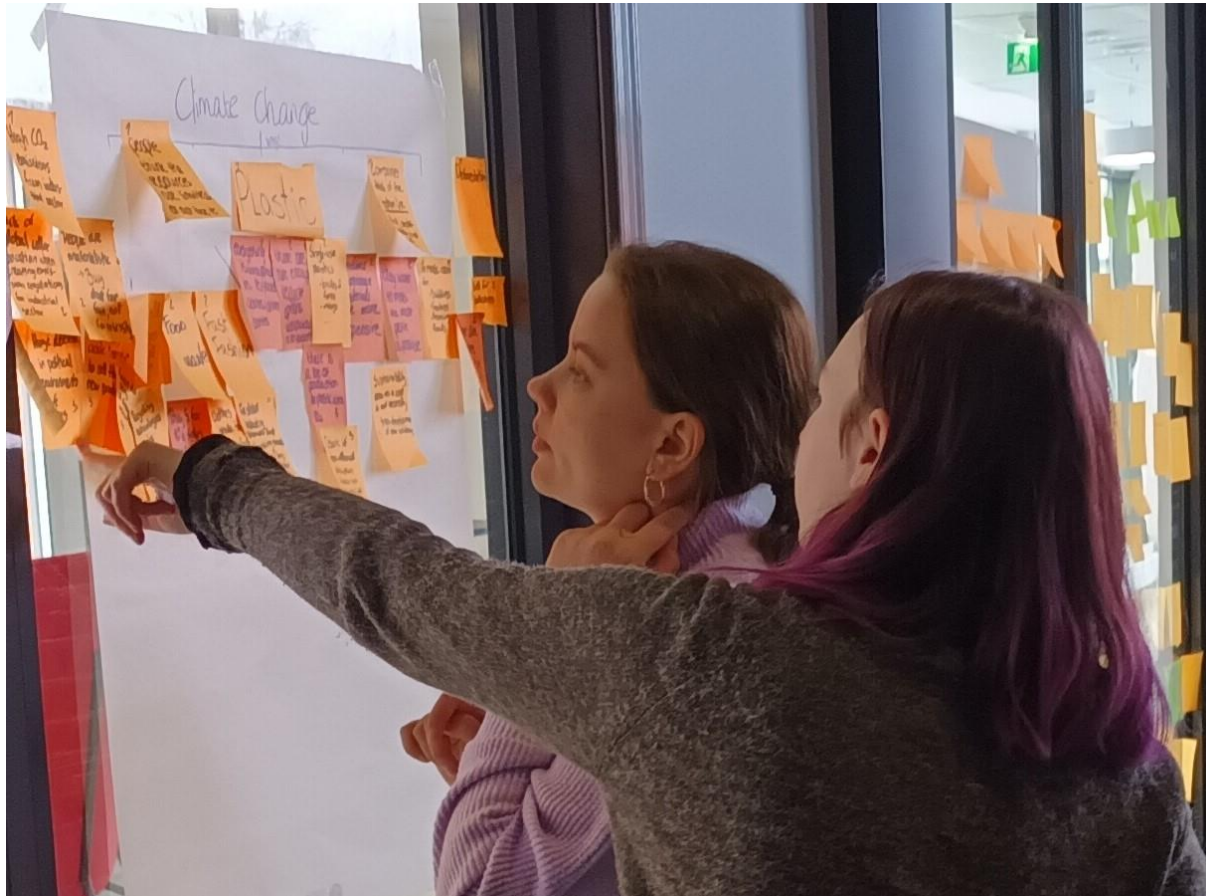
https://www.youtube.com/watch?v=G4H1N_yXBIA

What are main reasons (causes) of Climate Change?

<https://answer garden.ch/3862534>



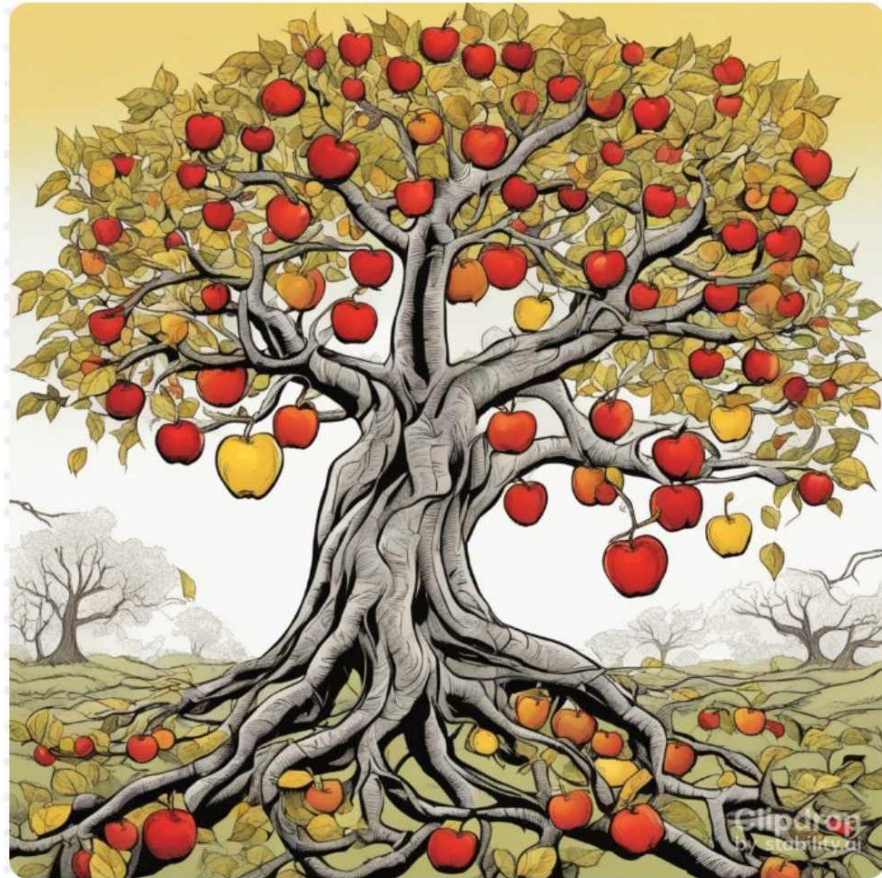
Let's take action!



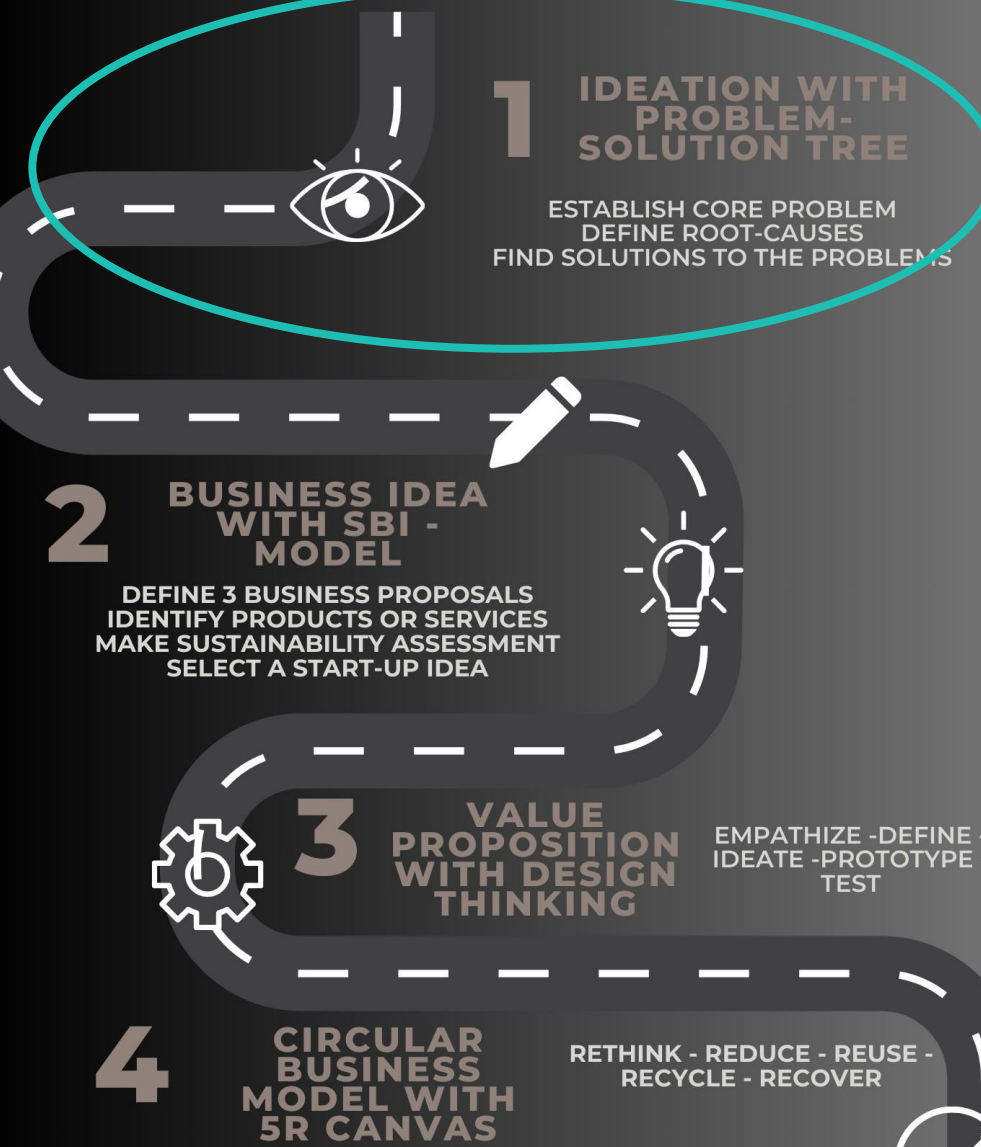
Padlet board



Ideation with problem-solution tree



BUILDING A CLIMATE ACTION START UP



Business idea with SBI-model



BUILDING A CLIMATE ACTION START UP

1 IDEATION WITH PROBLEM-SOLUTION TREE

ESTABLISH CORE PROBLEM
DEFINE ROOT-CAUSES
FIND SOLUTIONS TO THE PROBLEMS



2 BUSINESS IDEA WITH SBI - MODEL

DEFINE 3 BUSINESS PROPOSALS
IDENTIFY PRODUCTS OR SERVICES
MAKE SUSTAINABILITY ASSESSMENT
SELECT A START-UP IDEA



3 VALUE PROPOSITION WITH DESIGN THINKING

EMPATHIZE - DEFINE
IDEATE - PROTOTYPE -
TEST

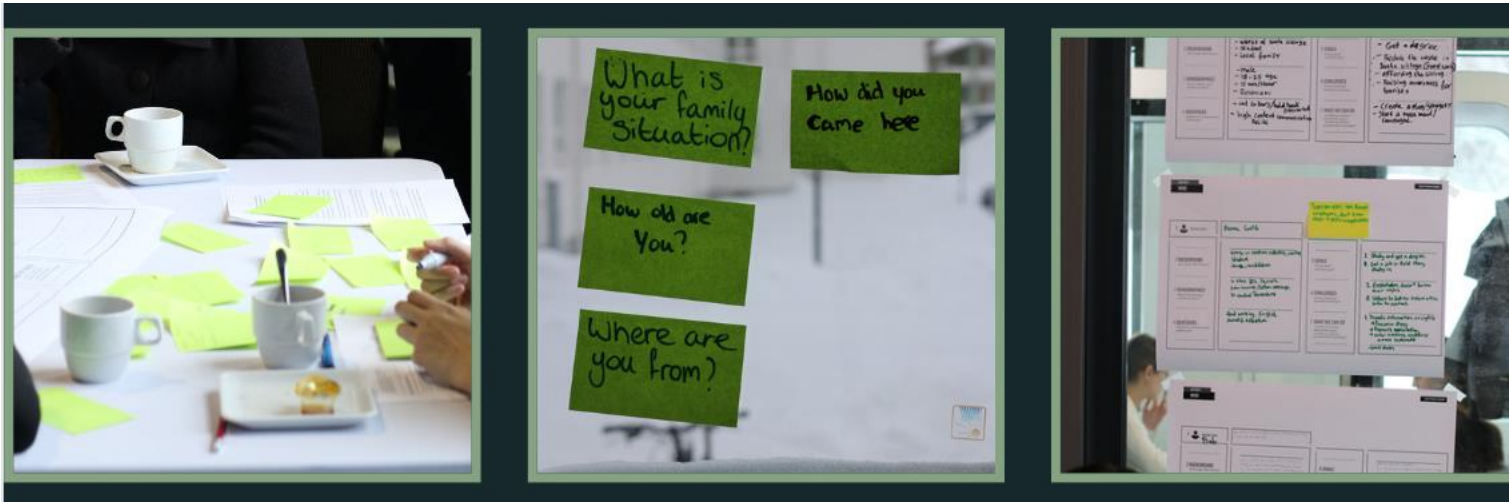


4 CIRCULAR BUSINESS MODEL WITH 5R CANVAS

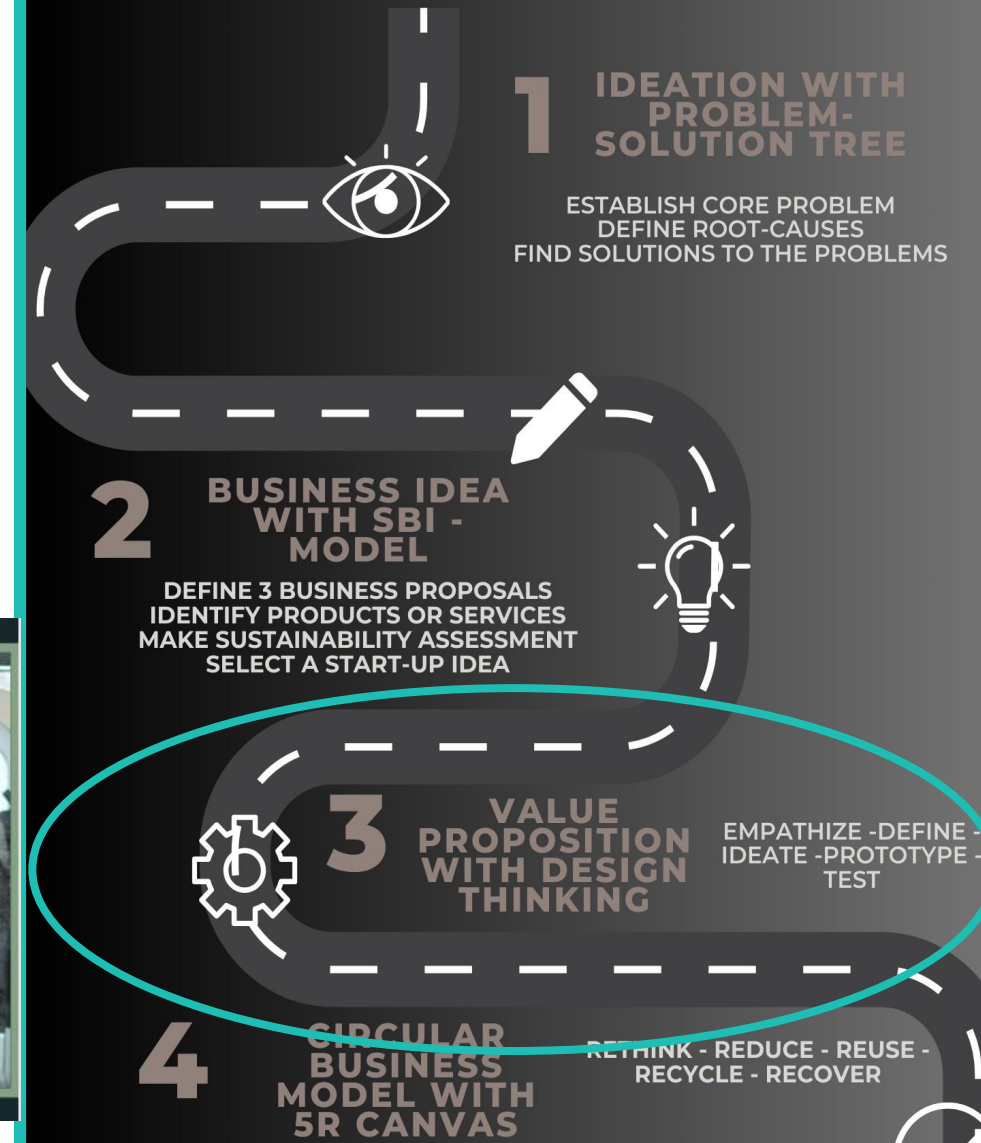
RETHINK - REDUCE - REUSE -
RECYCLE - RECOVER



Value proposition with Design Thinking



BUILDING A CLIMATE ACTION START UP



Circular Business model with 5R canvas

1. Re-think

Analyse business idea and identify opportunities to incorporate circular practices

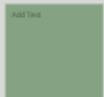
Longevity

Use these to create whiteboard magic!



Sustainable materials

Use these to create whiteboard magic!



Take-back system

Use these to create whiteboard magic!



Supply chain partnerships

Use these to create whiteboard magic!

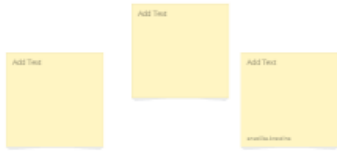
Measure and monitor

Use these to create whiteboard magic!

Communicate

Use these to create whiteboard magic!

2.Reduce



3.Reuse



4.Recycle



5.Recover



BUILDING A CLIMATE ACTION START UP

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RECYCLE - RECOVER

Climate Action Challenge

Padlet board







<https://sustainable.turiba.lv/>



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