

LEVEL	2
LEARNING OUTCOME	LO2 Student can follow the principles of sustainable development and environmental system management
SPECIFIC LEARNING OUTCOME	SUSTAINABLE DEVELOPMENT STUDENTS RECOGNIZE KEY PRACTICES FOR PROMOTING
KEYWORDS	Local entrepreneurs, sustainable values, sustainable actions, sustainable effects on consumers, suppliers, employees, etc
INTRODUCTION	This activity helps you to know and to think about how local and small entrepreneurs can impact on society supporting sustainable measures.
HOW TO WORK WITH THIS MATERIAL	<ul style="list-style-type: none"> • Watch three interviews where local and small entrepreneurs explain to us their sustainable actions to effect on the society in general: “every small action counts!”. Afterwards, we propose you get inspiration from them and get a list of sustainable key practises. • Computer will be requested. • Grouped in 3 or 4 students (suggestion)
TIMING	approx. 2,5 hours

Introduction

This activity helps you to know and to think about how local and small entrepreneurs, regardless of the business sector, can impact on society supporting sustainable measures. Please find below three interviews with owners of sustainable companies. They explain to us the reasons, the values, the actions and the effects of their projects on consumers, suppliers, clients, employees and society in general: “every small action counts!”



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1. Know our entrepreneurs: “every small action counts”

Sheedo is an innovative Spanish company specialized in eco-friendly products. They are experts in seeds paper and sustainable business gifts: “Give away life, give away seeds!”. They are a community committed to the environment. Video:



<https://drive.google.com/file/d/1Q9RoClzt0W9UCxTCAfp9abmkoWb3Zn96/view?usp=sharing> (23 minutes)





Solenver is an engineering company focused on renewable energy. They help other companies to be photovoltaic more sustainable, reducing dioxin emissions through energy, recycled water... Additionally, yearly, 5% of it's profit is invested in helping local non-profitable companies. Video:

https://drive.google.com/file/d/1pWjTvDzkFQFZrpH5o_RYpng8Twti7DA2/view?usp=sharing (22 minutes)

Xtrategics is a small digital marketing agency that works on an environmentally respectful culture. They prioritize proximity suppliers, “eco” values, social actions, teleworking, reduction of ink and paper, etc. Therefore, they capture talents, employees are proud of that and strongly believe they do things in the right way. Video:



https://drive.google.com/file/d/1X2DiVbbGIwDLkt4bdQKgf7ZZ_6kqLSc/view?usp=sharing (12 min)

2. Exercises

Step 1. Initial activity. Do you know your local entrepreneurs?

Let us see if you are aware of your sustainable business or small sustainable actions done in your local environment, your town, city or region.

Do you know your local entrepreneurs or business in terms of sustainable behaviour? What kind of sustainable actions do they do? Make a list of minimum 5 actions:



1. _____
2. _____
3. _____
4. _____
5. _____

Step 2. Get inspiration from our three entrepreneurs

Watch the three videos above about how entrepreneurs can support sustainable actions in their daily tasks and individually, or in groups, answer the questions below related to each video:

Question 1: About sustainability in companies, how is a sustainability way of life reflected in those companies? Think about ecological, social, cultural or economic impact.









Question 3: What kind of metrics do the companies use to measure ecological, social, cultural or economic sustainability?



Step 3. Conclude on a list of 10 key practises for promoting sustainable development across your local businesses.



After being conscious of multiple sustainable actions that a business could implement, please make a list below of 10 key practises that would make a difference in your local environment. If this is a group activity, please agree on the final ranking with your classmates.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

