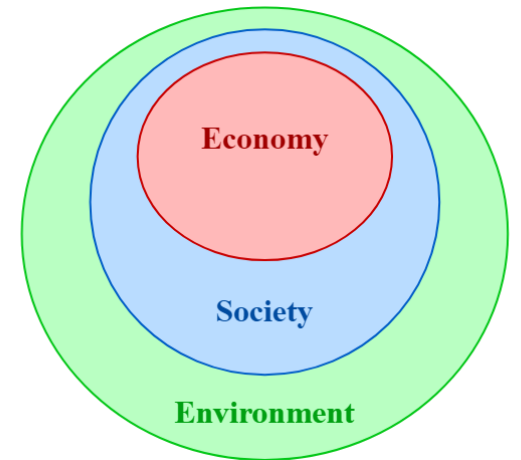


<b>LEVEL</b>	1
<b>LEARNIG OUTCOME</b>	L03 The Student can take into account the principles of life cycle thinking and circular economy in relationship to new and existing businesses
<b>SPECIFIC LEARNING OUTCOME</b>	Students understand how social, environmental, or societal challenges can be turned into opportunities for an organization/company
<b>KEYWORDS</b>	Sustainability (social, environmental and societal)
<b>INTRODUCTION</b>	This exercise will help you to understand how different sustainability challenges have been turned into opportunities in existing businesses
<b>HOW TO WORK WITH THIS MATERIAL</b>	<ul style="list-style-type: none"> <li>• Read the theory</li> <li>• Do the exercises</li> </ul>



**TIMING**

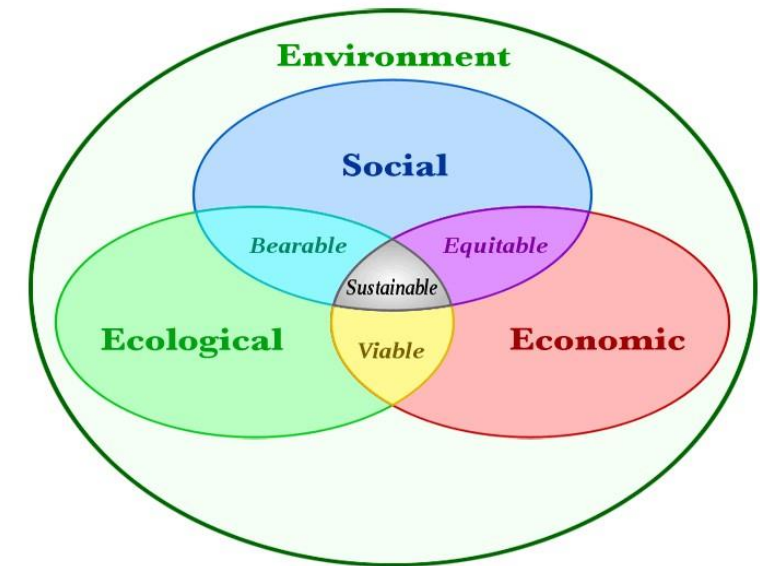
approx. 1.5 hours





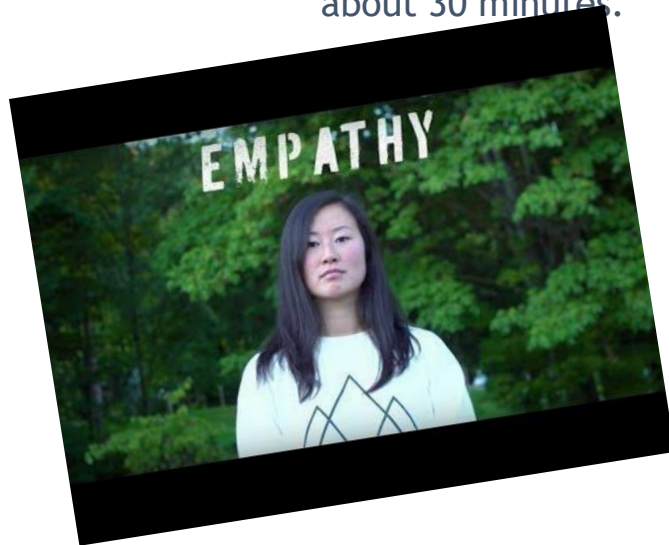
## Introduction and theory:

- In the eyes of an entrepreneur, the *social* aspects of sustainability are, for example, the wellbeing and equal values of the employees. The *societal* point of view includes economic growth and closely relates to social sustainability.
- For example, Fairtrade label means decent working conditions and fairer deals to farmers and workers in the developing countries. This way Fairtrade decreases poverty. *Environmental* sustainability refers to the ways a company or an organization protects ecosystems and biodiversity.



# Exercise: Organizations or companies where sustainability challenges have been turned into opportunities

Step 1: Watch the videos. It takes about 30 minutes.



A young fashion designer is using sustainability to make a product more affordable and to be able to pay more for the workers



Urine-powered toilet designed to keep refugees safe



A young entrepreneur who invented a way to clean ocean from plastic pollution



# Exercise: Organizations or companies where sustainability challenges have been turned into opportunities





Documentary film "Landfill Harmonic about reusing waste



Student created bioplastic from fishing waste



A project that uses the water hyacinth to create sustainable energy and environmentally friendly fertilisers.



# Exercise: Organizations or companies where sustainability challenges have been turned into opportunities



Solar power from energy-harvesting trees



ResQ Club app to rescue food and save



Dash app to improve your driving more sustainable and save money



money

# Exercise: Organizations or companies where sustainability challenges have been turned into opportunities

Step 2:  
Answer the questions or discuss!

In your own opinion, what was the best innovation?  
What sort of problem solutions (social, environmental or societal) do the different cases present?  
What made the different innovation cases useful and sustainable?  
What other organizations or companies do you know where they have turned Sustainability challenges into opportunities?  
What sort of innovations do we need in the following 100 years?

