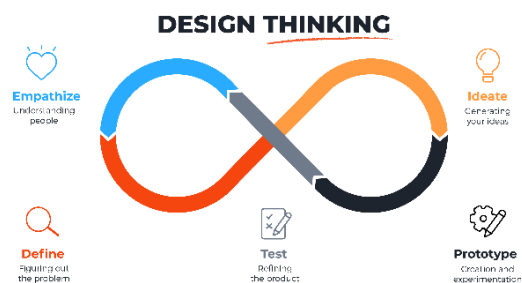


LEVEL	1
LEARNING OUTCOME	L04 Students can generate, develop and test sustainability-driven business ideas and opportunities
SPECIFIC LEARNING OUTCOME	Students understand how to find good sustainable business ideas
KEYWORDS	Canvas, design thinking, creative
INTRODUCTION	During this learning outcome you will learn to generate, develop and test sustainability-driven business ideas.
HOW TO WORK WITH THIS MATERIAL	<ul style="list-style-type: none"> • Show the videos to the class group • Use the sheets for explain model canvas. The best method is to fill in for a company you know
TIMING	approx. 1 hours



Introduction

During this learning outcome you will learn to generate, develop and test sustainabilitydriven business ideas.

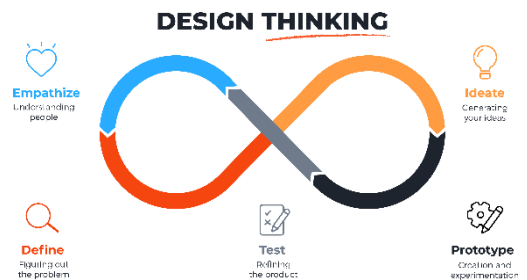
Step 1 Students understand how to find good sustainable business ideas

The design thinking method is a way to stimulate the creative process in finding good sustainable business ideas. In this step you learn the steps of design thinking and how touse it to find creative solutions for diverse business problems.

Watch the video and describe in your own words what each step of the design thinkingprocess is.

https://www.youtube.com/watch?v=_r0VX-aU_T8

1. What is the purpose of the Empathizing phase?
2. What is the purpose of the Defining phase?
3. What is the purpose of the Ideating phase?
4. What is the purpose of the Prototyping phase?
5. What is the purpose of the testing phase?



Now you know how design thinking works. It's time to use this method to create newsustainable business ideas. Therefore, you can watch another video about design thinking and sustainability.

<https://www.youtube.com/watch?v=w0afmCPpjws>

