

LEVEL	3
LEARNING OUTCOME	LO5 The student can produce, present and implement a sustainability-driven business plan
SPECIFIC LEARNING OUTCOME	Students can use service design tools to support business model innovation generate, develop and test sustainability-driven business ideas and opportunities
KEYWORDS	Innovative business models, sustainability-driven ideas
INTRODUCTION	Students use service design tools to support innovative business models and generate, develop and test sustainability-driven business ideas and opportunities.
HOW TO WORK WITH THIS MATERIAL	All the instructions for the teacher are in the Word file. You can use the Service design wheel to stimulate critical thinking on products life cycle and awake conversation on how to prolong the life of a product or a service.
TIMING	6h



3.5,3 SPECIFIC LEARNING OUTPUT:

Students can use service design tools to support business model innovation generate, develop and test sustainability-driven business ideas and opportunities



Introduction and theory:

Students use service design tools to support innovative business models and generate, develop and test sustainability-driven business ideas and opportunities.

Exercises:

- Choose design a new product or service you want to design. You can use the idea of 5.2 as well.
- Apply the service design tools to your idea.
- Present your product or service to others
- Finally, reflect
 - How do the tools work?
 - How easy was it to use them from a sustainability perspective?
 - What was good about it and what was left to develop?
 - How could companies improve their own operations with these tools?

