

Interactive and practical activity

Activity Title	Build a sustainable business model
Total duration	60 min
Material needed	Flip charts, printed worksheets on the Triple Bottom Line (Handout), post-it notes and markers.
Learning objectives	Develop skills in sustainable business model design. Apply the Triple Bottom Line (People, Planet, Profit) in a practical context.
Description	<p>Preparation</p> <ul style="list-style-type: none"> - Divide participants into small groups and assign each a business scenario (e.g., a new café, an eco-friendly tour agency). - Provide an overview of the Triple Bottom Line concept (Handout) <p>Main activity:</p> <ul style="list-style-type: none"> - The group will brainstorm ideas on how they can make the business model sustainable by addressing the People, Planet, and Profit components: <p>People: How can the business positively impact the local community and employees?</p> <p>Planet: How can the business reduce its environmental footprint?</p> <p>Profit: How can the business remain financially sustainable while being environmentally and socially responsible?</p> <ul style="list-style-type: none"> - Create the Business Plan: Using their brainstormed ideas, each group will fill out this business plan template:

	Component	Details
	Our mission is to...	(What are the business sustainability goals?)
	People	Actions that support the community
	Planet	Environmental practices
	Profit	How will the business make money?
	<p>Completion</p> <ul style="list-style-type: none"> - Conclude by discussing each group's model, emphasizing the importance of balancing sustainability and profitability. 	
Assessment	<p>Peer review and instructor observation. Groups give each other feedback on their business model's feasibility and sustainability, followed by a self-assessment of their contributions.</p>	