

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? Planet: How can the business reduce its environmental footprint? 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?

Completion

- Conclude by discussing each group's model, emphasizing the importance of balancing sustainability and profitability.

Assessment

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.