

Green Entrepreneurship a Training (GET-UP) Project

Unit/Module: Being Creative and Innovative in a Green Context

Type of Document: Workshop Session Plan

Session 3: Creativity applied to Green Business.

Date:		Time:	
Location:		Facilitated By:	
Title:			

Overall Aim:	Finalizing the courses of Being Creative and Innovative in Green Context, this section looks to unite the creative process learned in previous classes with a description, guideline, and practice of how to manage a workshop in Innovation. Giving you the tools to consistently supply business innovation to your own enterprise.
Learning Outcomes:	LO1: Understanding the meaning of the Innovation Workshop in the modern business sector LO2: Learning how to apply a workshop within your own company to generate improved and new business practices that directly reflect the needs of the consumer and company. LO3: A definition and guideline to understanding the impact of Innovation in present, short-term, and long-term settings.

Time	Learning Outcome	Input	Slides	Learning Assessment and Activities
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09:30-09:45 (15'min)	-	<p>Workshop Overview</p> <ul style="list-style-type: none"> • An overall introduction to the theme, purpose, steps, and revelations of the workshop to acutely define outcomes • A view of the current world of business innovation and the methods for companies to consistently create • Unveil a broad scale of the eco-opportunities of the market 		<p>Introduction to participants.</p> <p>What is a workshop and how you can apply it to supply new innovations and creations within your own business?</p>
09:45-10:05 (20'min)		<p>The Art of the Workshop</p> <ul style="list-style-type: none"> • Give a clear definition of the purpose and origins of a workshop. • Present the methodology that is represented in the application of a workshop to business innovation • Case study based on experience of Rapsodia Innovation Center's application of workshop to variety of sector. 		<p>Development of a holistic understanding of process, purpose, and methodology of a business innovation workshop.</p> <p>Apply the learned knowledge</p>
10:05-10:15 (20'min)		<p>Art of the Workshop: Before, During, and After</p> <ul style="list-style-type: none"> • Divided into three distinct phases, these sections serve as a map for businesses to install their own workshops • Defining the methods for preparation of materials and employees functions to 		<p>Define the lifestyle of an extreme user and how it can be applied to business solutions?</p>

		<ul style="list-style-type: none"> provide the highest caliber results Understanding the post-workshop necessities in order to appropriately analyze information and find opportunities. 		

10:15-10:35 (20'min)		<p>Innovation Impact</p> <ul style="list-style-type: none"> Define the business impact of innovation on a time focused scale Scale broken into variables based on present, short-term, and long-term. Help you to develop an understanding of the guiding limitation which can aid in the sustaining of innovation 		Lecture on the three separate time phases of the impact of innovation on a business, and the manner in which manage it.
10:45-11:00 (15'min)		<p>Review, Conclusion, Summary</p> <ul style="list-style-type: none"> A review of the session and highlight of key lessons learned from the exercises and discussions Supply additional information on workshops in the form of materials to aid process (Mind Maps, Stickers, Post-Its) to facilitate companies' own workshops. 		Highlight of the key points of the lesson in order to refocus on the guidelines of a workshop and retouch on the most important points Provide additional support for learning outside of the classroom (materials previously mentioned)
TOTAL: 90' min				