

Green Entrepreneurship a Training (GET-UP) Projec

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

Type of Document: Workshop Session Plan

Session 3: How to define a Challenge?

Date:		Time:	
Location:		Facilitated By:	
Title:			

Overall Aim:	To learn to define the goals and challenges of your business, and the process or actions needed in order to complete said goals/challenge through a structured guideline, as well as the implementation and understanding of the design tool, Osborne's Map, and the applied practice in a Micro-Challenge
Learning Outcomes:	LO1: Learn the process for recognizing, developing, and launching a challenge to the benefit of your enterprise LO2: Access the knowledge to apply Osborne's Map, a design tool used for creative problem solving, in order to be used in your own business needs LO3: Put theory into practice through the launching of a micro-challenge and leave with applicable ideas to your own efforts.

Time	Learning Outcome	Input	Slides	Learning Assessment and Activities
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09:30-09:40 (10'min)	-	Workshop Overview <ul style="list-style-type: none"> An overall introduction to the theme, purpose, steps, and revelations of the 		Brief summarization of session plan and introduction of key retrospective
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		<p>workshop to acutely define outcomes</p> <ul style="list-style-type: none"> • Introduction of how to work from the end, backwards towards present day, in order to analyze and create a plan of action 		<p>thinking pattern: “Start at the end”</p>
09:40-9:55 (15’min)		<p>Recognizing and Constructing a Challenge</p> <ul style="list-style-type: none"> • Understand how to recognize a challenge • The ability to solve in issue with beginning with the desired outcome and working backwards • The construction of a plan of action and how to launch a challenge 		<p>The learning of a new perspective and methodology of thought, the start from the end technique</p>
09:55-10:20 (25’min)		<p>Osborne’s Map</p> <ul style="list-style-type: none"> • Introduction into the origins and applicable uses of the design thinking tool, Osborne’s Map • Dividing of materials for the completion and understanding of the intention of the tool • Explanation of the phases of the Osborne Map • Defining of one’s ability to creative problem solving in the sector of business innovation 		<p>Provide the tool and materials (in the form of an Osborne Map, markers, stickers) to complete the exercise as design questions to stimulate ideation</p>

<p>10:20-10:50 (30'min)</p>		<p>Micro Eco-Challenge</p> <ul style="list-style-type: none"> ● application of practice of the learned concepts of means to address and launch a challenge ● Opportunity to create unique solutions in the world of “eco” through creative problem solving ● Development of a challenge based on the three themes of: Re-Use, Use of Less Resources, and Strategic Partnerships ● Review and sharing of the results 	<p>Introduction to the task of launching a micro eco-challenge, guidance through application of theory, and focus on three themes</p>
<p>10:50-11:00 (10'min)</p>		<p>Review, Conclusion, Summary</p> <ul style="list-style-type: none"> ● A review of the session and highlight of key lesson learned from the exercises and discussions ● Repassing the context of use of the Osborne Map ● Highlighting the key issues and successes of the day's Challenge 	<p>Key highlighting of the positives and negatives which arose during the Micro Eco-Challenge and opportunity to discuss how to improve results.</p>
<p>TOTAL: 90' min</p>			