

Green Entrepreneurship Training (GET-UP) Project

03- Development of the Curriculum

Unit/Module: Raising Awareness of a Green Business

Type of Document: Workshop Session Plan

Session 1: What Is It?

Date:		Time:	
Location:		Facilitated By:	
Title			

Overall Aim:	The aim of this workshop is to introduce what is meant by raising awareness of a green business. In so doing, the workshop will enable you to: (i) reflect on how raising awareness of the business contributes to the delivery of the value proposition of the business and (ii) understand the needs and wants of your customers.
Learning Outcomes:	LO1: Understand what is meant by raising awareness in the context of starting and developing a green business LO2: Understand the impact of the business environment when developing a value proposition for a green business LO3: Be able to analyse markets and customer needs

Time	Learning Outcome	Input	Slides	Learning and Assessment Activities
09.30-09.45	-	Workshop Overview <ul style="list-style-type: none"> Introduce the session, the workshop theme, the agenda and discuss expectations Through the ice-breaker, reflect on what we mean by raising awareness of a green business and the importance of understanding your value proposition in developing and managing a green business 		<p>Introduction from the participants</p> <p>Ice-breaker – What does raising awareness mean to you in starting and managing your own business?</p>
09.45-10.00	LO1	What is it? <ul style="list-style-type: none"> Introduce the concept of marketing as a lens for unpacking what we mean by marketing Review the most commonly used definitions of marketing Use the definitions to outline the difference between marketing and selling Identify the importance of understanding the customer in making decisions about how to market a green business Using the quote from Robert Craven, review the value of marketing as a business activity 		<p>Complete Activity 1 ⇒ Using materials on the activities of small and large businesses in the green economy, participants to identify the similarities and differences in the marketing activities of small and large businesses. Reflect on outcomes in light of the quote from Craven</p>
10.00-10.50	LO2	Understanding the business environment for green businesses <ul style="list-style-type: none"> Review the key stakeholders in starting and developing a green business and their influence on 		<p>Complete Activity 2 ⇒ In groups of 3 to 4, complete a detailed PESTLE analysis of the business environment for</p>

		<p>the development of the business</p> <ul style="list-style-type: none"> • Introduce the customer as a stakeholder and managing the relationship with the customer as a source of data and insight • Introduce the PESTLE framework as a way of understanding the impact of the business environment 		<p>green businesses [in a country – e.g. the UK]. The analysis should be completed on flip charts so that the content can be used in other sections of the workshop</p>
10.50-11.00		Tea and coffee		
11.00-11.30	LO2	<p>What is your value proposition?</p> <ul style="list-style-type: none"> • Introduce the business model canvas and the different building blocks of a business model • Introduce the concept of the value proposition and its centrality to the business model for a green business • Unpack how to develop a value proposition for a green a business- e.g. through understanding the competition and engaging with the stakeholders of the business about why they engage with the business 		<p>Complete Activity 3 ⇔ Participants to develop a value proposition and then present this to other participants. Facilitate other participants testing the presentation of the value proposition</p>
11.30-12.15	LO3	<p>Understanding the needs of your customers</p> <ul style="list-style-type: none"> • Explore the differences between needs and wants • Review the importance of segmenting the customer base of a green business • Outline the different criteria which can be used to segment customers of a green business 		<p>Complete Activity 4 ⇔ Participants to reflect on the customers of their business and undertake an informal segmentation. Facilitate a group discussion about key</p>

		<ul style="list-style-type: none"> Introduce different frameworks which can be used to segment the customers of a green business 		issues to emerge from the mapping. The outcomes can then be used to underpin the homework
12.15-12.30	-	<p>Summary and Homework</p> <ul style="list-style-type: none"> Provide a summary of the key issues to emerge from the workshop including: what we mean by raising awareness of a business, the importance of developing an effective value proposition, the difference between needs and wants Outline the homework – to complete an analysis of the needs of different customer segments 		

