

Green Entrepreneurship Training (GET-UP) Project

O3- Development of the Curriculum

Unit/Module: Raising Awareness of a Green Business

Type of Document: Workshop Session Plan

Session 2: How Do You Do It?

Date:		Time:	
Location:		Facilitated By:	
Title			

Overall Aim:	The aim of this workshop is to review the processes and practices involved in raising awareness of a green business. In so doing, the workshop will enable you to: (i) analyse the needs of your customers, (ii) develop a plan for moving from research to action, in terms of raising awareness of the business and (iii) review the advantages and disadvantages of different tools for raising awareness of the business.
Learning Outcomes:	LO1: Be able to research a market to identify the needs of customers for a green business LO2: Be able to align customer needs to business targets for a green business LO3: Be able to develop a marketing plan LO4: Be able to identify appropriate tools for raising awareness of a green business

Time	Learning Outcome	Input	Slides	Learning and Assessment Activities
09.30-09.45	-	Review and preview <ul style="list-style-type: none"> • Introduce the session, the workshop theme, the agenda and discuss expectations • Through the ice-breaker, reflect on levels of awareness of different tools for raising awareness of a green business 		Introduction from the learners Ice-breaker – Identify three different ways of raising awareness of a green and one advantage and one disadvantage for each technique
09.45-10.00	LO1	Reflection on your homework <ul style="list-style-type: none"> • Review what the participants learnt about their customers and the initial analysis of their needs • Reflect on the usefulness of different segmentation frameworks 		Mind map the key outcomes from the group discussion onto flipchart
10.00-10.40	LO1	Analysing and researching the market <ul style="list-style-type: none"> • Provide a definition of what is meant by analysing and researching the market • Use the video of Hamish Taylor to introduce the difference between data and insight • Review the advantages and disadvantages of different approaches to analysing and researching the market • Highlight the difference between primary and 		Complete Activity 1 ⇨ Participants to reflect on research activity undertaken by their business to date either in starting or developing the business – provide them with the following prompts: (i) why was it undertaken, (ii) how was it undertaken and (iii) what did

		<p>secondary methods</p> <ul style="list-style-type: none"> • Highlight the advantages and disadvantages of different primary research methods • Identify sources of support for analysing and researching markets 		they learn from it. Facilitate a group discussion to identify the difference between data and insight
10.40-10.50		Tea and coffee		
10.50-11.30	LO2 and LO3	<p>Planning what to do</p> <ul style="list-style-type: none"> • Unpack the key elements of the Kotler and Armstrong framework and its value in understanding how a green business can plan how to raise awareness of its products and services • Introduce the SOSTAC and Lean Analytics models and provide links for further reading • Introduce the concept of entrepreneurial marketing and the 4I's and its use in exploring marketing of a green business. Use the 4I model of Stokes to underpin the activity 		Complete Activity 2 ⇨ Participants to apply the 4I's developed by Stokes to their business. Facilitate a group discussion to identify key areas of 'need to know' relating to their business
11.30-12.20	LO3 and LO4	<p>Moving from planning to doing – A case study</p> <ul style="list-style-type: none"> • Introduce the case study (whether paper-based or a live case study – wherever possible please use a live case study) • The case study needs to: introduce who they are and what they do, their plan for raising awareness of their business, the tools and techniques used to raise awareness of their business, the effectiveness 		<p>If managing a Q & A ⇨ mind map the outcomes from the Q & A on a flipchart which can be used to introduce the summary and homework</p> <p>If managing a group activity ⇨ outline an activity based on the experiences of the case study</p>

		<p>of different tools and techniques</p> <ul style="list-style-type: none"> • Use the experiences of the case study for a Q & A session with the participants or a group activity 		and then facilitate feedback and interaction with the case study
12.20-12.30	-	<p>Summary and Homework</p> <ul style="list-style-type: none"> • Provide a summary of the key issues to emerge from the workshop including: the difference between data and insights, the advantages and disadvantages of different approaches to researching a market, the importance of an entrepreneurial approach to marketing, the advantages and disadvantages of different tools for raising awareness of a green business • Outline the homework – to develop a plan for raising awareness of their business 		

