

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 3: How Do You Know It Is Working?

Date:		Time:	
Location:		Facilitated By:	
Title			

Overall Aim:	The aim of this workshop is to review the processes and practices involved in reviewing the effectiveness of activities used to raise awareness of a green business. In so doing, the workshop will enable you to: (i) develop a strategy for reviewing the effectiveness of activities used to raise awareness of the business, (ii) develop indicators which will identify what is working well and what is working less well and (iii) outline an action plan for reviewing the marketing activities undertaken by your business.
Learning Outcomes:	LO1: Be able to develop a strategy for review activities undertaken in raising awareness of a green business LO2: Be able to develop indicators which can be used to review the effectiveness of activities undertaken in raising awareness of a green business LO3: Be able to identify actions required to enhance the impact of activities undertaken in 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 the importance of having a strategy for reviewing activities used to raise awareness of a green business 		Introduction from the learners Ice-breaker – Identify three benefits of understanding what works well and less well in raising awareness of a green business
09.45-10.00	LO1	Reflection on the homework <ul style="list-style-type: none"> Review the key outcomes from the homework Highlight the key “need to know’s” with the planning process Tease out the differences between formal and informal practices and processes 		Mind map the key outcomes from the group discussion onto flipchart
10.00-10.30	LO1	Developing a strategy <ul style="list-style-type: none"> Introduce the value of developing a marketing strategy Explore the concept of product differentiation, product positioning and value positioning 		Complete Activity 1 ⇔ Participants to develop the key headings for a marketing strategy for their own business. Each participant to provide a focused summary of their strategy to the other

				participants
10.30-10.50	LO2	Understanding what needs to be measured <ul style="list-style-type: none"> • Outline the importance of establishing SMART objectives • Drawing upon Kotler, review the indicators which can be used and the relationship between objectives and indicators • Explore the ways in which measures of success can be embedded within the marketing activities 		
10.50-11.00		Tea and coffee		
11.00-11.30	LO2	Understanding what needs to be measured <ul style="list-style-type: none"> • Review issues related to timeframes and people responsibilities in reviewing the effectiveness of marketing activities • Review the methods which can be used to review the effectiveness of marketing activities, both quantitative (e.g. Google Analytics) and qualitative (e.g. focus groups) 		Complete Activity 2 ⇒ Drawing upon a list of indicators outlined by Kotler, participants need to map out which indicators they could use and the ways in which they will be measured in their business
11.30-12.20	LO2 and LO3	Reviewing what works well and less well – A case study <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: reflect on how the 		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 If managing a group activity ⇒

		<p>effectiveness of marketing activities is reviewed, hat works well and less well, the opportunities and challenges in reviewing the effectiveness of marketing activities and key “how to’s”</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 		<p>outline an activity based on the experiences of the case study and then facilitate feedback and interaction with the case study</p>
12.20-12.30		<p>Summary Provide a summary of the key issues to emerge from the workshop including:</p>		