

Make your own greenhouse gas

<https://www.experimentarium.dk/klima/co2-er-en-drivhusgas>

Demonstrate the greenhouse effect through a practical task.

Place one thermometer in the jar and close the lid.

The second thermometer is placed next to it.

Compare the two temperatures and see which one gets hotter the fastest.

You notice a huge amount of dirty pizza boxes in the take-away café close to your school because many students use to get a pizza for lunch and when they finish, they just deliver the empty pizza boxes in the proper rubbish bag.

So, you have a new green-business idea:

to create pizza boxes that can be reused by students to avoid the waste of pizza boxes.

**KEY
RESOURCES**

KEY ACTIVITIES

**CUSTOMER
RELATIONSHIP**

COSTS

You want to start up a new business activity in your region.

What are the main steps you should follow in order to obtain funding from the local government or from the EU?

What is the Value Proposition of a business?

- a)** The Value Proposition refers to the unique value or benefits that a business offers to its customers.
- b)** The Value Proposition is the price of the product or service.
- c)** The Value Proposition refers to the marketing budget of the business.
- d)** The Value Proposition is the number of employees in the business.

Who are the Customer Segments in a business?

- a)** Customer Segments are the social media platforms used by the business.
- b)** Customer Segments refer to the physical locations of the business.
- c)** Customer Segments are the specific groups of customers that a business targets based on their needs and characteristics.
- d)** Customer Segments are the number of competitors in the market.

What are Channels in the context of a business?

- a) Channels are the financial resources of the business.
- b) Channels are the different ways and mediums through which a business reaches and interacts with its customers.
- c) Channels refer to the office locations of the business.
- d) Channels are the types of raw materials used in the production process.

How can a business build strong Customer Relationships?

- a)** Customer Relationships are built by offering the lowest prices in the market.
- b)** Customer Relationships depend on the business's physical appearance.
- c)** A business can build strong Customer Relationships by providing excellent customer service and personalized experiences.
- d)** Customer Relationships are based on the number of products sold.

What are Revenue Streams in a business?

- a) Revenue Streams are determined by the number of employees in the business.
- b) Revenue Streams are the sources of income or ways in which a business generates revenue.
- c) Revenue Streams depend on the physical size of the business premises.
- d) Revenue Streams are the different pricing strategies used by the business.

What are Key Activities in the context of a business?

- a) Key Activities are the essential tasks and actions that a business must perform to deliver its value proposition.
- b) Key Activities are the business's advertising budget.
- c) Key Activities refer to the number of meetings held by the business.
- d) Key Activities are the specific machines or equipment used in the production process.

What are Key Resources in a business?

a) Key Resources are the number of branches or offices the business has.

b) Key Resources depend on the business's annual revenue.

c) Key Resources are the intellectual property or patents owned by the business.

d) Key Resources are the crucial assets, materials, or capabilities that a business needs to operate successfully.

What are Key Partnerships in the context of a business?

- a)** Key Partnerships are the strategic alliances or collaborations that a business forms with other organizations to enhance its capabilities or reach.
- b)** Key Partnerships are the number of social media followers the business has.
- c)** Key Partnerships depend on the geographical location of the business.
- d)** Key Partnerships are the suppliers or distributors that the business works with.

What is the Cost Structure of a business?

- a) The Cost Structure depends on the number of products manufactured by the business.
- b) The Cost Structure refers to the various costs and expenses involved in running a business.
- c) The Cost Structure is determined by the business's stock market value.
- d) The Cost Structure includes the salaries of the business owners.

Key Resources

You are starting an eco-friendly cleaning products company.

What are the key resources your business needs to produce and distribute your products?

Cost Structure

Your green business is a sustainable packaging company.

What are the key costs associated with your operations?

How will you optimize your cost structure while ensuring environmentally friendly packaging solutions?

Customer Segments

You are launching an eco-tourism resort.

How will you segment your customers based on their preferences and interests, such as adventure seekers, nature enthusiasts, or wellness-focused individuals?

Customer Segments

Your business idea is a sustainable beauty brand.

Who are your target customer segments based on factors like age, lifestyle, and values?

Key Partners

As an eco-friendly food delivery service, what partnerships can you establish to ensure a steady supply of locally sourced, organic ingredients?

Value Proposition

Your business idea is a sustainable furniture brand.

How does your value proposition differentiate your furniture from traditional manufacturers?

Value Proposition

As a renewable energy technology company, what unique value proposition do your products and services offer compared to traditional energy sources?

Build a bold green business

With your team make a brainstorming to gather ideas for circular and green business, which give value for your community!
You can use Legos to build ideas!



Build your value proposition

With your team make a value proposition for your potential customers. Use the green business model canvas and Legos.

How can your product or service make your customers and the environment happy and healthy?

Build your customer segments

With your team make a brainstorming what kind of customers you want to reach with your green business idea?

Use the green card and Legos to boost your creativity!

Customer relationships, channels and ways to deliver your value

With your team make a brainstorming how you want to build a relationship with your customers, think of channels/media how to reach out to them to deliver your values.

Use Legos to get ideas and the green card to gather ideas.

Value creation, resources and activities

With your team make a plan how you create your green product or service, what you need to create the values and what kind of activities you need to build your green circular idea.

Use Legos to get ideas and the green card to gather ideas.

Key partners

With your team think about partners you need to help you build a bold green business – partners who can finance, with free resources, to give advice.

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Use Legos to get ideas and the green card to gather ideas.

The costs and how can you earn money with your business

How much money will you need to get started and where does your income – revenue stream come from to build a bold green business – healthy and beautiful!

Use Legos to get ideas and the green card to gather ideas.



GROWING GREEN

CIRCULARITY IN VET

