

EXERCISE 1 - ANALYSIS OF CREATIVE SOLUTIONS IN THE GREEN SECTOR (45 MINUTES)



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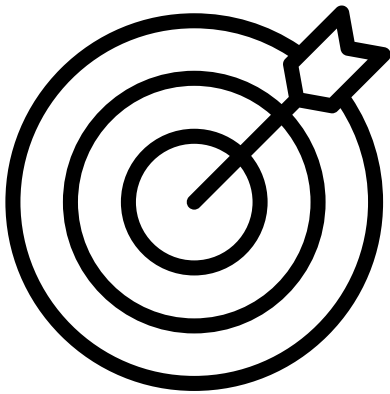


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Goal of the exercise

The goal of this exercise is to develop participants' ability to critically analyze creative solutions in the green sector and to generate new proposals or improvements for existing solutions. Participants will also gain an understanding of how creativity can influence the quality and efficiency of ecological solutions and how it can support corporate social responsibility (CSR) within the context of a green economy.



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CASE STUDY 1: RECYCLING PLASTIC INTO BUILDING MATERIALS

➤ EcoBricks is a startup focused on transforming plastic waste into eco-friendly bricks for use in construction. The company's technology involves collecting and processing plastic, which is then mixed with natural ingredients to create durable and affordable building materials.

➤ **Questions for participants:**

- ➔ What aspects of this technology set it apart from traditional building materials in terms of ecology and creativity?
- ➔ What improvements could enhance the efficiency or innovation of this initiative?
- ➔ How does this initiative impact social responsibility and sustainability in the context of construction?

CASE STUDY 2: RENEWABLE ENERGY FROM FOOD WASTE

➤ The company BioPower Solutions has developed a system that transforms food waste into renewable energy. This process utilizes anaerobic fermentation technology to convert waste into biogas, which then powers local energy grids.

➤ **Questions for participants:**

- ➔ How does this project combine elements of creativity with sustainable development?
- ➔ What potential for large-scale development do you see for this solution?
- ➔ What other technologies could complement or enrich this initiative?

CASE STUDY 3: GREEN ARCHITECTURE – “HOMES MADE OF CLAY AND STRAW”

➤ The startup Earthly Homes specializes in constructing energy-efficient, eco-friendly homes made from natural materials such as clay, wood, and straw. The company promotes the concept of "regenerative building," which not only minimizes environmental impact but also supports local ecosystems.

➤ **Questions for participants:**

- ➔ What architectural innovations are evident in this project, and how do they contribute to sustainable development?
- ➔ How could this project influence society's and developers' perception of construction?
- ➔ What additional elements of “green architecture” could be added to this project to enhance its creativity?

CASE STUDY 4: “ENERGY CROWDFUNDING” FOR LOCAL COMMUNITIES

➤ The company Solar Collective runs a crowdfunding platform that enables investment in small, local solar installations. Each community can submit projects to install solar panels on public or private buildings, and investors receive a return on their funds through a share of the generated energy.

➤ **Questions for participants:**

- ➔ Which elements of this project can be considered the most creative in the context of financing ecological solutions?
- ➔ What other financing models could support green projects at the local or global level?
- ➔ How does this project support corporate social responsibility and engage local communities?