

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



Co-funded by
the European Union

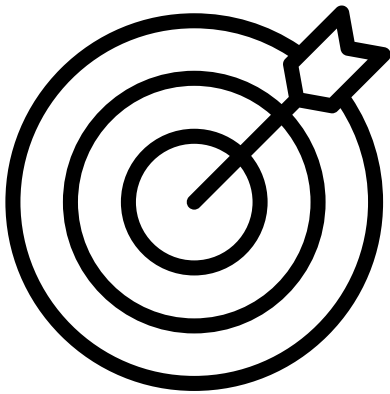


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Goal of the exercise

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.



Exercise 1 – Analysis of Creative Solutions in the Green Sector (45 minutes)



The trainer begins with a brief introduction to the topic of creative solutions in the green sector. They explain why creativity is key in areas like recycling, renewable energy, and green architecture.

The trainer notes that participants will analyze real case studies of startups operating in this area and then present their ideas for improvements or new solutions. They outline the goal of the exercise and the structure of the activity (case study analysis, group discussion, and presentation of findings).

To spark interest, the trainer may ask an opening question, such as: "What characteristics should an innovative solution in the green sector have to be both creative and sustainable?"

Trainer's Task:

- Divide participants into groups (2–4 people per group) depending on the number of participants. Each group receives one case study to analyze (you can either randomly assign the cases or allow groups to choose a topic of interest).
- Each group receives a worksheet with discussion questions and a detailed description of the case study. Remind participants that their task is not only to analyze the solution but also to propose new ideas or improvements.
- Guide participants through the case study analysis process, reminding them of the key questions they should answer. Emphasize that they should focus on both the innovative aspects of the project and its potential for sustainable development.
- You can monitor group work, asking additional questions if you notice they need support. Encourage creative thinking and bold solutions.
- Ask each group to present the results of their work. Each group should:
 - Briefly describe the analyzed case study.
 - Highlight the elements of the solution they consider creative.
 - Present their proposals for improvements or new solutions.
- Encourage other participants to ask questions and add their observations during each presentation.
- If time allows, after each presentation, ask questions about potential challenges or barriers to implementing the presented ideas.
- Summarize the main conclusions from the exercise. Emphasize the diversity of proposals and how creativity can support the growth of the green economy.

Exercise 1 – Analysis of Creative Solutions in the Green Sector (45 minutes)



- Discuss how creativity can impact the quality and effectiveness of ecological solutions and how it supports socially responsible business.
- Encourage participants to reflect on how they might use the knowledge and skills gained in their future professional or personal endeavors.
- Conclude the exercise with the question, "Which of the solutions discussed today inspired you the most and why?"

Here are four sample case studies for your exercise on the "Analysis of Creative Solutions in the Green Sector":

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?