

# **EXERCISE 2 - CREATING ECO- INNOVATIONS (60 MINUTES)**



Co-funded by  
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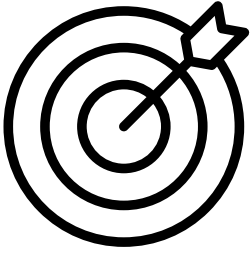


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## Goal of the exercise

The goal of this exercise is to develop participants' skills in creating eco-innovations that address specific environmental challenges. Participants work in groups to create a prototype of a product or service that contributes to environmental protection. Additionally, each group will analyze the impact of their solution on both the environment and society.

### Examples of existing eco-innovations:



#### **Tesla – Sustainable Transportation**

Tesla is revolutionizing the transportation sector by bringing zero-emission electric vehicles to the market, including models like the Model S, 3, X, and Y. The company has also expanded its global network of Supercharger stations and developed renewable energy storage batteries (Powerwall). Tesla contributes to CO2 emission reduction, supporting the growth of fuel-free transport and clean energy sources.



#### **Patagonia – Responsible Fashion**

Patagonia is a clothing brand that promotes sustainable fashion through garment recycling, production from organic and recycled materials, and supply chain transparency. The “Worn Wear” initiative encourages customers to repair and reuse their clothing. Patagonia minimizes its carbon footprint, contributing to environmental conservation.



#### **Vestas – Wind Energy**

Vestas is a world leader in producing wind turbines that generate clean energy from wind. The company develops advanced technologies that increase turbine efficiency while ensuring a sustainable product life cycle, minimizing environmental impact. Vestas supports global CO2 emission reduction by promoting renewable energy sources.

