

EXERCISE 2 - CREATING ECO- INNOVATIONS (60 MINUTES)



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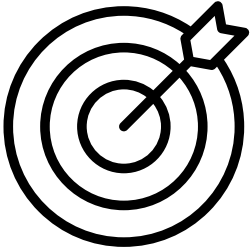


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Goal of the exercise

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.

The trainer begins with a brief introduction to the concept of eco-innovation, explaining that these are innovative solutions aimed at reducing the negative impact of human activity on the environment. Eco-innovations can involve new products, services, processes, technologies, or business models. The trainer explains that participants will have the opportunity to create their own solutions based on a selected environmental issue, such as waste management, renewable energy, sustainable transportation, or green architecture. They emphasize that a crucial part of the exercise will be to evaluate the environmental impact of the proposed solution and its practical application in society. The trainer may start the exercise with a question to introduce the topic, such as: "What ecological innovations, in your opinion, could revolutionize the way we manage Earth's resources?"

Trainer's Tasks:

- Divide participants into groups (3–5 people per group). Each group should choose one environmental issue that they want to address with their solution (you can provide several topics to choose from beforehand, such as new methods for recycling electronic waste, reducing plastic use, improving energy efficiency in homes, etc.).
- Ask groups to develop a prototype of a product, service, or process that could provide a solution to the chosen issue. They may do this using sketches, diagrams, brief descriptions, or models. Sample guiding questions to assist in this stage include:
 - What materials or technologies could be used to solve this problem?
 - What innovative approach can be applied to make this product/service stand out in the market?
 - What environmental and community benefits would this solution bring?
- Monitor group work and help them generate ideas by asking guiding questions or suggesting technologies that may be of interest.
- Encourage participants to think creatively and make bold decisions.
- After developing their prototypes, ask the groups to analyze the impact of their solution on the environment and society.

Each group should answer a few questions:

- What benefits does this solution bring to the environment (e.g., reduced CO2 emissions, resource conservation, improved waste management)?
- Does the solution have potential for widespread application? If so, where and how could it be implemented?
- What benefits will it bring to the local or global community?
- Are there potential challenges associated with implementing this solution (e.g., costs, technological barriers, legal regulations)?
- Ask each group to present their prototype, describe how it addresses the chosen environmental issue, and discuss its impact on the environment and society.
- Encourage other participants to ask questions and add their observations. After each presentation, you may ask the group questions like:
 - What might be the next steps in developing this solution?
 - What other technologies could support or complement this innovative approach?
- Summarize the key findings from the presentations and discussion. Emphasize the participants' creativity and innovation and how their ideas could contribute to sustainable development and social responsibility.
- Encourage participants to reflect on how eco-innovations can transform traditional business models and how future technologies may support environmental protection.
- You might ask a concluding question: "Which ecological innovations could have the most significant impact on our daily lives in the coming years?"

To enrich the exercise, you can provide examples of existing eco-innovations, such as Tesla in sustainable transportation or Patagonia in responsible fashion.

Depending on the group, you may adjust the difficulty level of the exercise by introducing more advanced technologies or new trends in eco-innovations, such as blockchain in renewable energy management or circular economy in the production sector.

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.

