

Workshop Case: "Greenovation Challenge"

Introduction:

Welcome, eco-enthusiasts! Today, we embark on a journey to explore the intersection of social and environmental responsibility, entrepreneurship, and innovation. Our goal is to equip you with the knowledge and skills needed to make a positive impact on the world.

Scenario:

Imagine a community struggling with plastic waste management. Our challenge is to develop a sustainable and entrepreneurial solution that not only addresses the environmental issue but also creates economic opportunities.

Workshop Structure:

❶ Understanding the Problem:

- Begin with an interactive session discussing the environmental challenges of plastic waste.
- Introduce local statistics and real-life stories to connect participants emotionally to the issue.

❷ Eco-Entrepreneurial Mindset:

- Engage in discussions on eco-friendly entrepreneurship and the potential impact on communities.
- Showcase successful eco-entrepreneurial ventures as inspiration.

❸ Interdisciplinary Learning:

- Break into interdisciplinary teams, mixing participants with varied skills (science, business, design, etc.).
- Provide resources and mentorship to guide research and idea generation.

❹ Prototyping and Innovation:

- Each team works on developing a prototype of their eco-entrepreneurial solution.
- Encourage out-of-the-box thinking and creativity.

5 Pitching and Feedback:

- Teams present their solutions to a panel of mentors and experts.
- Receive constructive feedback on feasibility, sustainability, and potential impact.

6 Reflection and Integration:

- Reflect on the interdisciplinary collaboration and lessons learned.
- Discuss how acquired skills can be applied to other socio-environmental challenges.

Key Takeaways:

- ✍ **Interdisciplinary Collaboration:** Emphasize the power of diverse skills coming together for a common cause.
- ✍ **Innovation:** Encourage participants to think creatively and push boundaries to find sustainable solutions.
- ✍ **Entrepreneurial Mindset:** Instill the idea that environmental challenges can also be opportunities for positive change.

Workshop GREENOVATION CHALLENGE	
DAY 1:	Understanding the Problem (3 hours)
9:00 - 9:30	Registration and Welcome
9:30 - 10:30	Introduction to the Environmental Issue
10:30 - 11:00	Break and Networking
11:00 - 12:00	Local Statistics and Real-life Stories
12:00- 13:00	Lunch
Eco-Entrepreneurial Mindset (1.5 hours)	
13:00 - 14:30	Discussions on Eco-friendly Entrepreneurship

Interdisciplinary Learning (2 hours)	
14:30- 15:30	Team Formation and Icebreaker
15:30 - 16:30	Resources and Mentorship
Prototyping and Innovation (2 hours)	
16:30- 17:30	Team Work on Prototype Development
17:30 – 18:00	Summary of the activity
DAY 2	
Team Preparation (1 hour)	
9:00 - 10:00	Refinement of Prototypes and Final Preparations
Pitching and Feedback (3 hours)	
10:00 - 11:30	Team Presentations
11:30 – 12:00	Panel Feedback
12:00 – 13:00	Lunch
Reflection and Integration (1.5 hours)	
12:00 - 13:30	Group Reflection and Discussion
Closing Session: Awards and Certificates (1 hour)	
13:30 – 14:30	Recognition of Outstanding Projects, Certificates, and Closing Remarks

Prototype Example: "EcoBin+"

Concept: The team envisions "EcoBin+," a smart and interactive recycling bin system designed to encourage responsible waste disposal and reward users for their eco-friendly actions.

Features:

1. Smart Sorting Technology:

- ❖ Equipped with sensors and AI to automatically sort recyclables, compostables, and non-recyclables.
- ❖ Ensures accurate separation, minimizing contamination in recycling streams.

2. User Engagement:

- ❖ A user-friendly mobile app encourages community members to scan and deposit items in the EcoBin+.
- ❖ Each deposit earns points that can be redeemed for discounts at local businesses or donated to environmental causes.

3. Educational Displays:

- ❖ LED screens on the bins display information about the environmental impact of recycling and proper waste disposal practices.
- ❖ Educational content is regularly updated to keep the community informed.

4. Community Analytics:

- ❖ The system collects data on recycling habits, allowing local authorities and businesses to tailor sustainability initiatives based on community needs.

5. Integration with Local Businesses:

- ❖ Partnerships with nearby businesses offer incentives for users, fostering a sense of community involvement and support.

Presentation Pitch: During the pitch, the team could showcase a physical prototype or a virtual simulation of the EcoBin+. They would highlight its innovative features, emphasizing the positive impact on the environment, community engagement, and potential economic benefits.



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Why it's Innovative:

1. Solves a Real Problem: EcoBin+ directly addresses the challenge of effective plastic waste management by promoting responsible disposal.
2. Community Engagement: The incentive system encourages active participation from community members, turning recycling into a rewarding experience.
3. Technological Integration: The use of smart sorting technology and a mobile app demonstrates a forward-thinking approach to waste management.
4. Educational Element: The inclusion of educational displays contributes to raising awareness and promoting sustainable behaviors.