**Entrepreneurship for the Environment: From the Shark Tank to the Rethink Tank:**

**Three Day Lesson Plan**

**Day 1: Learn about Entrepreneurs**

**Slide 2**: Tell students that they are going to read about a Kid Entrepreneur who did something good for the environment. As they read (**slides 3-5**), they can answer these guiding questions:

* Read the excerpt from the introduction.
* What did you learn about Maya’s background?
* How is she different from most 13-year-old girls or boys?
* Why do you think she is so nervous?
* How is she an entrepreneur?
* What did she do for the environment?

**Slide 6**: Have students watch part of Maya’s Ted Talk. Is there anything else they learn to better answer the questions?

**Slide 7**: Tell students they are going to use different texts that discuss entrepreneurs. Ask: How was Maya an entrepreneur?

**Slide 8**: Tell students that our current Linear economy is take-make-dispose: we use resources from the environment to make things and then we dispose of the goods and the externalities, like pollution. In a Circular Economy, we find ways to rethink the way we make, use and dispose of goods. Ask students: In what way were Maya’s goods part of a Circular Economy? How did she reduce, reuse, or recycle goods to make her goods?

**Homework:** Student check out their garbage/recycling. How many packages get thrown away?

**Days 2 & 3: Use Entrepreneurial Thinking**

**Slides 9-15**: Tell students that they are going to be like Maya and rethink the way things are made, used, or disposed. Present slide 9 and discuss current packaging problems we have that create a lot of waste. Ask students to share the different types of packages that end up in the garbage or recycling bin. Then have students form groups. Each group receives one of the problems.

**Slide 16**: Tell students they are going to use design thinking to solve the problem. Slides 17-20 are featured in the worksheets after the lesson.

**Slide 17**: What is? Tell students to use the questions on slide 17 to discuss and describe their packaging.

**Slide 18**: What if? Tell students to use the five R’s to guide their thinking to a solution to their packaging problem.

**Slide 19**: What wows? Tell students to create a pitch or mini Ted Talk about their solution. They should create some visuals (poster, presentation and/or prototype) to present.

**Slide 20**: What works? As the groups present their solutions, the rest of the students fill in a SWOT analysis to help the students evaluate and improve their ideas.

All materials are available at: <https://www.sustainabilitysuperheroes.org/rethink-tank.html>

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**Rethink Tank Step 1: What is?**

* What do you notice?
* How is your product used?
* What are some things your packaging needs to do?
* What do you like about the product?
* What could be better?

**Rethink Tank Step 2: What if? Rethink**

* Reduce: What can you reduce?
* Reuse: How can we reuse?
* Recycle: What can we recycle?
* Repurpose: How else can we use this?
* Redesign: What can we change?

**Rethink Tank Step 3: What wows? Make a Pitch (Mini TED Talk) that Wows!**

1. Show them what you do with question or personal story. *Did you ever* (problem)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Who are you? *We are* (name of company)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. What are you creating? *We are here to tell you about*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. Who do you help? What is the solution? *This* (name of good or service) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*helps* (customer)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *by* (solution)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
5. What is your” secret sauce” or how is your product better? *Our product is better because* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
6. Create a persuasive slogan. This is a short phrase that tells what you do. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Rethink Tank Step 4: What works? With SWOT**

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| --- | --- | --- |
|  | Positive | Negative |
| Internal | Strengths: What are the strengths of the idea? | Weaknesses: What could be better? |
| External | Opportunities: What else can you do with this product? | Threats: What are the possible problems? |

|  |  |  |
| --- | --- | --- |
|  | Positive | Negative |
| Internal | Strengths: What are the strengths of the idea? | Weaknesses: What could be better? |
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