



## Finalist's case study

### University of the West of England Enterprise

### Team Entrepreneurship – Students building sustainable businesses.



**Profile**

- Higher Education
- 28,679 students (includes full and part time students)
- 3692 staff
- Urban

#### About the project

##### Summary

Students learn through building their own businesses on the BA Business (Team Entrepreneurship) course at UWE Bristol. They know they can strengthen their business future by starting with sustainability benefits in mind.

##### Project partners

UWE Bristol with student-founded businesses such as Pelico and Green Wheels.

#### The results

##### The problem

How to enable students to learn entrepreneurship skills (SDG 4.4) at the same time as starting businesses with sustainable consumption and production patterns (SDG 12)?

##### The approach

The BA Business (Team Entrepreneurship) course, provided by UWE Bristol, is a ground-breaking, innovative and entrepreneurial degree which gives students the opportunity to set-up and run their own team company; to 'learn by doing' whilst gaining a broad-based business degree. This takes place in UWE Bristol's clear culture of sustainability.

##### Our goals

To support students to create real businesses delivering value to customers with sustainability built in from the start.

#### Obstacles and solutions

Students on traditional business degree courses may not develop hands on skills for entrepreneurship	TE course adopts a 'Learning By Doing' model with extensive team working and students building real businesses.
Startups may view sustainability as an "additional cost"	TE students see sustainability as part of the core business value proposition and attractive to their customers.



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### Performance and results

Two of the businesses started by our students who graduated in 2017 are Pelico – a delivered, healthy, fast food business and Green Wheels – an on-campus bike reuse and maintenance business.

Pelico was started by students who wanted to “challenge the assumption that ordering food for delivery had to be either cheap and greasy or high-end and expensive”. In the past 8 months, they have delivered over 4500 delicious, nutritious meals made with locally sourced and organic ingredients sourced from Bristol based suppliers and producers.

The students behind Green Wheels have setup a business which focuses on growing and sustaining the number of cyclists at UWE Bristol. They sell refurbished bikes on campus and have a CYTECH-qualified repair workshop. They offer what is needed to “encourage four wheel commuters to change down to two”.

### The future

#### Lessons learned

The TE students are enriching our campus and city life beyond our expectations. The TE students with their passion for their businesses have drawn together unexpected combinations of the Students' Union, academic and professional staff and other stakeholders around their projects. They are constantly challenging us to enable practical delivery of economic, social and environmental benefits.

#### Top 3 learnings from implementing your project

Develop a supportive and accountable team culture with effective team coaches.  
Students see sustainability as part of the value their businesses create.  
The university has to put a clear and practical value on sustainability.

#### Sharing your project

Students naturally share and promote their businesses widely. UWE Bristol runs this course as part of an international Team Academy network where sharing is active. UWE Bristol has also piloted a 12 week Greenpreneurs course based on this approach, together with institutions in Spain and Finland supported by Erasmus+. The course delivery handbook is available online.

#### What has it meant to your institution to be a Green Gown Award finalist?

UWE Bristol is honoured to be a finalist alongside other outstanding institutions and projects. Our students value the recognition of their commitment to sustainable business.

#### Further information

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