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Entrepreneurs of the Future Guidance Notes - Activities and Ideas

Below are some brief examples of how you could start a sustainable enterprise project in your institution. Remember, each project that is awarded funding must include a Dragons' Den style pitch with external panellists (to include University of Leicester project representatives).

- Use curriculum to work on a relevant project. e.g Hair and Beauty – students to conduct market research into existing salons/brands and to think of an innovative and 'green' alternative to the existing model. A portfolio could be produced to include market research findings, business plan, ideas and planning, end business idea with some budgeting included.
- Social enterprise project – consider a pertinent issue and set your students thinking about how it can be addressed. e.g. managing the carbon footprint of your institution through a social enterprise business idea. You could invite external speakers to enthuse the students, ask them to conduct market research on how the issue is addressed elsewhere and to compile a business portfolio (as above) for their own solutions.
- Use a public event/ celebratory day as a starting point to get students thinking about an enterprising idea such as is required for participants in The Apprentice! i.e. Valentine's Day –How could your students approach this in an innovative and new way using green materials? Ideas could then be presented within a business portfolio. This could also be worked into curriculum.
- Use a college issue as a starting point for a project. Perhaps there is a litter issue in your college. Ask students to address this issue and produce a creative, well-researched and sustainable solution.

The may also find the following websites useful:

- <http://www.reconomyproject.org>
This has a 4 min video introducing the rationale for a green economy, examples of community-led responses and how the REconomy website has a wealth of tools to help people do this.
- <http://www.reconomyproject.org/?p=1409>
Through short animations, this highlights suggested features of a new local economy including Localisation, Natural Capital, Resource Limits, Business-Society Integration and Steady State Economy.