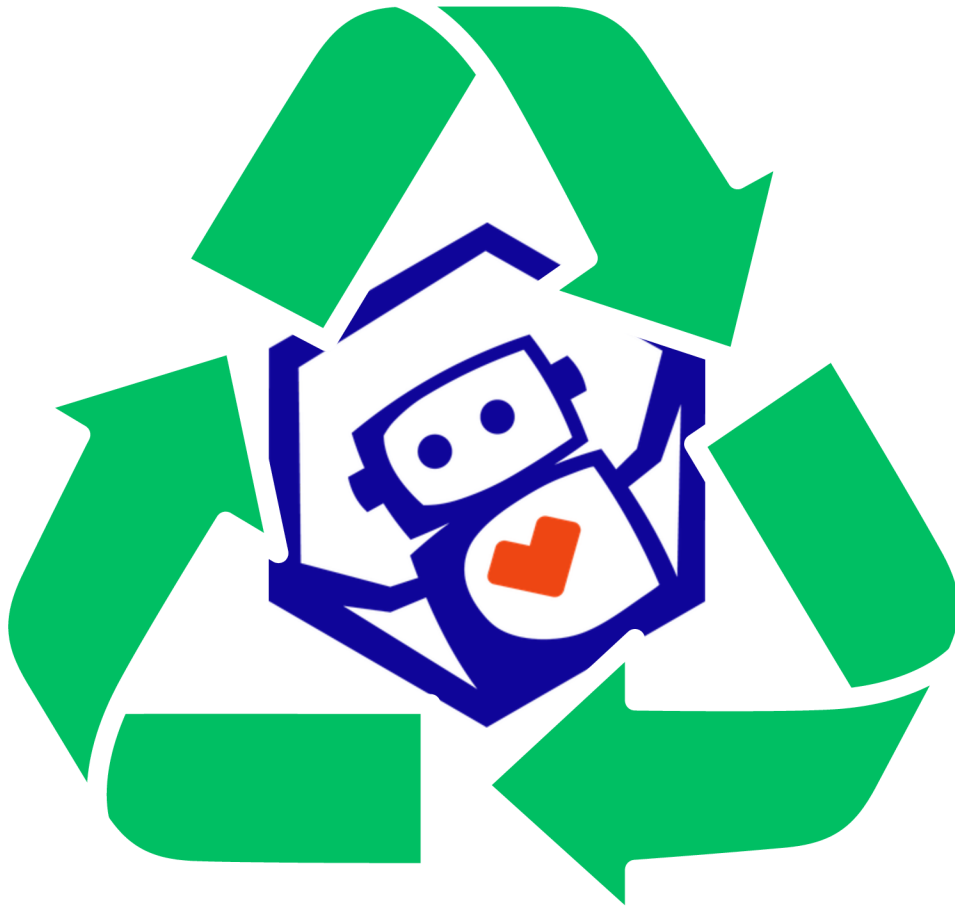


 **EU**  **FOR**  **ALL**

Rebuilding European heritage for everyone through sustainable business





**TEACHER'S GUIDE TO
SUSTAINABLE
ENTREPRENEURSHIP -**

**SUSTAINABLE
BUSINESS PATHWAY**



The resources of the EU FOR ALL project, including the materials kit, 3D models, and educational proposals, are undergoing continuous improvement. We are constantly working to incorporate new ideas, adjustments, and contributions from the participating teams. Therefore, both the documents and files may be reviewed and updated over time.

www.euforall3dproject.com

SUPPORTED BY:

Erasmus+
Enriqueciendo vidas, abriendo mentes.



Cofinanciado por
la Unión Europea

The EU FOR ALL project is co-funded by the European Union. The views and opinions expressed in this publication are those of the author(s) only (Interrobotics para humanos SL, on behalf of the EU FOR ALL consortium) and do not necessarily reflect those of the European Union or the Spanish Service for the Internationalisation of Education (SEPIE). Neither the European Union nor SEPIE can be held responsible for them.

PARTNERS:



1. Pedagogical context

- Topics related to the program
- Target group
- Developed competencies
- Methodological principles
- Differentiation opportunities

2. Curriculum sections

- PHASE 1 – Towards a Sustainable World: Understanding Plastic and Sustainability
- PHASE 2 – Research phase: Mapping the main characteristics of sustainable businesses
- PHASE 3 – Creative Phase: Discover a new product!
- PHASE 4 – Planning Phase: Establishing a Sustainable Business
- PHASE 5 – AI Integration Phase: AI-Supported Company Presentation
- PHASE 6 – Presentation Phase – Introducing the business
- PHASE 7 – Student Self-Assessment Phase: Reflection and Review

3. How to work on the lessons?

- Suggested timeframe
- Breakdown into hours
- Using teacher aids

4. Lesson plans

5. Formative assessment

- Teamwork
- Creativity
- Sustainability awareness
- Computer solutions
- Entrepreneurship



This teacher guide is based on the EU FOR ALL – Sustainable Company Pathway student workbook, which guides students step by step through the entire process of designing a sustainable business: from learning about sustainability and the SDGs, through product ideation, business planning and AI-based development, to pitching and self-assessment.

The workbook structure is project-based, relies heavily on digital tools, and supports inclusive, cooperative learning.

The program is strongly linked to:

- sustainable business,
- the circular economy,
- the SDGs,
- the design thinking approach
- and digital and technological competencies (3D design, AI).

Target group

- Recommended age group: 10–18 years
- Designed for mixed-ability groups with an inclusive approach

Developed competencies

- Sustainability awareness
- Creativity
- Problem solving
- Entrepreneurial thinking
- Digital competence
- Collaboration and communication

Methodological principles

- Project-based learning
- Cooperative group work
- Visuality and action-orientedness
- Differentiation according to learning needs



PHASE 1 – Warm-up: Towards a Sustainable World: Understanding Plastic and Sustainability

Learn about the 17 SDGs using a QR code

- Grouping SDGs according to the three pillars of sustainability
- Selection of 3 priority SDGs
- Making a short video about local sustainability issues

PHASE 2 – Research Phase: Mapping the Main Characteristics of Sustainable Businesses

The concept of sustainable business and circular economy

- Analysis of real sustainable businesses (based on links provided in workbook)
- Company name, mission, target group, SDG connection
- Learning about EU support programs (Erasmus for Young Entrepreneurs, Green Deal)

PHASE 3 – Creative phase: Let's discover a new product!

Developing 3 product ideas from recycled PET

- Defining the problem-solution relationship
- Linking the product to sustainability impact and sustainable development goals.
- Market research and competitor analysis
- Deciding on the best idea

PHASE 4 – Planning Phase: Establishing a Sustainable Business

Formulating a product and business vision

- Creating a company name and slogan
- Setting sustainability goals
- Creating a business plan
- Financial background, legal form
- Job roles, required skills
- Marketing goals and target audience

PHASE 5 – AI Integration Phase: AI-Supported Company Presentation

Creating corporate identity elements - logo, color palette

- Creating brochures for various purposes
- Creating visual mockups of the product in real-world contexts.
- Using artificial intelligence to demonstrate a product's sustainability impact

PHASE 6 – Presentation Phase – Introducing the business

Making a presentation

- Presentation of sustainability goals, product and market research, and development opportunities
- Demonstrate sustainability relevance and alignment with the Sustainable Development Goals.

PHASE 7 – Student Self-Assessment Phase: Reflection and Review

- Evaluation of the design and business planning process.
- Evaluation of creativity, teamwork and technical development.
- Feedback from fellow students on prototypes and presentations.



We recommend 5*90 minutes to complete the module, depending on your capabilities, and the lesson plans are adapted to this timeframe. If you have less time, choose from the activities based on your own objectives, the characteristics of the learning group, and the technical background.

Óra	Fázis	Fő fókusz
12	1 - Warm-up 2 - Research	Sustainability, SDGs, local issues Analysis of sustainable businesses
34	3 - Creative	Product ideas
56	4- Design	Business planning
78	5 - AI Integration	Using AI in business and product presentation Further development, mockup
910	6 - Presentation 7 - Self-assessment	Pitch, evaluation

The lesson plans below, user guides available on the website, downloadable printer files, and tutorial videos will help you implement the lessons.

We recommend that students work in groups of 2-5 – this will develop their cooperation skills, communication, and creativity.

At the end of each lesson, the groups should briefly present their results, decisions, and plans. The downloadable Teacher Canva helps with this: create as many slides from each section as there are groups in which you have divided the class. This way, at the end of each section, the results of the different groups can be viewed one after the other in Canva. This facilitates the presentation and provides a good summary of the work done and the knowledge acquired at the class level.

Hours 1-2 – Warm-up: Sustainability and SDGs

– Research phase: Analysis of sustainable businesses

SEN differentiation: – Pre-selected SDG cards with pictures – Accepting oral answers instead of written answers – Pair work with a supporting student – Simplified questions (What does it do? Who does it help?) – Analyzing logos and pictures instead of longer texts – Teacher-guided questioning

Duration	Activity	Methodology	Tools / resources
5 minutes	Warm-up: What does sustainability mean?	Guided conversation	SDG infographic (workbook)
15 minutes	Categorization of the 17 SDGs and collection of examples	Teamwork	workbook https://sdgs.un.org/goals
10 minutes	Identifying significant SDG issues in the students' environment	Teamwork	Workbook, SDG icons, https://sdgs.un.org/goals
20 minutes	Create a short video about your chosen sustainability issue	Video production, presentation	Mobile/tablet teacher Canva
5 minutes	Understanding the concepts of sustainable business and circular economy	Discussion	Workbook
15 minutes	Analysis of existing sustainable businesses	Guided research	Internet, workbook
10 minutes	Learning about EU support programs	Guided research	Internet, workbook
10 minutes	Sum-up, reflection	Joint work, group presentations	Teacher Canva

Hours 3–4 – Creative Phase: Product Ideas

SN1 differentiation: – Drawing ideas instead of text – Detailed development of only 1–2 product ideas – Choosing from existing examples is also acceptable

Duration	Activity	Methodology	Eszközök / források
10 minutes	Introduction – Recycling PET bottles as 3D filament	Watch video	Projector, https://youtu.be/krzdt21nT7I?si=aDkl2GVwklch3Bfc
20 minutes	Developing 3 product ideas from recycled PET	Teamwork	Workbook
20 minutes	Defining the problem-solution relationship	Teamwork	Workbook
20 minutes	Market research and competitor analysis	Teamwork	Workbook
10 minutes	Deciding on the best idea	Teamwork, different decision-making methods	Workbook
10 minutes	Reflection	Joint work, group presentations	Teacher Canva

Hours 5–6 – Design Phase: Business Planning

SN1 differentiation: – Use of sentence starter templates – Pictogram business plan – Oral presentation of ideas instead of writing

Duration	Activity	Methodology	Tools / resources
15 minutes	Introduction – Reviving product ideas and the steps of business planning	Discussion	Workbook, internet, teacher Canva
10 minutes	Creating a name and slogan	Group work, brainstorming, analysis, decision-making	Workbook, internet, teacher Canva
10 minutes	What makes our company a sustainable business?	Group work, brainstorming	Workbook, internet, teacher Canva
20 minutes	Preparing a business plan, planning the financial background, choosing the legal form	Teamwork	Workbook, internet, teacher Canva
10 minutes	Workforce recruitment planning	Teamwork	Workbook
10 minutes	Marketing plan preparation	Teamwork	Workbook
15 minutes	Reflection	Joint work, group presentations	Teacher Canva

Hours 7-8 – AI Integration Phase

SN1 differentiation: - Using predefined, simple prompt templates - Pair work with a supporting student - Prioritizing visual outcomes over text.

Duration	Activity	Methodology	Tools / resources
10 minutes	The role of AI in business development	Explanation, brainstorming, discussion	Projector, internet
20 minutes	Logo and brand identity design with AI	Pair work, interpreting and creating AI prompts, evaluation, decision-making	Workbook, Computer/tablet, AI device
20 minutes	Preparation of company information materials using AI (various formats)	Working in pairs, creating and refining AI prompts	Workbook, Computer/tablet, AI device
20 minutes	Creating mockups or visual designs, illustrating sustainability impacts with AI	Working in pairs, creating and refining AI prompts	Workbook, Computer/tablet, AI device
10 minutes	Discussion of results produced by AI	Joint analysis	Teacher Canva
10 minutes	Reflection: How did AI help?	Frontal reflection	Teacher Canva

9–10. hours – Presentation phase: Pitch and evaluation

SNI differentiation: – Use of short, pre-written sentences – Emphasizing visuals (drawings, mockups, objects) – Role-based speaking (e.g. only presenting the product)

Duration	Activity	Methodology	Tools / resources
15 minutes	The concept and structure of pitch	Explanation	Workbook
30 minutes	Preparing the pitch	Teamwork	Workbook, digital device
30 minutes	Team presentations	Presentation	Prototype, mockup
10 minutes	Peer feedback	Evaluation sheet	Workbook
5 minutes	Closing reflection	Common circle	Workbook



5 Formative assessment for teachers



Think about your group's work and product!

Teamwork

How seriously did the children take the challenge?

5 4 3 2 1

How good was the cooperation between the group members?

5 4 3 2 1

How well did the children manage to divide the work among themselves?

5 4 3 2 1

Creativity

How original was the group's idea regarding recycled products?

5 4 3 2 1

How creatively did the group use the information they collected?

5 4 3 2 1

How creative was the group with the business name, logo, new product, and its presentation?

5 4 3 2 1

Sustainability awareness

How credible is the business plan developed by the group as a sustainable business?

5 4 3 2 1

To what extent has the group succeeded in addressing a real sustainability problem with their business?

5 4 3 2 1

How related is the product idea to an SDG?

5 4 3 2 1

5 Formative assessment for teachers



Evaluating the group's work

Digital solutions

How diverse was the group's use of digital tools?

5 4 3 2 1

How consciously did the group use digital tools?

5 4 3 2 1

To what extent have the group members developed their skills in using digital tools?

5 4 3 2 1

Terms of Use and Funding

The educational materials developed within the framework of the EU FOR ALL project, led by the consortium of OBO - We Teach Robotics, have been designed to promote digital inclusion and technological literacy.



These materials aim to provide accessible and engaging learning experiences that foster key competencies in digital skills, problem-solving, and critical thinking. Through interactive and hands-on approaches, the project seeks to empower learners of all backgrounds by equipping them with the necessary tools to navigate an increasingly digital world.

Developed in collaboration with experts in education, technology, and inclusion, these resources reflect the commitment of the EU FOR ALL consortium to innovation in education and the reduction of the digital divide.

Creative Commons License

The educational materials developed within this project are licensed under Creative Commons – Attribution, Non-Commercial, ShareAlike (BY-NC-SA EU).

This means they can be freely used, shared, and adapted, as long as:

- Proper credit is given to the authors and the project.
- They are not used for commercial purposes.
- They are shared under the same license.



For more information about this license, visit [Creative Commons website](https://creativecommons.org/licenses/by-nc-sa/4.0/).

Disclaimer of Liability Clause

The EU FOR ALL project is co-funded by the European Union. The views and opinions expressed in this publication are those of the author(s) only (Interrobotics para humanos SL, on behalf of the EU FOR ALL consortium) and do not necessarily reflect those of the European Union or the Spanish Service for the Internationalisation of Education (SEPIE). Neither the European Union nor SEPIE can be held responsible for them.

Co-financing Emblem

This material has been developed within the framework of the Erasmus+ Programme and has received co-funding from the European Union.



**Co-funded by
the European Union**