



Green challenge

IO3 – C2 mobility in Croatia

ASD Trekkify (Italy)

The Green Challenge: The Green Challenge mobility activities laid out in this document underpinned (to some degree) by all modules in the OUTSIDE Toolkit but particularly corresponds to Modules 1, 4, and 6 - ([OUTSIDE Toolkit - Teaching modules. 2022](#)). This document also aligns with The European Sustainability Competence Framework, in Section 3 of the [GreenComp framework](#) (Bianchi et al, 2022).



Green business challenge 1

Your challenge: You are asked to come up with a green business idea that could support in solving a real environmental problem. Read the drought real-case scenario and complete the activities set out in this brief.

Here are instructions to help you start working as a team (**You have 00 hrs and 00 mins**):

- 1. Introduction:** get to know your team. What are the strengths and interests of each member?
- 2. Discussion:** discuss the case-scenario below so that everyone has a better understanding.
- 3. Planning:** organize your team and assign roles to each the members
- 4. Brainstorming:** brainstorm ideas that try to address the issue of drought in your local area. During the brainstorming session, ask yourselves, what kind of actions can be undertaken to counter the issue?
- 5. Idea selection:** agree on the best idea for your team. You could choose an idea by voting.
- 6. Value proposition:** use the Value Proposition Canvas to identify positive social consequences for the community at local levels.
- 7. Green business model:** to turn your idea into a business opportunity: Complete the Business Model Canvas (BMC) to show your green business idea and who you need to collaborate with to make the idea real.
- 8. Presentation:** decide how you are going to present your team green business idea. You could create PowerPoint slides, stage it as a play, or as a conference speech. Then get ready!

Drought Real-Case Scenario

Background information: A drought is a long period of time during which no rain falls and it is a recurring feature of the climate in most parts of the world, becoming more extreme and less predictable due to climate change.

Society and drought: Wherever there is a shortage of rain over a long period of time, there is drought. Drought affects plants, animals, and people. It is a serious problem for farmers and for the people who depend on water.

Problem scenario: There are three kinds of drought effects: environmental, economic and social. Environmental effects include the drying of wetlands, more and larger wildfires, and loss of biodiversity. Economic consequences include lower agricultural, forests and fishing

output, higher food-production costs, problems with water supply for the energy sector and disruption of water supplies for municipal economies. Social and health costs include the negative effect on the health of people directly exposed to this phenomenon (excessive heat waves), high food costs, stress caused by failed harvests, water scarcity, etc.

European awareness: In Europe, this summer's drought may be the worst the continent has experienced in 500 years, according to [the EU's environmental programme Copernicus](#). At the peak of the dry spell in late August, almost half of Europe suffered from a "soil moisture deficit".

Scientists say climate change means Europe will continue to experience more frequent and persistent droughts, and the dry conditions this year have affected agriculture, transport and energy generation.

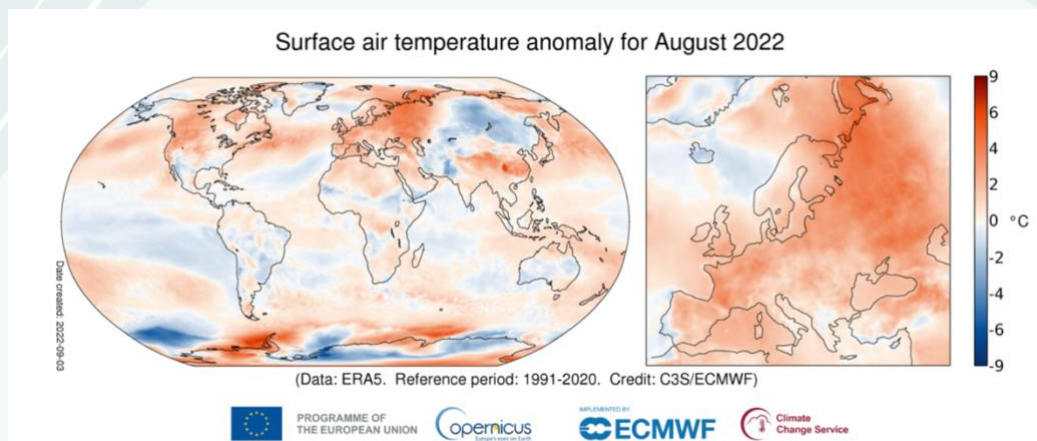


Image 1: Source - [the EU's environmental programme Copernicus](#)

Drought: one phenomenon, many consequences:

The drought is causing directly or indirectly the following issues:

- Lack of water for home use
- Lack of water for agriculture use
- Fires
- Vegetation stress
- Decreased levels in the lakes and rivers
- Damages to the ecosystems

Extra information:

Remember that you have limited time to complete the above activities so manage your time well. Also, keep in mind the following:

- The aim is not to stop the drought but to create green opportunities while tackling the general issues.
- Focus on one of the issues the drought is causing instead of on the drought as a whole. Your idea will have a much greater impact.
- The VPC and BMC templates will help you structure your team's green idea and make it more realistic.
- Think outside the box and be creative and innovative as you wish.
- Make sure that all the team participate and contribute to the project.

- You have limited time, share the responsibility so that you can work in parallel on different tasks (budget, communication, community etc.).
- Ask your teachers for clarification if you have any questions.

References:

- [Copernicus: Summer 2022 Europe's hottest on record](#)
- [Keeping track of the water in the soil](#)
- [Weather Wiz Kids](#)
- [Drought for kids](#)
- Bianchi, G., Pisiotis, U., Cabrera, M., Punie, Y., Bacigalupo, M., Eur and , E. N. GreenComp The European sustainability competence framework, . DOI: 10.2760/13286.

Useful videos

- [Causes and effects of droughts](#)
- [Droughts 101 – National Geographic](#)