



# Green challenge

## IO3 – C2 mobility in Croatia

Ezratech (UK)

**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 2

**Your challenge:** You are asked to come up with a green business idea that turns single-use plastic in schools into multi-use plastic products that solves a real environmental problem. Read the single-use plastic 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 single-use plastics in schools in your local area. During the brainstorming session, ask yourselves, how can we redesign, reduce, reuse, or recycle single-use plastics in schools?
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 schools 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 to

## Single-Use Plastic Real-Case Scenario

**Background information:** We all agree that the use-plastic in everyday life has many valuable uses and we are so used to single-use plastic products. In other words, we use the plastic product just once and then throw it away.

**Use of plastics:** In general, plastic products are useful for protecting and preserving various types of goods. Plastic materials are mostly durable, lightweight, and are resistant to corrosion (Custom-Pak, 2018). They are also versatile and easy to mold into so many shapes and sizes. One advantage of plastic packaging is that it reduces transportation and shipping costs.

**Problem scenario:** Although there are so many advantages in using plastics products, these same advantages have their corresponding dark side because half of all the plastic produced is designed only for single use purposes. Today we know that this single use approach has created severe environmental, social, economical, and health related consequences. In June this year, The World Economic Forum reported that about 400 million tons of plastic waste are produced worldwide in one year. Sadly, more than half of that ends up in either landfills or in the ocean every year (*Plastics and the Environment* ).

**Global awareness:** The IUCN (International Union for Conservation of Nature - Issue Brief: Marine Plastic Pollution, 2021) has identified single-use plastic as "the most widespread problem affecting the marine environment" In March 2019, the 4th UN Environment Assembly committed to "significantly reduce single-use plastic products by 2030." Thus, the first phase to solving the global challenge of plastic waste is tackling single-use plastic.

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**The single-use plastic dilemma:** We have heard and seen the horror of rivers and lakes being the vehicle in which plastic waste is carried from deep inland to the sea (*Addressing Marine Plastics: A Systemic Approach – Stocktaking Report*. 2018). Tiny particles of plastics can now be found in our natural environment and did you know that it can take hundreds of years for each of the plastic products shown in the illustration below to break down, and in some cases, perhaps never!. See Image 1 below.

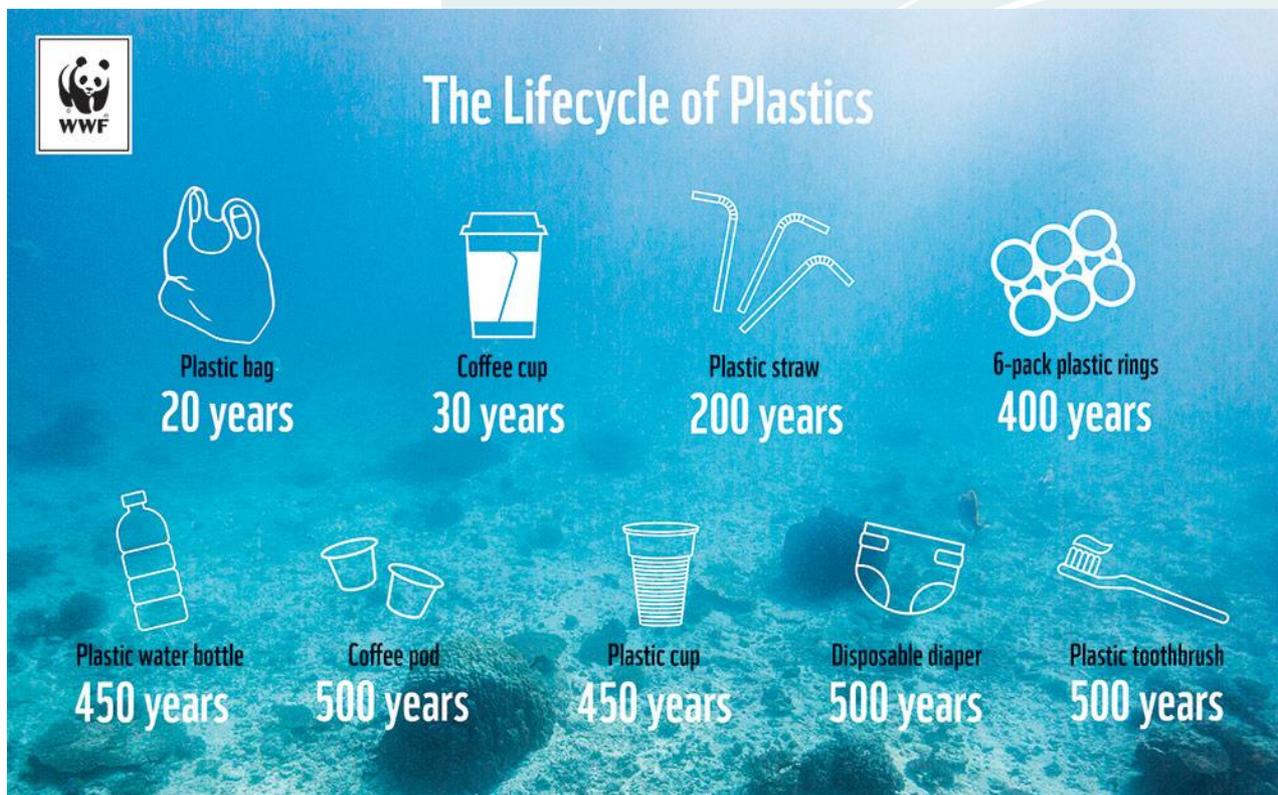


Image 1: Source - The Lifecycle of Plastic - <https://www.wwf.org.au/news/blogs/the-lifecycle-of-plastics>

## 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 ban the use of single-use plastic but to create green opportunities for multi-use.
- Focus on single-use of plastics in schools and what that could mean for the local community.
- 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 members of 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.

## Useful Videos:

- [WASUP \(World Against Single Use Plastics\) School Canal Clean Up: a United by Birmingham 2022 project \(March 2020\)](#) -

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- [St. Mary's Primary School Tackles Single Use Plastic Pollution \(May 2021\)](#)
- [Local school reducing single-use plastics \(December, 2021\)](#)
- [Does Single-Use Plastic Bag Ban Work? | One Small Step | NowThis \(March 2020\) -](#)
- [30 Days Without Single-Use Plastics | One Small Step | NowThis - \(April 2019\) -](#)
- [I Refuse Single-Use Plastic \(March 2018\)](#)

## References

- *Plastics and the Environment*. Available from: <https://intelligence.weforum.org/topics/a1G0X0000057NQgUAM?tab=publications>.
- *Addressing Marine Plastics: A Systemic Approach – Stocktaking Report*. (2018) . Available from: <https://search.proquest.com/docview/2671736382>.
- International Union for Conservation of Nature - Issue Brief: Marine Plastic Pollution, (2021)
- *OUTSIDE Toolkit - Teaching modules*. (2022) Available from: <https://resourcecentre.outsideproject.eu/shelves/outside-toolkit-teaching-modules>.
- Custom-Pak (2018) *Top 5 Benefits of Plastic Packaging*. Available from: <https://www.custom-pak.com/top-5-benefits-of-plastic-packaging/>.
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