

## **Career and Technical Education Learning-In-Place Activity for Entrepreneurship, Business, and Marketing**

### **Going Green!!!**

**Activity Summary:** As a business owner, you are looking for ways to cut costs. You must save money or you will have to cut wages for your staff or even close your business. To save your business, you came up with the idea of “Going Green”. This means that you will develop ways to make your business more energy efficient and/or sustainable. To make this happen, you first must pitch this idea to your investors and sell it to your staff. Using the guide below, begin to brainstorm your plan and create a draft of your pitch for turning things around within your business. Make sure that your ideas are well thought out and creative. The future of your business depends on this outcome.

#### **Workplace Readiness Skills related to this activity**

- Creativity and Resourcefulness
- Critical Thinking
- Problem Solving
- Efficiency and Productivity
- Big-Picture Thinking

#### **Some Related Vocabulary**

• Creativity • Sustainability • Conservation • Efficiency • Materials • Improving products • Initiative • Responsibility • Adapting to new situations • Overcoming obstacles • Operational policies • Carbon footprint • Recycle and re-use of resources • Costs

#### **Guidelines for this Activity**

You will create a draft proposal/pitch for the “Go Green” plan for your business. Make sure that your draft addresses the questions provided below. You can submit your draft as a power point presentation, a video, social media message, or simply use regular paper and pencil to write out your pitch. Everyone will have a chance to create an electronic version of your pitch (presentation) once you return to school.

Don't forget...Make sure that you answer the following general questions at some point during your pitch (presentation). You may expand beyond these questions, if desired.

## Questions to consider..

1. What is your business? What does it/you do? What is the target audience for your business?
2. Is there a physical location for your business? If so, what are some associated costs, including utilities? If your business is virtual, what are those associated costs?
3. What does it take, other than money, to run your business? What would be some more efficient ways to save on costs, especially energy?
5. Specifically, identify the “Going Green” ideas that you have. Specifically, what steps or changes will your business take to be more energy efficient? How would you support your employees in following your “Going Green” idea? Are there any behaviors that they must change in order to be more energy efficient?
6. How will your business benefit from implementing these “Going Green” strategies. Will your business earn new profits?
8. Why should other businesses think about “Going Green”?

## Part II: Reflection for Students

**Please take a moment to reflect on the item below. Your reflection should be written in paragraph form. You do not have to include this section within your “Going Green” business pitch.**

You have just finished creating a plan to make your business GREEN. Now... reflect on a few ways in which you could GO GREEN while at home. Think about what are some ways in which you could contribute to a more energy efficient community?