



'Smarter... Greener... Safer...'

'LET THEM HEAR ABOUT US'

**ENTREPRENEURIAL SKILLS IN PROMOTING
PRO-ECOLOGICAL ATTITUDE**



Online Workshop 3



The workshop on entrepreneurial skills in promoting pro-ecological attitude gives teachers an idea on how to foster students' creativity and communication skills to get them involved in the dissemination of the project ideas. The given idea implementation may take place in a few stages.



➤ How to use scientific knowledge, digital competence, creativity, interpersonal skills to promote environmental issues in local communities?

Stage I ORGANISATIONAL SKILLS



Practicing effective organisational skills will help students keep things in proper order, share the responsibilities in a sensible way, control the process and increase effectiveness, this way achieve the set goals.

- **Organisational meeting – group of students involved in the project**
- **Task distribution – for example: 5-6 persons responsible for the creation of a blog/simple website/subpage and current update of information; 5-6 persons responsible for designing objects made of recycled materials; a group of students responsible for the collection of objects to be recycled; etc.**

Stage II DOING RESEARCH



Research benefits any entrepreneurship. It enhances the knowledge of the given topic, clarifies any points that are not understood properly and this way enables proper understanding of the subject. Relevant knowledge increases the chances of the success of the action undertaken.

- Groups of students explore the chosen area /e.g. the school area, the local neighbourhood, the participants' households/ and collect information on the scale of environmental problems there, in particular improper waste disposal
- Students collect waste – objects that can be recycled or reused
- 'Waste Collection Point' is created – the objects to be recycled/reused are gathered
- At each stage photos are taken or videos made to constitute the material for the blog/simple website/subpage

Stage III PROMOTION



Promoting ideas is a process which guarantees obtaining the best results of a given activity. Students need to understand the importance of promotional and marketing strategies. Well-planned promotional strategies will ensure long-term success and help the ideas get to wider audiences. The use of media and newest technologies will combine entrepreneurial knowledge with practical skills.

- Students work out a short eco-survey to be conducted in the local community (e.g. students, teachers, family members, local residents) – the survey is to raise the community members' awareness of the necessity of proper waste disposal and recycling possibilities
- Students work out a slogan to be put on the survey/blog/designed web page representing their pro-ecological attitude and promoting the project idea

Stage IV ENTREPRENEURSHIP IN PRACTICE



Entrepreneurial skills need practice, they cannot be theoretical. Students should learn through trial and mistakes. Creativity is closely combined with entrepreneurship. Working out innovative ways of using recyclable waste and discussing the strategies of work division and good organisation will be the key elements.

- Students work in groups and design new innovative objects out of the collected waste (e.g. a piggy bank made out of a metal can, a shopping bag made out of an old T-shirt, a container made out of a plastic bottle, etc.)
- The newly created objects are given a special design, photos are taken or videos made before and after the 'transformation' to picture the whole process of waste reusing/recycling

Stage V SPREADING THE IDEA



Any entrepreneurial activity needs to be spread in order to reach different groups and make experience and ideas exchange possible. The use of newest technological tools, creativity, good organisational skills will ensure good publicity and involvement of bigger communities.

- Students use all the gathered information (the eco-survey results, the photos, the videos, the research results, etc.) to work on the blog/simple website/subpage promoting the ecological project ideas
- Students prepare an exhibition of the newly created innovative objects made out of recyclable waste
- An invitation to an ecological event is published on the blog/website/subpage (it can be addressed to other schools in the area, parents, local authorities, etc.)

Stage VI THE DISSEMINATION EVENT

How to promote your work?



An experience shared becomes more powerful and effective. When people share ideas, especially the ones affecting everyone, new possibilities emerge.

Suggestions to be chosen and planned by students, depending on the school's facilities and the project groups' individual ideas:

- Exhibition of the innovative objects made out of recycled materials
- The blog/subpage/video presentation
- Planting trees
- Concert
- Raising funds for ecological purposes (e.g. supporting local nature reserves protection)
- Inviting people involved in environmental protection (e.g. lectures, workshops)
- Other

Now it's our turn ...😊



TASK:

Design a lesson plan incorporating entrepreneurial skills such as communication, IT competence, scientific knowledge, organisational skills to involve students in the creation of an eco-event disseminating the 'Smarter...Greener...Safer...' project ideas.



GOOD LUCK! 😊

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