Sustainable Entrepreneurial Thinking (SET)

How can you, as an individual, contribute to societal challenges?

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Module overview

ELECTIVE	Sustainable Entrepreneurial Thinking (SET)
Lecturer(s)	Nina de Korte, Gijs Vermeulen
Period	July 2023
Pre-Assignment	Yes, page 12
Exam type	- Participation (20%) - Group pitch (40%) - Reflection Presentation (40%)
Fieldtrip(s)	a.o. Visit to a social enterprise
Teaching and learning strategy	Hackathon, Personality assessment, Impact measurement, Interactive learning and learning through experimentation
Learning outcomes	- The student is able to reflect on their own values, attitudes and abilities and appreciate with diverging values, attitudes and abilities in relation to one or more SDGs. - The student is able to take on critically their role as an active global citizen in the challenge of tackling global and local (glocal) problems. - The student can compare various models that explain sustainable challenges that global society faces. (The student can design business solutions to address systemic problems related to one or more of the SDGs.)
Language of instruction	English

1. Introduction to the module

1.1 Course outline

Course background

Sustainability is an adjective; you have to first determine what you are trying to sustain; you? the planet? a company? The Sustainable Development Goals (SDGs) are a shared blueprint for peace and prosperity for people and the planet, now and into the future. But tackling the SDGs starts with you and the choices you make.

Do you want to understand how we can use our own skills to have a positive impact on our world and the challenges we face as a global society? Do you have what it takes to be an entrepreneur and contribute? Are you a critical thinker, a creative mind or a planner? How do your passions and skills align with the SDGs? If so, then this summer school module is perfect for you.

Course Description

This interactive and dynamic module will explore the concept of sustainability and how it applies to you, the planet and organisations. The course adopts innovative forms of learning to help you explore this topic. You will be introduced to set of practical tools, such as learning how to measure your own footprint, exploring meditative techniques that allow you to reach your maximum potential, and identifying your own role within an organisation. You will learn about global challenges that we face as a society and that act as the foundation of the SDGs. And this module foremost explores and how you can use innovative entrepreneurial thinking to tackle afore mentioned societal challenges. *(You will take on the mindset of a sustainable entrepreneur during a 3-day hackathon to develop an innovative solution to an SDG challenge of your choice. Through design thinking principles you go through a start-up incubation process; step-by-step. Finally, you will learn how to pitch your solutions to a panel of judges.)*

1.3 Outcomes of the module

During this course students are pushed to learn at various levels. Millers taxonomy has been adopted to define the level of learning. In this taxonomy we differentiate between 4 levels of learning. In the course we will focus on the first 3 levels of learning using the following activities.

Learning Outcomes Upon completion of this module the student is able to	Level
Reflect on his/her own values, attitudes and abilities and appreciate with diverging values, attitudes and abilities in relation to one or more SDGs	▪ 3
Take on critically his/her role as an active global citizen in the challenge of tackling global and local (glocal) problems	▪ 4
Compare various models that explain sustainable challenges that global society faces	▪ 2
Design business solutions to address systemic problems related to one or more of the SDGs.	▪ 4

Level 4: Does (action)

Level 3: Shows (performance)

Level 2: Knows how (competence)
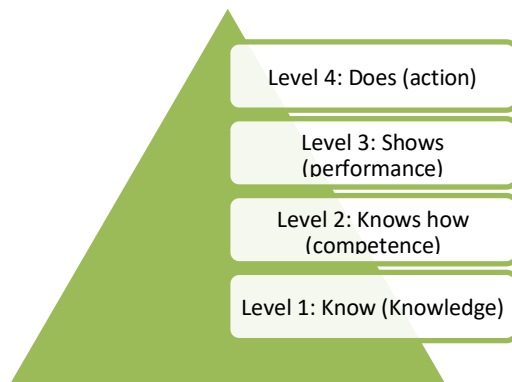
Level 1: Know (Knowledge)

Figure 2 Miller's pyramid

1.4 Workload and credits for the module

Number of contact hours & self-study should add up to the ECTS standard of 28hrs per ECTS. There are 3 ECTS (study credits) reserved for the module. These correspondents with 84 hours of work per student.

During this module you will follow lectures and workshops. Attendance is **mandatory** attendance. Next to this we expect you to do self- study and work on assignments. You can read more about the assignments and their deadlines in the chapter on assignments.

#	Assessment	Assessment %	Estimated workload
Individual assessment			Hours spent
1A	Pre-assignment	Knock-out criteria*	4 hrs
1B	Participation	20%	10 hrs
1C	Individual Reflection presentation	40%	15 hrs
Group assessment			
2A	Group Pitch	40%	15 hrs
Non-assessed workload			
3	In-class attendance	0	40 hrs
	Total	**100%**	**84 hrs**

*Note: The pre-assignment must be completed before the start of the course.

2. Introducing the module team and guest speakers

Gijs Vermeulen - Sustainability expert

For the past 15 years Gijs has been involved in sustainability, always from different roles. Started as an auditor advising, preparing and auditing CSR reports. Then pursued a long-held desire to teach and inspire students by integrating sustainability into higher education. To find a better work-life balance and enjoy more, family, friends and nature now working part-time as a policy officer on sustainability for the printing industry. In this role he advocates on behalf of the Dutch Graphic industry and follows and influences European and national legislation, but mostly tries to accelerate sustainability by providing business support. Besides this job he also advises entrepreneurs, acts as a free-lance lecturer and supervises graduation projects at HHS. Gijs is also a board member of various foundations (PRN, ASF, Studio Pancake).

Nina de Korte - Communication expert - impact startups

As a surfer, Nina experienced the degradation of coastal waters due to the fossil fuel industries' malpractices first hand. This experience also fired her enthusiasm for the possibilities of energy and cleantech innovation such as floating solar parks, seaweed farms and offshore wind energy. She worked for an energy tech startup where she built the monitoring app EnergyFlip. Nina started a social enterprise in 2017. Her experience as a social entrepreneur led to a guest lecturing position in the minor Social Entrepreneurship at THUAS. Nina is driven by curiosity, focused on sharing insights and stories in an enticing way. If we leave the energy transition just to engineers - we're not going to get everyone on board. It's essential that we build a new narrative for business success - the Silicon Valley model of 'growth at all costs' is outdated. We should instead strive for a diverse economy, where businesses put impact first - and not only on the marketing page of the corporate website. A way to accommodate this future is to adopt new business forms, such as steward-ownership. Nina is founding member of We Are Stewards, an expert body on steward-ownership in the Netherlands.

3. The structure of the module

This module consists of a mixture of lectures, interactive workshops, inspirational guest speakers. The lectures will help you gain a comprehensive understanding of sustainability and entrepreneurial processes. Interactive workshops are used to help you apply your learnings from the lectures to cases. Guest speaker sessions will help inspire you to take action and deepen your understanding of issues tackled during the lectures and the workshops.

Week 1	Description

Monday July 4 – 14:00-1700	**Class 1:**
	    A. Introduction to SET
	After a general outline of the whole course, Monday's session explores the concept of sustainability; firstly, on a personal level, secondly on planetary level, and finally for the majority of this course on an entrepreneurial level. The reasoning behind the order is that as a sustainable entrepreneur we need to practice what we preach, and we need to know what global challenges we can turn into a value creating entrepreneurial proposition.
	
	    B. Sustainable you
	Monday's session first explores the practical side to sustainable you. In this session, you learn about the ecological footprint concept, how you can measure your own ecological footprint, and how you can alter your own behaviour and activities on a path to a more sustainable lifestyle. You also set targets for the time you are with us.
	
	Homework: TBA

Tuesday July 5 11:45 - 1300	**Class 2: Sustainable planet; the road to the Sustainable Development Goals** The majority of Tuesday's session explores how sustainability applies on a planetary level, and what global challenges underpin the SDGs. Tuesday's session ends with various general solution directions to address these challenges.

14:00-17:00	individual assignment: during this session you will pick a SDG challenge that you want to tackle as an individual. Make one slide about this SDG and prepare to present it in class in one minute. You will present your SDG slide in class.
Wednesday July 6 11:45 – 13:00 14:00-17:00	**Class 3: Sustainable organizations** We continue with solutions towards global challenges, but the focus is on organizations, and in particular on frontrunner companies that are using global challenges as identified in the SDGs by turning them into drivers of innovation and long-term growth. This session is the final stepping stone towards the main focus of this module; the sustainable entrepreneur in you. You will be guided through an exercise to understand your own passions, traits and skills in tackling the SDGs. What are your entrepreneurial traits? What professional roles fit you best? Based on these exercises, and SDG preferences, we will form groups of 3-4 students to work on the sustainable business idea.
Thursday July 7th 11:45 – 13:00 14:00-17:00	**Class 4: The sustainable entrepreneur in you** Morning; first meditation session **Hackathon - diamond 1 - Understand** During the first phase of the hackathon the groups will work on understanding the nature of the group's problem. We will investigate the conditions around the problem and the stakeholders involved. During this class you will learn how to analyse your ecosystem. This includes drafting an issue tree and discovering the main beneficiaries.

	Reflection emission assignment
Friday July 8th 09:30 – 13:00	Morning; Meditation session **Hackathon - diamond 2 - Develop** Today kicks off the idea and solution phase of the course. We will use a range of techniques to develop and fine tune various solutions for our challenge. What is the product or service that you are bringing to the market? The groups will develop an MVP and set up a field research test.
Week 2	
Monday July 11th 11:45 – 1300 14:00 -17:00	Morning; final meditation session **Hackathon - diamond 3 - Delivery** During the third phase of the hackathon we will focus on getting our startup idea into a more worked out business model using the Triple Layer Business Model Canvas. The TLBMC is a new version of the classic Business Model Canvas that aims to embrace triple-layer thinking. You will use your field test results to improve your MVP.
Tuesday July 12th	**Field trip and Storytelling**

TBA – 14:00 14:00-1700	Field trip Amsterdam: canal tour with Lampedusa - an organization run by refugees **Guest lecture: Storytelling** In session you will receive training on storytelling to prepare you for your final pitch on Thursday. Guest lecture: Story-telling and Pitching by Willem Dieleman, entrepreneur and author of Pancake Adventures
Wednesday July 13th - 1145 – 1300 14:00- 17:00	**final presentations** You will work on pitching your idea
Thursday – 11:45 – 1300 14:00 – 17:00	**Q&A on final presentations** You will work on pitching your idea. **Field trip sustainable enterprise, The Shore, Scheveningen Beach** During this session we will visit a sustainable enterprise to learn directly from the do'ers. **Individual reflection presentation:** In this session we will continue learning about sustainability practices and you will present the results of your own footprint (of choice) results and set a new target. Finally, we will reflect on your future role and potential to be the best possible change maker.
Friday 9:30 - 13:00	**Group Pitching event @Museonomniversum** During this session you will pitch your final business idea and why you are the best sustainable entrepreneur to make your idea happen. There will be a panel of experts from the industry to judge your ideas. This will be the final event of the course.

4. The assignments

In the SET module we have three types of assignments, the pre-assignment is a mandatory preparational activity needs to be completed prior to the start of the module, and the Assignment for SET which needs to be completed successfully to obtain the credits (ECTS)

In total there are three formal assignments; The Pre-Assignment Before the start of the course you must complete the (1) pre-assignment. At the end of the course you will need to complete two assignments; (2) a group pitch to present your SDG solution as a result of the hackathon and (3) a reflection presentation to demonstrate your personal development during the course.

Beside these three assignments you may receive small tasks to complete after each class. These tasks may include reading or preparing something small for the next day. Below a description of the 3 formal assignments is provided

(Pre) Assignment 1: Preparing for SET

The pre-assignment will help you prepare for this course. The assignment is broken down into 3 mini-assignments described below. <u>You should start this assignment at least 1 week before the course as you need to log your activities for a week</u>. In total this assignment should not take you more than a 20 minutes per evening. Below each mini-assignment is described:

1) Mini-assignment 1: Watch this short film about sustainable enterprise Bureo: https://www.youtube.com/watch?v=4LHMZmtpZdg Write down what problem these entrepreneurs are tackling.
2) Mini-assignment 2: Tell us what sustainable entrepreneurial thinking means to you
3) Mini-assignment 3: Keep a daily diary for seven days before the start of the course

Mini-assignment: Tell us what sustainable entrepreneurial thinking means to you

In the Sharepoint environment for SET post a link to an article that challenges you and explains what sustainable entrepreneurial thinking means to you. The course instructors have each uploaded an article of their own to give you an example.

- Include a reflection on the article you have posted. You can post your reflection as a comment to the article (click on 'start a thread'). The following questions may help you write your reflection:
    - Why do you think the article is relevant to sustainable entrepreneurial thinking?

- What are your key takeaways from the article?
- What do you agree or disagree with from the article?
- Next, comment on at least 2 articles posted by other students in the channel. To do so, simply comment under the articles thread.

Mini-assignment: Keep a daily diary

Tackling the SDGs starts with you. Many of us want to understand how we can use our own skills to have a positive impact on our world and the challenges we face as a global society. Do you have what it takes to be an entrepreneur and contribute? Are you a critical thinker, a creative mind or a planner? How do your passions and skills align with the SDGs? To be a sustainable entrepreneur we need to practice what we preach, or at least have an understanding of your behavior.

For the diary assignment we would like you to keep track of your weekly routine by filling in the template that can be found in the annex. We do not ask you to make this an exact science, you can round of numbers and can make use of averages or google maps for calculations of distances. We will use this diary during the programme to help you understand and improve your current routines and practices.

Make sure you bring the dairy to our first session and be prepared to discuss and debate your articles and reflections during day 1 of the programme.

Assignment 2: Individual Reflection Presentation

On the last day of class, you will complete your final assessment the reflection presentation. During this reflection, you will present, in 5 minutes, your personal growth and development throughout the course. To do this effectively you should incorporate the learnings from class into your presentation and use your daily log (that we will discuss in class 1) to explain your reflection. The reflection presentation will be assessed according to the following five criteria:

1. **Sustainability and you –** Explain what you have learnt about sustainability and how you see yourself contributing to the SDGs. (20%)
2. **Entrepreneurial thinking –** Reflect on your entrepreneurial skills and traits. How would you position yourself in the future to be an effective changemaker? (20%)
3. **Impact measurement –** Present the outcomes of your footprint (of choice) results. You should include at least the footprint calculation based on your dairy (pre-assignment), although we prefer you to track your footprint throughout the two weeks. Explain (in relation to the SDGs) why and how you want to change your footprint (without lowering your quality of life) and set new targets. (20%)
4. **Future Contemplation –** Reflect on the use of meditation techniques and how these have or have not improved your personal development and insights into your abilities. Suggest at least 5 consequent areas for growth in the next 6 months and how you plan to achieve these. (20%)
5. **Quality –** Quality of your talk, time management (20%)

Assignment 3: Group Pitch

During the hackathon (this takes place half-way through the course), you will work in groups to tackle an SDG challenge of your choice. The outcome of this hackathon will be a 5 min pitch to a panel of judges followed by a brief Q&A for clarification. For the pitching event, you will be assessed on the following five criteria:

1. **Impact -** Clear understanding of the SDG challenge and the potential for positive impact through your solution (20%)
2. **Product potential -** Innovativeness and clarity of product/service and market opportunity (20%)
3. **Business feasibility -** Feasibility and clarity of financial and implementation plan (20%)
4. **Wow factor -** Quality of the pitch and ability to sell the idea (20%)
5. **Quality -** Quality of presentation, use of media, time management (20%)

5 The assessment

The assessment has a pass/fail structure, student need to pass the individual elements and meet the knock-out criteria

5.1 Knock out criteria

- Attendance (3), students need to be present at all events as mentioned in the schedule. Students that fail to attend more than *2 classes* will not be able to pass the module
- Pre – Assignment (1A), students need to complete the pre – Assignment.

5.2 Assessment Matrix

Formal assessment is comprised of 3 parts. These are listed as 1B, 1C and 2A in the table below. The rubrics below details the requirements of each assessment to receive a fail, pass or excellent.

	FAIL	PASS	EXCELLENT
1B Participation *1B is achieved through 1) attendance, 2) Actively engage in class activities and 3) completing slack task on time*	The student has on more than two days not met the participation criteria. (The student receives an official warning before participation is failed for that day.)	The student actively participates in most of the organised activities according to the provided instructions.	The student actively participates in all the organised activities according to the provided instructions and has on four occasions exceeded the expectations.
1C Individual reflection presentation			
Sustainability and you	Student does not discuss both their view on sustainability and their own potential contribution to the SDG, or shows no understanding of either	Student discusses a view on sustainability and their own potential contribution to the SDGs that shows a least a minimum understanding of both	Discussion on both sustainability and the potential contribution to the SDGs View on sustainability aligns with widely accepted definitions.

		sustainability as a holistic concept and a feasible contribution to the SDGs	Thorough and comprehensive understanding of their contribution to achieving the SDGs
Entrepreneurial thinking	No sense of own potential role to be an entrepreneurial change maker	Good sense of own personal traits and skills acceptable translation of those traits to entrepreneurship	Good sense of own personal traits and skills Clear and realistic translation of own skills and traits, and how to use those to be a changemaker
Impact measurement	Student did not measure footprint and/or the calculation to measure the footprint has mayor omissions	Student has calculated their footprint in a basic manner and has selected the obvious footprint elements related to the SDG of choice.	The footprint calculation is extensive and the footprint reduction is connected to an SDG in a convincing manner.
Future contemplation	No reflection on the use of meditation and its potential relation to personal development and insights into abilities. No suggest of any areas for growth in the next 6 months And no plans on how to achieve these.	Reflection on meditation its potential to personal development 3-5 consequent areas for growth in next 6 months General idea on how to achieve these	Comprehensive reflection on meditation and its potential to personal development At least 5 areas for growth in the next 6 months and thorough understanding on how to achieve these
Quality / presentation skills	Student does not comply with time limit (under 3 minutes / over 7 minutes), and /or required elements are not included	Presentation is within set time limit, has a clear structure and all required elements are included. Student is able to answer most Q&A questions	Very well-structured presentation, reflection is given in a convincing manner and all Q&A questions can be addressed.
2A Group Pitch			
Impact	No understanding of the SDG challenges and the potential for positive impact through your solution	Decent understanding of SDG challenges and acceptable link to the positive impact of the suggested solution	Clear understanding of the SDG challenges and the potential for positive impact through your solution
Product potential	Little to no Innovativeness No clear sense of product/service and/or market opportunity	A product with enough distinction that has some viability	High level of Innovativeness (view known equivalent competitive value props Clear

			sense of product/service and market opportunity
Business feasibility	No feasible and clear financial and implementation plan	General sense of what is needed both financially and operationally	A detailed financial and implementation plan that is both clear and feasible
Wow factor	Unclear what the plan is, a dragon den no go	Well articulated acceptable idea that is reasonable convincible	Well-articulated, energized I have dream crowd and jury pleaser
Quality	Poor/distracting visual support, out of time, or no pitch	Clean, acceptable use of visuals in relation to storyline, no overuse, within set time frame	Perfect visual support to strengthen main claim to fame, within set time frame

To pass the course the student needs to pass all elements, or can only fail 1 element and must compensate with at least 1 'excellent' to score an overall pass, to score overall excellent the student needs to score 'excellent' on 75% of the elements and <u>cannot</u> have a 'fail'

6. The Schedule

	Monday 3st July		Tuesday 4nd July		Wednesday 5rd July		Thursday 6th July		Friday 7th July
9.30-11.00	*Opening*	9:30 - 11:00	*General Module*	9:30 - 11:00	*General Module*	9:30-11:00	*General Module*	9:30 - 11:00	Elective
11.00-11.15	**Coffee break**	11:00 - 11:15	**Coffee break**	11:00 - 11:15	**Coffee break**	11:00 - 11:15	**Coffee break**	11:00 - 11:15	**Coffee break**
11.15-12.30	General module	11:15 - 12:30	Session 2: sustainable planet; looking at challenges that underpin the SDGs	11:15 - 12:30	Session 4: sustainable planet continued; looking at general solution directions, and how companies are creating shared value	11:15 - 12:30	Session 6 meditation	11:15 - 12:30	Session 8 meditation
13:00 - 14:00	Lunch	13:00 - 14:00	Lunch	13:00 - 14:00	Lunch	13:00 - 14:00	Lunch	13:00 - 14:00	Lunch
14:00-17.00	Session 1 introduction to the module, exploring the concept of sustainability and measuring your own footprint	14:00-17:00	Session 3 continuation sustainable planet	14:00-17.00	Session 5 the sustainable entrepreneur in you	14:00 - 17:00	Session 7 Hackaton / Diamond 1	14:00-17:00	Session 9 Hackaton / Diamond 2

	Monday 10th July		Tuesday 11th July		Wednesday 12th July		Thursday 13th July		Friday 14th July
9.30-11.00	*General module*	9:30 - 11:00	Field trip Amsterdam	9:30-11:00	General Module	9:30 - 11:00	General Module	9:30-11:00	Final pitches @onmniversum
11.00-11.15	**Coffee break**	11:00 - 11.15		11:00 - 11:15	**Coffee break**	11:00-11:15	**Coffee break**	11:00 - 11:15	**Coffee break**
11:15-12:30	Session 10 Meditation 3	11:15 - 12:30	Field trip Amsterdam	11:15 - 12:30	Work on presentations	11: 15 - 12:30	Q&A on final presentations	11:15 - 12:30	Closing ceremony

13:00 - 14:00	Lunch	13:00 - 14:00	Lunch	13:00 - 14:00		13:00 - 14:00	Lunch	13:00 - 14:00	Takeaway lunch
14:00-17:00	Session 11 Hackaton / Diamond 3	14:30-17:00	Session 12 Storytelling workshop	14:00 - 17.00	Work on presentations	14:00-17.00	Field trip to sustainable enterprise The Shore Scheveningen	14:00 - 15.00	
							Presentation personal refelection	15:00 - 16:00	

Pre-assignment keeping a diary: Preparing for SET

#	means	unit	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	Distance by car	KM/miles							
2	Taxi	KM/miles							
3	Bus	KM/miles							
4	Train	KM/miles							
5	Flight	KM/miles							
6	Shower-time	Minutes							
7	@home (not sleeping)	Hours							
8	meat	grams							