

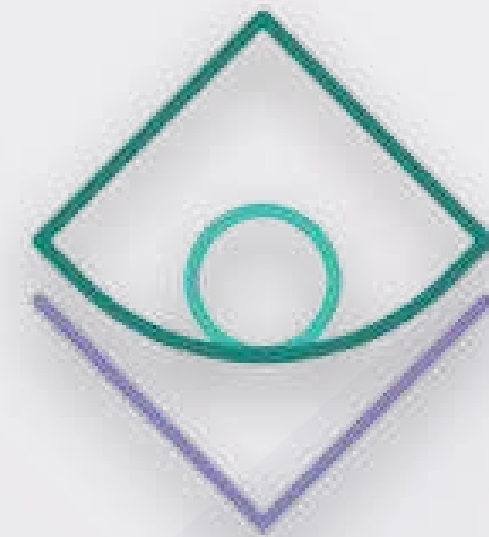


Educator's Guide

MODULE 3

Life-centered business model. Testing sustainability value proposition and sustainability compass development

Prepared by:



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in sociAL EntrepreneUrshiP



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Learning approach

- Active learning

Teaching method

- Blended-learning opportunity
- F2F training
- Individual e-learning



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LEARNING OUTCOMES

After completing the module, learners will acquire the following knowledge, skills, and competences:

Knowledge

- Understand life-centered business models, their features, benefits, and challenges.
- Familiarize with the Sustainability Compass and its applications.

Skills

- Develop and test sustainability value propositions.
- Apply the Sustainability Compass to analyze and improve business models.

Competences

- Ability to integrate sustainability into strategic decision-making.
- Competence in using tools for sustainable innovation.



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Preparation

Before the session, participants must read Module 3, focused on concepts like life-centered business models, sustainability value propositions, and the Sustainability Compass.

Warm-up/ice - breaking activity

As a **warm-up/ice-breaking activity**, ask participants to share examples of businesses they believe align with life-centered principles and discuss why.



MODULE OVERVIEW

At the beginning of the session, a trainer gives an **overview of the module.**

FACILITY/EQUIPMENT

- Computers with Internet access
- Tablets or additional smartphones
- Projector and screen
- Handouts with activity instructions, case studies, Sustainability Compass templates.
- Wi-Fi access

INTRODUCTION

Provide an overview of life-centered business models and sustainability principles. Highlight the role of the Triple Bottom Line (People, Planet, Profit). Divide participants into two groups.

MAIN TASKS / PROCEDURE

1. Case Study Analysis

- Assign groups real-world business scenarios.
- Task: Identify sustainability challenges and propose solutions using the Sustainability Compass.

2. Sustainability Value Proposition Development

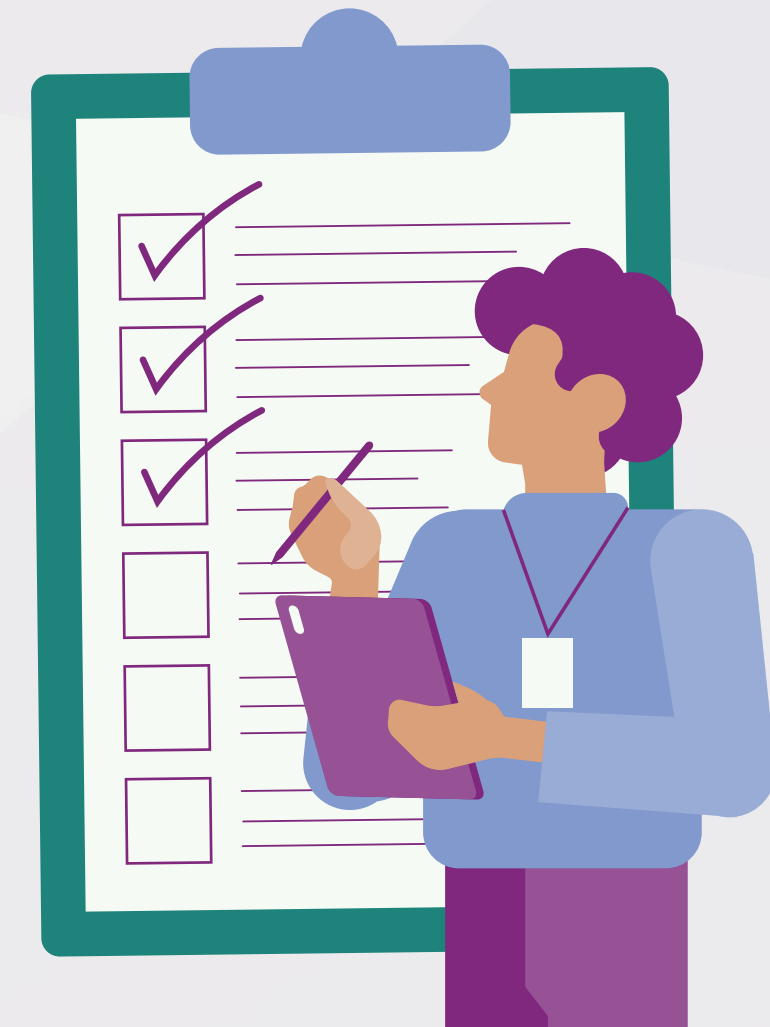
- Introduce the Sustainability Value Proposition Canvas.
- Task: Each group creates a value proposition for a fictional or real company.

3. Building and Applying the Sustainability Compass

- Teach participants to develop goals, metrics, and actions.
- Task: Groups apply the compass to refine their proposed solutions.

4. Testing and Refining Proposals

- Conduct peer reviews and use feedback loops for iterative improvement.
- Encourage groups to refine their ideas based on critiques.



COMPLETION AND DEBRIEF

- Groups present their findings and proposed sustainability strategies.
- Facilitate a discussion on the application of sustainability tools in business.

Questions to guide discussion:

1. What did you find most challenging about developing a sustainability value proposition?
2. How can the Sustainability Compass aid businesses in strategic planning?



CLOSING

Thank participants for their active engagement. Encourage them to incorporate sustainability tools in their professional or academic projects.



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TIPS/ADDITIONAL ACTIVITIES

- Encourage participants to explore advanced technologies (e.g., AI, IoT) that enhance sustainability.
- Discuss examples like Patagonia and Interface to showcase successful models.
- Suggest independent research on the Triple Bottom Line and Circular Economy.

Additional Resources:

- [UN Sustainable Development Goals \(SDGs\)](#)
- [Exploring Sustainable Value Proposition Tools](#)



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