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Title of the Microlesson: Think Differently, Build A More Sustainable Business

Competence Addressed EntreComp – Ethical and Sustainable Thinking

Key Message: Sustainability means finding creative ways to use resources wisely, reduce waste, and create value from things that might otherwise be discarded.

Learning Objectives

By the end of the lesson, learners will:

- Understand sustainability as a business strategy.
- Recognise how sustainable decisions can reduce costs and improve efficiency.
- Identify simple opportunities to use resources more effectively.
- Reflect on practical changes that could make a business more sustainable.

Content:

This micro-lesson introduces sustainability from an entrepreneurial perspective. Learners discover that sustainability is not only about protecting the environment, but also about improving business performance through smarter use of resources.

The lesson encourages learners to evaluate everyday business decisions by asking practical questions, such as reducing paper use, choosing reusable packaging, sourcing locally, or lowering energy and water consumption. Small improvements can reduce costs while creating long-term environmental and economic value.

How to use this microlesson:

Warm-up (5 min)

Ask learners: “Have you ever noticed a business wasting materials, energy, or money? What could have been done differently?”

Invite participants to share examples.

Show the infographic (5 min)

Explain the concept of sustainability and discuss the examples shown in the microlesson.

Reflection activity (5–10 min)

Ask learners to imagine they own a small business. Invite them to identify one activity that could become more sustainable by asking questions such as:

- Could some materials be reused?
- Could paper be replaced by digital solutions?
- Could energy or water use be reduced?
- Could products be sourced locally?
- Which change would also reduce business costs?

Learners present their idea to the group.



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Assessment/feedback:

Ask: What is one sustainable change you could introduce in a small business that would also reduce costs?

Duration:

15- 20 minutes