



Title of the Microlesson:
Sustainability in Small Business

Competence Addressed:
EntreComp - 1. Ethical and Sustainable Thinking

Key Message:
Sustainability helps small businesses become more responsible, efficient, and competitive by reducing waste, saving resources, and creating long-term value

Learning Objectives:
By the end of the lesson, learners will:

- Understand what sustainability means in a business context
- Recognise the benefits of sustainable business practices
- Identify practical actions that can make a business more sustainable
- Reflect on how sustainability can create value for customers, communities, and the business itself

Content:
This microlesson introduces sustainability as a practical approach to running a business. Learners discover that sustainability is not only about protecting the environment but also about supporting people, reducing waste, using resources responsibly, and creating long-term value. The lesson explains how sustainable businesses can build trust with customers, reduce operating costs, strengthen their communities, and remain competitive over time. Learners are also introduced to simple actions such as reducing paper use, buying locally, choosing reusable materials, monitoring energy consumption, and encouraging responsible practices.

How to use this microlesson:

Warm-up (5 min)

Ask learners: “What makes a business responsible?”
Collect a few answers and discuss them briefly.

Show the presentation (5 min)

Explain the main concepts:

- What sustainability means for a business
- Why sustainability matters
- Practical actions entrepreneurs can take
- Starting small and improving over time

Reflection activity (5–10 min)

- Which business activity could become more sustainable?
- Which resources could be used more efficiently?
- Which action would reduce costs?
- How would customers or the local community benefit?

Learners can work individually, in pairs, or in small groups.

Assessment/feedback:
Ask: “Name one sustainable action that could improve a small business and explain why it would benefit the business.”

Duration:
15 - 20 minutes