SED Workshops – Program for Rural IEDs

Workshop #2 - Creating Solutions for The Future

Description: Students will establish their business idea by defining their work team and their respective roles while they learn how a sustainable practice can be implemented.

Objectives:

- Define how to implement sustainable practices in my business
- Establish my business idea and team roles

Workshop Description

1. **Warm-up: Make an impact! (15 min)**

In groups of 5 people, students will create an impactful logo and slogan for a fictional product. To complete this, they will have 7 minutes. Once they have finished, they will share what they did with their classmates, and they will decide what was the product that caught their attention the most.

Before finishing this activity, the teacher will mention that this session's outcome will be something like this, however with some extra steps that must be considered before starting a business.

2. **Activity #1: Strong together (20 min)**

Students will have to decide on the 5 members of their business team; they can choose freely, but the team must include someone who has not been part of the entrepreneurship workshops before. Besides, the team must have 5 members, not less than that.

Note: This has already been done by the students, the teacher will limit only to mention that they must organize in the Entrepreneurship groups

Once they have their team members, they will see a slide that contains information about the different roles of a team. What they must do is to see what roles can be executed by each team member (at least one per category). Once they have analyzed and chosen the roles of the team members, they will explain to another group why they decided that.

3. **Activity #2: Creating Impact (35 min)**

Students will have the time to decide the product or service they would like to implement as their business project; they must remember that: The product or service must respond to something that can be part of both the Colombian and the USA market. The business logo proposal must be put in the Logbook, along with the answer to the question “Why did you select this idea?”.

Once students had finished the logbook entry, they will share what they did with another group and answer to these questions:

- What makes my business so different from others?
- How does it contribute to the world?
- Is your business sustainable? (Teacher should explain what sustainable is)

4. **Activity #3: Not everything is about the business (25 min)**

After students had shown their business ideas and answers to the questions the following posters will be shown to them:





Link to the posters:
https://www.canva.com/design/DAHDDAZigWc/2Wxf8_n_D2ovMEEJh4i7tQ/edit?utm_content=DAHDDAZigWc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

To reinforce the sustainable practices, and how they can be implemented the following sustainable practices will be shown to the students:

USA companies:

- **Clif Bar and Company**: 76% of all their ingredients are organic. Currently working on powering their facilities with 100% renewable energies.
- **Current Foods**: It has developed plant-based fish alternatives.
- **Wholesome Culture:** Use of eco-friendly water-based ink, made from 100% organic cotton. All garments are made to order which means no over production and minimal waste of materials.

Colombian companies:

- **Atrezzos SAS:** Reuse and recycle their bottles.
- **Maglo Trading SAS:** Production of reusable bags.

- **Green Andina Colombia:** Committed with a circular economy to produce cosmetics from natural materials.

In their groups, students will mention what things they can include as part of a sustainable business, the teacher will remind them that their business products' resources may be limited by the kind of product or service they offer, thus, they should look for a solution for the future.

Then they will have to propose a sustainable practice for their businesses and draw it in a piece of paper. This should be presented to all the groups in an open sharing moment.

Finally, the teacher should mention that not everything in the list must be completed or that their entire business must go around a sustainable practice, but a contribution always is beneficial for all the parts.

5. Survey (5 min)

Students will complete the workshop survey

6. References

- Lai, O. (2022, May 19). *12 best sustainable companies in the USA*. Earth.org. https://earth.org/sustainable-companies-usa/
- Procolombia. (n.d.). *Así crecen las empresas colombianas que implementan buenas prácticas de reciclaje para exportar*. Procolombia. Retrieved March 10, 2026, from https://procolombia.co/colombiatrade/exportador/articulos/asi-

crecen-las-empresas-colombianas-que-implementan-buenas-practicas-de-reciclaje-para-exportar

- Webmarketing, R. (2024, August 12). 10 Prácticas Sostenibles para tu Empresa. *Recicla Más*. https://reciclamas.com.mx/10-practicas-sostenibles-para-que-tu-empresa-se-mas-sustentable/?srsltid=AfmBOorHxcLerqBYQtwqfSy4wPcU3FBIXuZ0R5ek2FX0k6LH7tm9VMRs