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Conscious Entrepreneurship

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Master: “Conscious Entrepreneurship”

Course Overview for Conference on Conscious Business Education

Barcelona, Spain, 27 – 28 June 2023

CONSCIOUS BUSINESS CURRICULUM

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	General & Strategic Management	Marketing	Supply Chain & Manufacturing	Finance	Organization & Culture	Leadership
Bachelor	Introduction to Conscious Business	Conscious Marketing and Communications		Integrated Reporting	Conscious Organizations	Conscious Leadership Principles
					Cross-cultural Management and Leadership	
Graduate	The 4 Tenets of Conscious Business	Conscious Brand Leadership	Conscious Logistics and Supply Chain Management	Sustainable Finance	Conscious Organizations and Transformation	Conscious Entrepreneurship
	Performance and Progress			Financial Management	*Integrative Law*	Impact Entrepreneurship
	Strategic Risk and Governance; An ethical approach			Impact Investing		Conscious Leadership
	Impact Assessment through Theory of Change			Values-based Banking		
	The Empirics of Conscious Business					
Executive Education	Essence of Graduate Courses with real life examples and conscious business cases					

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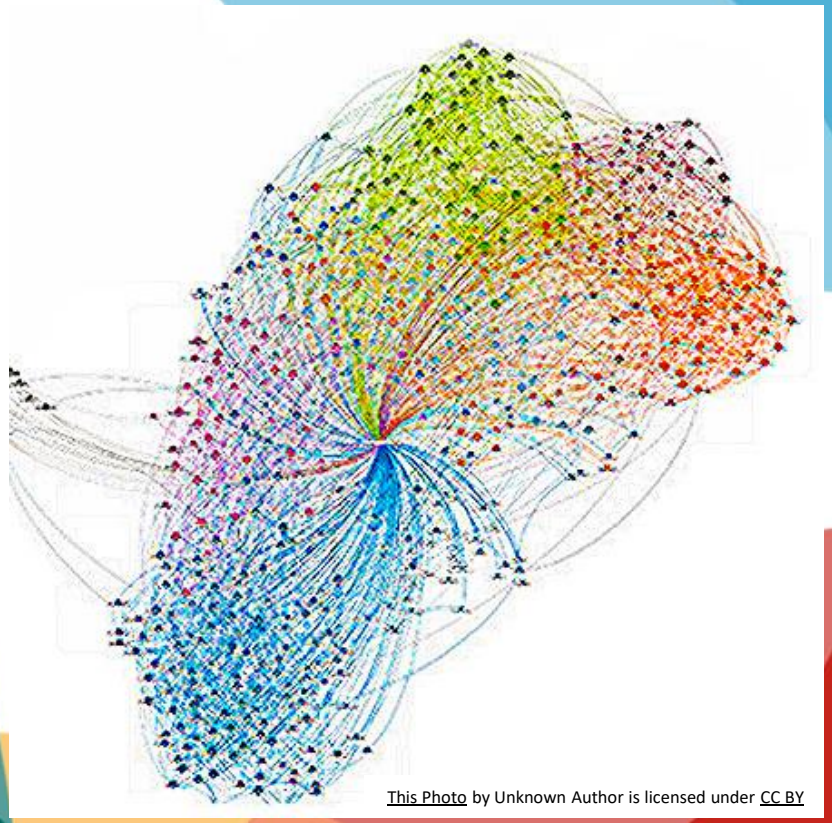


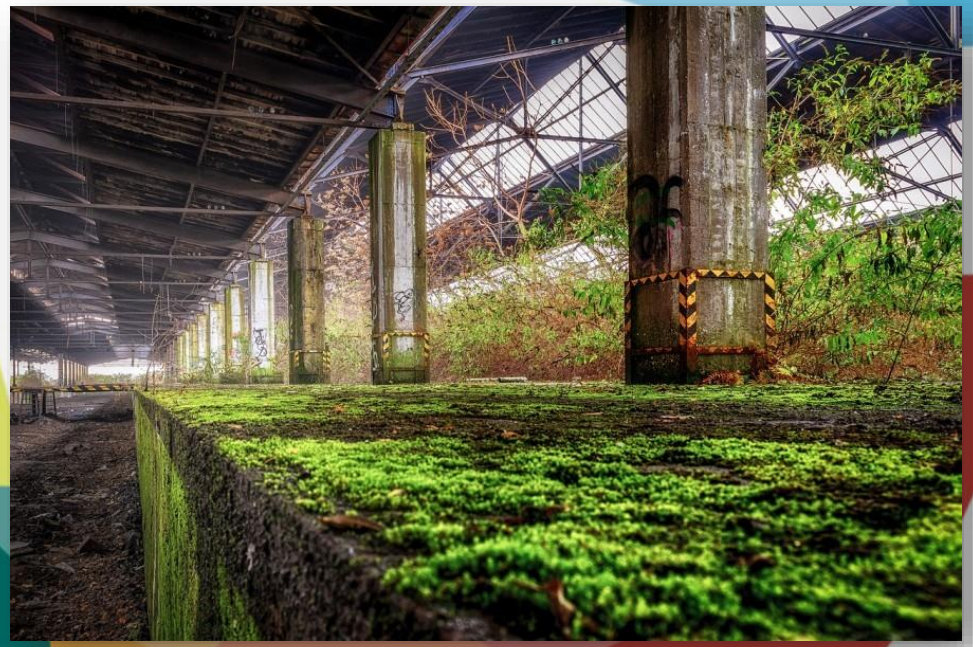
“Conscious Entrepreneurship”

The focus of this innovative entrepreneurship course is to **create a deep understanding for the impact of one’s own actions on nature and thus on people as an entrepreneur**. Parts of the course take place **in nature or in transitional spaces**, such as abandoned factories. The students consciously learn how nature solves challenges itself and how it has developed the perfect "circular economy". Students are encouraged to **tap into the wisdom of nature to develop a valid business idea that has a positive impact on nature and people**.

Students learn to use **tools from a range of concepts: Cradle-to-Cradle, Biomimicry, Nature-based Solutions and Conscious Capitalism**. Using a **“Conscious Entrepreneurship Impact Matrix”** they created themselves, the students develop their product and business ideas. As part of practical course elements, the students develop a **prototype** for their idea. In this process they are constantly accompanied by a preceptor.

Throughout the course, after each course element, students keep a **self-reflective journal to document their personal development throughout the course** and how they again and again connected with the immersive experience at the beginning of the class.

Graduate: “Conscious Entrepreneurship”



This Course is Unique Because:

- Students spend the initial class in nature or a transitional space (full day)
- Students make use of analogue photography documentation
- The course includes teachings in nature based principles (e.g. biomimicry, nature based systems, …)
- Students continuously work with a “Conscious Entrepreneur Impact Matrix” as well as a self reflection journal

Overview - Master:

Master: “Conscious Entrepreneurship” (3 ECTS)

<u>6 Modules</u>

One full day outdoors kick-off-seminar (Module 1)

Four 2 to 3-hours classroom seminars (Module 2-4)

One full day (or 2x half days) prototyping (Module 5)

2-3 hours final pitch presentation (Module 6)

<u>Assignments</u>

- Observation presentation (after day 1)
- Conscious Entrepreneur Impact Matrix design
- Self-reflection journal

<u>Assessments</u>

1. Individual class assignments (20%)
2. Prototype and impact presentation (40%)
3. Final exam (40%)

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Modules

Master: “Conscious Entrepreneurship” (3 ECTS)

1. Awareness
2. Creating insights and connecting with frameworks
3. Creating a “Conscious Entrepreneur Impact Matrix”
4. Conceptualization and practical prototype development
5. Business aspects
6. Pitching the prototype – and the impact

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1. Awareness

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Awareness

This module is held outdoors. Students and lecturer immerse into nature or a transitional space such as an abandoned factory. In this module students...

- ... immerse into a natural environment
- ... learn from a naturalist/farmer/forester/architect about the interdependencies in nature
- ... become aware of the solutions nature provides to challenges and learn how to see them
- ... learn and experience awareness through conscious practices
- ... observe and document what strikes them.

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2. From observations to insights

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From observations to insights

This module explores concepts that are crucial for developing a conscious business idea, which only can benefit nature.

- Understand of the “Cradle-to-Cradle” (C2C) concept
- Understand how Biomimicry feeds into the C2C concept.
- Make use of databases such as AksNature as well as Miniwiz
- Introduction of the “Nature-based solutions” (NBS) concept
- Broadening the perspective with the four tenets of Conscious Capitalism
- Create insights from the observations made in nature, based on the introduces concepts

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Nature doesn’t know trash.

In nature any natural growth leads to utility for the whole system.

Source: https://cradle-mag.de/artikel/cradle-to-cradle-prinzip.html

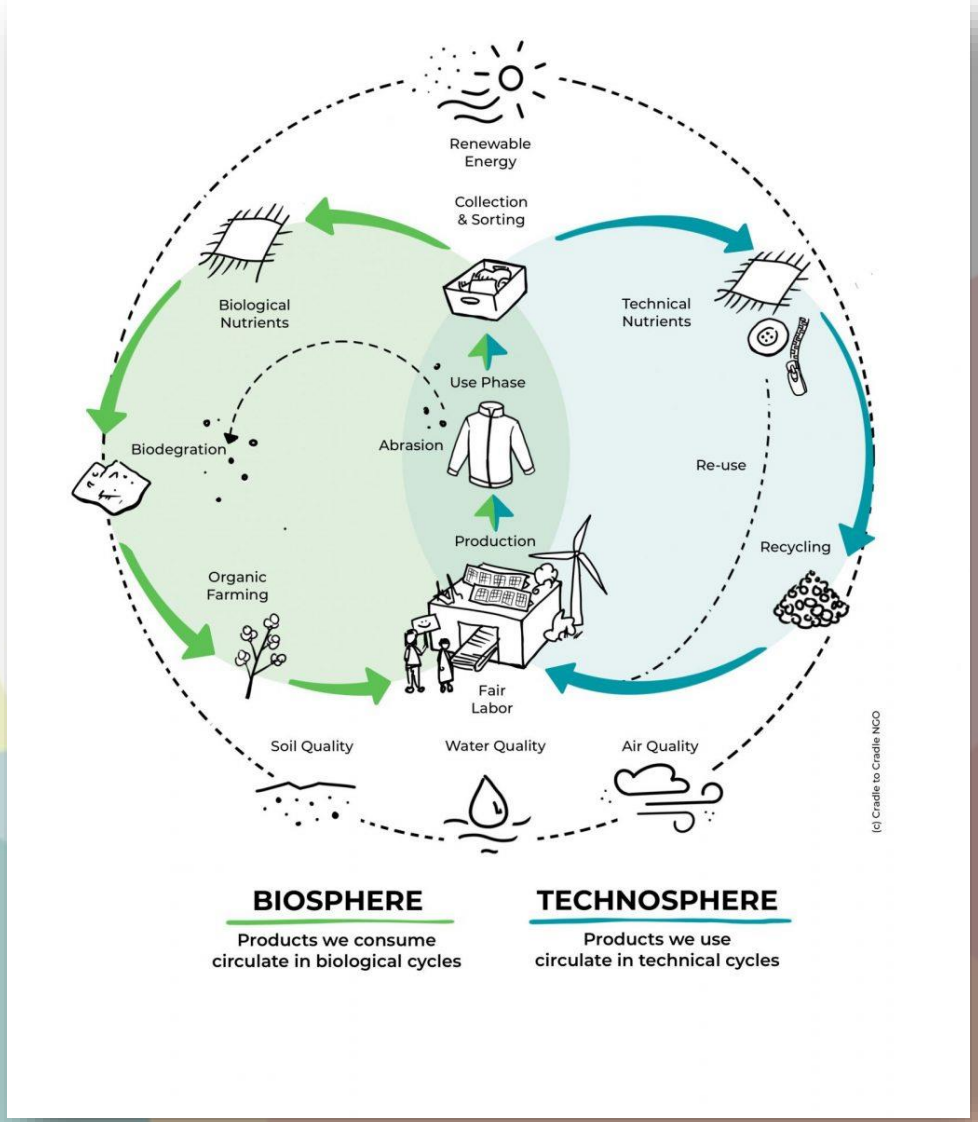
“Cradle-to-Cradle”

The Cradle-to-Cradle concept promotes a **shift away from the traditional linear model** of production and consumption, which relies on the extraction of finite resources and the generation of waste, **towards a regenerative circular model that mimics the natural world** (architect William McDonough and chemist Michael Braungart, 2002). It promotes the creation of **products and systems that are regenerative and restorative** through...

… rethinking

… reinventing

… redesigning



Source: https://c2c.ngo/en/redesign-c2c-design-concept/

Main ideas of the C2C approach

- **Waste equals food:**
  The concept proposes that all materials used in products should be viewed as nutrients and kept in a continuous cycle of use and reuse. This means that waste from one process becomes food for another process, creating a closed-loop system that mimics nature's circular economy.
- **Renewable energy:**
  The Cradle-to-Cradle concept emphasizes the use of renewable energy sources, such as solar and wind power, to power production processes and reduce the carbon footprint of products and services.
- **Material health:**
  The concept advocates for the use of materials that are safe and healthy for people and the environment. This includes eliminating toxic materials and chemicals from products and using materials that can be safely reused or recycled.
- **Design for disassembly:**
  Products should be designed for easy disassembly and reuse or recycling. This means that products should be made with modular components that can be easily taken apart and reassembled.
- **Celebration of diversity:**
  The Cradle-to-Cradle concept recognizes the value of diversity in ecosystems and applies this principle to design. It encourages the use of a variety of materials and processes to create diverse, resilient products and systems.
- **Continuous improvement:**
  The concept advocates for continuous improvement of products and systems, using feedback loops and data to identify areas for improvement and optimize resource use and environmental impact over time.

Eco-efficiency vs. Eco-effectiveness

Eco-efficiency	Eco-effectiveness
• Achieving more with less, or using resources more efficiently to reduce environmental impacts • Minimizing waste and pollution and maximizing resource productivity and value creation • Focusing on improving the efficiency of production processes and reducing the environmental impacts of products and services throughout their lifecycle • Aiming to achieve a sustainable balance between economic growth, environmental protection, and social development • Developed by the World Business Council for Sustainable Development (WBCSD) in the 1990s	• Creating products, services, and systems that have a positive impact on the environment and society • Designing products and systems that are regenerative and create value and regenerate natural resources rather than deplete them • Focusing on the design of products and systems that are environmentally beneficial throughout their lifecycle, from the extraction of raw materials to the disposal or reuse of waste • Aiming to create closed-loop systems that generate value from waste and promote the regeneration of natural resources • Introduced by William McDonough and Michael Braungart in their book "Cradle to Cradle" in 2002

Source: Amomng others https://cradle-mag.de/artikel/cradle-to-cradle-prinzip.html

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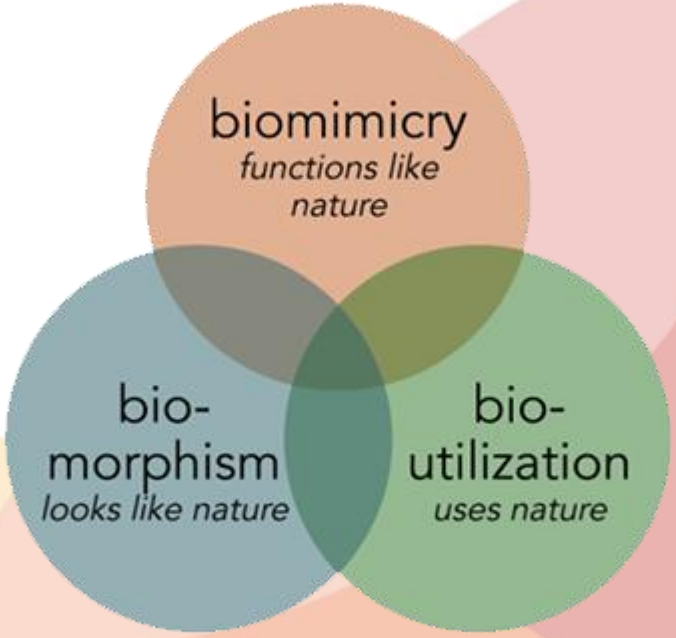
Introducing Biomimicry

- “Biomimicry is about valuing nature for what we can learn, not what we can extract, harvest, or domesticate. In the process, we learn about ourselves, our purpose, and our connection to each other and our home on earth.”

- The 3 Essential Elements of Biomimicry

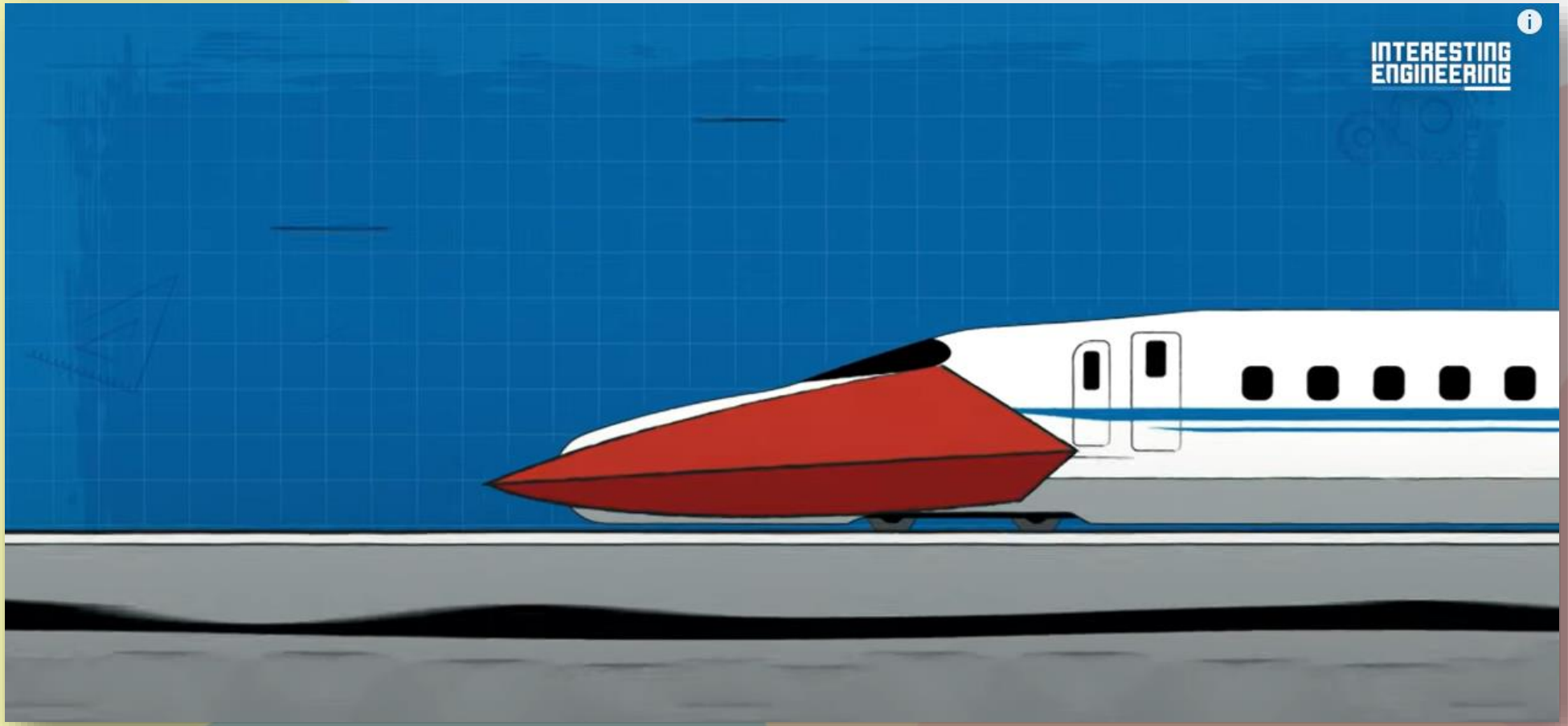
  Emulate
  Ethos
  (Re)Connect

- “Biomimicry is one type of bioinspired design, but not all bioinspired design is biomimicry.”



Source: https://biomimicry.org/what-is-biomimicry/

“How Kingfisher Inspired Bullet Trains”

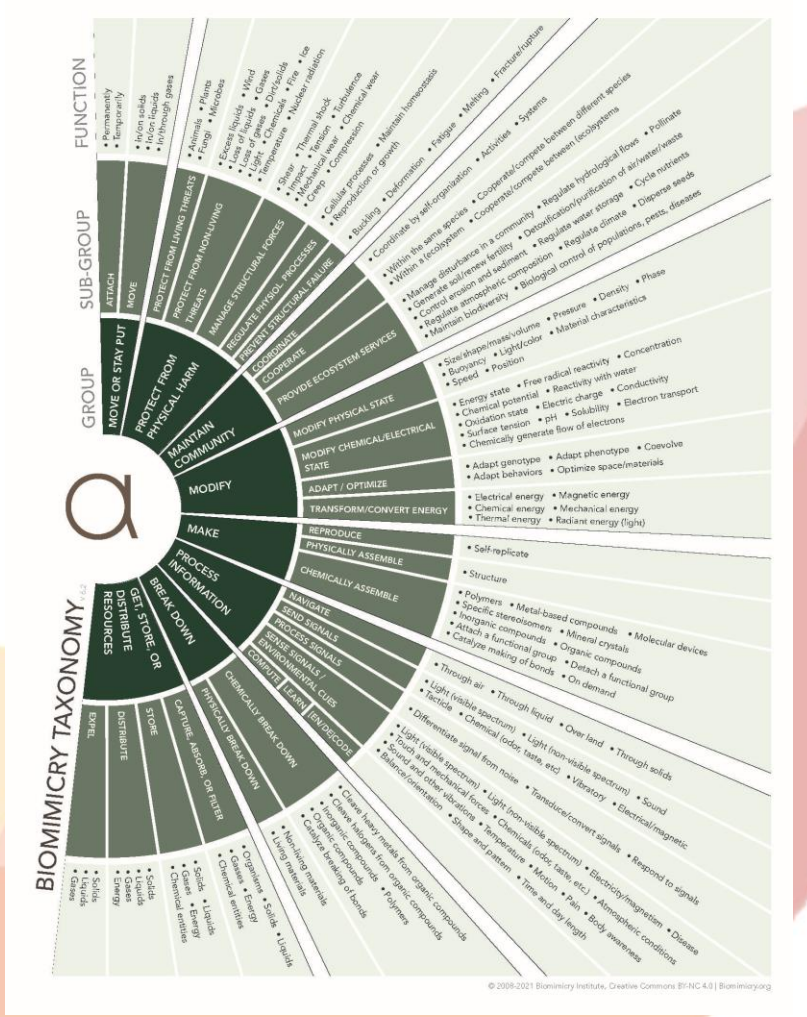


Source: https://www.youtube.com/watch?v=poNUiJ7x2CE

Asknature – learning from nature – Biomimicry database

- Database: https://asknature.org/?s=&page=0&hFR%5Bpost_type_label%5D%5B0%5D=Biological%20Strategies&is_v=1

- Taxonomy: https://asknature.org/resource/biomimicry-taxonomy/



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Activity: "Biomimicry scavenger hunt"

asknature

AskNature Scavenger Hunt

The purpose of this activity is to get familiar with how to use the AskNature website by exploring what it has to offer. AskNature is a website that was designed for anyone who is interested in biomimicry - using examples from nature to inspire the design of solutions for human problems. It is used by engineers and designers as a resource to learn about both strategies in nature and innovative designs inspired by nature. Users can search the site by biological strategy or innovation (design) to find inspiration for new designs or learn about successful biomimicry inventions.

Connect to the Internet on your device and go to AskNature.org. Use the AskNature site to answer the questions below.

Explore Biological Strategy Pages

Each Biological Strategy page on AskNature tells a story about a phenomenon that occurs in nature. These pages are useful to people who are looking to learn more about ways that nature solves problems.

Check out what types of information you can learn from a few AskNature Biological Strategies. Using **Search** tool from the top menu, find a Biological Strategy page about how otters keep warm.

- Click on the Search tab
- Search for "otter"
- Narrow your search to "Biological Strategies"

1. Which page addresses how otters keep warm?

   Title of Page: _____

2. Explain, in your own words, the biological strategy that otters have to keep their bodies warm and dry.

Now see if you can find another Biological Strategy via a slightly different route. One of the things that makes AskNature unique from other nature websites is that it allows you to search by *function*. In biomimicry, functions describe what a trait does for an organism

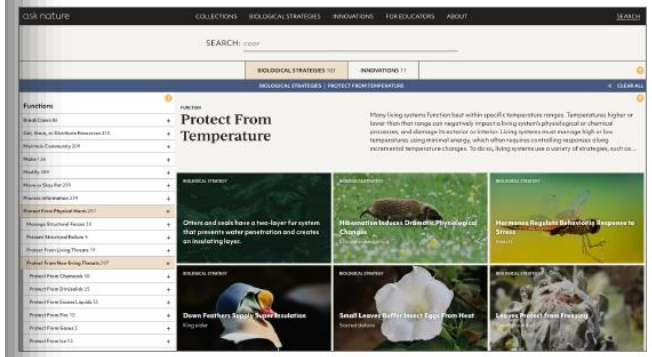
Trait: A trait describes a particular characteristic or attribute of an organism. Traits include internal and external structures, physical processes, and behaviors.

Click on "Functions Performed" in the otter Strategy page. Now you can see a list of *functions* related to the otter's strategy.

3. What are the functions listed?

   _____

Click on "See More of This Function" to view a search result of all of the strategies on AskNature that also do that function. You will also see, in the Search feature, how this function is nested under larger categories

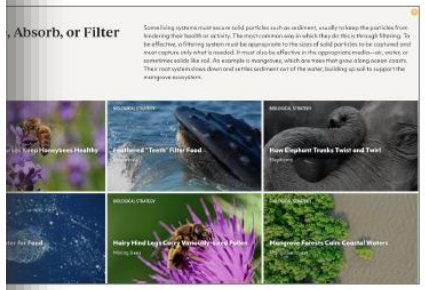


This nested list of functions is the **Biomimicry Taxonomy**. It was created because designers who are using AskNature to inspire a solution to a problem need to be able to narrow down to a very specific function.

Functions can be used to help you search the site.

you are a designer looking to build a device to clean pollution from
e to get clogged up. From the **Search** tool, try using **Functions** to
solids. "Filter Solids" is nested inside the "Capture, Absorb, or Filter
Get, Store, or Distribute Resources."

ns to filter solids!



gical Strategies page, *"Filtration System is Resistant to Clogging."*

rategy page focus?

helped inspire some innovative product ideas. To learn about these
nstructions below to discover a few different ways to navigate to

fur of otters and other mammals inspire?
e *"Fur Keeps Heat in and Cold Water Out"* from step 2 above.
page to its related Innovation page.

tions that have been inspired by nature's solutions to filtering solids?

ns
Capture, absorb or filter solids

u can find an innovation inspired by elephants.

e: _____

ons from the top menu bar, choose a collection of Biological Strategies
that interests you. Click into a strategy that interests you. What is one of
this strategy? Has this strategy inspired a design? If so, what is it called? If
explaining how this strategy could inspire designers in the future.

one): _____

gy inspire a new Innovation?

hat interesting strategies and innovations you found while exploring

ut the AskNature website?

out how the AskNature site works?

Source: https://asknature.org/resource/asknature-scavenger-hunt/

Activity: Miniwiz material database

"The earth is like a fish-bowl. Nothing goes away. There is no (throwing things) *away*." (Arthur Huang, structural engineer and architect)

- Explore the work of Miniwiz which melds sustainability, recycling and eco-consciousness at https://www.miniwiz.com/work.php
- Explore some new materials developed by Miniwiz https://www.miniwiz.com/solution_list.php?id=7
- Make yourself familiar with the "Miniwiz Material Database" at https://materialdb.miniwiz.com/

“Nature-based solutions” (NBS)

<u>Definition by the European Union (2000)</u>

“Solutions that are **inspired and supported by nature**, which are **cost-effective**, simultaneously **provide environmental, social and economic benefits** and help **build resilience**.

Such solutions bring more, and more **diverse, nature and natural features and processes into cities, landscapes and seascapes**, through **locally adapted**, **resource-efficient** and **systemic interventions**.

Nature-based solutions must therefore **benefit biodiversity** and support the **delivery of a range of ecosystem services**.”

Source: https://rea.ec.europa.eu/funding-and-grants/horizon-europe-cluster-6-food-bioeconomy-natural-resources-agriculture-and-environment/nature-based-solutions_en

Main challenges and benefits of NBS

Important Challenges

- **Funding**
  NBS projects often require long-term investment and have limited profitability in the short term.
- **Implementation**
  Implementing NBS requires collaboration between multiple stakeholders, including governments, private sector, and local communities. Coordination and communication between these parties can be difficult, particularly in areas with conflicting interests.
- **Monitoring and Evaluation:**
  Measuring the effectiveness of NBS projects can be challenging, as they often have long-term outcomes and indirect impacts. Accurately tracking progress and evaluating success requires specialized skills and resources.

Important Benefits

- **Environmental Benefits:**
  NBS can have significant environmental benefits, including reducing greenhouse gas emissions, enhancing biodiversity, and improving water quality.
- **Social Benefits:**
  NBS can provide social benefits, including creating "green jobs", improving community health, and increasing access to green spaces.
- **Economic Benefits:**
  NBS can provide economic benefits, including creating new markets and opportunities for small businesses, improving property values, and reducing healthcare costs.

Best practice for NBS application in material development for consumer products

Source: https://www.allbirds.eu/pages/moonshot-zero-carbon-shoes

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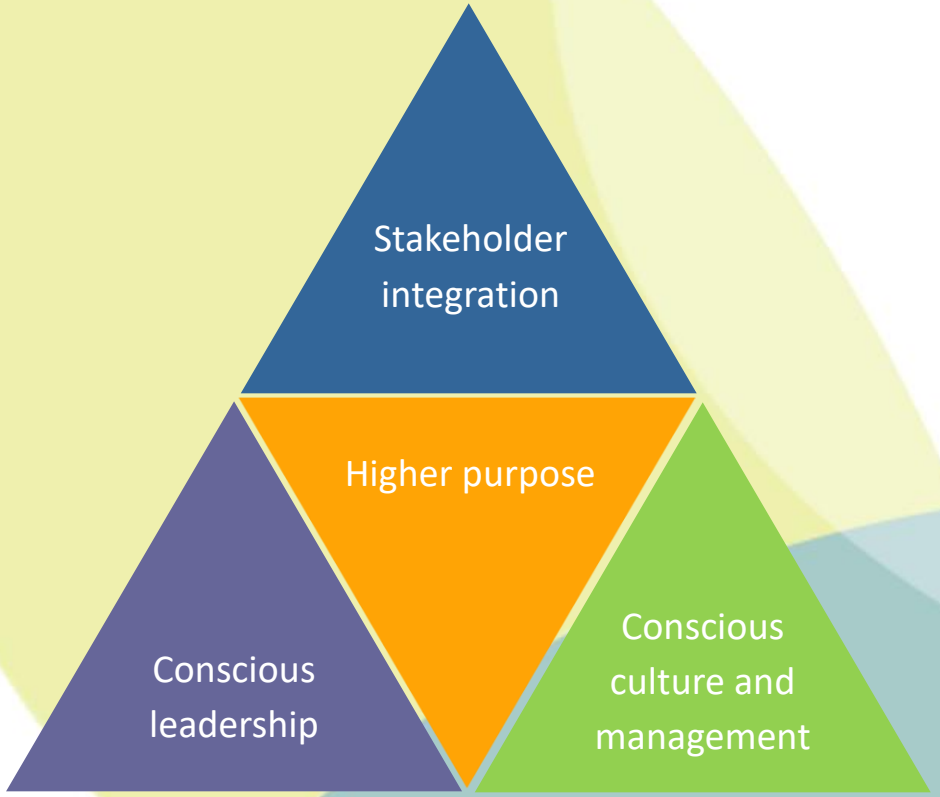
3. Hypothesize

Conscious Capitalism & Entrepreneurship



Source: Mackey, Sisodia (2013)

My Conscious Entrepreneur Credo:

1. _____
2. _____
3. _____
4. _____
5. _____

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4. Prototyping and conceptualization

Particular attitudes required during the prototyping sessions as a conscious entrepreneur

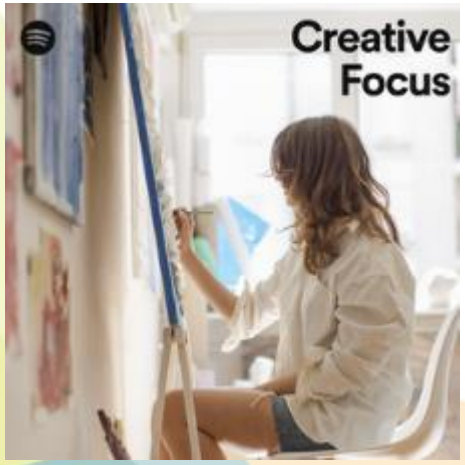
1. **Responsibility**
   Recognize that as designers and innovators, you have a responsibility to minimize the negative impact of the product or service on nature and humans.
2. **Awareness**
   Be aware of the environmental and social impacts of the materials and processes used to create the prototype and final product. Understand the life cycle of the product and consider how it will be disposed of or recycled.
3. **Proactivity**
   Take a proactive approach to sustainability and ethical considerations. Incorporate these considerations into the design process from the beginning, rather than as an afterthought.
4. **Empathy**
   Consider the needs and concerns of all stakeholders, including customers, employees, and the broader community. Strive to create a product or service that is beneficial to everyone, not just a select few.
5. **Collaboration**
   Collaborate with others who share your commitment to sustainability and ethical considerations. Work together to identify and address environmental and social challenges.

General attitudes required during the prototyping sessions as an entrepreneur

1. **Open-mindedness**
   Be open to ideas and feedback from others. This can help to improve the prototype and make it more effective.
2. **Flexibility**
   Be flexible in your approach to building the prototype. Be willing to change your plans or adjust your ideas as needed.
3. **Attention to detail**
   Pay close attention to the details of the prototype, including its design and functionality.
4. **Persistence**
   Be persistent in your efforts to build a prototype, even if it takes multiple attempts to get it right. Use setbacks as opportunities to learn and grow.
5. **Curiosity**
   Be curious and eager to learn. Ask questions and seek out information to better understand the problem you are trying to solve.
6. **Collaboration**
   Be open to collaborating with other students and working as part of a team. This can help to generate new ideas and perspectives.
7. **Creativity**
   Be creative and innovative in your approach to building the prototype. Think outside the box and consider new and unconventional solutions.
8. **Reflection**
   Reflect on your experiences and the learning process. Consider what worked well, what didn't work, and what you would do differently next time.

Today’s playlists during class

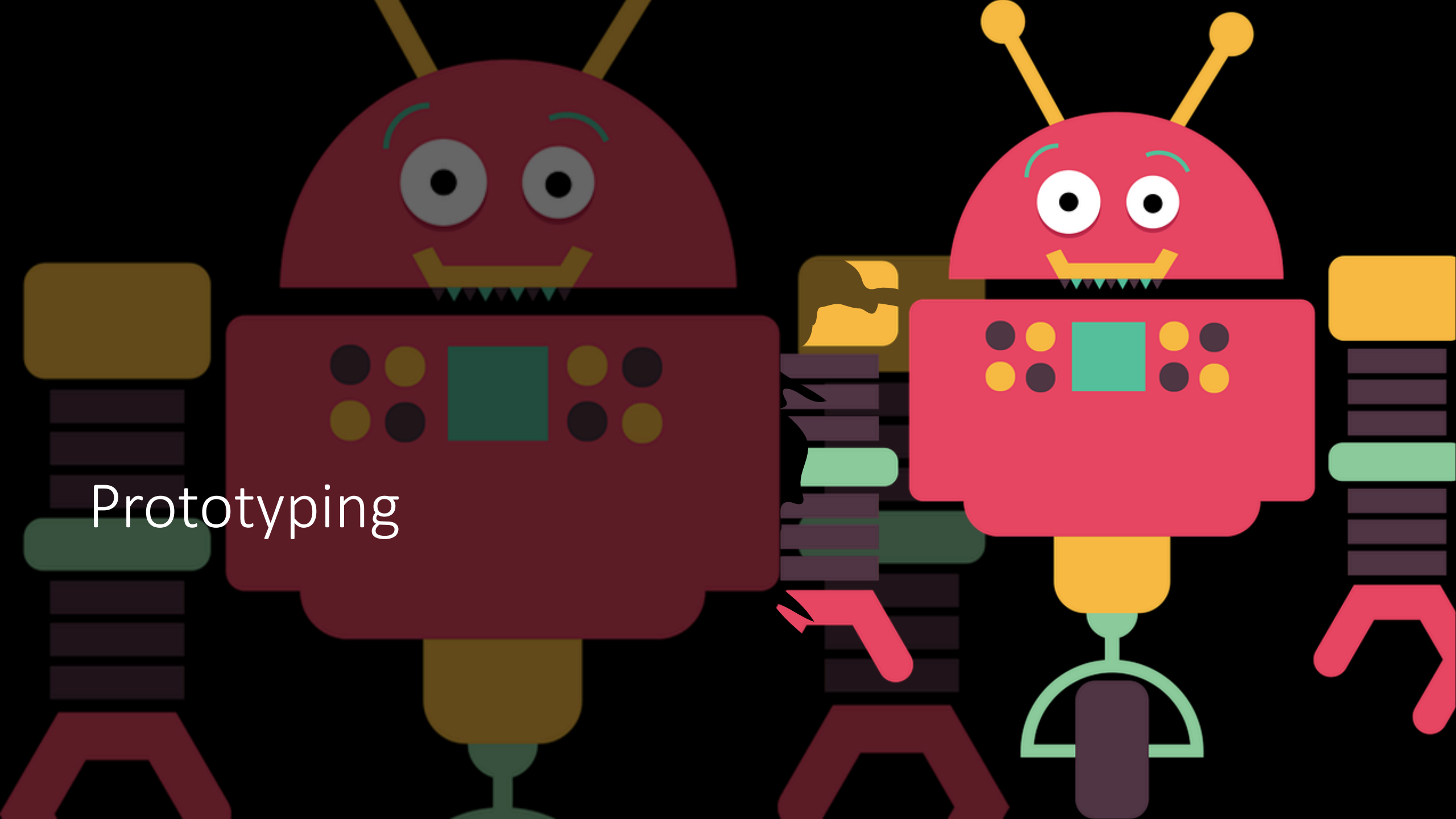
https://open.spotify.com/playlist/37i9dQZF1DZ06evO4izRja?si=54c45e328a2545d1



https://open.spotify.com/playlist/37i9dQZF1DWWn6teIIcfG?si=92ed6e602ae14f15

https://open.spotify.com/playlist/37i9dQZF1DX0x3hhpH7R9I?si=338fef2c6b164a64

Prototyping


Prototyping

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5. Business aspects

Intro to co-operative as a form of business in Australia

Show https://www.youtube.com/watch?v=inc9y3doqGc

Main characteristics of a cooperative as a form of business

- **Membership:**
  Members are the owners of the cooperative, and usually each member has an equal vote in decision-making, regardless of their financial investment.
- **Profit-sharing:**
  Profits are distributed to members based on their level of participation or usage of the cooperative's products or services.
- **Democratic control:**
  Members have a say in the management and operation of the cooperative, with decisions made through a democratic process. They e.g. elect the board of directors.
- **Social responsibility:**
  Cooperatives often prioritize social responsibility and community engagement, and may prioritize environmental or social sustainability over profit maximization.

Advantages and disadvantages of a cooperative as a form of business

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Cooperative

Advantages

- Equal ownership and decision-making
- Shared risk and benefits
- Shared values towards social and environmental responsibility
- Effective way for customer retention since customers can become members, too

Disadvantages

- Potentially limited access to capital if members are involved
- Potentially less flexibility due to democratic processes inside the company
- Potential for conflict due to differences in opinions and priorities among members

REI (Recreational Equipment, Inc.) as a cooperative

Show: https://www.youtube.com/watch?v=JTnXmdXfdf4&t=83s

Financing a conscious start-up

Popular financing sources for conscious entrepreneurs:

1. **Impact investors:**
   Impact investors are investors who are committed to generating social and environmental impact alongside financial returns. They typically provide funding to companies and organizations that are dedicated to creating positive change in society and the environment.
2. **Crowdfunding:**
   Crowdfunding platforms such as Kickstarter and Indiegogo can provide a way for socially and environmentally conscious entrepreneurs to raise funds directly from their community and supporters.
3. **Sustainable banks:**
   Some banks, such as Triodos Bank, GLS Bank and Amalgamated Bank, specialize in financing sustainable and socially responsible businesses. They prioritize investments that align with their values and mission.
4. **Government grants and loans:**
   Many governments offer grants and loans to support environmentally and socially responsible businesses. Check with your local government to see what funding opportunities may be available.
5. **Angel investors:**
   Angel investors are individuals who provide funding to startups in exchange for equity in the company. Some angel investors prioritize socially and environmentally responsible investments.
6. **Venture capital firms:**
   Some venture capital firms specialize in investing in socially and environmentally responsible companies.

Exercise: Examples of Impact Investors

The following (early stage) impact investors networks are often times mentioned as networks with a focus on creating an impact.

Evaluate the background, compliance with values and ethical standards, the portfolio as well as the impact based on their Websites:

1. Omidyar Network - https://omidyar.com/
2. Acumen - https://acumen.org/
3. Blue Haven Initiative - https://www.bluehaveninitiative.com/
4. Global Partnerships - https://www.globalpartnerships.org/
5. Bridges Fund Management - https://www.bridgesfundmanagement.com/
6. Calvert Impact Capital - https://www.calvertimpactcapital.org/
7. ImpactAssets - https://www.impactassets.org/

Exercise: Examples of Venture Capital Firms

The following companies are often times mentioned as Venture Capital Firms that focus on creating an impact.

Evaluate the background, compliance with values and ethical standards, the portfolio as well as the impact based on their Websites:

1. DBL Partners - https://www.dbl.vc/
2. Impact Engine - https://www.theimpactengine.com/
3. True Ventures - https://trueventures.com/
4. Social Capital - https://www.socialcapital.com/
5. Worldfund - https://www.worldfund.vc/

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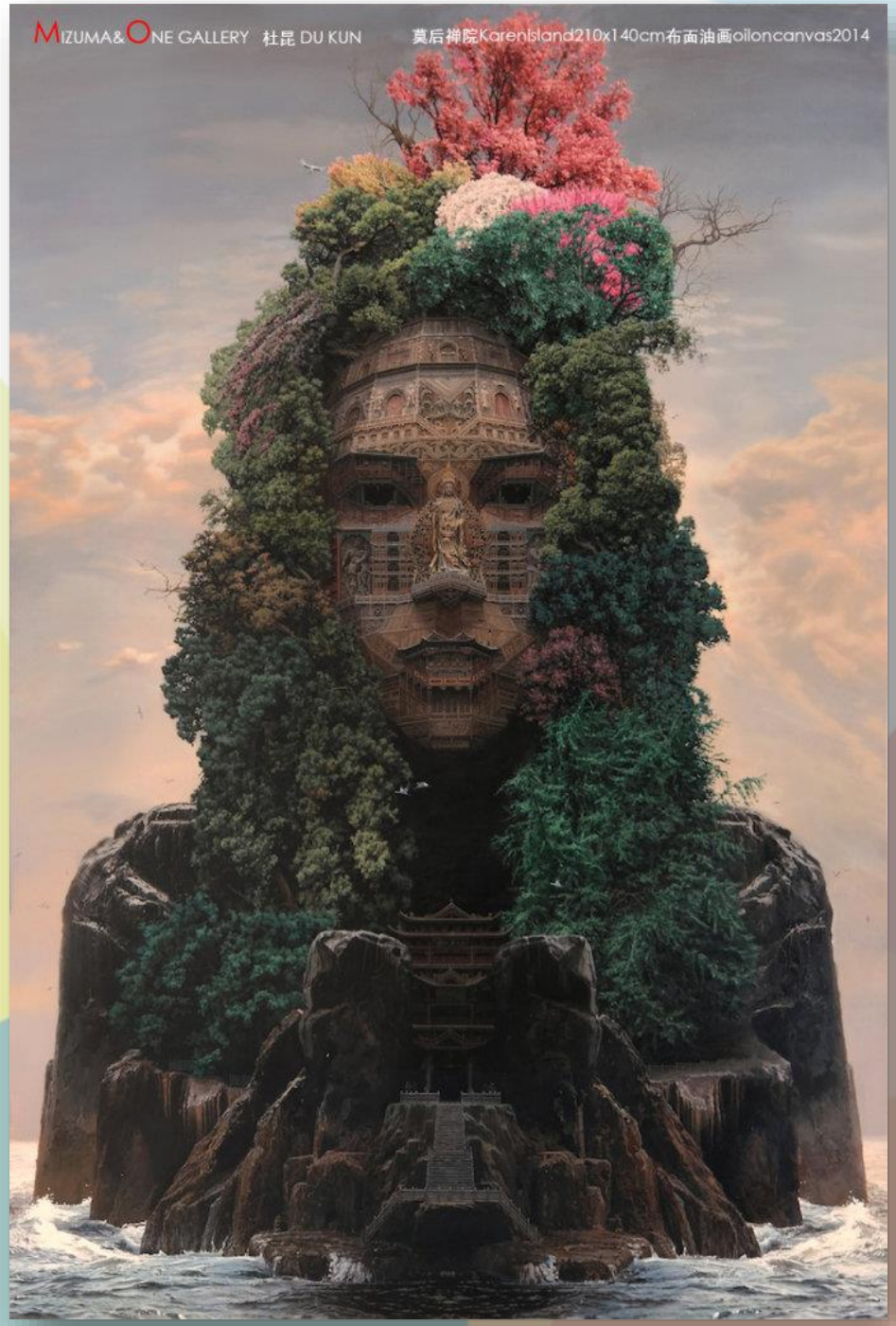
6. The pitch

Prototype pitch



Source: https://mizuma-art.co.jp/en/artists/du-kun/

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