

NORDPLUS INTENSIVE COURSE

12.-23.08.2024

SUSTAINABLE MINDSET IN ENTREPRENEURSHIP

Sustainable Entrepreneurship for Climate Action CHALLENGE

Riga, Nordplus Summer School
Anzelika Krastina, Senior lecturer
Lapland UAS, Finland

Riga 2024

STUDY IN LAPLAND

on the Arctic
Circle



EUROPE • FINLAND



Lapland– a region in Finland



Schedule 14.08.2024

10.00-11.15

- Introduction to the challenge and workshop process
- Introduction to Sustainability and Climate Action
- Sustainable Entrepreneurship concept
- SECA project and handbook guide

11.15-11.30 Break

11.30-13.00

- Launching the workshop – detailed process and step 0
- Introduction to the problem solution model

13.00-14.00 Lunch

14.00-15.30

- Work in teams
- Reflection on problem tree – Solution tree

Introduction to the challenge

BUILDING A CLIMATE ACTION START-UP

Challenge

- **Develop sustainable entrepreneurship start-up ideas aiming to address climate change challenges and take a climate action**
- **Sustainable and social entrepreneurship business model** – “make a dollar and make an impact”
- **Environmental, socio cultural and economic** sustainability factors need to be taken into account in your business model
- The solution should include a **sustainable value propositions**
- Create a **name and a slogan** for your start-up
- In the final presentation take into account the sustainability **communication** principles and that the visualization reflects the name and the slogan
- Thus the start-up company should be financially viable while **solving climate change** related problems

Workshop process

Wednesday 14.08

- Introduction to process
- Workshop
 - Phase 1. Ideation with **problem-solution** tree
 - Phase 2. **Business idea** with SBI - model
 - Phase 3. Sustainable **Value propositions**
 - Phase 4. **Circular** Business Model

15.08-23.8 continue teamwork

- Teamwork continues
- Teams work independently completing all phases and workbooks
- Use Padlet board to submit all tasks
- Padlet board available in Whatsup

Note> final task: recorded video pitch on sustainable business idea to be presented on **23.08**

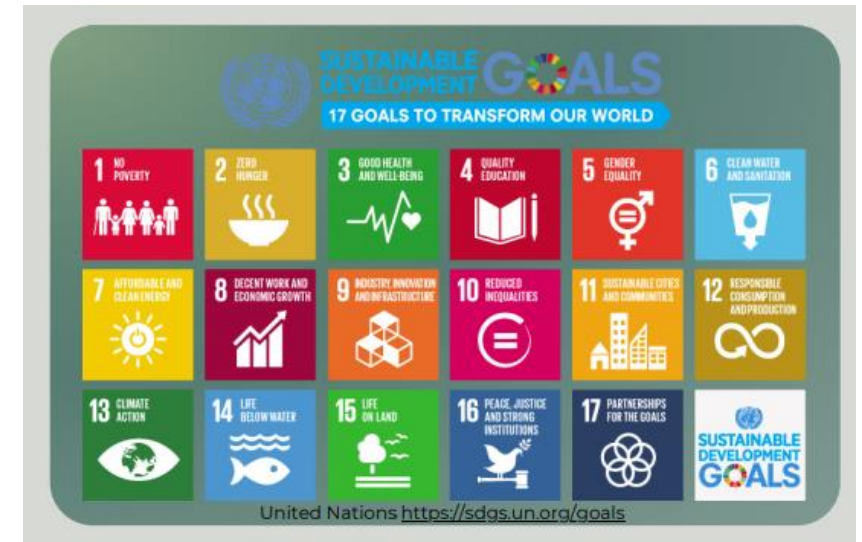
Deadline for all tasks to be submitted to **PADLET** board is **22.08.2024 midnight**

Introduction to Sustainability and Climate Action

Sustainable Entrepreneurship concept

Sustainability definition

- Sustainability is the practice of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It emphasizes the importance of responsible resource use, environmental preservation, and equitable development to ensure a better future for all. (UN, 1987).



SDGs – sustainable development goals



Climate Action

- **SDG #13 Climate Action** is a call to take an urgent action to combat the climate change and its impact. In 2015 the United Nations designed 17 Goals as a call to action to end poverty and protect the planet. These Sustainable Development Goals (SDGs) are meant to ensure that by 2030 everyone around the world can enjoy peace and prosperity.



ESG concept

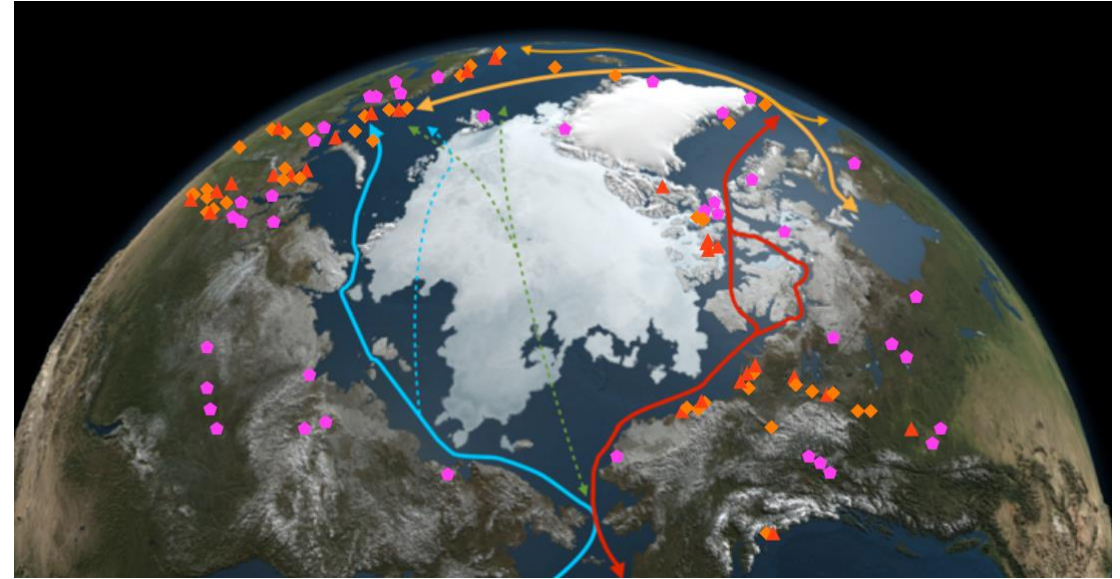


Climate change and its impact on the Arctic



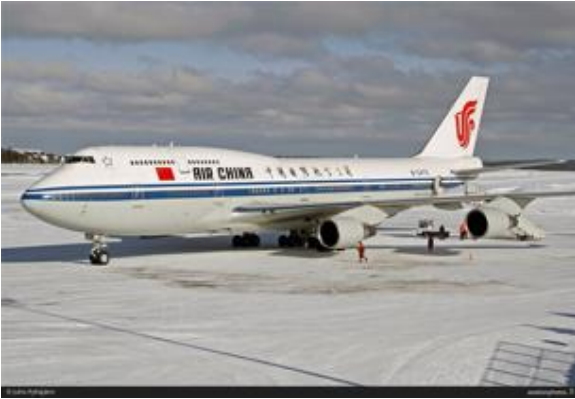
Economic opportunities and challenges in the region

- Climate change and its impact on the Arctic ecosystem
- Large scale industries
- Natural resources
- Northern sea route
- Arctic construction era
- +37% energy demand – 30% of world NR



What happens in the Arctic doesn't stay in the Arctic – global impact

Arctic economy and industry



Kiruna



Earth's temperature is rising alarmingly

Earth just had its warmest July on record

July was the globe's 14th month in a row of record warmth

Focus areas: Satellites, Climate Topics: monthly climate report, heat

Shan

August 12, 2024



Climate by the numbers

July 2024

The average July global surface temperature was 2.18 degrees F (1.21 degrees C) above the 20th-century average of 60.4 degrees F (15.8 degrees C), ranking as the warmest July in NOAA's 175-year global record. July 2024 was also the 14th-consecutive month of record-high temperatures for the planet.

Last month's temperatures were above average across much of the global land surface except for Alaska, southern South America, eastern Russia, Australia and western Antarctica. Africa, Asia and Europe had their warmest Julys on record, while North America saw its second-warmest July.

The global ocean temperature was the second warmest on record, ending a streak of 15 consecutive months of record-high temperatures. Sea-surface temperatures were above average over most areas, while parts of the tropical eastern Pacific and southeastern Pacific were below average.

‘Hellishly hot’ southern Europe bakes under temperatures topping 104 F

ROME — The Italian health ministry placed 12 cities under the most severe heat warning Tuesday as a wave of hot air from Africa baked southern Europe and the Balkans and sent temperatures over 40 degrees Celsius (104 degrees Fahrenheit), with the worst still to come.

Jul 17, 2024

“These are all symptoms of a planet that is suffering in my opinion,” Rossi said.

Global warming shifts Europe's tourism demand

Global warming to reshuffle Europe's tourism demand, particularly in coastal areas

A temperature rise of 3°C or 4°C will reduce the number of summer tourists by almost 10% in southern coastal regions, and raise demand for northern coasts by 5%, projections show.



Under higher warming scenarios, the decline in summer demand is partially offset by higher tourist visits in spring, autumn, and winter.

© Travel Wild, stock.adobe.com

Finnish Lapland attracts tourists from all over the world

Lapland attracts tourists from all over the world – learn more about Rovaniemi Airport

Article published: 12.12.2023 at 14:44



DESTINATIONS



Rovaniemi Airport is one of the largest airports in Finland in terms of passenger numbers. Air traffic at the airport is particularly busy in winter, when tourists arrive in Rovaniemi to enjoy the snowy scenery, northern lights and the magic of Christmas in Lapland.

Lapland's nature and exoticism attract tourists worldwide. People from all over the world travel to Rovaniemi to admire the snowy scenery, spot the northern lights and meet Santa Claus.

Rovaniemi Airport is known as Santa Claus's official airport, and December has been the busiest time at the airport for more than 20 years.

This winter, 13 new routes to destinations around Europe will open at Rovaniemi Airport. In total, the airport offers international routes to up to 24 destinations. In 2023, the annual number of passengers is expected to be record-breaking.

RELATED NEWS



Historic route opening: Discover Airlines makes the route from Kittilä to Frankfurt a year-round one



Statistics: The growth in passenger numbers at Finavia airports continues steadily – Finland lagging behind the rest of Europe

Historic flight route opening in Kittilä, the Finnish Lapland

Historic route opening: Discover Airlines makes the route from Kittilä to Frankfurt a year-round one

12.8.2024 13:17:15 EEST | [Finavia Oyj](#)

Share     

In December 2024, Discover Airlines, a leisure airline part of the Lufthansa group, begins its first route in Finland with year-round scheduled flights from Frankfurt, Germany to Kittilä Airport. The opening is historic, as international scheduled flights have not been flown to Kittilä for several decades during the summer season.

Discover Airlines (formerly Eurowings Discover) will operate the Frankfurt-Kittilä route twice a week during the winter season 2024-2025 beginning from December 17. From April to October 2025, the route will be operated twice a week, except in May when it will be flown only once a week. Route will be operated with a 180-seat Airbus A320-200 aircraft.

"We are actively working with our partners to develop them and the new year-round route to Kittilä after decades in the summer season 2025 is a significant achievement in the development of year-round tourism in Lapland," says **Petri Vuori**, Finavia's Senior Vice President responsible for route development.

"Routes with regular scheduled flights are extremely important for Finland's and Lapland's accessibility. In addition, it is great that the residents of the area can take advantage of the new route also in the summer" he continues.

Discover Airlines is a German leisure airline and part of the Lufthansa Group. The route opening opens extensive connections to Lufthansa's international route network. Frankfurt Airport is the largest in Europe, meaning that a flight connection between Kittilä and Frankfurt allows for extensive connections around the world.

As for the other airlines in the Lufthansa Group, Lufthansa will open a route from [Frankfurt to Rovaniemi](#) during winter season 2024-2025, Edelweiss Air from [Zürich to Kittilä and Rovaniemi](#), Austrian Airlines from [Vienna to Kittilä and Ivalo](#) and Eurowings from [Hamburg to Kittilä and Rovaniemi](#) and from [Stuttgart to Rovaniemi](#).

[Historic route opening: Discover Airlines makes the route from Kittilä to Frankfurt a year-round one | Finavia Oyj \(sttinfo.fi\)](#)

Challenges of overtourism

'Tourists Go Home': Barcelona's Protests Against Overtourism



Thousands of protestors marched in Barcelona over the weekend against overtourism.

Nearly 3,000 people took to the street on Saturday. More than 140 organizations, including neighborhood associations, ecologists and housing activists marched under the slogans, "Enough, let's put limits on tourism" and "Tourists go home," reported [Catalan News](#).

Some protestors sprayed tourists sitting at restaurants with water guns.

[Source: 'Tourists Go Home': Global Movement Against Over-Tourism \(skift.com\)](#)

Overtourism protesters take over popular Mallorca beach demanding controls on visitor numbers



Copyright TVC via EBU/Euronews

They say their quality of life is worse since mass tourism has hit the island.

No affordable housing, overrun healthcare and disrespectful behaviour. A growing list of complaints is being thrown at local authorities who fail to keep tourism numbers under control.

This weekend, protestors in Mallorca stormed a popular beach in the latest protest against overtourism seen around Europe.

[Overtourism protesters take over popular Mallorca beach demanding controls on visitor numbers | Euronews](#)

Solutions for over tourism?

Airbnb short lets to be banned by 2028 in Barcelona

08/07/2024

The mayor of Barcelona has pledged to eliminate Airbnb-style short lets in the city within five years. Socialist Jaume Collboni claims he will not renew any of the 10,101 tourist licenses granted to landlords when they expire in November 2028.

He says the properties – mostly advertised on Airbnb and similar platforms – would be available to locals instead.

Collboni claims this would be “equivalent to building 10,000 new homes” and comes in response to rents becoming unaffordable after rising an estimated 70% over the past 10 years. In recent months, thousands of activists have protested in Barcelona, the Balearics and the Canary Islands against the effects of mass tourism.

“More supply of housing is needed, and the measures we’re presenting today are to provide more supply so that the working middle class does not have to leave the city because they can’t afford housing.

[Airbnb short lets to be banned by 2028 in Barcelona – ASAP \(theasap.org.uk\)](https://theasap.org.uk)

How many people paid Venice's tourist tax and how much money did the city make?

Over the last 2.5 months, nearly 450,000 tourists have paid the tax, raising revenues of some €2.2 million euros, according to AP calculations based on data supplied by the city.

Officials said the money would be used for essential services, which cost more in a city traversed by canals, including rubbish removal and maintenance.

How much is Venice's tourist tax in 2025?

The city's top **tourism** official, Simone Venturini, has indicated that the levy will be continued and reinforced.

A proposal to double the fee to €10 is being considered for next year, a city spokesman said.

“Wanting to raise this to €10, is absolutely useless. It makes Venice a museum,” Martini, the city council member, said.

Venice's tourist tax trial earned the lagoon city €2.2 million, so why is it being branded a 'failure'?

“The ticket is a failure, as demonstrated by city data,” says Giovanni Andrea Martini, an opposition city council member.

[Venice's tourist tax trial ends: Why are critics calling it a 'failure' and how many people paid it? | Euronews](#)

Sustainable Entrepreneurship

- The recognition, development and exploitation of **opportunities** by individuals to bring into existence future goods and services with **economic, social** and **ecological** gains (Belz and Binder (2017))
- A way of generating competitive advantage by identifying **sustainability as new business opportunities**, resulting in new and sustainable products, methods of production or ways of organizing business processes in a sustainable way (Lans et al. (2014))



Entrepreneurship vs Sustainable Entrepreneurship

- How sustainable entrepreneurship is different from traditional entrepreneurship?
- What are key word that come to your mind regarding SUSTAINABLE entrepreneurship

Entrepreneurship vs Sustainable Entrepreneurship

Traditional entrepreneurship

- Focus on generating economic value
- ideation, opportunity recognition
- business planning
- Marketing
- financial management
- and growth strategies

Sustainability education and entrepreneurship education are often separated

Sustainable entrepreneurship

- Focus on generating sustainable value
- Minimizing environmental footprints
- Addressing SDGs and climate change
- addressing societal challenges
- interconnected between economic, environmental, and social dimensions
- holistic and responsible approach
- eco-innovations

Climate Action

as a source for innovation for sustainable entrepreneurship



**More than 91% of what we
take from the earth is
wasted.**

**HALF A TRILLION
TONNES OF VIRGIN
MATERIALS, OUR
WORLD IS ONLY 8.6%
CIRCULAR.**

Circularity Gap Report 2023

<https://www.circularity-gap.world/2022>

LAPIN AMK
Lapland University of Applied Sciences

www.lapinamk.fi

Climate Action



This Photo by Unknown Author is licensed under CC BY-SA-NC

https://www.youtube.com/watch?v=G4H1N_yXBIA

SECA project and handbook guide



Co-funded by
the European Union



ERASMUS+ STRATEGIC PARTNERSHIP



Sustainable entrepreneurship for climate action

SECA PROJECT PRESENTATION

LAPIN AMK
Lapland University of Applied Sciences



FH AACHEN
UNIVERSITY OF APPLIED SCIENCES

2021-1-FI01-KA220-HED-000032094

Sustainable Entrepreneurship for Climate Action

2022-2024

EU Erasmus+ Strategic partnership programme

Project goals

- Project addresses climate change challenges and aims to increase green skills and competencies in sustainability among current and aspiring entrepreneurs.
- Project creates digital learning tools, open-source digital handbook and training that helps entrepreneurs to build sustainable and climate-smart businesses.

Project results

- Result 1. Supportive Research on Sustainable Business Practices reflecting current green business practices in each project partner country.
- Result 2. Digital handbook on sustainable entrepreneurship and training for aspiring and current entrepreneurs.
- Result 3. Digital learning material for sustainable and climate change aware business development.



Picture: www.iberdrola.com/

Sustainable Entrepreneurship for Climate Action

2022-2024

EU Erasmus+ Strategic partnership programme

- Lapland University of Applied Sciences **Finland**
- Turība University **Latvia**
- FH Aachen University of Applied Sciences **Germany**

Picture: www.iberdrola.com/

Sustainable Entrepreneurship for Climate Action – supportive research

- Definitions and terminology
- Understanding the sustainability related Frameworks SDGs, CSR and ESG
- Climate Action and the targets
- EU Green Deal, EU Taxonomy regulation
- Case company interviews (Fi, LV, Ger)
- Methods and tools, pedagogy



SECA

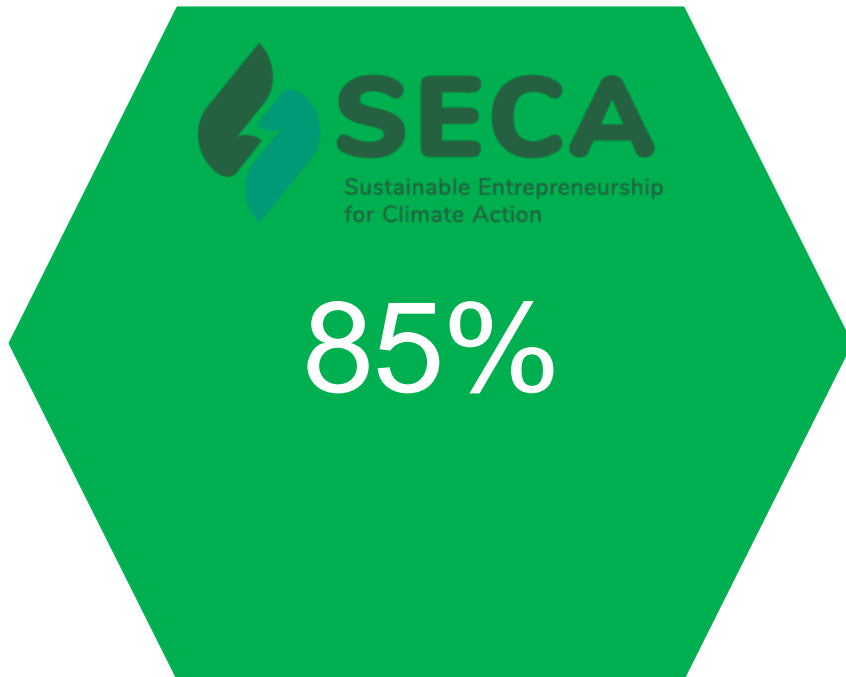
Sustainable Entrepreneurship
for Climate Action

SURVEY

**Sustainable
entrepreneurship - what do
we really know about it?**



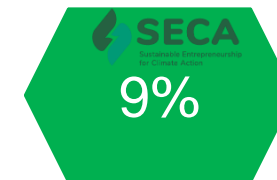
Awareness on Sustainable Business



Sustainability



Sustainable business



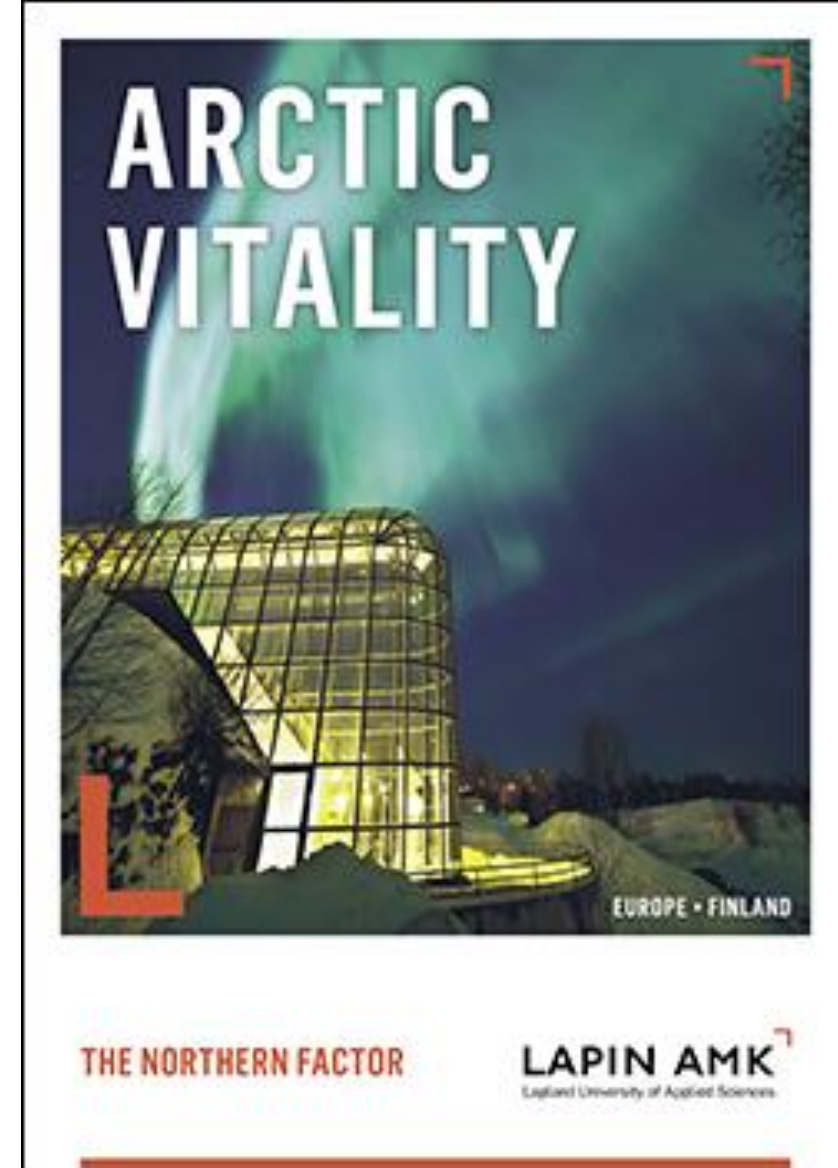
Sustainable business models

Call for action – a little story!



Sustainable entrepreneurship in the Arctic – Lapland UAS initiative

- Lapland UAS location on the Arctic Circle
- Mission – a regional developer



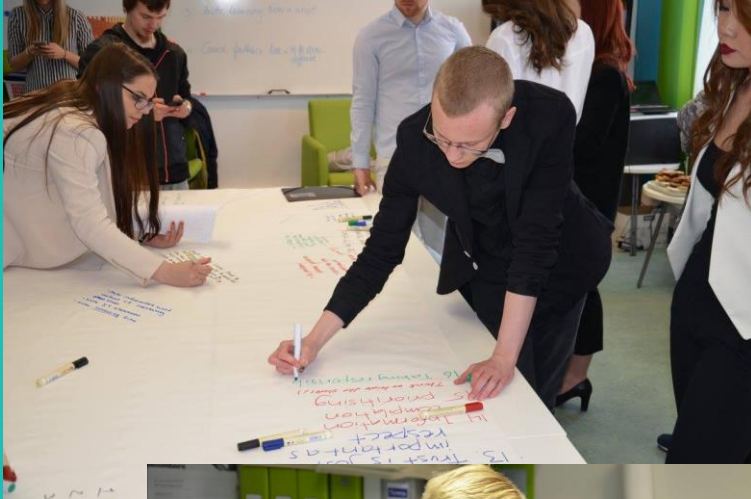
COP 21 – Paris agreement

- December 2015 – Arctic Encounter in Paris

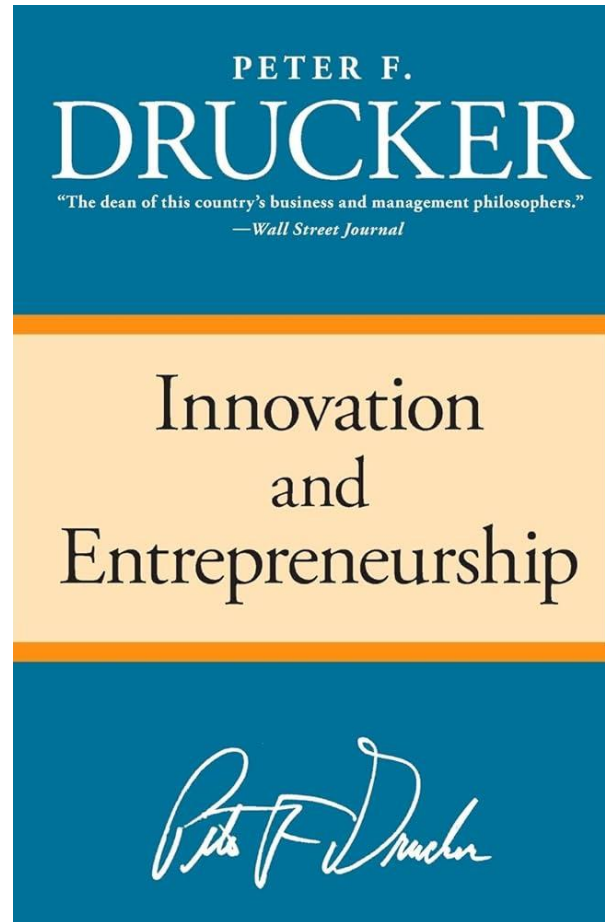


The lead venue of the 2015 Arctic Encounter Paris - l'Ecole Militaire

Sustainable Entrepreneurship for Climate Action

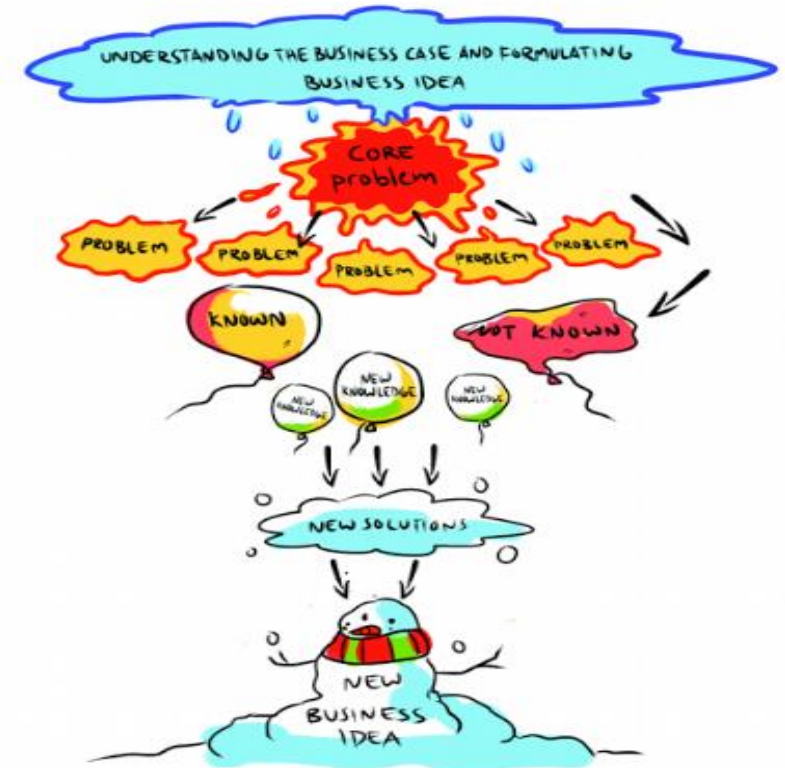


Challenges as opportunities



Climate Action – a source for innovation

- Purposeful search for innovative opportunity
- Creative approach to sustainable solutions
- Sustainable value creation
- Problem-solution method



Rise and fall :

NOKIA



Innovation mindset –
not scared of change





- https://sustainable.turiba.lv/?page_id=493

Digital Handbook

Building a Climate Action Start-up

I Ideation with **problem-solution** tree

II **Business idea** with SBI - model

III Sustainable **Value propositions**

IV **Circular Business Model**

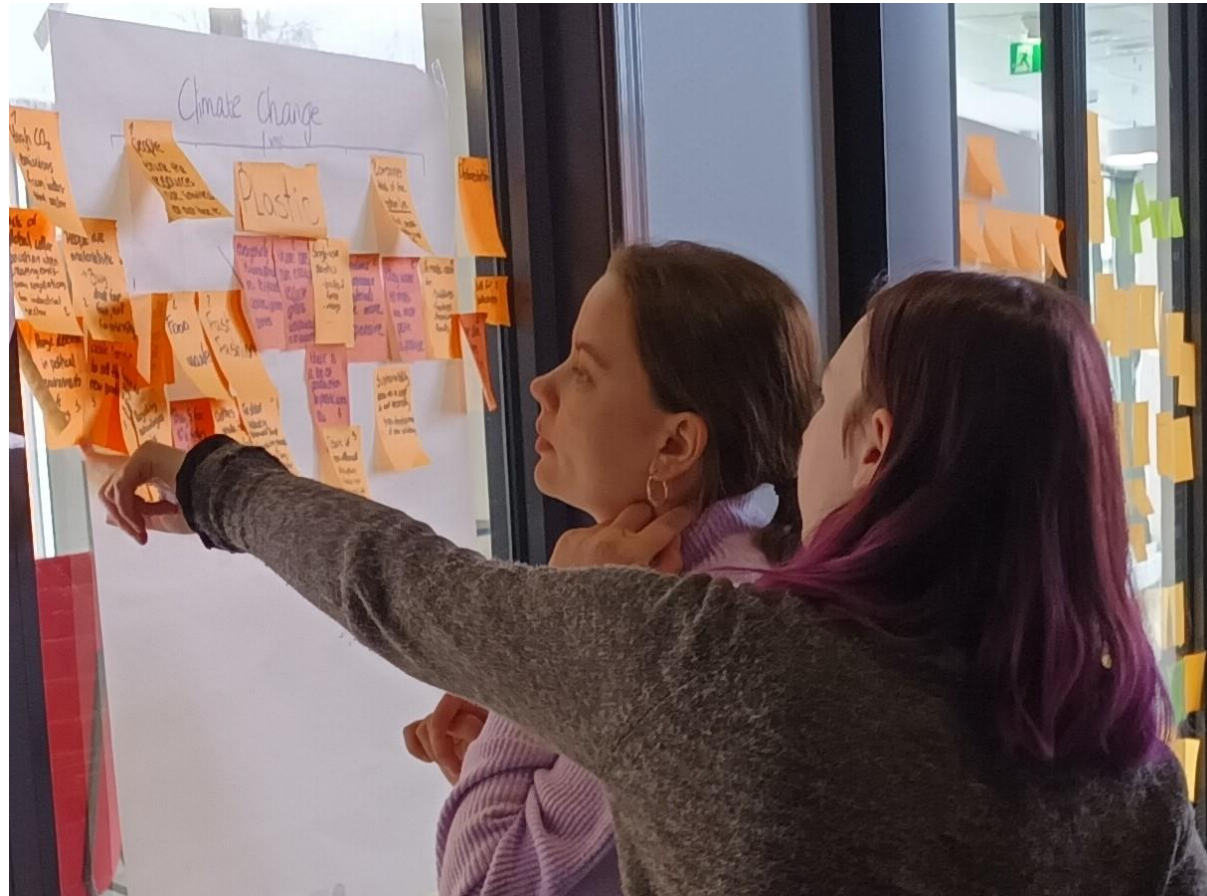
BUILDING A CLIMATE ACTION START UP



What are main reasons (causes) of Climate Change?

Launching the workshop

Let's take action!



Sustainable Business Challenge

Problem Solution model



NAMK

Lapland University of Applied Sciences

www.lapinamk.fi

Kuvat: https://www.facebook.com/YIEproject/photos/?ref=page_internal

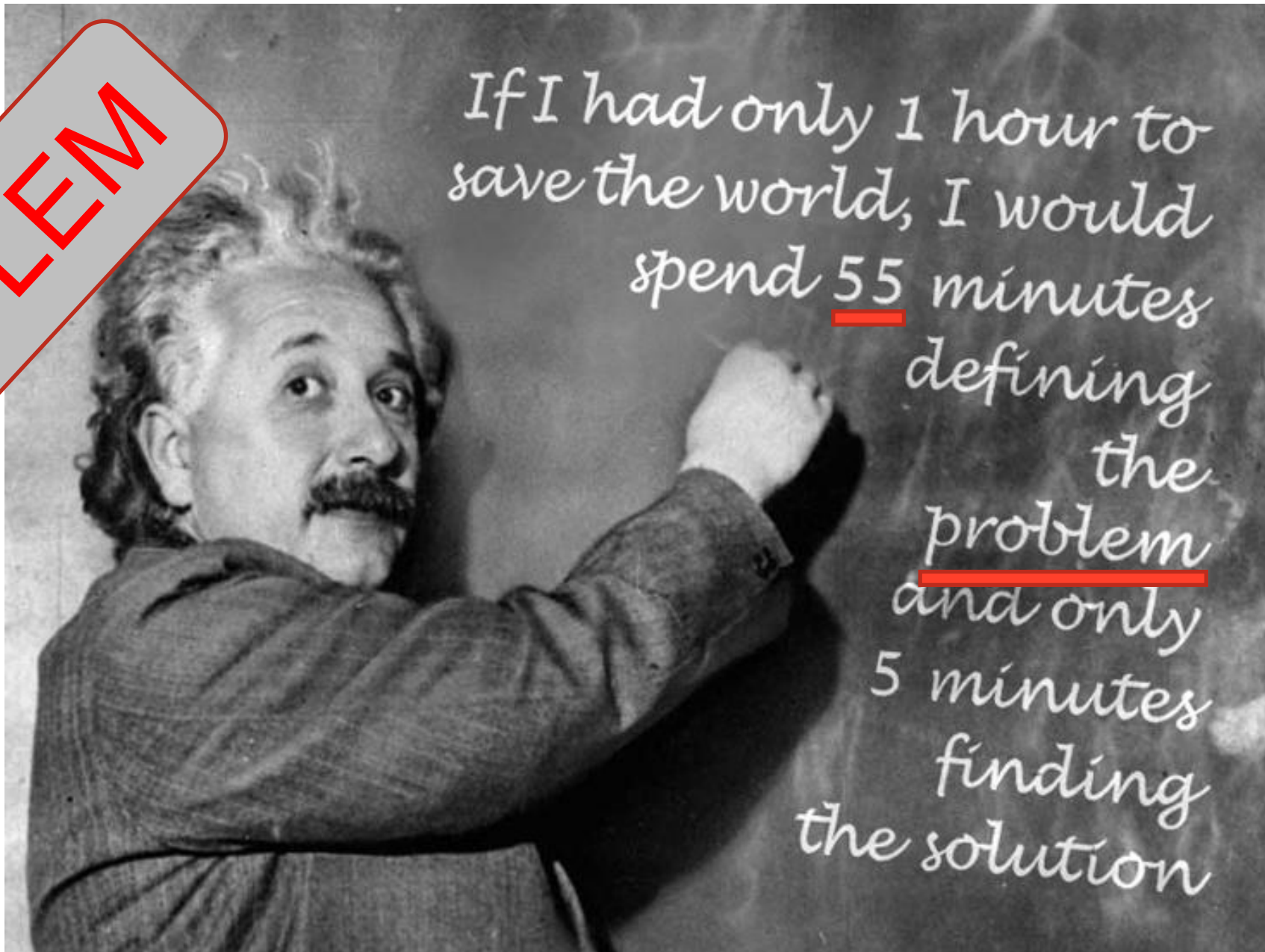
Sustainable Sport Challenge

Start with the problem

- A **problem/gap** exists - an **opportunity**
 - Business need
 - Market demand
 - Customer request
 - Technology advance
 - Social, societal and cultural needs/problems
- Foresight (weak/strong signals)



PROBLEM





Sustainable Business Challenge – guidelines



Challenge workshop process

- **Workshop on 14.08**
 - Phase 1. Ideation with **problem-solution** tree
 - Phase 2. **Business idea** with SBI -model
 - Phase 3. Sustainable **Value propositions**
- **Workshop continues on 15.08**
 - Phase 4. **Circular Business Model**

Final task: video pitch on sustainable business idea

Phase 1. Ideation with problem-solution tree



BUILDING A CLIMATE ACTION START UP

1 IDEATION WITH PROBLEM-SOLUTION TREE
ESTABLISH CORE PROBLEM
DEFINE ROOT-CAUSES
FIND SOLUTIONS TO THE PROBLEMS

2 BUSINESS IDEA WITH SBI - MODEL
DEFINE 3 BUSINESS PROPOSALS
IDENTIFY PRODUCTS OR SERVICES
MAKE SUSTAINABILITY ASSESSMENT
SELECT A START-UP IDEA

3 VALUE PROPOSITION WITH DESIGN THINKING
EMPATHIZE - DEFINE -
IDEATE - PROTOTYPE -
TEST

4 CIRCULAR BUSINESS MODEL WITH 5R CANVAS
RETHINK - REDUCE - REUSE -
RECYCLE - RECOVER

Phase 2. Business idea with SBI-model



BUILDING A CLIMATE ACTION START UP

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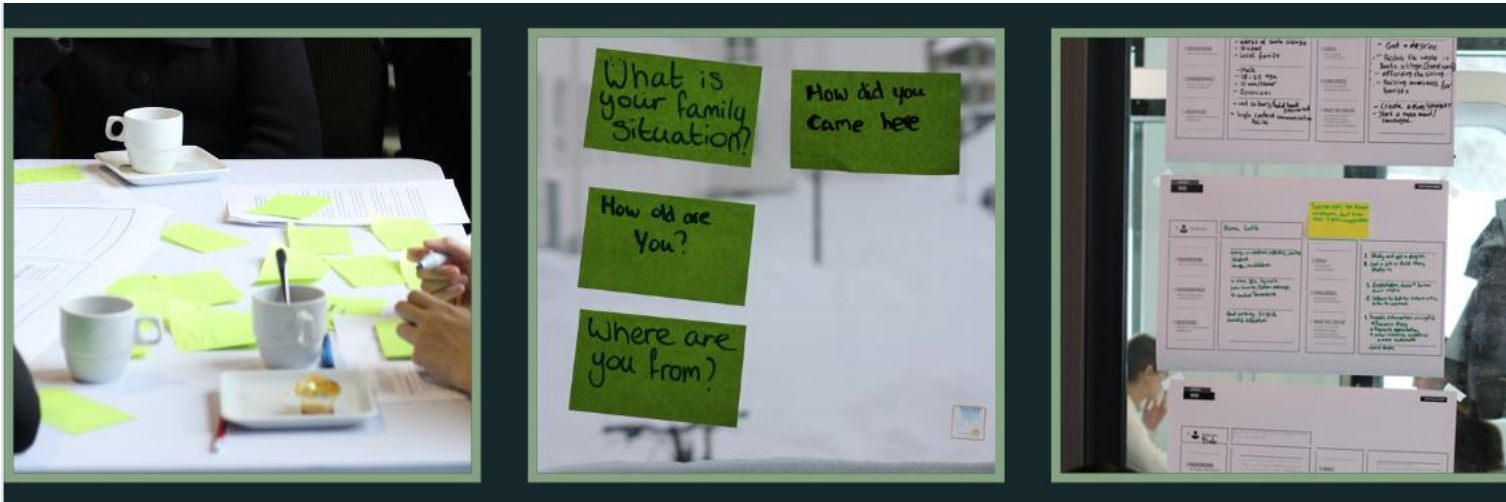
3 VALUE PROPOSITION WITH DESIGN THINKING

EMPATHIZE - DEFINE
IDEATE - PROTOTYPE -
TEST

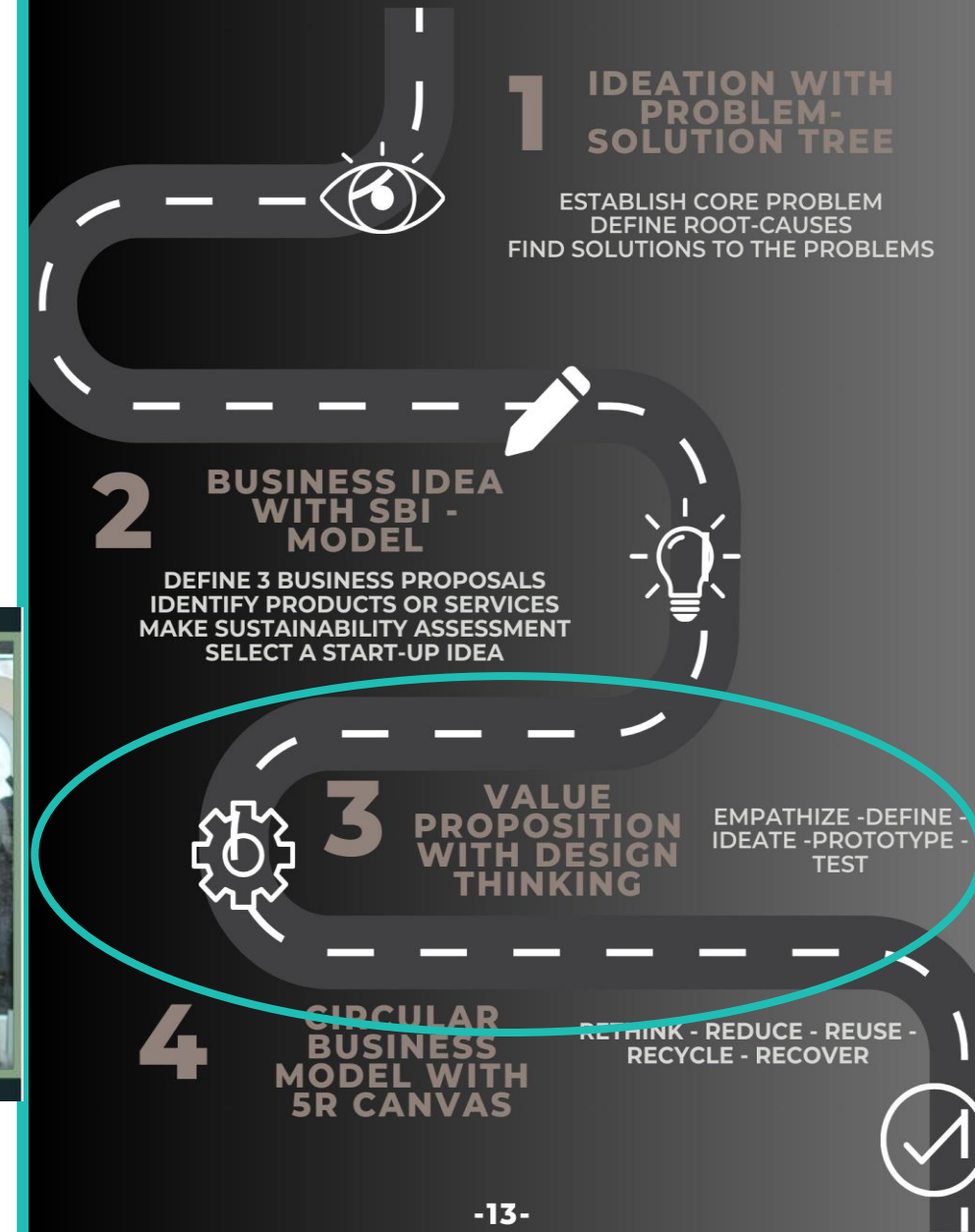
4 CIRCULAR BUSINESS MODEL WITH 5R CANVAS

RETHINK - REDUCE - REUSE -
RECYCLE - RECOVER

Phase 3. Value proposition with Design Thinking



BUILDING A CLIMATE ACTION START UP



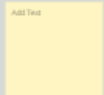
Phase 4. Circular Business model with 5R canvas

1. Re-think

Analyse business idea and identify opportunities to incorporate circular practices

Longevity

Use these to create whiteboard magic!



Sustainable materials

Use these to create whiteboard magic!



Take-back system

Use these to create whiteboard magic!

Supply chain partnerships

Use these to create whiteboard magic!



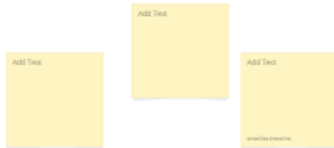
Measure and monitor

Use these to create whiteboard magic!

Communicate

Use these to create whiteboard magic!

2.Reduce



3.Reuse



4.Recycle



5.Recover



BUILDING A CLIMATE ACTION START UP

1 IDEATION WITH PROBLEM-SOLUTION TREE

ESTABLISH CORE PROBLEM
DEFINE ROOT-CAUSES
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4 CIRCULAR BUSINESS MODEL WITH 5R CANVAS

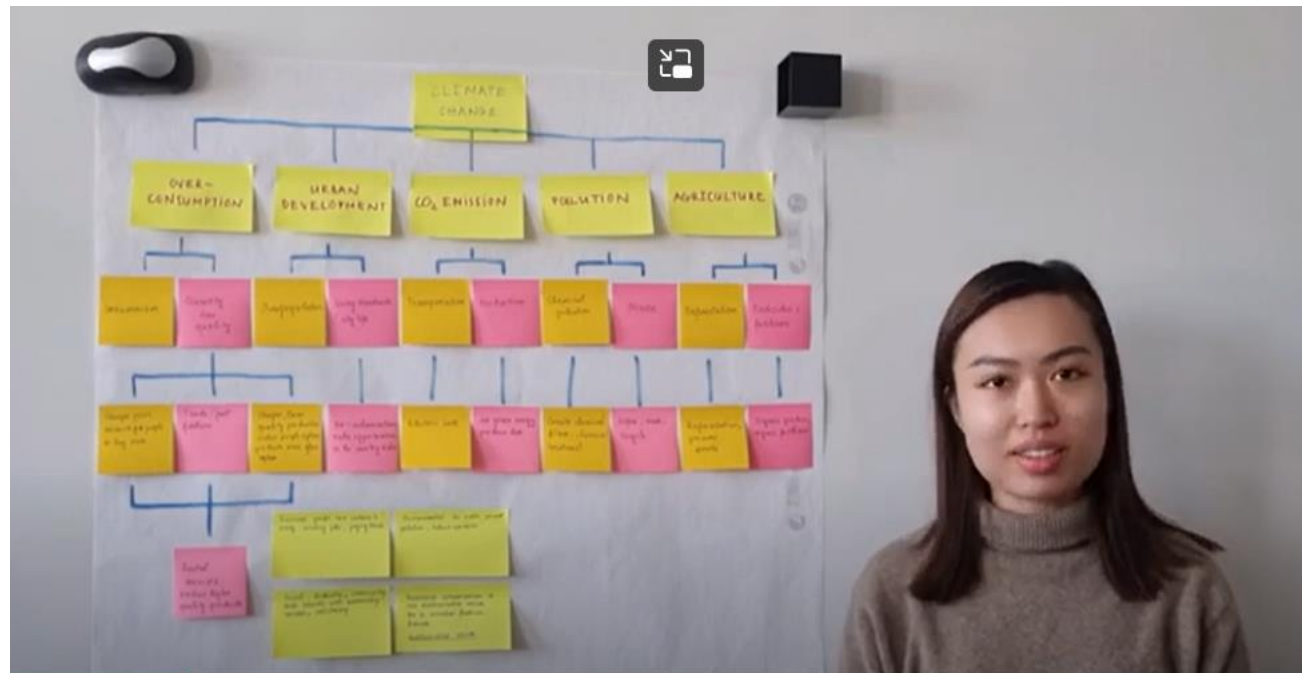
RETHINK - REDUCE - REUSE - RECYCLE - RECOVER



Final PRESENTATION by teams – video to be presented on 23 August

- Each team **max 5 min**
- Video pitch presentation content follows your work process explaining
 - Problem/s identified in relation to sustainability/climate challenges
 - Solution/s identified and selected for start-up
 - Final selected start-up idea presentation
 - Products/services that your star-up is offering
 - Sustainability assessment of your start-up
 - What are sustainable value propositions?
 - How circular is your business idea?
 - How your start-up contributes to the climate action?
 - **Remember to give a salable name to sell your idea.** Explain how you are going to communicate with customers and other important stakeholders. Concentrate on addressing how to convince, customers and partners and how your business idea is differentiated from others. What is the key message?

Action in action!




- <https://www.youtube.com/watch?v=3QoTxYSgHsg&t=27s>

Tools and templates for sustainable business idea

Follow handbook chapter 4 CREATE A BUSINESS PROPOSAL USING THE SUSTAINABLE BUSINESS IDEA MODEL

Task: by the end of the day you should have filled this pitch topics:

	PROBLEM	SOLUTION	BUSINESS PROPOSAL
IDEA 1			
IDEA2			
IDEA 3			

5 PREPARE THE PITCH OR STATEMENT OF YOUR SUSTAINABLE START-UP IDEA

Include in the statement the following parts.

Our sustainable start-up idea is _____

We created solutions to this problem branch _____

Based on the solutions we proposed the following three business ideas _____

Considering assessment criteria and ESE we came up with the following start-up idea _____

Templates from SECA guide

- Step 1. PROBLEM –SOLUTION TREE workbook (p.27)
- Step 2. 3 BUSINESS PROPOSALS based on problems/solutions (p.30)
- Step 3. IDENTIFY PRODUCTS OR SERVICES in relation to business proposed (p.31)
- Step 4. SUSTAINABILITY ASSESSMENT template (p.32)
- Step 5. Pitching SUSTAINABLE START-UP IDEA template (p.33)
- Step 6. DESIGN THINKING checklist (p.42)
- Step 7. Green start-up Canvas (GSC) BUSINESS MODEL (p.48)

<https://www.theseus.fi/handle/10024/818095>

Submit all results to Padlet board Submit all templates to Padlet board

https://eoppimispaalvelut.padlet.org/anzelika_krastina1/sustainable-entrepreneurship-for-climate-action-riga-nordplu-vtlkahstvmplib

Watch the video to complete the task

- <https://www.youtube.com/watch?v=Lpu60HjzKd4>

Workshop step 0

We will start with step 0?

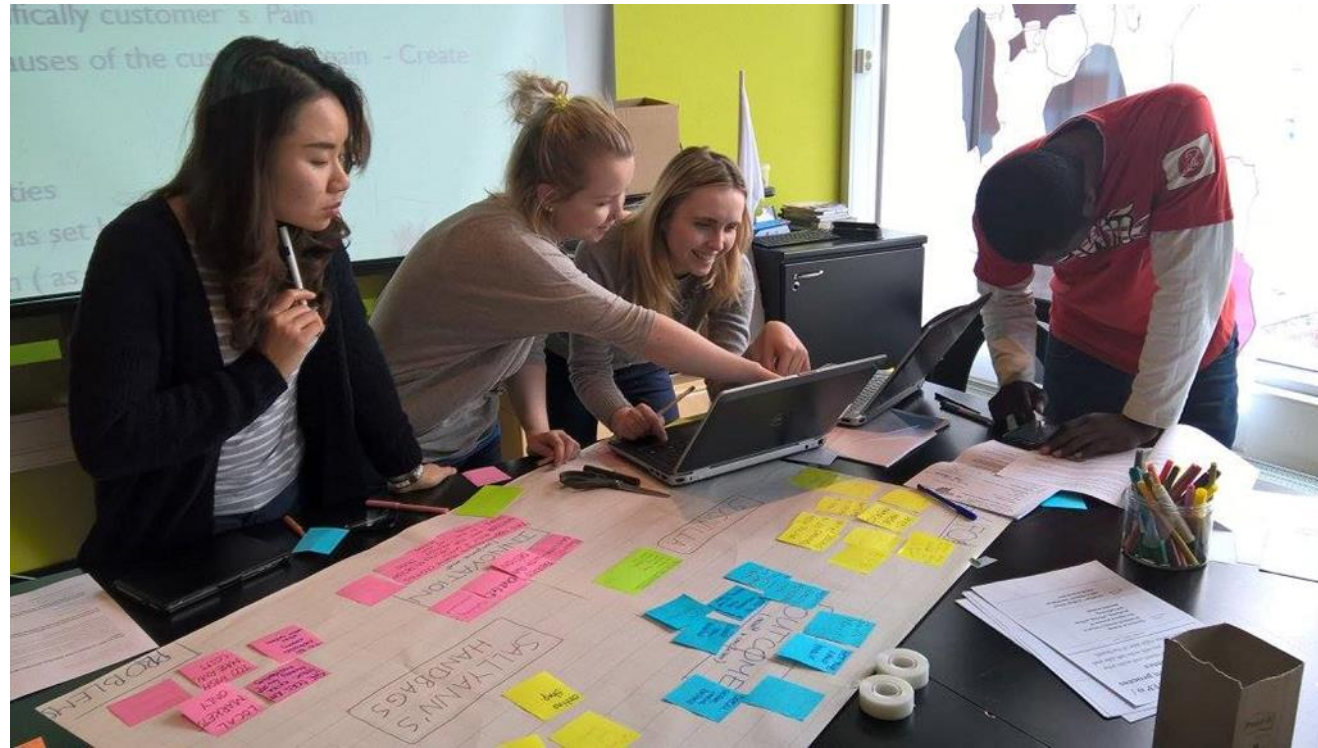
People skills

Copyright 2004 by Randy Glasbergen.
www.glasbergen.com

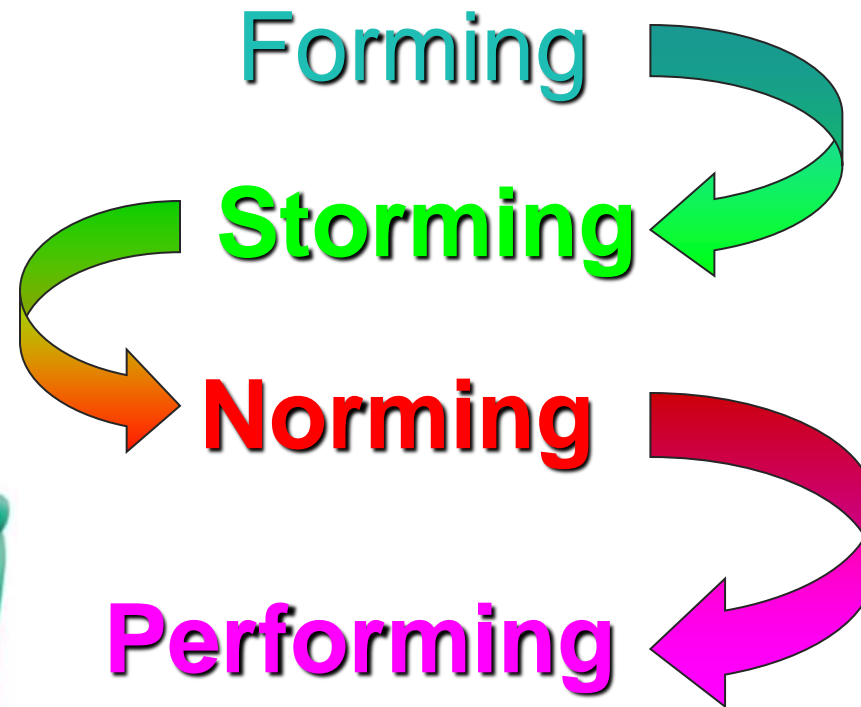


**“Yes, I think I have good people skills.
What kind of idiot question is that?”**

Teamwork



Teamwork: Stages in team dynamics



Make 5 -7 teamwork rules

Ideation with problem-solution tree



BUILDING A CLIMATE ACTION START UP

1 IDEATION WITH PROBLEM-SOLUTION TREE

ESTABLISH CORE PROBLEM
DEFINE ROOT-CAUSES
FIND SOLUTIONS TO THE PROBLEMS

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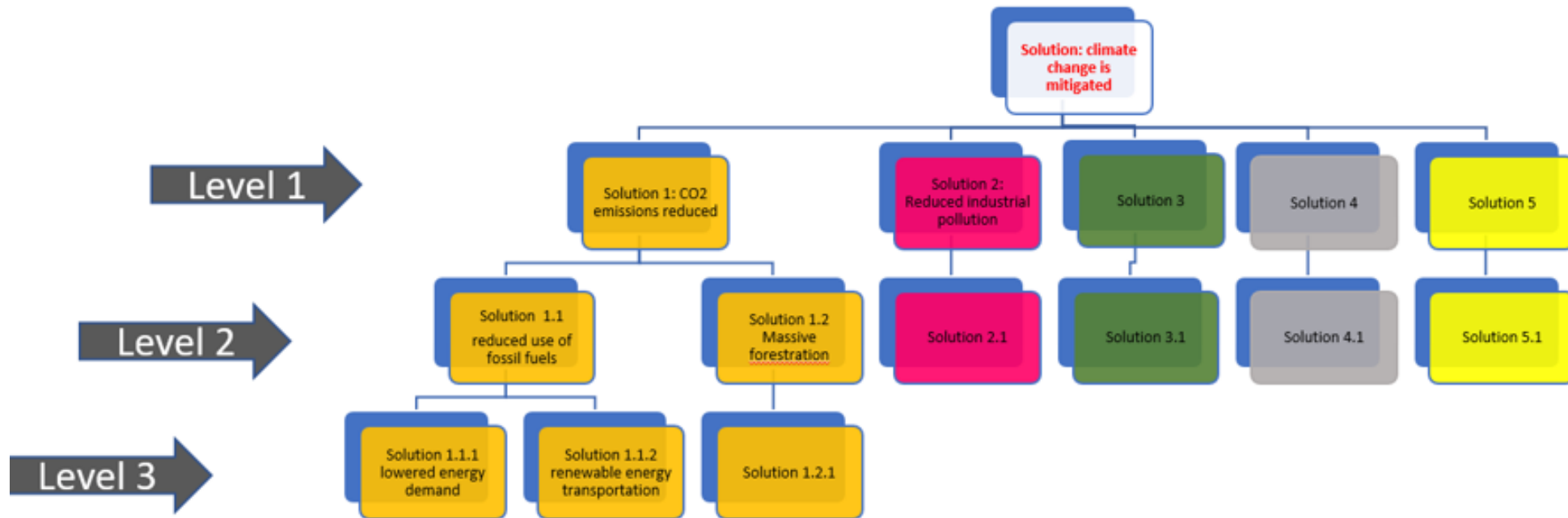
3 VALUE PROPOSITION WITH DESIGN THINKING

EMPATHIZE - DEFINE -
IDEATE - PROTOTYPE -
TEST

4 CIRCULAR BUSINESS MODEL WITH 5R CANVAS

RETHINK - REDUCE - REUSE -
RECYCLE - RECOVER

Begin with step 1. Problem-solution tree



Teamwork padlet

https://eoppimispalvelut.padlet.org/anzelika_krastina1/sustainable-entrepreneurship-for-climate-action-challenge-ri-vtlkahstvmpbcrib

Sources

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- **Sustainable entrepreneurship for Climate Action** <https://sustainable.turiba.lv/wp-content/uploads/2023/10/Digital-Handbook-SECA.pdf>
- https://sustainable.turiba.lv/?page_id=493
- **Sustainable Business Idea model**
- <https://www.youtube.com/watch?v=Lpu60HjzKd4>

Link to the SECA handbook

- Follow the SECA handbook chapters in Sustainable Entrepreneurship for Climate Action: Digital Handbook on How to Innovate Sustainable Start-Ups and Businesses for Climate Action.
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