

Green Entrepreneurship (GREENT) Educational Program by JA Mascareignes

Philosophy and Introduction

What we believe and observe to be true, based on extensive worldwide research from the last decades, is that there is a broken link between man and nature which needs to be restored, regenerated. It is the greatest conundrum that this generation will need to solve in the next 20-30 years. We believe **it is our responsibility to do our part and support that transformation through educational instruments** which is JA's core expertise. The young generation expects nothing less from us.

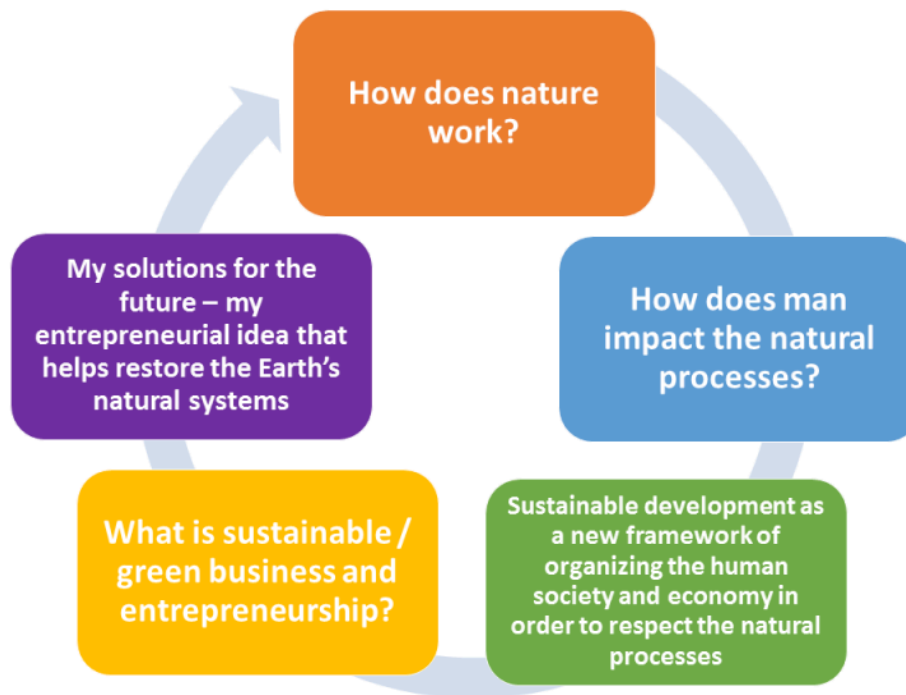
Entrepreneurship has always been about initiative, leadership and action. Now it should also become about **taking conscious and urgent responsibility for our planet**. All of us need to realize we need to step up our game. We need to become entrepreneurs in saving ecosystems and our planet. We have exactly one generation.

One of the unique characteristics of the JA GREENT program is that it was co-created by a team of 25 teachers from Bulgaria, Greece, Latvia, Norway and Romania with the support of **sustainability experts and educational content design experts** from the teams of the 5 partner organizations in the project. The 2023 Mauritius Edition was contextualized by JA Mascareignes with the assistance of local and international sustainability experts.

The mission of the JA GREENT project is to **create educational tools that will support teachers in fostering a “sustainability-conscious entrepreneurial mindset” in their high school students**. This mindset includes all the features of the entrepreneurial mindset but is viewed through the prism of a sustainability mindset characterized by holistic thinking, an environmental and social ethic that respects the value of all living things, the need for climate change mitigation and adaptation, responsible consumption etc.

The Syllabus

The JA GREENT syllabus is divided into two major parts. Part I is intended to give the knowledge about **natural systems, sustainability and green entrepreneurship** by providing theoretical fundamentals, case studies, examples and opportunities for practical work and experiences suitable for a blended learning environment. Part II is intended to encourage students to jump into an entrepreneurial journey and **experience green entrepreneurship first-hand through practical activities.**



At the end of the program, a **certificate is given to the teachers and students.** A monitoring will be conducted with the schools to record how many students have completed the course over what time frame. Additionally, JA Mascareignes will give technical support to the teachers and may implement sessions as and when needed.

The teachers will have a training session, a training manual and worksheets needed for the class. In the manual, teachers can find lesson plans for all lessons. The lessons are structured along similar lines – they all start with a theoretical introduction which is followed up on with case studies, entrepreneur profiles, practical activities, reflection questions, homework tasks and additional links.

The Teachers' Manual contains 14 lessons. Each lesson is planned to be delivered within the duration of 1-2 periods. You can find an overview of all the topics and lessons below.

No.	Name of lesson
	Pre-test & Course introduction
1	Systems and Ecosystems
2	Natural Cycle and Flows
3	Biodiversity and Biodiversity Loss
4	Climate Change
5	Waste and Pollution
6	Sustainable development
7	Sustainable Solutions and Sustainable Businesses
8	Entrepreneurship, Green Entrepreneurship and Circular Economy
9	Business model Canva and Business plan
10	Local Opportunities for Green Business and Idea Generation
11	Developing the business model canvas
12	Customer interviews
13	Reworking the business model canvas
14	Final Presentation
	Post-test