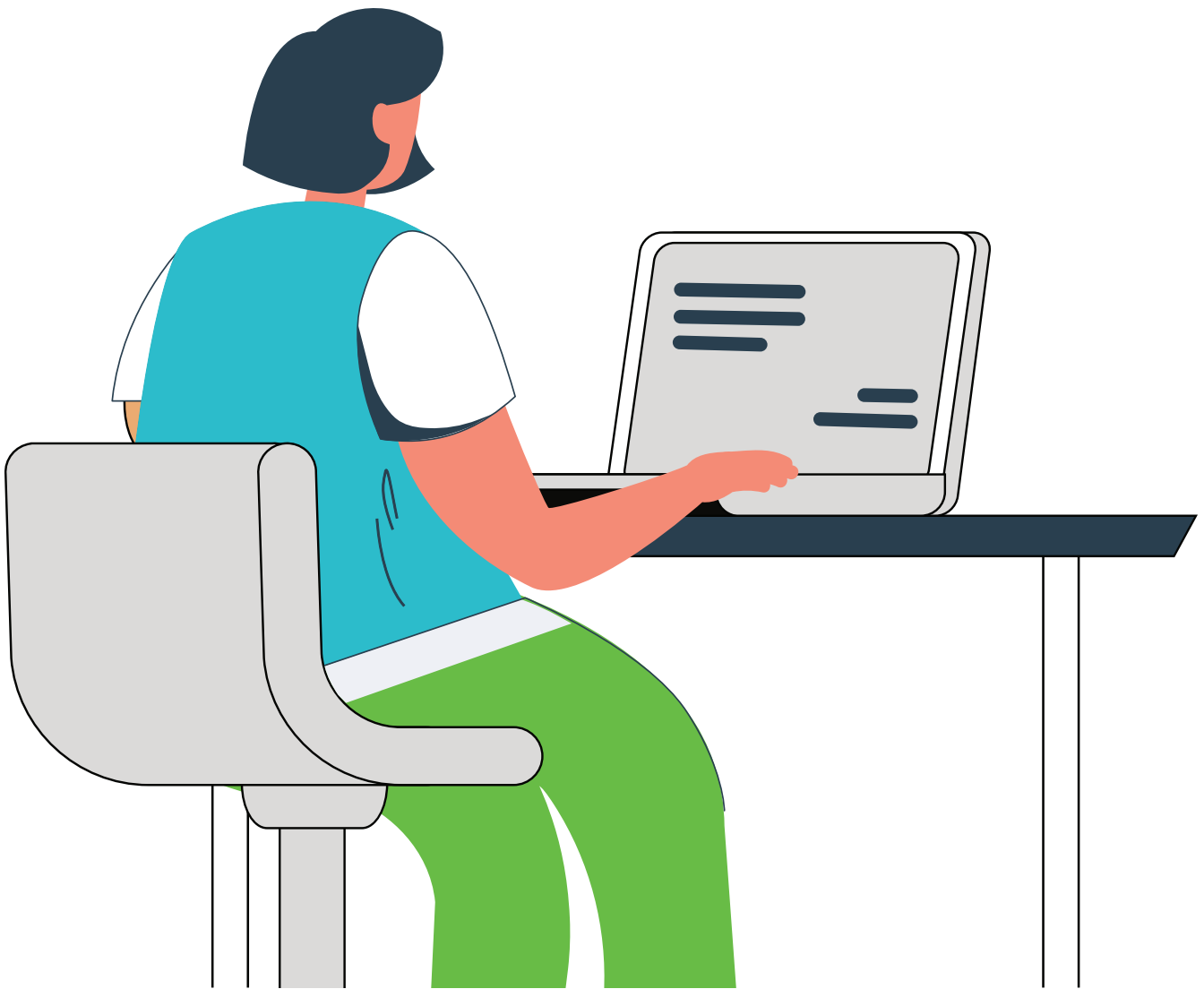


eco Ai circular



Lesson Plan



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Reducing Our Ecological footprint through responsibility and consumer engagement

Lesson Plan

Equipment	Target Group	Goal
Projector (optional), computer, internet connection	Students in vocational training programs in finance and administration guided by their trainers	Create actionable solutions that reduce the restaurant industry's ecological footprint by eliminating single-use plastics, fostering sustainability, and engaging customers responsibly.

Description

Reducing ecological impact is fundamental to advancing the circular economy. This challenge encourages students to devise solutions to eliminate single-use plastics, enhance sustainable practices, and design a framework for a greener restaurant model. By engaging customers and promoting environmental responsibility, students will explore actionable strategies for the restaurant industry to meaningfully lower its ecological footprint.

Learning Objectives	Expected outcomes
<ol style="list-style-type: none"> 1. Study the practices of a “zero waste” restaurant through a case study, as a basis for evaluating and improving GreenBite’s sustainability efforts. 2. Analyze GreenBite’s value chain to identify critical stages contributing to environmental degradation and develop targeted strategies to reduce food waste by 20% and decrease the use of single-use plastics by 50%. 3. Evaluate social responsibility practices within GreenBite to identify opportunities for improvement in ethical sourcing and labor conditions, and to design an awareness campaign that engages consumers in the transition towards a circular economy. 4.Design a customer engagement strategy that encourages active participation in GreenBite’s sustainability initiatives, including educational programs and incentives for the adoption of green habits. 4. Develop innovative solutions to integrate circular economy principles into GreenBite’s operations, focusing on minimizing waste and maximizing resource reuse at all stages of the value chain. 	<ol style="list-style-type: none"> 1. Identify key environmental impacts and solutions for GreenBite operations. 2. Promote ethical and sustainable business practices that generate a positive impact on society and the environment (CSR). 3. Empower consumers to make sustainable choices through ethical and transparent practices.
	Competences
	C1-Apply corporate social responsibility (CSR) and ethical criteria in business actions and decisions, footprint

Classroom Setting	Students can work in pairs, groups, or individually.
Prior Knowledge Required	Challenge 1 completed.



Learning Activities Overview

No.1 / Discussing the environmental impact of restaurants


Objective	Duration 	Training Method	Equipment Needed
Understand GreenBite's sustainability approach and its commitment to reducing its environmental footprint through circular economy and CSR principles.	45 mins	Exercise - Individually	Computer, Internet connection, Projector (optional)

Learning Resources or/and Assignments

Students can read Assignment 1 individually. At the end of the assignment, there are a few questions for discussion.

Mandatory / Optional	Mandatory
Use of EcoAI tool	Consider using the EcoAI Assistant to add supplementary comments or questions to the environmental footprint in the restaurant business model.

No.2 / Learning and discussing about the importance of a real-world zero-waste restaurant model


Objective	Duration 	Training Method	Equipment Needed
Analyze a real-world zero-waste restaurant model to gain insights into effective waste management, sustainable supply chain practices, and strategies for engaging customers in sustainability.	3 hours	Exercise - Group or Individually	Computer, Internet connection, Projector (optional)

Learning Resources or/and Assignments

After reading the listed Materials for this activity, students can discuss the questions outlined in Activity 2.

Mandatory / Optional	Mandatory
Use of EcoAI tool	Consider using the EcoAi Assistant to add supplementary comments or questions to the zero-waste restaurant business model.

No.3 / Analysis and resolution of the Case Study GreenBite


Objective	Duration 	Training Method	Equipment Needed
Identify key environmental impacts in GreenBite’s value chain, evaluate current CSR practices, and uncover opportunities for circular solutions, ethical sourcing, and community engagement.	6 hours	Exercise - Group or Individually	Computer, Internet connection

Learning Resources or/and Assignments

After reading the listed Materials for this activity, students can resolve and discuss the Assignment 3.

Mandatory / Optional	Mandatory
Use of EcoAI tool	Utilize the EcoAi tool to provide more especification details : A1: Analyze GreenBite’s value chain to identify critical stages that contribute significantly to environmental degradation, facilitating the development of targeted sustainability strategies. A2: Evaluate social responsibility practices within GreenBite’s operations to uncover opportunities to improve ethical sourcing, labor conditions and community engagement initiatives. A3:Identify at least three areas where the company can apply circular solutions and improve its CSR.

No.4 / Developing a plan to implement a Zero Waste and Plastic Free program for GreenBite


Objective	Duration 	Training Method	Equipment Needed
Develop and implement a comprehensive Zero Waste and Plastic Free program aimed at reducing food waste by 20% and single-use plastics by 50%, focusing on customer awareness and sustainable practices.	8 hours	Exercise - Group or Individually	Computer, Internet connection

Learning Resources or/and Assignments

Students are required to develop and present a comprehensive action plan as the final component of the case study, which will also serve as Assignment 4. There are two optional goals. Students need to choose one of this goals for their action plan. Then they will present their results, using the resources provided in the Materials section for this Assignment 4. We suggest to use the template (Project Template) provided in the Material List. Students will need to use the data of Activiy 3 Material 1 Reading and Activiy 3 Material 2 Reading.

Mandatory / Optional	Mandatory
Use of EcoAI tool	Utilize the EcoAI Assistant to assist students in identifying the necessary changesfor a zero waste or plastic free program.

No.5 / Discussing on the role of consumers in sustainability

Objective	Duration 	Training Method	Equipment Needed
Reflect on the influence of consumer choices and measure the environmental impact of the individuals' lifestyle.	2 hours	Exercise - Group or Individually	Computer, Internet connection



Learning Resources or/and Assignments


Students are engaged to use the Ecological Footprint Calculator. This interactive tool helps individuals measure the environmental impact of their lifestyle. After playing with this tool, student can discuss questions in Assignment 5.

Mandatory / Optional	Mandatory / Optional
Use of EcoAI tool	Utilize the EcoAi Assistant to provide the questions for the debate: <i>What are the responsibilities of consumers and the company in reducing the ecological footprint?</i> <i>How can joint actions between the company and customers accelerate the transition to a more sustainable economy?</i>

No.6 / Self-assessment

Objective	Duration	Training Method	Equipment Needed
Evaluation of the learning process	15 mins	Individually	Computer, Internet connection
Mandatory / Optional	Mandatory		

TOTAL DURATION



20 hours