

# - Student worksheet for case study - Green innovation for a healthier life



## Generic green skills

### Cognitive competencies:

- Innovation skills to identify opportunities and create new strategies to respond to green challenges
- Ability to think about things differently

### Interpersonal competencies

- Strategic and leadership skills to enable policymakers and business executives to set the right incentives and create conditions conducive to cleaner production, cleaner transportation, etc.
- Marketing skills to promote greener products and services
- Consulting skills to advise consumers about green solutions and to spread the use of green technologies



## Learning objective

### You will be able to:

1. Understand how green innovation can contribute to addressing sustainability issues.
2. Explore people's acceptance of green innovation products.
3. Promote green innovation products to relevant stakeholders based on the survey results.



## Format

Small group work



## Resources needed

A3 paper, pens, colored pencils, case study



## Time required

2 hours



## Assessment

### You will be assessed based on:

1. The design of the survey.
2. The suggestions generated based on the results and findings of the survey, to promote the green innovation products to relevant stakeholders.

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### Before the class:

1. Read the case study, “Green innovation for a healthier life”, and think about:
  - a. What is green innovation?
  - b. How does green innovation help address sustainability issues and increase the quality of life of citizens?
  - c. Are there any other examples of local design that are based on green innovation?
2. Write down your ideas and prepare to share your findings with your group.

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### During the class:

#### 1. Group sharing and presentation

- a. Share your ideas in your group.
  - For question a, use a mind map to summarize the group's ideas.
  - For question b, list the sustainability issues that the green innovation products introduced in this case study can help to address, and explain how they increase quality of life.
  - For question c, introduce the examples you find and clearly explain how they work.
- b. Each group shares with the class.

#### 2. Design a survey to explore people’s acceptance (60 mins)

- a. Choose one green innovation product introduced in the case study to explore people’s acceptance/interest. How would people like to use it, and would it encourage them to increase their exercise time? Discuss these ideas in your group.
- b. Decide where you will conduct the survey and who will be your participants, based on your choice of product. For instance, if you choose to explore people’s acceptance of the Eco Gym, then you may need to identify which gyms you will focus on, as well as the ages of the gym members.
- c. The survey can be designed as a questionnaire, an interview or a mixed method, so you can use both a questionnaire and an interview. Formulate the questions for your survey with your groupmates.
  - i. Ask more closed-ended questions than open-ended questions (particularly at the beginning).
    - Ensure your survey questions are neutral
    - Keep a balanced set of answer choices
    - Don’t ask for two things at once
    - Make sure your questions are all different from each other
    - Keep some of your questions optional to answer
    - Do a test drive - Share your survey with another group and ask them to answer your questions. You can see if they got understood your meaning and also whether you got the required information from their answers.
  - ii. You may use the internet to create a survey, such as Google forms and Survey Monkey. You may also check the following website for tips about creating survey questions. <https://www.surveymonkey.com/mp/writing-survey-questions/>
- d. Discuss how you can approach your target groups.



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### After the class:

1. Finalize your survey and hand in to your teacher for comments.
  2. Conduct the survey according to your group plan.
  3. After the data collection, analyze the data and write up the results and findings.
  4. According to your results and findings, generate some suggestions to promote the selected green innovation product to relevant stakeholders. For example, you could ask the government to provide incentives or subsidies to the gym center that is equipped with equipment that captures energy from people's workouts and turns it into electricity.
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