

Activity Title	What is Sustainability?	
Activity Overview	In this activity, you will learn key skills that will help you market and sell your business.	
Activity Steps	Notes	Resources
Watch the instructional video	Mr. Davies will show you how to market and sell your 'sustainable' business.	Online video
Part 1 -Starting your business: What words do I need to know?	Write down what the following words mean	Worksheet
Part 2– How can I make my sustainable business attractive?	We learn about the why, how and what model that a marketing consultant uses.	Worksheet Additional resources are available on YouTube. 'How great leaders inspire action' https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action
Part 3 – How can I sell my business?	You make your good or service using the Golden Circle. Then combine it with the sustainability model. What makes your good or service sustainable?	Worksheet
	Research how people have tried to 'sell' their ideas on the show 'Dragons' Den'	YouTube
	Which presentations did you like? Why?	Worksheet
Part 4 - Do it!	Make it - film it - reflect on it	Worksheet
Part 5 - Did I achieve my objective?	Answer the questionnaire	Worksheet