

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 Duration	2 hours	Resources Required	Worksheet, YouTube, Laptop or phone.
Activity Summary			
<p>‘What is Sustainability?’. I hope you enjoy this lesson which is part of the online Concord College summer school. My name is Mr. Davies and today I am going to help you do two things. Firstly, I will help you think of an idea for a sustainable business. Secondly, I will help you market and sell your business.</p> <p>It is very important to communicate clearly in business. Therefore, giving a presentation, which in business is called a pitch, is a very important skill to learn.</p> <p>A good is something that people can touch. For example, a telephone or a television. A service is something that people provide. For example, a teacher provides a service. The first thing that you need to do is decide if you want your business to be a good or a service.</p> <p>Your good or service should also be sustainable. This means that it should meet business needs without compromising the ability of future generations to meet their own needs. This will highlight WHY your business is important. Basically, your business should not damage the environment or the environment in the future.</p> <p>Every business needs to be attractive. The Golden Circle will help you clarify how your business does what it does, and finally what it does. After this you will present your business. This kind of presentation is called a pitch because it is quick and interesting. It will be 1 minute long.</p> <p>I want you to think about your body language such as eye contact and the way you move during the pitch. I will also want you to think about the structure of your presentation. It is also important to have a hook.. A hook is something that gets the audience’s attention, such as a phrase like ‘‘simply the best’’ or ‘I am loving it’.</p> <p>A famous TV show with many pitches is called Dragons’ Den. The Dragons invite people to make their pitch. As you will see, sometimes these went very bad and other times very well. I want you to pitch in a way that shows who you are. There is not one way to make a pitch, and being you is the most important part of making a pitch.</p> <p>Let’s review. 1) You are going to make a sustainable good or a service 2) You are going to pitch/present your idea highlighting WHY your business is important for sustainability. I really hope you enjoy the task and remember to be creative and have fun.</p>			