Entrepreneurship Education

START DSP

Digital - Sustainable - Profitable

Tool 2: Green Business Model Decision Tree "AI and GreenComp"

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Overview

This tool empowers educators and entrepreneurs to design and refine **sustainable business models** using AI-guided decision-making. The Green Business Model Decision Tree supports learners in navigating environmental, economic, and digital factors in business planning—fully aligned with the **GreenComp** framework and elements of **DigComp** and **EntreComp**.

Purpose of the Tool

To guide users—especially students and early-stage entrepreneurs—through structured, AI-assisted choices that result in sustainability-oriented business models. It encourages critical thinking, systems thinking, and ethical entrepreneurship.

How It Works

The tool operates as an interactive digital decision tree. Users:

1. Input business characteristics (e.g., sector, goals, resources).
2. Follow a guided series of sustainability-focused prompts.
3. Receive personalized, AI-powered suggestions for green innovation, resource use, and digital alignment.
4. Reflect on recommendations to optimize their business strategies.

Classroom Use Case

Example Scenario:
Ahmed, a student in a sustainability-focused entrepreneurship course, wants to create a local energy startup. He uses the decision tree to:

- Define his model: Solar-powered service for communities
- Prioritize sustainable procurement and low carbon emissions
- Evaluate digital tools for energy usage tracking

The tool recommends lifecycle analysis integration, mobile data tracking, and stakeholder engagement plans. Ahmed revises his idea based on these insights and presents a sustainable pitch to his class.

Instructions for Educators

1. **Introduce the Tool:**
   Explain how the decision tree helps visualize sustainability strategies in business contexts.
2. **Guide Student Input:**
   Ask students to define:
   - Target market & sector
   - Type of value offered (product/service)
   - Environmental priorities (carbon, circularity, inclusion)
3. **Explore Decision Tree Paths:**
   Let students follow the AI's branching questions. They'll receive context-aware suggestions based on GreenComp competencies like responsible consumption, climate action, and co-creation.
4. **Facilitate Peer Discussions:**
   Encourage students to compare recommendations and evaluate trade-offs in sustainability choices.
5. **Integrate Into Assessments:**
   Use reflection reports or pitch decks to assess understanding of sustainability principles in entrepreneurship.

Expected Learning Outcomes

- Increased awareness of environmental and social sustainability

- Clear understanding of how to integrate GreenComp into business planning
- Ability to make ethical, informed decisions supported by digital tools
- Stronger critical and systems thinking skills

Resources Needed

- Access to the decision tree tool (web or interactive file)
- Internet connection
- Case studies or real-world sustainability examples
- Worksheets for mapping inputs and decisions

Next Steps for Teachers

✍ Use in courses on sustainability, innovation, or entrepreneurship
✍ Pair with community-based projects or environmental hackathons
✍ Encourage students to co-create and iterate sustainable solutions
✍ Share best practices across institutions via Knowledge Hub