AI-GREENER
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[LESSON PLAN]

[AI AND ENTREPRENEURSHIP]

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Disclamer

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1. TITLE

The AI-Entrepreneurship : Building Sustainable Ventures

2. GRADE LEVEL

- ☐ ISCED Level 3 – Upper Secondary Education (ages 15–18)

3. SUBJECT AREA

Choose the subject areas that best support the lesson's focus. From the following list several subject areas can be chosen:

- ☐ Economics
- ☐ Computer Science
- ☐ Technology and Design

4. TYPE

- ☐ Lesson Plan

5. DURATION

Select the one format that fits the lesson/Project:

- ☐ 1 x 40 minute class

6. LEARNING OBJECTIVES

O1 - Explain how AI creates new opportunities for entrepreneurs.

O2 - Identify AI tools that can optimize business processes (e.g., marketing, logistics).

O3 - Design a basic concept for a "Green" AI-driven startup.

O4 - Evaluate the ethical and economic risks of AI in the business world.

7. Key Competences Developed

- Digital competence: Understanding AI as a tool for innovation.
- Personal, social and learning to learn competence: Collaborative work.
- Citizenship competence: Focusing on sustainable and ethical business.
- Entrepreneurship competence: Developing initiative and business thinking.

8. Prior Knowledge / Prerequisites

Basic understanding of what a business/startup is.
General knowledge from Lesson 1 (AI and Sustainability).

9. Lesson/Project Outline

Phase 1 – Introduction: Engage & Contextualize

●Goal: To connect AI with the world of innovation and startups.
●Activities:
Discussion: "If you had to start a business tomorrow, how could a robot or an algorithm help you?"
Context: Introduction to the concept of the "AI-Entrepreneurship Nexus" – how AI lowers the barrier for young entrepreneurs.
●Output: Students identify AI as a "co-founder" or assistant in modern business.

Resource (name)	Link (to the folder on Teams)

Phase 2 – Exploration: Investigate & Compare

●Goal: To analyze how AI changes traditional business models.
●Activities:

Case Studies: Brief look at AI startups that focus on sustainability (e.g., AI for circular economy or smart waste management).

Comparison: Traditional business vs. AI-enhanced business (speed, cost-efficiency, and resource consumption).

●Output: Understanding the strategic advantages and energy demands of AI business tools.

Resource (name)	Link (to the folder on Teams)

Phase 3 – Application: Hands-On Practice

●Goal: To design a sustainable AI-based business idea.

●Activities (Group Work):

The "Green Startup" Challenge: Groups must create a simple concept for a startup using AI to solve an environmental problem.

Task: Define:

1. What is the problem?
2. How does the AI solve it?
3. How does it stay "Green"?

●Output: A draft "Business Canvas" for an AI-driven sustainable venture.

Resource (name)	Link (to the folder on Teams)

Phase 4 – Reflection & Consolidation (Present & Connect)

●Goal: Presenting ideas and connecting them to the 2026 HUB.

●Activities:

Elevator Pitches: Each group presents their "Green AI" startup idea in 60 seconds.

Teacher Wrap-up: Linking these ideas to the AI-GREENER HUB – a platform where such innovations will be shared during the final event in Graz, Austria (2026).

●Output: Awareness of the entrepreneur's role in the digital and green transition.

Resource (name)	Link (to the folder on Teams)

10. Assessment Criteria

1.**Creativity and Feasibility**: Is the business idea original and realistic? (Scale 1–5)
2.**Sustainability Focus**: Does the AI solution address an environmental issue? (Scale 1–5)
3.**Presentation Skills**: Ability to communicate the idea clearly. (Scale 1–5)

Resource (name)	Link (to the folder on Teams)

11. Teaching Materials

Name	Type (Developed/Existing)	Link	Role in the lesson
Handout: "My Green AI Startup" Template.	Developed		Phase 4
Video	Existing	https://www.youtube.com/watch?v=S2fF_S7tE6c	Phase 2
Digital tool: Canva	Existing	www.canva.com	Phase 3

12. External Resources and References

Resource (name)	Link (external or to the folder on Teams)
AI-GREENER Project Guidelines (WP3).	
EU Green Deal and Digital Transformation Strategy.	https://www.digitalwallonia.be/en/posts/green-deal-and-numerique-1/#:~:text=Shaping%20Europe's%20digital%20future%20*%20Technology%20at,solut