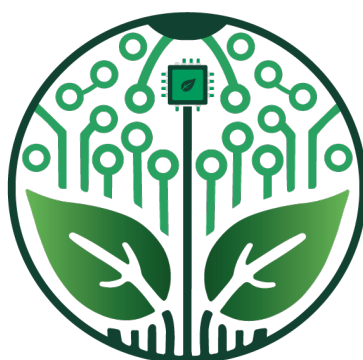




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[LESSON PLAN]

[AI AND ENTREPRENEURSHIP]

 QUADRAT HAK - HAW Bundeshandelsakademie Wolfsberg Austria	 KOCALI - DARICA KOLAYLIĞI Darica İlçe Milli Eğitim Müdürlüğü Turkey	 CAMPUS 02 FACHHOCHSCHULE DER WIRTSCHAFT Campus 02 Fachhochschule der Wirtschaft GmbH Austria	 ΔΙΕΥΘΥΝΣΗ ΔΕΥΤΕΡΙΑΣ ΕΚΠΑΙΔΕΥΣΗΣ ΚΕΦΑΛΛΙΝΙΑΣ Directorate of Secondary Education of Kefallinia Greece	 Jaunpiebalgas vidusskola Latvia	 sucessos criativos Sucessos Criativos, Lda Portugal	 Sredno obščnoobrazovalno učilišče Ljuban Karavelov Bulgaria
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Authors

Lyuben Karavelov Secondary school



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1

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.



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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:



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3

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.



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000248327

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



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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