

# **CREATIVE PROBLEM SOLVING AND GENERATION OF GREEN (BUSINESS) IDEAS**

22.03.2023

## *Agenda*

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|---------------|--|
| 09:00 – 09:30 | Registration of participants   |
| 09:30 – 10:00 | Maker Movement; Overview: what it is, it's history and its principals. Entrepreneurship in the Maker Movement: how entrepreneurship and the maker movement intersect? Making the Leap in from Maker to Entrepreneur: steps that makers can take to turn their passion into a successful business |
| 10:00 – 10:30 | Maker Platform: Overview and goals   |
| 10:30 – 11:00 | Discussion with entrepreneurs and Makers representatives   |
| 11:00 – 11:15 | Coffee break   |
| 11:15 – 12:30 | Exercise: Find a new use   |
| 12:30 – 13:30 | What are entrepreneurs? Abilities and characteristics of entrepreneurs   |
| 13:30 – 14:00 | Lunch break  |
| 14:00 – 14:45 | Generation of business (green) ideas through the methodology of Creative problem solving (CPS model)   |
| 14:45 – 15:30 | Exercise: Creating a problem tree  |
| 15:30 – 16:00 | Generation, selection and evaluation of business ideas. SCAMPER technique; Brainstorming technique   |
| 16:00 – 16:30 | Exercise: List of 50 aspirations; COCD box for selection of ideas  |
| 16:30 – 17:00 | Conclusion and evaluation  |