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Module 3

# Igniting Innovation

Re-defining and ideating for sustainable business



# Module Objectives

Understanding successful sustainable entrepreneurship

Re-defining problems

Ideation techniques

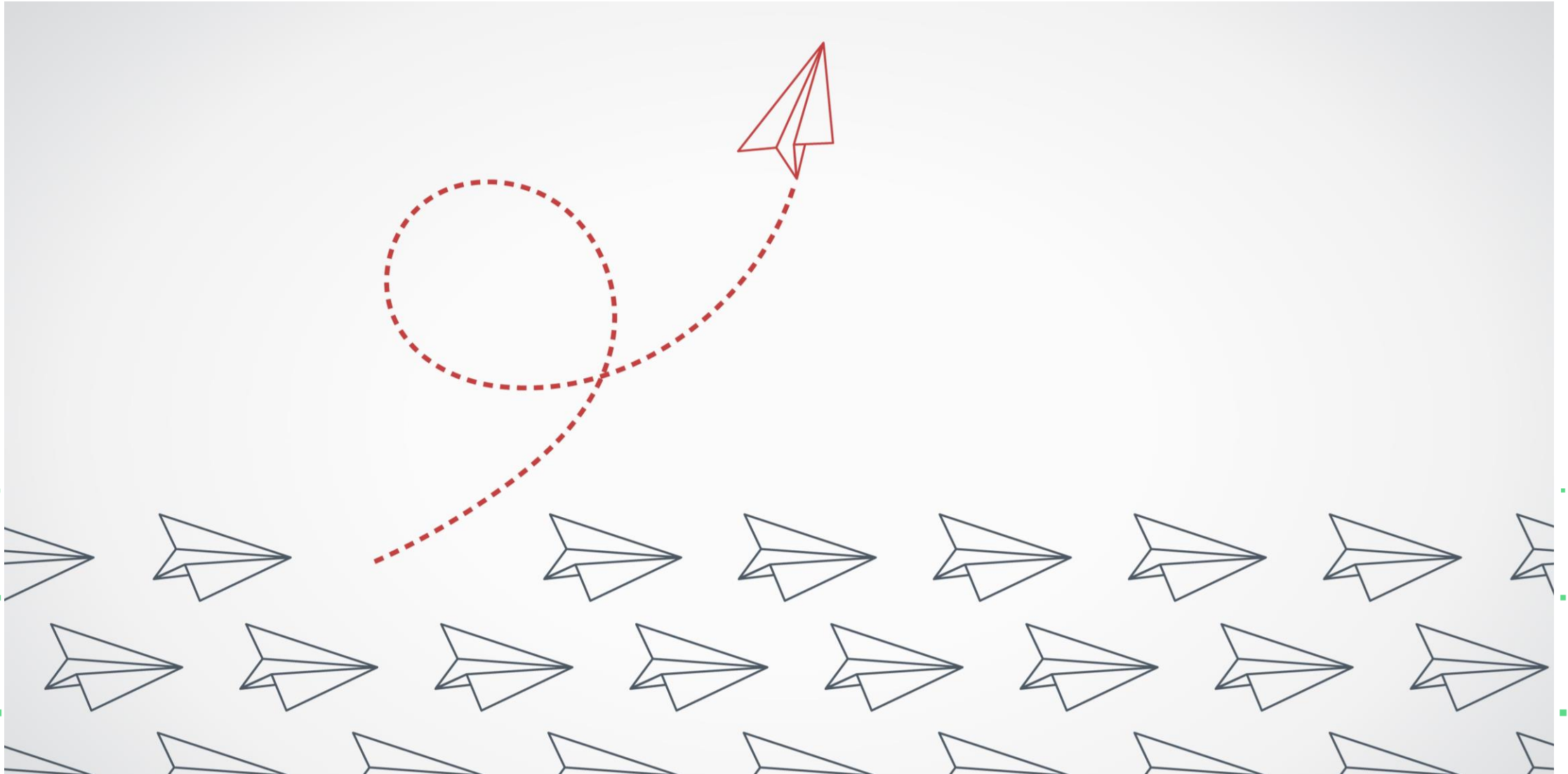
Critical and creative thinking

The Circular and Sharing Economies



# Re-defining Problems for Innovation

# Engaging Creative Thinking



# Ideation Techniques



# Fostering Critical Thinking





# Techniques for Re-defining Problems

- SCAMPER (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse)
- The Five Whys
- Value Mapping

# The Circular Economy



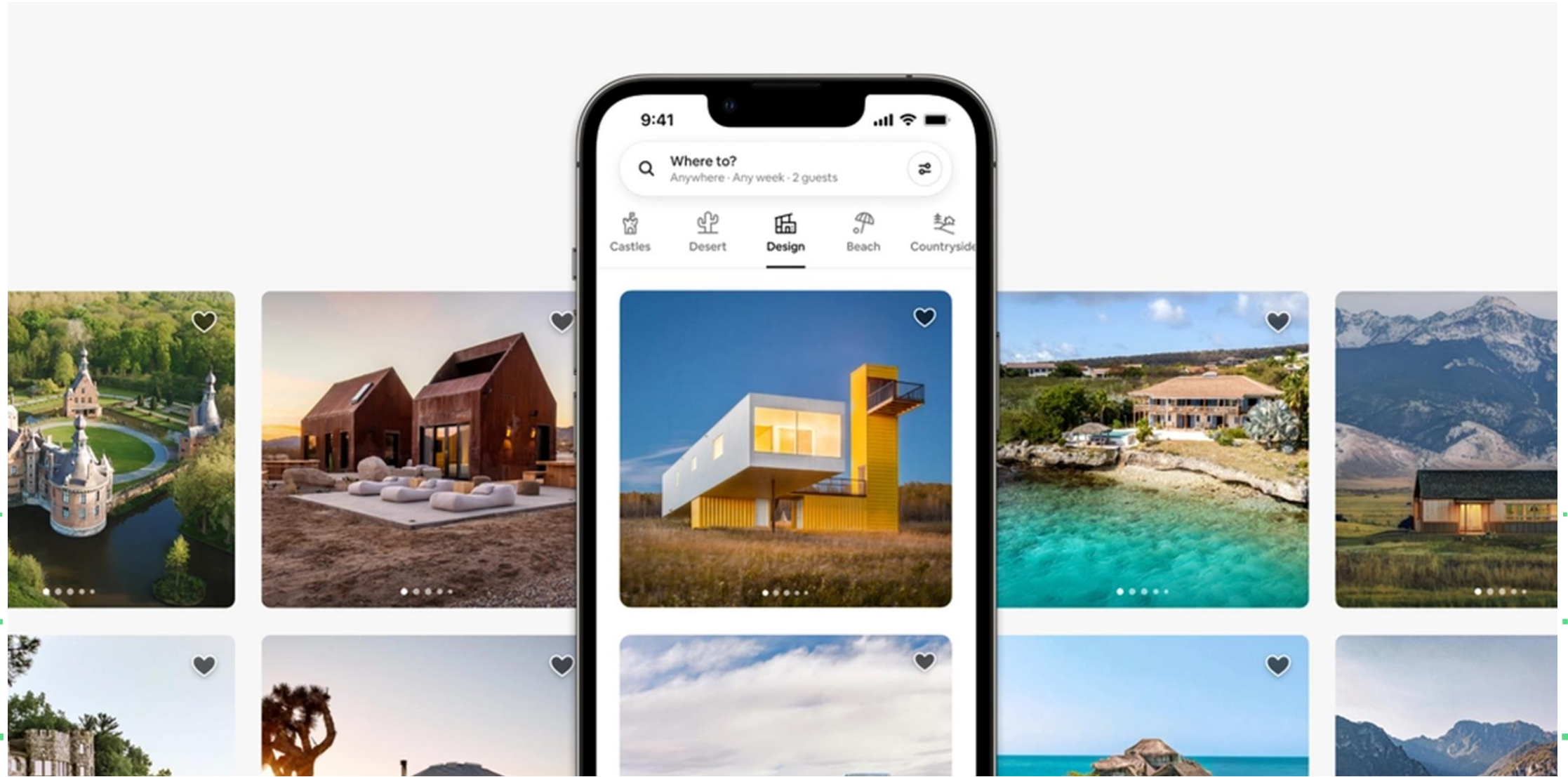
Example  
Signify



# The Sharing Economy



# Example Airbnb



# Sustainable Businesses



# Entrepreneurship for a sustainable future





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