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# SSPICE IT!

Sustainability Skills Program for International Catering operators and Entrepreneurs through Integrated Training

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# Teacher's manual

## Module 5

<b>MODULE TITLE</b>	How to find needs and design a sustainable business model
<b>HOURS</b>	5

### SUMMARY OF THE MODULE

This module, titled 'How to Identify Needs and Design a Sustainable Business Model,' equips learners with the essential skills to promote sustainability in the catering industry. By delving into market research, innovative idea development, and responsible behaviour, students learn to find and address environmental and social needs while creating value for stakeholders. This comprehensive program spans diverse topics, including sustainable practices, waste management, future scenario visualization, and group strength assessment, preparing individuals to envision and execute sustainable business models in the ever-evolving catering sector.

### MAIN TOPICS COVERED

Sustainable business models in the catering sector

Market research for sustainable business opportunities

Business model-strategy relationship

Innovation and development of creative ideas

Visualising future scenarios for sustainability

Responsible behaviour and ethical decision-making in sustainability

### ADDRESSED SKILLS

#4 Adopt sustainable practices in one's job.

#6 Find practices coherent with sustainable waste management.

#11 Explore and experiment with innovative approaches.

#12 Visualise future scenarios to help guide effort and action.

#13 Reflect on how sustainable long-term social, cultural and economic goals and actions are.

#14 Find and assess individual and group strengths and weaknesses.

#16 Develop several ideas and opportunities to create value.

#20 Find needs and challenges that need to be met.

#21 Act responsibly

### SKILLS MEASUREMENT

N°	Skill	Descriptor	Level 1	Level 2	Level 3	Level 4	Level 5



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4	Adopt sustainable practices in one's job	Incorporate sustainability into job roles and influence others positively.	Demonstrates limited awareness of sustainability principles on the job. Makes minimal efforts to adopt sustainable practices.	Shows some awareness of sustainability. Takes modest steps to adopt sustainable practices.	Understands and follows sustainability principles on the job. Demonstrates consistent adoption of sustainable practices.	Consistently practices sustainability principles on the job, and actively seeks improvements.	Exemplifies sustainability principles on the job, influences others, and innovates for sustainability at an exceptional level.
6	Find practices coherent with sustainable waste management	Recognize and promote sustainable waste reduction strategies.	Struggles to find waste management practices coherent with sustainability.	Demonstrates a basic understanding of sustainable waste management. Finds a few relevant practices.	Finds several practices coherent with sustainable waste management.	Proficiently finds sustainable waste management practices.	Expertly finds and promotes sustainable waste management practices, proving leadership at an exceptional level.
11	Explore and experiment with innovative approaches	Fearlessly experiment with groundbreaking sustainability solutions.	Resists exploring and experimenting with innovative approaches.	Shows some willingness to explore and experiment with new approaches.	Actively explores and experiments with innovative approaches.	Consistently explores and experiments with innovative approaches, seeking improvements.	Fearlessly explores and experiments with groundbreaking, cutting-edge approaches at an exceptional level.
12	Visualize future scenarios to help guide effort and action	Develop future sustainability scenarios to guide actions and decisions.	Struggles to visualize future scenarios for sustainability.	Demonstrates basic ability to visualize future scenarios aligned with sustainability goals.	Visualizes future scenarios effectively to guide efforts and actions.	Proficiently visualizes future scenarios, considering a broad range of sustainability factors.	Expertly visualizes and communicates compelling future scenarios that inspire action at an exceptional level.
13	Reflect on how	Continuously assess and align	Rarely reflects on the alignment of	Occasionally reflects on the	Regularly reflects on the	Consistently reflects on and	Demonstrates continuous



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	sustainable long-term social, cultural, and economic goals and actions are	actions with long-term sustainability goals.	actions with long-term sustainability goals.	alignment of actions with long-term sustainability goals.	alignment of actions with long-term sustainability goals, finding improvements	adjusts actions to align with long-term sustainability goals.	reflection, innovation, and commitment to achieving long-term sustainability goals at an exceptional level.
14	Find and assess individual and group strengths and weaknesses	Evaluate strengths and weaknesses in sustainability practices, fostering improvement.	Struggles to find individual and group strengths and weaknesses related to sustainability.	Finds some individual and group strengths and weaknesses related to sustainability.	Proficiently finds and assesses individual and group strengths and weaknesses related to sustainability.	Thoroughly finds and critically assesses individual and group strengths and weaknesses related to sustainability.	Expertly finds, prioritizes, and innovatively addresses complex individual and group strengths and weaknesses related to sustainability at an exceptional level.
16	Develop several ideas and opportunities to create value	Generate innovative ideas for creating value within sustainability.	Struggles to generate ideas and opportunities for creating value.	Generates a few basic ideas and opportunities.	Develops several creative ideas and opportunities to create value.	Generates a variety of innovative ideas and opportunities.	Consistently generates high-impact, groundbreaking ideas and opportunities at an exceptional level.
20	Find needs and challenges that need to be met	Find critical challenges and environmental needs for sustainable business models.	Struggles to find needs and challenges in the catering sector.	Finds basic needs and challenges but lacks depth in understanding.	Finds and comprehensively analyses needs and challenges in the catering sector.	Proficiently finds and critically evaluates needs and challenges.	Expertly finds, prioritizes, and innovatively addresses complex needs and challenges at an exceptional level
21	Act responsibly	Make ethical decisions and act responsibly in	Often makes ethically questionable decisions in	Occasionally proves responsible behaviour in	Acts responsibly in sustainability contexts,	Consistently acts responsibly, making ethical decisions in	Demonstrates exemplary responsibility and ethical leadership

		sustainability contexts.	sustainability contexts.	sustainability contexts.	adhering to ethical principles.	sustainability contexts.	in all sustainability endeavours at an exceptional level.
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## EXERCISES

Exercise #1 - Sustainable Practices and Needs Identification	
<b>Pre-requisites</b>	Learners should have a basic understanding of sustainable practices and an introductory knowledge of the catering sector.
<b>Time</b>	This exercise is expected to be completed within 30-45 minutes.
<b>Tools</b>	Learners will need access to research materials, such as the Internet, and writing tools to document their findings.
<b>Addressed skills</b>	Research, critical thinking, sustainability awareness, and problem identification.
<b>Addressed level of the skills</b>	Basic to intermediate.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>Understand the importance of sustainable practices in the catering sector.</li> <li>Find sustainable waste management practices.</li> <li>Develop research skills to find environmental and social needs in the catering sector.</li> </ul>

**Instructions to the students:**

- This assessment consists of questions and tasks related to the learning aims and skills of the module.
  - You have a total of 50 points to earn.
  - Please answer all questions and complete all tasks:
1. Explain the importance of adopting sustainable practices in the catering sector and give an example of a sustainable practice that you have implemented in your job role or from best practices.
  2. List three practices for sustainable waste management in the catering sector and explain their importance.
  3. Describe your process for conducting market research and finding environmental and social needs in the catering sector.
  4. Find two key environmental needs and two key social needs in the catering sector based

on your research.

5. Find two key social needs in the catering sector based on your research.

**Criteria:**

- All questions must be answered, and all tasks must be completed.
- Each question must have a failing grade of 6 points.
- In the exercise as a whole, the pass mark is 40 points.

**Comments: /**

Exercise #2 - Creating Value and Responsible Behaviour	
<b>Pre-requisites</b>	Learners should have a fundamental understanding of sustainable business practices and some knowledge of the catering industry.
<b>Time</b>	This exercise is expected to be completed within 30-45 minutes.
<b>Tools</b>	Learners will need access to research materials, presentation tools, and brainstorming resources.
<b>Addressed skills</b>	Innovation, value creation, project planning, scenario analysis, and ethical decision-making.
<b>Addressed level of the skills</b>	Intermediate.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Generate innovative ideas for sustainable business models.</li> <li>• Plan for the implementation of one of these ideas.</li> <li>• Understand the concept of scenario planning in the context of sustainability.</li> <li>• Reflect on personal and ethical considerations in sustainable business practices.</li> </ul>

**Instructions to the students:**

- This assessment consists of questions and tasks related to the learning aims and skills of the module.
- You have a total of 50 points to earn.
- Please answer all questions and complete all tasks:

1. Supply an example of a real or hypothetical challenge or obstacle you might meet when implementing one of your innovative business model ideas in the catering sector and

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explain how you would address this challenge responsibly and sustainably.

2. Present two innovative ideas for a sustainable business model in the catering sector and explain how they generate added value for the business and its stakeholders.

3. Describe how you intend to experiment with one of these ideas to assess its feasibility.

4. Envision a future scenario for the focus area that aligns with long-term sustainability goals.

5. Explain the role of scenario planning in decision-making in a sustainable business context.

**Criteria:**

- All questions must be answered, and all tasks must be completed.
- Each question must have a failing grade of 6 points.
- In the exercise as a whole, the pass mark is 40 points.

**Comments:** /

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**Exercise #3 - Reflection and Ethical Decision Making**

<b>Pre-requisites</b>	Learners should have a basic understanding of sustainability principles and some experience in the catering sector.
<b>Time</b>	This exercise is expected to be completed within 30-45 minutes.
<b>Tools</b>	Learners will need writing tools to document their reflections.
<b>Addressed skills</b>	Self-reflection, ethical decision-making, and self-assessment.
<b>Addressed level of the skills</b>	Basic to intermediate.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Reflect on personal long-term sustainability goals.</li> <li>• Demonstrate responsible behaviour in the context of sustainability.</li> <li>• Address challenging ethical decisions.</li> <li>• Assess individual and group strengths and weaknesses in sustainable practices.</li> </ul>



**Instructions to the students:**

- This assessment consists of questions and tasks related to the learning aims and skills of the module.
- You have a total of 50 points to earn.
- Please answer all questions and complete all tasks:

1. Reflect on your sustainable long-term social, cultural and economic objectives in the food service sector.
2. Supply an example of a situation where you would have to prove responsible behaviour to contribute to sustainability efforts.
3. Describe a difficult ethical decision in a sustainable business context and explain how you would act responsibly.
4. Evaluate a team's strengths and weaknesses in working together to achieve sustainability goals.
5. Find an opportunity for continuous improvement of a team's collaborative efforts.

**Criteria:**

- All questions must be answered, and all tasks must be completed.
- Each question must have a failing grade of 6 points.
- In the exercise as a whole, the pass mark is 40 points.

**Comments: /**

**FINAL TASK OF THE MODULE**

<b>FINAL TASK MODULE 5: <i>Marketing Analysis in the Catering Sector</i></b>	
<b>Pre-requisites</b>	• Completion of Module 5
<b>Time</b>	3 hours
<b>Tools</b>	Access to a shared digital platform for collaborative work (e.g., Accade) and presentation software (Canva/PowerPoint).
<b>Addressed skills</b>	<ul style="list-style-type: none"> <li>• Creative Problem Solving</li> <li>• Collaboration and Teamwork</li> <li>• Presentation and Communication</li> </ul>

	<ul style="list-style-type: none"> <li>• Application of Sustainable Business Principles</li> </ul>
<b>Addressed level of the skills</b>	Intermediate level, assuming a foundational understanding of module concepts and principles.
<b>Topic area</b>	Finding Needs and Designing a Sustainable Business Modelling the Catering Sector
<b>Objective(s)</b>	<ol style="list-style-type: none"> <li>1. Apply the knowledge acquired in the module to creatively design a sustainable business model in the food sector.</li> <li>2. Demonstrate effective teamwork and communication skills in presenting the sustainable business model.</li> </ol>

### Instructions to the students:

1. Group Formation (30 minutes):
  - Form groups of [number] students, considering diverse skill sets within the group.
  - Choose a team coordinator to ease collaboration.
2. Brainstorming Session (1 hour):
  - Utilize a shared digital platform for collaborative brainstorming (e.g., Accade).
  - Using the principles learned in the module, design a sustainable business model for your assigned aspect of the catering sector.
  - Consider environmental, social, and economic sustainability.
3. Conceptualization and Planning (1.5 hours):
  - Integrate innovative and creative ideas into your sustainable business model.
  - Showcase uniqueness and differentiation.
  - Your presentation should be structured into key areas: Introduction, Market Analysis, Sustainable Practices, Innovation, and Future Outlook.
4. Preparation for Presentation (30 minutes):
  - Use Canva/PowerPoint to create a visually appealing presentation.
  - Each group should prepare a 15-minute presentation.

### Criteria:

CRITERIA	NOTATION				
	0	1	2	3	4
<b>Clarity of the introduction</b>					

Rate how well the introduction engages the audience and sets the stage for the presentation of the sustainable business model					
<b>Insightful market analysis</b>					
Evaluate the depth and insight of the market analysis, taking into account trends, competitor analysis and opportunity identification					
<b>Effective sustainable practices</b>					
Evaluate the impact and effectiveness of sustainable practices proposed in the business model, taking into account environmental, social and economic dimensions					
<b>Creative solutions and innovation</b>					
Evaluate the level of creativity and innovation proved in proposing solutions within the sustainable business model					
<b>Strategic vision for the future</b>					
Evaluate the strategic vision presented for the future of the business model, taking into account long-term sustainability aims and adaptability to future challenges					
<b>NOTATION</b>	<b>/20</b>				

**Added material:** To aid in developing the "Market Analysis" section, consider using real-world data and trends in the catering sector. Supply access to online resources and industry reports.

**Comments:** This task aims to display your understanding of the principles of sustainable entrepreneurship in the catering sector. Be creative, think innovatively and prove effective

collaboration. Examine real-world examples and trends in the catering industry to enrich your market analysis.

## SUGGESTED SCHEDULE

HOURS	ACTIVITIES
1	Chapter 1
1	Chapter 2
1	Chapter 3
1	Chapter 4
1	Chapter 5
1	Chapter 6
1	Chapter 7
1	Chapter 8
30-45 min	Exercise 1
30-45 min	Exercise 2
30-45 min	Exercise 3
1-1,5	Final task

## PEDAGOGICAL SUGGESTIONS AND GENERAL REMARKS

### **Pedagogical Suggestions:**

- **Active Learning:** Promote engagement through discussions, group activities, and real-world case studies.
- **Critical Thinking:** Encourage learners to analyse and evaluate sustainability concepts and ethical dilemmas.
- **Practical Application:** Emphasize applying theoretical knowledge to real catering sector challenges.

### **Additional Materials:**

- **Sustainability Guidelines:** Share best practices from environmental agencies and industry associations.
- **Case Studies:** Supply examples of successful sustainable catering businesses for reference.
- **Guest Speakers:** Invite industry experts to share insights on sustainable practices.

### **General Remarks:**

- **Flexibility:** Adapt teaching methods to accommodate varying learner backgrounds.
- **Ethical Considerations:** Stress the importance of ethics in sustainable business practices.
- **Interdisciplinary Approach:** Highlight the diverse fields influencing sustainable business models.
- **Continuous Improvement:** Encourage a growth mindset and commitment to ongoing sustainability efforts.