

Sustainability

Use this sheet to encourage your young people to think about sustainability within their Fiver Challenge businesses.

Sustainability in the Fiver Challenge is about how the team or individual makes the best use of the following two points when making decisions about their product or service:

- How it protects the planet
- How it cares for communities, or those who are involved in the making and marketing of the product/service. This will include your suppliers.

What is the best way to promote these two values to your customers?

If you are working as an individual or in a team, there are many ways you can show people how your business would like to make a difference.



Think about the following:

1. What do you want customers to know about who you are?

- Why are you taking part in the Fiver Challenge?
- What would you like to achieve?
- What is important to you about the Fiver Challenge?
- Think ahead to one year from now, what would you like to be able to tell yourself that you achieved because of the Fiver Challenge?

For example, does your product/service make something positive happen in your local area? Perhaps it makes life easier for a group of people, helps the environment, or enables valuable resources be used less.

2. What do you think are the best parts of your product or service?

- How does your product or service help sustainability?

For example, the way the product is made, the kind of packaging that is used, or the amount of waste it creates?

3. Why support your business?

- Think big! Customers will be influenced by the good you are doing, let them know why they should support you.
- What makes your business special?
- Why will people care about your business?

How can you persuade more people to buy? Is there something that is special about your product or service? How will people who buy your product or service help with sustainability?

