

PBL Project – Sustainable business organization (ESG in action),

Warsaw, 19th-23rd of May

Applicable to participants of problem-based learning (PBL) applied during workshop in Warsaw as a part of the project: Concern for Tomorrow: Integrating the 17 Sustainable Development Goals in Higher Education

Method: Problem-Based Learning

Task Overview

Objective:

Establish a small business that is socially responsible.

Steps:

1. Start your own company: plan which sectors your company will operate and what type of company it will be (Tuesday)
2. Make your company socially responsible: analyze in which **E**nvironmental, **S**ocial and **G**overnance aspects your company can make improvement (Wednesday)
3. Check if ESG is a good investment (Thursday)
4. Plan how to promote your company and how to communicate ESG (Thursday)
5. Finish your project and present it (Friday)

Task Description:

You are tasked with creating and small business in today's market conditions and plan its main areas of social responsibility in which company should be involved.

Deliverables

- A spreadsheet showing detailed calculations of costs, revenue, and profit/loss (Excel or similar).
- A second spreadsheet listing sources for the cost data used (Excel or similar).
- Financial analysis metrics such as ROA (Return on Assets), NPV (Net Present Value), and BEP (Break-even Point) calculations (Excel or similar).
- A visualization of your financial performance (Excel or similar).
- List of ESG aspects in which your company influence environment and society, and list of governance areas that needs addressing
- Selections of the most important aspects, that you will include into your companies' operations
- Plan of how you address these aspects, in what ways you will make your company more socially responsible
- Channels of promotion with promotional materials
- An oral presentation summarizing your business concept and its results to the jury



Learning Outcomes

This project aims to help you:

1. Apply concepts from Microeconomics and Business courses, gaining an understanding of how business can be more socially responsible.
2. Present your business idea clearly, using relevant data and information to make your case convincingly.
3. Use IT tools to achieve project objectives and effectively communicate findings.
4. Develop teamwork skills.
5. Understand key factors that contribute to the quality of a project.

Basic Requirements

- Work in teams of 5 students, with each team member contributing actively.
- Follow the project timeline and meet all deadlines.
- Incorporate knowledge from the courses taught during PBL-testing in Warsaw.



Teaching plan

	Monday, 19.05	Tuesday, 20.05, Create your own company	Wednesday, 21.05, Socially responsible organization (ESG)	Thursday, 22.05, Marketing and communication in ESG	Friday, 23.05		
09:00 - 09:45	Arrivals	Opening meeting with integration	"E" in ESG - Dominika Dzwonkowska	ESG - how to calculate the costs of social responsibility?, Katarzyna Marton-Gadoś	project preparation		
09:45 - 10:30							
10:45-11:30		How create your own company?, Katarzyna Marton-Gadoś		Communication in ESG, Martin Dahl			
11:30 - 12:15		"S" in ESG - Þóra Þorgeirsdóttir					
12:15-13:00							
		Lunch break	Lunch break	Lunch break		Lunch break	
13:00-13:45		Introduction to CSR/ESG, Bartosz Głowacki	"G" in ESG - Katarzyna Manios	Green and circular supply chains, Aleksandra Laskowska- Rutkowska	project presentation – 20 minutes per group, picture		
14:00-14:45	Lunch	Green Company – Legal Requirements in the EU, Otar Davitaia, Givi Luashvili	ESG - areas mapping - Dominika Dzwonkowska	Socially responsible marketing, Sebastian Cudny			
14:45-15:30	Sighsteeing	How create your own company - workshop, Deepanshu Lakhwan					
15:45-16:30							
16:30-17:15							



Assessment Criteria

Module 1: Start your own company:

- Completeness and quality of the financial analysis.
- Logical development of calculations, with correct use of financial and microeconomic terms.
- Clarity and accuracy of conclusions.
- Quality of data sources and assumptions.
- Presentation of visual elements (tables, graphs, etc.).
- Work organization and individual contributions.

Module 2: Socially responsible organization (ESG)

- Completeness of ESG aspects specific for the type of business activity.
- Logical explanation of the selected aspects, ability to clearly explain and justify which criteria (and why these) were used for evaluation.
- Clarity and accuracy of conclusions.
- Quality of data sources and assumptions.
- Presentation of visual elements (tables, graphs, etc.).
- Work organization and individual contributions.

Module 3: Marketing and communication in ESG:

- Proposal of socially-responsible marketing plan including campaign goals, audience, communication activities: channels, format, media.
- Logical explanation of the selected aspects, ability to clearly explain and justify which criteria (and why these) were used for evaluation.
- Clarity and accuracy of conclusions.
- Quality of data sources and assumptions.
- Presentation of visual elements (tables, graphs, etc.).
- Work organization and individual contributions.



Frequently Asked Questions (FAQ)

1. **Can I complete the project alone?**

No, it's a group project.

2. **Can I use AI tools to prepare the project?**

No, you will be asked detailed questions during the final presentation, which can only be answered if you've completed the project yourself.

3. **Can I seek help from teachers?**

Yes, you are encouraged to consult with any teacher involved in the PBL project. Be specific with your questions and schedule a consultation in advance. You will have time to work on your project with teachers every day, moreover on Friday (before lunch) you will have time to finalize your projects.