

Overview: The activity is designed to stimulate brainstorming / creative thinking

Group size: Up to 30 participants

Time: 3 hours

Objectives: To generate ideas out of discussions

Materials: Tables and chairs

Flipchart papers or paper table cloth/old wallpapers Markers

Snacks

Print out Questions for the hosts

Print out Business Model Canvas (potentially)

Projector (if possible)

Computers for each table (if possible)

Preparation: Set up a number of café-style tables with paper tablecloths to record ideas that the conversation generates. Prepare some snacks for each table; offer drinks so that participants feel welcome (optional).

Instruction:

Start by asking the participants to individually reflect upon ideas of sustainable entrepreneurship. Write on a flipchart the first six ideas generated. These are the business ideas that will be discussed in the Business Café.

Assign one table for each business idea. The “owner” of the business idea will act as host and will not change the table. Divide the rest of the participants in groups of four. You will now have six groups. Assign each group one table and give them 10 minutes to discuss upon the business idea. When the time is up, the host will remain at its table, but the group will move to another table. This is repeated twice. Give 10 minutes per round.

Give the groups a number of questions that can guide their discussions:

- i. What is good about the idea?
- ii. How could it be changed to improve it?
- iii. How could it be implemented?
- iv. How could it be done more successful?
- v. Are there any challenges that you can already foresee in implementing it?

Instruct the host to write down the inputs from the groups visiting. Make the host aware that after three visits, they will present in plenary the inputs they have received. After each group has visited three tables, the hosts will present the inputs gathered, question by question. Each host will have just two minutes for their presentation. After the six presentations from the hosts, ask the participants to choose the business idea that they like the most. The participants will return to the table idea and continue to work on its developed together with the host. Give each table 45 minutes to further develop the business idea with the use of the Business Model Canvas (BMC).

When the time is up, ask representatives of each group to come up and present their Business Model Canvas. Give each group 5 minutes.

Tips for facilitators: It is encouraged that the groups are making the BMC on a computer and then project it during their presentation. Otherwise, use the give BMC print-out and have them draw it on a flipchart.

Debriefing: In plenary, the hosts will present what came out of the discussions and the whole group can discuss the points they consider most important.

- What ideas are worth following up?
- What needs to be done next?
- How to choose between the different ideas?