






MODULE 3

Learning Activity

Learning Activities		
	<p>Type of Activities</p>	<ol style="list-style-type: none"> 1. Fill in the Table by putting the creative enterprises' sectors in the correct field. 2. The case of a Green company: read the company's fact sheet and then list what features make it environmentally sustainable. 3. Draw the circular flow of a company's production activity in the visual arts sector. <ol style="list-style-type: none"> a) Which are the key green actions that a visual company should put in place to be sustainable in the circular economy cycle? b) How does it apply to your specific field?
	<p>Skills Connected</p>	<ul style="list-style-type: none"> • Decision-making • Problem-solving • Self-management
	<p>Teaching Methods</p>	<ul style="list-style-type: none"> • Scenarios analysis • Situated learning • Project based learning
	<p>Required Resources</p>	<ul style="list-style-type: none"> • Pen and paper
	<p>Duration</p>	<p>45 minutes</p>



Exercise 1:

Fill in the Table by putting the creative enterprises' sectors in the correct field

	Original creative artworks	Creative contents	Creative experiences	Creative services
<i>Advertising, graphic design and marketing</i>				
<i>Architecture, visual arts and design</i>				
<i>Movies, broadcasts (TV and radio) and entertainment software</i>				
<i>Musical compositions, publishing and performance</i>				
<i>Performing arts</i>				
<i>Writing, publishing and printing</i>				

1. Application of time and intellectual property (IP) to other enterprises
2. Music distribution through record companies and agents
3. Books (and other works) distribution through publishers
4. Live performances - complex creative goods
5. Visual arts and crafts
6. Live performances
7. Musical creations - simple creative goods
8. Complex creative goods with IP
9. Writing - simple creative goods
10. Writing festivals



Right answers:

	Original creative artworks	Creative contents	Creative experiences	Creative services
<i>Advertising, graphic design and marketing</i>				Application of time and intellectual property (IP) to other enterprises
<i>Architecture, visual arts and design</i>	Visual arts and crafts			
<i>Movies, broadcasts (TV and radio) and entertainment software</i>		Complex creative goods with IP		
<i>Musical compositions, publishing and performance</i>	Musical creations - simple creative goods	Music distribution through record companies and agents	Live performances	
<i>Performing arts</i>			Live performances - complex creative goods	
<i>Writing, publishing and printing</i>	Writing - simple creative goods	Books (and other works) distribution through publishers	Writing festivals	



Exercise 2:

The case of a Green Company; Read the company's fact sheet and then list which features make it environmentally sustainable.

- **Mission:** Commitment to the environment, passion for paper, love for Italy.
- **Business philosophy:** A philosophy aimed at reintroducing handcrafted production, rich in technical knowledge and knowledge of materials, as an alternative to everything that is pre-packaged, "serialized," without history, unable to tell the story of men's work on the material.
 - o R as RESPECT FOR MEN
 - o R as RESPECT FOR THE ENVIRONMENT
 - o R as RESEARCH FOR BEAUTY
- Excerpt from its ethic code:

Fundamental Ethical Principles

Directors and Recipients have the duty to conform their actions to the fundamental values of honesty, transparency, competence, loyalty, respect for the law, humanity, acting in good faith, humaneness and constant adaptation to the principles regulated by the Corporate Social Responsibility (CSR). In particular, the company:

- rejects any improper behaviour towards the community, public authorities, workers and customers in order to achieve its economic goals
- pursues its competitiveness in the market through product quality, innovation and respect for the legitimate interests of the community
- protects and enhances the human resources it uses, promoting their cultural growth and relational lives through the application of working hours that take into account personal and family needs
- deploys resources responsibly, using them to achieve sustainable development with respect for the environment and future generations.

Suppliers' code of conduct

The company provides 'zero tolerance' for unethical business behaviour, such as any form of illegality, corruption and forced labour.

- Collaboration with Universities and Cultural Institutions.



☐ The design of the future should contribute to the growth of a new environmental consciousness, creating a 'domestic landscape' populated with objects of ethical and aesthetic quality.

- **Materials**

a. Ristoffa® is a material made by recycling used clothes and fabric scraps.



b. Tar Paper®: the paper made from oil.



c. Il Ricuoio® is a recycled material made from the scraps of natural leather processing.



d. Using 100% recycled paper from certified European production for the pages of all products.





o Cartapaglia is produced from the pulp, not deinked or sorted, from the urban collection.

- **Being a B-Corp:** being part of a global movement of businesses that don't only want to make a profit but also to promote the well-being of society.

(As B-CORPs recognize that the purpose of a business must go beyond the goal of profit, they work concretely to increase their positive impact on employees, the community and the environment. They are committed to using business as a regenerative force for society and our planet. The prestigious certification issued by the U.S. non-profits B-LAB has so far been awarded to 2,500 companies in 50 countries: companies actively engaged in and redefining a new, more social concept of success in doing business).

Right answers:

Some green features are:

- Mission
- Respect for the environment
- In the Code of Ethics (employing resources responsibly)
- Research of a new design
- Used materials
- B-Corp certification

Exercise 3:

Draw the circular flow of a company's production activity in the visual arts sector. Which are the key green actions that a visual company should put in place to be sustainable in the circular economy cycle? How does it apply to your specific field?

Process step	In general	In my field
Planning		
Production		
Distribution		
Energy consumption		



Waste/ Emissions		
Recycling		

Right answer to the first question:

Process step	In general
Planning	<ul style="list-style-type: none"> ● ANALYSE the business economic and environmental impacts and the production process from an eco-sustainable perspective ● IDENTIFY what needs to be changed to achieve the organization's sustainability goals and find out who are the crucial people to meet the set objectives. <ul style="list-style-type: none"> ○ LISTEN to perceive and bring forward the values and needs of different stakeholders at all levels of the business ecosystem in order to create shared and lasting value ● DEVELOP/PLAN the adoption of Green practices based on the "triple-bottom-line" approach: measuring success by social impact, impact on the planet and profit generation
Production	<p>Use suppliers who produce in an environmentally sustainable way</p> <p>MATERIALS to:</p> <ul style="list-style-type: none"> ☐ to produce: recycled or sustainably produced items. ☐ to print: use water-based inks. ☐ Check for FSC certification for paper or wood-based products
Distribution	ORGANIZE an environmentally friendly distribution network; optimize deliveries
Energy consumption	SCHEDULE the reduction of energy consumption in the company, for example through LED lights, the proper use of printers and PCs or the optimal use of heating/cooling systems
Waste/ emissions	<ul style="list-style-type: none"> ● Reduce and dispose of waste in appropriate ways. ● Adopt solutions to reduce carbon emissions: insulating workspaces, promoting (where possible) smart working, carsharing, and smart and eco-sustainable packaging.
Recycling	Packaging and waste

