



## GREENATHON IN VET

### WP3-A2: Teachers' Guide – extra materials

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# Module 1

## 1.1 Title: What is the Greenhouse Effect? - The Environment for Kids

**Hyperlink:** <https://www.youtube.com/watch?v=7lwPFXzLH8c>

**Introduction:** This animated video provides a clear and simple explanation of the greenhouse effect. It supplements Topic 1 ("Climate Change Challenges") by visualizing how gases like CO<sub>2</sub> trap heat, what human activities contribute to this (like industrial activity and transportation), and what solutions (like renewable energy) can help.

**References / information on rights of use:** This video is provided by the "Smile and Learn - English" channel under YouTube's Standard License. It can be streamed for educational purposes.

## 1.2 Title: What is the circular economy?

**Hyperlink:** <https://www.youtube.com/watch?v=FKjJyus6WOG>

**Introduction:** From the Ellen MacArthur Foundation, a leading authority on the subject, this short animation explains the concept of a circular economy. It's an excellent supplement for Topic 2 ("Pollution and Waste") as it presents a systemic solution to the problems of waste and pollution by advocating for designing products where materials are reused and nothing becomes waste.

**References / information on rights of use:** This video is provided by the "Ellen MacArthur Foundation" under YouTube's Standard License. It can be streamed for educational purposes.

## 1.3 Title: Deforestation Explained: Why It's Happening and How We Can Stop It

**Hyperlink:** [https://www.youtube.com/watch?v=jE\\_FZLhaSl8](https://www.youtube.com/watch?v=jE_FZLhaSl8)

**Introduction:** This video directly addresses a key part of Topic 3 ("Resource Depletion"). It explains the main drivers of deforestation (like agriculture and palm oil) and, importantly, provides clear, actionable solutions for how individuals and systems can help stop it, such as using sustainable products and recycling.

**References / information on rights of use:** This video is provided by the "Eco-educational" channel under YouTube's Standard License. It can be streamed for educational purposes.

#### 1.4 Title: Why is biodiversity so important?

**Hyperlink:** [https://www.youtube.com/watch?v=GK\\_vRtHJZu4](https://www.youtube.com/watch?v=GK_vRtHJZu4)

**Introduction:** This TED-Ed talk is a perfect companion to Topic 4 ("Biodiversity Loss"). The module already has a video on invasive species, but this video answers the more fundamental question of why biodiversity matters. It explains how a variety of species makes ecosystems more resilient, productive, and able to withstand challenges—like the climate change impacts mentioned in the module.

**References / information on rights of use:** This video is provided by the "TED-Ed" channel under YouTube's Standard License. It can be streamed for educational purposes.

#### 1.5 Title: Climate justice explained

**Hyperlink:** <https://www.youtube.com/watch?v=jkrm5OujQ5o>

**Introduction:** This video is a direct supplement for Topic 5 ("Social Acceptance and Lack of Local and Global Cooperation"). It clearly explains the core concept of climate justice, focusing on how climate change disproportionately impacts marginalized and vulnerable communities, which is a key part of the "Climate Justice debate" mentioned in the module.

**References / information on rights of use:** This video is provided by the "Queer Brown Vegan" channel under YouTube's Standard License. It can be streamed for educational purposes.

#### 1.6 Title: NASA: Climate Change Evidence: How Do We Know?

**Hyperlink:** <https://climate.nasa.gov/evidence/>

**Introduction:** This resource from NASA provides a comprehensive, data-driven overview of the evidence for rapid climate change. It uses graphs, charts, and simple explanations to cover key indicators like rising global temperatures, warming oceans, shrinking ice sheets, and sea-level rise. It's an excellent supplement for Topic 1, "Climate Change Challenges".

**References / information on rights of use:** public domain and free to use for educational purposes

#### 1.7 Title: UNEP: Our planet is choking on plastic

**Hyperlink:** <https://www.unep.org/interactives/beat-plastic-pollution>

**Introduction:** This interactive webpage from the UN Environment Programme (UNEP) visually details the scale of the plastic pollution crisis, from its sources to its impacts. It's a perfect companion to Topic 2, "Pollution and Waste," especially its focus on plastic pollution in marine and terrestrial ecosystems.

**References / information on rights of use:** available for non-commercial and educational use, provided they are properly attributed.

**1.8 Title:** Earth Overshoot Day (Global Footprint Network)

**Hyperlink:** <https://www.overshootday.org>

**Introduction:** This website introduces the concept of Earth Overshoot Day, the date when humanity's demand for ecological resources exceeds what Earth can regenerate in that year. It's a powerful tool and infographic that directly illustrates the challenge of "Resource Depletion" (Topic 3) by showing the unsustainability of current consumption patterns.

**References / information on rights of use:** available for educational use with proper attribution.

**1.9 Title:** WWF: The Living Planet Report

**Hyperlink:** <https://livingplanet.panda.org/>

**Introduction:** The Living Planet Report, published by the World Wildlife Fund (WWF), is a leading, bi-annual study tracking trends in global biodiversity. The website features key findings, infographics, and videos summarizing the decline of wildlife populations. This directly supports Topic 4, "Biodiversity Loss".

**References / information on rights of use:** available for non-commercial, educational purposes with proper credit.

**1.10 Title:** United Nations: Climate Justice

**Hyperlink:** <https://www.un.org/sustainabledevelopment/climate-justice>

**Introduction:** This UN resource page defines and explains the concept of Climate Justice, emphasizing why climate change is a social and ethical issue, not just an environmental one. It directly relates to the module's final section, "Social Acceptance and Lack of Local and Global Cooperation," and its discussion of the climate justice debate.

**References / information on rights of use:** available for educational and non-commercial use with proper attribution.

## Module 2

2.1. Title: Green energy: Which sources are the most sustainable?

**Hyperlink:** <https://www.youtube.com/watch?v=Ms--0d7Oh0s>

**Introduction:** In this 6-minute video, The Economist's global energy and climate innovation editor is answering readers' questions on sustainable energy sources, efficiency and electric vehicles by providing clarifications and explanations in a global context.

**References / information on rights of use:** Refer to the source:  
<https://www.youtube.com/@TheEconomist>

2.2. Title: Circular Economy

**Hyperlink:** [https://youtu.be/\\_9mHi93n2AI?si=dagK1e4AW3BEeoMC](https://youtu.be/_9mHi93n2AI?si=dagK1e4AW3BEeoMC)

**Introduction:** By watching this 2-minute video, created by the European Environmental Agency, students can learn about the basics of the circular economy with a focus on nature to have a better understanding on the necessity and benefits of closing the loop.

**References / information on rights of use:** European Environmental Agency

2.3. Title: Energy Efficiency - More for your money

**Hyperlink:** <https://audiovisual.ec.europa.eu/en/media/video/l-276748>

**Introduction:** This short video, from 2025, highlights the economic benefits of energy efficiency measures and practices of industry actors and individuals. The video is also available on the channel of EU Energy which "offers easy access to videos and event recordings from European Commission Directorate-General for Energy". For more videos, visit <https://www.youtube.com/@EUEnergy>.

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More details on additional restrictions are available here:  
<https://audiovisual.ec.europa.eu/en/conditions-of-use>

2.4. Title: Heat pumps – the heating solution for a clean energy transition

**Hyperlink:** <https://audiovisual.ec.europa.eu/en/media/video/l-244295>

**Introduction:** This 2-minute video, created by EU Energy, presents the main features and types of heat pumps from a technical point of view, making it easy to understand how heat pumps work. The video is also available on the channel of EU Energy which "offers easy access to videos and event recordings from European Commission Directorate-General for Energy". For more videos, visit <https://www.youtube.com/@EUEnergy>.

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<https://audiovisual.ec.europa.eu/en/conditions-of-use>

2.5. Title: What is the purpose of citizen participation?

**Hyperlink:** [https://greenvolve-project.eu/wp-content/uploads/videos\\_informaction/en\\_GB/PR2-A1\\_01.mp4](https://greenvolve-project.eu/wp-content/uploads/videos_informaction/en_GB/PR2-A1_01.mp4)

**Introduction:** This visualised material lists the benefits of participating in public consultations. Further infographics on active citizenship can be found on the website of Greenvolve. <https://greenvolve-project.eu/informaction-visuals/>

**References / information on rights of use:** All of the Greenvolve project educational resources are distributed under an Attribution-NonCommercial-ShareAlike 4.0 International license (CC BY-NC-SA 4.0). <https://creativecommons.org/licenses/by-nc-sa/4.0/deed.en> This license lets others remix, tweak, and build upon our work non-commercially, as long as they credit and license their new creations under identical terms.

## Module 3

3.1. Title: Green Entrepreneur Example-Designed for Change: Sustainable Fashion Made from Recycled Materials

**Hyperlink:** <https://youtube.com/shorts/mfmacb5frFg?si=i5H597MuLdWV63a6>

**Introduction:** This video explores the creative world of sustainable fashion, where designers transform recycled materials into meaningful, stylish, and eco-friendly garments. Discover how innovation, circular design, and conscious craftsmanship are reshaping the fashion industry for a more sustainable and ethical future. Join the movement. Design for change – fashioning a better future for people and the planet.

**References / information on rights of use:** Developed by the company for Greenathon project. Copyright for non-commercial purposes.

Title: Green Entrepreneur Example-Biomaterials & Biodesign: Regenerative Principles for a Greener Future

**Hyperlink:** <https://youtube.com/shorts/3GGDT6ambmw?si=rhcZ34Da6DJy3EnD>

**Introduction:** How can biomaterials and biodesign shape a sustainable and regenerative future? This video explores how innovative materials and design principles inspired by nature can transform industries, reduce waste, and promote a circular economy. Through the lens of regenerative design, we dive into the intersection of science, sustainability, and creativity – discovering how biodesign practices contribute to a greener, more resilient planet.

**References / information on rights of use:** Developed by the company for Greenathon project. Copyright for non-commercial purposes.

Title: Green Entrepreneur Example-Building a Cleaner, Smarter Future

**Hyperlink:** <https://www.youtube.com/watch?v=bjDgpgtfbqg>

**Introduction:** How can innovation and technology lead us toward a cleaner and more sustainable world?

This video explores the intersection of technology, innovation, and environmental responsibility, revealing how modern solutions can drive global sustainability efforts. From renewable energy systems to eco-friendly innovations, discover how science and creativity work hand in hand to build a smarter, more efficient planet.

**References / information on rights of use:** Developed by the company for Greenathon project. Copyright for non-commercial purposes.

Title: Green Entrepreneur Example-Building a Cleaner, Smarter Future

**Hyperlink:** [https://www.oecd.org/en/publications/policies-to-support-green-entrepreneurship\\_e92b1946-en/full-report.html](https://www.oecd.org/en/publications/policies-to-support-green-entrepreneurship_e92b1946-en/full-report.html)

**Introduction:** This report offers policy advice to Denmark on building a hub for green entrepreneurship in response to the strategy for Business Promotion in Denmark 2020-23, which calls for efforts to strengthen entrepreneurship, and increase innovation, digitalisation and internationalisation within Danish companies. The policy advice will also support the new panel on green entrepreneurship that has been established by the Danish government.

**References / information on rights of use:** Open-access policy documentation.

Title: ILO -Policy Brief – Promotion of Green Entrepreneurship

**Hyperlink:** [https://www.ilo.org/sites/default/files/wcmsp5/groups/public/%40asia/%40ro-bangkok/%40ilo-colombo/documents/briefingnote/wcms\\_885924.pdf](https://www.ilo.org/sites/default/files/wcmsp5/groups/public/%40asia/%40ro-bangkok/%40ilo-colombo/documents/briefingnote/wcms_885924.pdf)

**Introduction:** This policy paper is on promoting youth entrepreneurship in Sri Lanka within the framework of green transformation. It was prepared within the scope of the SALE Program carried out by the International Labour Organization (ILO) and emphasizes that green entrepreneurship can offer solutions to both youth unemployment and climate change problems. The report recommends transforming the education system with a focus on sustainability, facilitating women's and youth's access to financial and technological resources, increasing financial and legal incentives for green enterprises, and strengthening public-private partnerships. It is also stated that coordinated policy and financing mechanisms should be established for the green economy at the national level

**References / information on rights of use:** Open-access policy documentation.



## Module 4

4.1. Title: Problem Solving - analysis and design

**Hyperlink:** <https://www.youtube.com/watch?v=JX4kaTVg9dg>

**Introduction:** This is a brief video on the limitations of analysis and the role of design in problem-solving, presented by Dr Edward de Bono, the creator of the Six Thinking Hats technique. It is recommended to use it at the beginning of Module 4 or before the implementation of the different tools and methods.

**References / information on rights of use:** (c) Copyright Edward de Bono Ltd, trading as de Bono ® (Edward de Bono Ltd, trading as “de Bono”, owns the intellectual property (IP), including the trademarks and copyrights in works originated by Dr. Edward de Bono.)

4.2. Title: 6 thinking hats

**Hyperlink:** <https://www.creativityteaching.eu/6-thinking-hats/>

**Introduction:** Here you can find a detailed instruction on how to use the Six Thinking Hats tool in the classroom and online.

**References / information on rights of use:** Developed by the TICON project co-funded by the Erasmus+ Programme of the European Union (project ID: KA226-2020-301).

## Module 5

5.1. Title: Value props: Create a product that people will actually buy

**Hyperlink:** <https://www.youtube.com/watch?v=q8d9uuO1Cf4>

**Introduction:** In this workshop, originally presented in-person at the Harvard Innovation Labs, Michael Skok, founding partner of Underscore VC, guides the audience through a series of frameworks to articulate and validate their value prop to ensure that it's highly compelling to customers. It is a rather long video, but it can also be split into chapters, so you can watch the part you need.

**References / information on rights of use:** Developed by Harvard Innovation Labs

5.2. Title: Value props: Create a product that people will actually buy

**Hyperlink:** Pitching 101: Essential Skills for High School Students

<https://eiexchange.com/content/pitching-101-essential-skills-for-high-school-students>

**Introduction:** The website offers downloadable worksheets that help teachers and students plan and present their pitch

**References / information on rights of use:** by Jennifer Gessner, e-Fest Program Manager / EIX/University of St. Thomas

5.3. Title: Young Entrepreneur Pitch Challenge

**Hyperlink:**<https://www.youngentrepreneurinstitute.org/our-programs/program/young-entrepreneur-pitch-challenge>

**Introduction:** The website offers multiple resources, like toolkits, ready-to use resources for the classroom, sample pitch videos and sets of activities that help students learn creativity, problem solving, critical thinking, and presentation skills.

**References / information on rights of use:** This website is owned and operated by Young Entrepreneur Institute, a division of University School in Hunting Valley, Ohio.