



EARTH DAY Business Unit

**10 Companies that are
Eco-Friendly**

**Discover a special Earth
Entrepreneur.**

**Create a great
classroom display
(optional)**

**Great for Intro to
Business or
Entrepreneurship class**



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*



Many companies have taken great action and spend a tremendous amount of money to be environmentally responsible (also called eco-friendly). Businesses benefit from taking measures to be more environmentally friendly because everyone benefits from keeping the earth clean. But businesses are also seen as being responsible and respectful by consumers and consumer opinion always matters to companies.

THIS LINK lists 10 BUSINESSES who are known as environmentally friendly companies.

Complete the table below using that resource link.

Name of Environmentally Friendly Company	How is the company environmentally friendly? OR What measures are they taking to environmentally friendly?
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

PREVIEW

A Unique and Beneficial Partnership!--The EARTH Entrepreneur!

Click on THIS LINK to complete a study on an environmental entrepreneur who partnered with a large company to make water safe to drink in third world countries.

Creating EARTH ART...Business Style!

Select one of the businesses above and complete

Students explore
10 companies that are taking great strides to be environmentally friendly.



Earth Entrepreneur



Dean Kamen is an innovator, an entrepreneur, a risk taker! He has dedicated his life to solving problems. He started the company, DEKA R&D, to create global changing products and Here are a few of his inventions:

Segway
iBot
Prosthetic Arm
Insulin Pump

Why did Dean Kamen partner with Coca-Cola to present SlingShot to Ghana?



After viewing the Video to the right, what are 5 words that you would use to describe Dean Kamen?

- 1
- 2
- 3
- 4
- 5

What is the "problem" that Dean Kamen is trying to fix?

CLICK HERE To view a video on his latest "game changing" invention!



Click [HERE](#) to find out more about Coca-Cola and DEKA's partnership and goal to provide clean drinking water to those in need.

Why does Coca-Cola say that they joined a partnership with DEKA on this project?

How will these devices be powered?

Long term goals are to provide drinking water to what parts of the globe?

What does this invention do? How does the SlingShot solve this global problem?



What area in the world are they reaching at this point?

This is a great CASE STUDY of how an entrepreneur/ inventor is contributing to the effort for clean water.

What do you think?

If this project continues, where could this lead us globally?

What do you think could be their biggest challenge or obstacles going forward?

Why is clean water important?



Bonus: Make a business bulletin board for your classroom!

Students fill in with their findings



Teacher Testimonials



The **perfect resource** for Earth Day! Easy to use and assign for your students.



Love these stand alone and themed lessons from Denise. I look forward to them every year and the students **always learn something new!**



My students **enjoyed** this. I really like seasonal items to assign.



What a **fun engaging** lesson to add to any business course! I **love** holiday-themed activities.



Easy, ready to use assignment to incorporate Earth Day in my Marketing class!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

