

"Body Burdens: Business Responds"  
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## Part 2: "Business Unburdens"

### *Pre-class Work*

Students explore a) the definition and 12 Principles of Green Chemistry at the Michigan Green Chemistry Clearinghouse:

<https://migreenchemistry.org/toolbox/definition-of-green-chemistry/> and

<https://migreenchemistry.org/toolbox/12-principles-of-green-chemistry/>

and, b) the foundations of biomimicry at [www.biomimicry.net](http://www.biomimicry.net)

### *Review and Extension from Part 1 ("What is Your Body Burden?")*

- 1) Ask a class starter question: "Is the use of toxins in our products and manufacturing processes a viable business approach for long-term sustainability? Why or why not?"
- 2) Review the "new design tools" (green chemistry and biomimicry) that are emerging to help business solve the dilemmas.

### *In-class Ideation Experience*

Set up:

"You work for a consumer products firm focusing on health and beauty products. The CEO of the company--a new mother--has asked that an innovation team be put together to respond to stakeholder demands to eliminate toxins (and their associated regulatory risks) in one of your company's best-selling products: baby shampoo. The key factors that have made your product successful are: a tearless, lightly-scented and quick rinse formula and consumer confidence in your brand.

Once convened, your team's first step will be ideation--coming up with ideas for redesigning and marketing a product without the toxins, but also without jeopardizing the product's position in the marketplace. Your CEO has also requested that there be some integration of green chemistry and/or biomimicry principles in your final ideas."

Process:

*Ideation Round 1* (10 minutes): Using a Post-It note for each idea, each team member should jot down as many ideas as possible during the 10 minutes provided.

*Elimination Round* (5 minutes): As a team, eliminate all ideas generated by members of your team that may jeopardize market position and do not have a possible connection to green chemistry or biomimicry principles. Do not evaluate the ideas using any other criteria.

*Posting*: Post all of the remaining ideas on a table for everyone on all teams to see and give each participant 5 tokens (or wrapped candy)

*Ideation Round 2* (10 minutes): With the tokens provided, each participant places a token by each idea which they find to be most promising

*Ideation Round 3*: As an entire class, build upon the strengths of the top five "winning" ideas

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