"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:

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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