

Cross Cutting Themes



WE MAKE GOOD
(Pg x-xi)

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ETHICS & SUSTAINABILITY

Identify two ways that We Make Good promotes sustainability in their business model.

How does their approach to zero-waste reflect ethical business behaviour?

Would you prioritise sustainability if you started a business? Explain your answer.

ENTREPRENEURIAL THINKING

Describe one example of entrepreneurial thinking shown by the founders of We Make Good.

How did trend awareness and team brainstorming contribute to the success of their woodland-themed product line?

FINANCIAL LITERACY

Why is it important for a social enterprise to have a clear identity when applying for grants or support?

What are the name of the supports they have received?
What do they use them for?

DIGITAL TRANSFORMATION

What digital changes did We Make Good make to reach more customers?

Name one digital tool or strategy mentioned in the case study and explain how it helped the business.

What lesson from We Make Good do you find most inspiring for your own future?

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We Make Good – Suggested Teacher Solutions

<p>ETHICS & SUSTAINABILITY</p> <p>Q: Identify two ways that We Make Good promotes sustainability in their business model.</p> <ul style="list-style-type: none">• Operates a zero-waste policy, using leftover materials to create new products.• Sources eco-friendly and sustainable materials where possible.• Focuses on long-lasting, high-quality design to reduce throwaway culture. <p>Q: How does their approach to zero-waste reflect ethical business behaviour?</p> <ul style="list-style-type: none">• Shows responsibility for minimising environmental impact.• Demonstrates transparency and accountability to customers.• Aligns the brand with ethical consumer values and expectations.	<p>ENTREPRENEURIAL THINKING</p> <p>Q: How did trend awareness and team brainstorming contribute to the success of their woodland-themed product line?</p> <ul style="list-style-type: none">• Identified a rising online trend around woodland and nature themes.• Used team brainstorming sessions to generate creative product ideas. <p>Q: Describe one example of entrepreneurial thinking shown by the founders of WMG.</p> <ul style="list-style-type: none">• Pivoting from physical retail to a digital-first sales model when the shop closed.• Turning off-cuts and waste into new sellable products.
<p>FINANCIAL LITERACY</p> <p>Q: Why is it important for a social enterprise to have a clear identity when applying for support?</p> <ul style="list-style-type: none">• Funders and partners need to understand the mission and goals clearly.• Builds credibility by showing measurable social and environmental impact.• Differentiates them from other applicants competing for limited funding. <p>Q: What are the name of the supports they have received? What do they use them for?</p> <ul style="list-style-type: none">• They provide extra support for staff with disabilities and focus on long-term growth, using grants to stay competitive while upskilling their employees.• Supports shown on their site including Department of Rural and Community Development & Pobal via the Community Services Programme	<p>DIGITAL TRANSFORMATION</p> <p>Q: Name one digital tool or strategy mentioned in the case study and explain how it helped the business.</p> <ul style="list-style-type: none">• E-commerce platforms allowed them to reach customers across Ireland.• Social media marketing promoted products and values widely.• Digital storytelling communicated their ethical mission to new audiences. <p>Q: What digital changes did We Make Good make to reach more customers?</p> <ul style="list-style-type: none">• Shifted focus from a physical shop to online sales.• Expanded marketing efforts using Instagram and other platforms.• Built a stronger online brand identity to attract and retain customers.

Q: What lesson from We Make Good do you find most inspiring for your own future?

- Business can combine profit with a clear social purpose.
- Adaptability and resilience are crucial in challenging times even for not for profits.
- Creative responses to trends can open new opportunities by using a data based approach.