



GreenTecLab

Empowerment for 'green'
start-ups for climate protection
and sustainability

“Simply Green” – Question Sheet

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Green Entrepreneurship Training available at <https://www.green-entrepreneurship.online/en/resources/o2-cpd-training-programme/>

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GET-UP Lesson Plan for the CPD-Programme
Module 9 – Case Study Part II: How to create a business? Providing Information

ANNEX 3: CASE STUDY QUESTION SHEET

After reading carefully the Simply Green Case Study, please discuss with the group colleagues and answer the following questions:

1. What factors contributed to Andrew Kellar starting the biodiesel business? Were you surprised at the reasons that he gave for starting this business? Do you think his decision to start the business was wise? Why or why not?

2. Discuss how Andrew Kellar is a social entrepreneur. What do you think were his strengths in running the company? What do you see as his main weaknesses? Discuss how an action that Andrew undertook was good for both sustainability and the business. Discuss how an action that Andrew undertook may have been good for sustainability but not good for the business.

3. Do you think that Andrew Kellar is well suited to be a successful entrepreneur? Why or why not?

4. What similarities do you think a sustainable business start-up shares with a “normal business” start-up? What differences do you think there are? Give an example of a business challenge that both Simply Green and a conventional fuel dealer share. Give an example of a business challenge that was unique to Simply Green and would not have affected a conventional fuel dealer from the chapter.

5. Discuss the charitable actions that Simply Green took in regards to customer accounts from failed fuel businesses in a triple bottom line context. Was this a smart business move? Why or why not?

6. Explain how Andrew Kellar used low-cost public relations to educate potential customers and promote Simply Green.