



Global Problem Solvers: The Series – Season 2, The Storm

Episode 2.7 – Birth of a Social Enterprise Teaching Companion

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Episode Summary

Once again, the Global Problem Solvers have helped a suffering community by creating a social enterprise: a business that attempts to solve a social problem. Even though this episode takes place sometime after their first test, the Global Problem Solvers continue to gather data to measure the effectiveness of their emergency classroom kits. Ivy helps spread the word through her Internet reporting and the team receives another major marketing push from the promoter of the Monster Truck Showdown. As the team sets off for its next adventure, Ivy joins the Global Problem Solvers. Her ability to foresee problems will provide another valuable superpower sure to help other people in need.

Worksheet

1. By blending a project that benefits the community with a profit-making business strategy, the Global Problem Solvers have successfully launched another social enterprise. When and how would the emergency classroom kit be useful for your school?
2. Imagine that your school uses the emergency classroom kit. What kind of data would need to be gathered to determine whether it was effective for your school?
3. Marketing strategy is another key part of a good social enterprise business plan. Are there other ways besides a big event that the Global Problem Solvers could use to promote their emergency classroom kits?
4. How would you promote a social enterprise on social media? If you were to create a clever meme to market a social enterprise, what would it be?