

1. Who are those people? Look for on the Internet:

1. BILL DRAYTON:



2. MUHAMMAD YUNUS:



3. BLAKE MYCOSKIE:



4. SCOTT HARRISON:

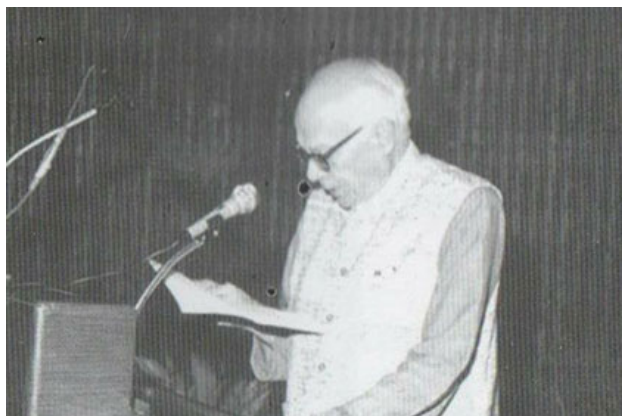


5. JEFFERY HOLLENDER:

6. XAVIER HELGESEN, CHRIS FUCHS, AND JEFF KURTZMAN:



7. AKHTAR HAMEED KHAN:



8. IBRAHIM ABOULEISH:

9. WILLIE SMITS:



10. BUNKER ROY:



2. Are there anything in common between those people?

3. Your social enterprise business idea.

During several days we have done different activities in Seville. Some of them have a relationship with sustainable tourism.

Now, we want that you create your own business by groups about Seville, tourism and social enterprise. Your group should prepare 2 ideas about a **sustainable tourism guide in Seville** and choose one. After that, the group presents its idea to the teachers.

Before to present the idea, could you answer those questions.

What is your business idea?

What are you looking for?

What environment problem is your social enterprise idea trying to solve?

Why is it important to solve this problem?

What is your idea for a solution?

4. Run your own business:

Create a mental map about your idea where you write about how your company are going to operate, how are you going to keep track of information needed within your business, etc.

5. Create a logo and a slogan:

6. Mass media, social media and New Technologies and marketing:

Your group have got the idea about the sustainable tourism in Seville, a logo and a slogan. Now, you should think about marketing.

Think about which kind of digital marketing do you want to prepare to advertise your company and write about it.

7. If you have got your ideas, your group should start with the different digital marketing that you choose.