



Innovation Training **Module**

Rethink, Reuse, Reimagine

The Science of Sustainable Consumption

Look Around You

Take a moment and look around your room or classroom.

How many objects do you see?

A notebook.

A pen.

A water bottle.

A school bag.

A chair.

A mobile phone.

A textbook.

Now ask yourself: Where did these things come from?

Every product we use requires raw materials, energy, transportation, manufacturing, and packaging.

Most people see only the final product.

Innovators think about the entire journey.

The Hidden Story Behind Everyday Objects

A simple notebook requires:

- Trees for paper.
- Water for processing.
- Energy for manufacturing.
- Fuel for transportation.



When we waste paper, we are not only wasting a notebook. We are wasting all the resources used to create it.

This idea lies at the heart of Sustainable Development Goal 12: Responsible Consumption and Production.

Why Sustainability Matters

The Earth has limited resources, but human consumption continues to grow.

Every year:

- Millions of tonnes of plastic enter the oceans.
- Food is wasted while people go hungry.
- Valuable materials end up in landfills.

The challenge is not only producing more.

The challenge is producing and consuming more responsibly.

Innovation Through Circular Thinking

Traditionally, products follow a simple path:

Make → Use → Throw Away

Sustainable innovators follow a different model:

Make → Use → Reuse → Repair → Recycle

This is known as the Circular Economy.

Instead of treating waste as garbage, it treats waste as a resource.

Innovation Spotlight

Students around the world are creating exciting sustainability solutions:

- Eco - bricks made from plastic waste.
- Notebooks created from recycled paper.
- Furniture made from discarded materials.
- Apps that reduce food waste.
- Reusable packaging systems.

Many successful startups began with a simple question.

“Why are we throwing this away?”

Activity: Waste to Wonder

Collect safe waste materials such as:

- Cardboard
- Plastic bottles
- Newspaper
- Packaging material

Design a useful product from these items.

Examples...

- Desk organiser
- Bird feeder
- Mobile stand
- Plant holder

The goal is not art.

The goal is problem – solving.

Think Like an Innovator

When designing your solution, ask...



- What problem does it solve?
- What waste material is being reused?
- How many people can benefit?
- Can it be scaled?

The best innovations create both environmental and social impact.



Challenge for Young Innovators

Conduct a “Waste Audit” of your classroom.

Observe:

- How much paper is discarded?
- How much plastic enters the classroom daily?
- Which materials could be reused?

Based on your findings, propose one practical solution.

Reflection

The future will not be built by people who consume the most.

It will be built by people who use resources wisely.

Every sustainable innovation begins when someone looks at waste and sees a possibility.

Innovation Question

What product used in your school today could be redesigned to create less waste tomorrow?