

Transfer Exercises for Entrepreneurial Thinking in Everyday Life

Detectives of Inefficiency

A. Find examples (3 or more) in your own life of inefficiency and non-economic acts.

These can occur

- in your relationships (family and friends)
- in a club or community you are a member of
- in the town you live in
- in your favourite cafe or pub
- in your favourite shop
- or whatever else you find.

Please try to answer the following questions:

- ▲ What exactly is inefficient in the examples you found?
- ▲ How did this inefficiency happen? What do you think?
- ▲ What could be improved in order to make it more efficient and economic?

Example: Bread

The supermarket next to your house throws away a lot of bread every day.

- ▲ This is very expensive, it is unnecessary and is bad for the environment.
- ▲ People are spoiled and only want to buy fresh bread.
- ▲ The bread could be given to organisations which help the poor.

B. Optional

Analyse media reports (newspapers, TV, social media, Youtube etc.) and find examples of inefficiency there.

Again, answer the three questions of exercise A.