

Cookie Challenge

Selling a dessert, serving a sustainable development goal



Belgrade - AI Navigators

School / lead Smile School – Belgium, Stephane Biron

Original audience Ages 16-18, 8 students

Subject Social entrepreneurship, communication, Sustainable Development Goals for 2030

AI used ChatGPT (structuring), today: AI of your choice

Learning objectives:

- Discover the UN Sustainable Development Goals
- Experience teamwork, its strengths and its limits
- Use AI critically to support research
- Build a sales pitch
- Deliver it to a real audience

AI : Empowering Teachers for the AI Era

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The original journey

Three real sessions, spread across three weeks



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Sept 11

Session 1

- Discover the SDGs, form teams
- Choose an SDG and a matching charity
- Assign roles: facilitator, secretary, sales, finance...

compressed today

Sept 16

Session 2

- Refine the strategy
- Finalise costs, pricing and the pitch
- Prepare materials for sale day

Homework : bake the cookies

Sept 23

Sale day

- Sell the desserts at Louvain-la-Neuve
- Pitch live to real customers
- Handle rejection as it comes

Oct 3

Session 3

- Debrief as a group
- Capture what worked, what didn't
- Launch the mini-enterprises

Today: we compress **Session 1**, the SDG / charity / pitch part, into 25 minutes, with AI as a co-pilot at every stage.

The 17 Sustainable Development Goals (United Nations, 2015)

No need to search, they're all right here



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1

No Poverty

2

Zero Hunger

3

**Good Health &
Well-being**

4

**Quality
Education**

5

**Gender
Equality**

6

**Clean Water &
Sanitation**

7

**Affordable &
Clean Energy**

8

**Decent Work
& Economic
Growth**

9

**Industry,
Innovation &
Infrastructure**

10

**Reduced
Inequalities**

11

**Sustainable
Cities &
Communities**

12

**Responsible
Consumption
& Production**

13

Climate Action

14

**Life Below
Water**

15

Life on Land

16

**Peace, Justice
& Strong
Institutions**

17

**Partnerships
for the Goals**

Instructions: your turn



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Teams of 4 to 5

Form your groups.



Choose an SDG

Using the AI of your choice and the poster on screen, pick the goal that speaks to you most.

5-6 min



Find a charity

With AI, find a real, existing organisation linked to that SDG. Check its website before choosing it.

5-6 min



Build the pitch

With AI, craft a catchy 1-minute pitch that makes people want to buy a cookie for a good cause.

5-6 min



Who presents?

The next person whose birthday is coming up presents their pitch first.

Bonus twist: they also pick the next group.

2 groups present out loud, the rest stay visible for the debrief



Debrief: your turn to speak



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- How did you feel during the exercise?
- What felt easy? What felt hard?
- What would have helped you feel more comfortable?
- What did AI change in how you built the pitch?

Getting it right the first time isn't the point, learning and improving together is.



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