



**O S**  
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**OUTSIDE GREEN  
BUSINESS  
COLLECTION**

**ENVIRONMENTAL EDUCATION  
THROUGH  
OPEN-SCHOOLING**

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## INTRODUCTION TO THE OUTSIDE PROJECT

### ENVIRONMENTAL EDUCATION THROUGH OPEN-SCHOOLING: THE OUTSIDE PROJECT

OUTSIDE aims to empower both students (aged 11-16) and teachers as change agents in their local communities. The competencies that today's students need to succeed in their careers can be hardly developed within traditional curricula.

These competencies involve:

-  green competencies
-  sustainability
-  entrepreneurship
-  creativity

The specific objectives of the project are:

- enhancing the acquisition of innovative skills through the creation of entrepreneurial projects based on sustainable development
- promoting environmental and sustainable development education through the integration of the 17 SDGs into the relevant education systems
- boost the involvement of "Open Community of Learning" (schools, institutions, third sector, civil society and business world of the local community).

OUTSIDE is based on a 3-step methodology:

#### Phase 1: OUTSIDE THE CLASSROOM

Mapping the environmental needs, interests and opportunities of the local communities.

#### Phase 2: THINK OUTSIDE THE BOX

Identification of green business ideas.


#### Phase 3: GO OUTSIDE

Turning environmental issues into business opportunities.

### THE PROJECT RESULTS

This Collection is the third result of the OUTSIDE Project. The Project foresees the realization of 4 results:

#### TRAINING TOOLKIT FOR TEACHERS


-  The Toolkit explores the main topics behind the OUTSIDE project:
  - Outdoor learning
  - Open-schooling
  - Sustainable development
  - Entrepreneurship education.

#### ONLINE RESOURCE CENTRE

Our interactive platform helped both students and teachers develop the business ideas. It will also enhance the involvement of the local OCLs and their active role throughout the project.



#### COLLECTION OF OUTSIDE BUSINESS PROJECTS

-  It contains the results of the pilot action tested by the young people, consisting of the entrepreneurial projects of environmental promotion and sustainability developed during the piloting.

#### COMPETENCE FRAMEWORK

Starting from the results of the experimentation in school, the Framework defines the skills needed to develop entrepreneurial mindset, with a particular focus on environmental sustainability.



## INTRODUCTION TO THE BUSINESS IDEAS COLLECTION



### GREEN BUSINESS IDEAS: THE PILOT ACTION

The realization of the Collection containing the environmental promotion and sustainability projects carried out by the students had the following phases:

1. Creation of Open Communities of learning
2. Definition of environmental projects
3. Implementation of project-based learning activities in partner schools
4. OUTSIDE Transnational mobility of students in Croatia, Zagreb, September, 2022
5. Final step is the creation of the collection of environmental projects produced by students: the Collection that you are currently reading.

#### How open communities have been created?

First of all, each school has identified and selected local possible resources within the local community. Also, students have dedicated themselves to a context analysis that helped to understand their local environment. That allowed students to increase their awareness of the context in which they live, identify local environmental challenges and find possible ideas and solutions.

#### How environmental projects have been defined?

After identifying the resources within the local community, each team of students focused on identifying the project idea with the help of the OUTSIDE methodology, explained in previous page.

#### How project based learning activities have been created?

An organic next step is the creation of authentic projects by students. They were the protagonists in the design, problem solving, decision making or research activities.

This methodology activated the entrepreneurial skills (teamwork, spirit of initiative, risk taking, planning and managing projects to achieve objectives, etc.) of the students. Young people took initiative to transform the environmental problems of their local community into business opportunities.

#### What has happened in the transnational mobility of students in Croatia, Zagreb?

The main goal of the training was not only to master the business ideas created by the students but also great chance for students to meet in real life. It helped to create valuable connections and possibility to share created ideas. Students also got the chance to receive the feedback about their ideas and improve them accordingly. It allowed students to deepen the implementation of the projects.



All previously explained steps have led to the successful implementation and realisation of this Green Business Collection.





**TRADITIONAL  
LITHUANIAN TOYS**

## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

Students of Merkinė Vincas Krėvė gymnasium- K. Šataitė, E. Lubas, M. Burdulis, R. Matuliauskas, U. Petraitytė, F. Varanavičiūtė, R. Sinkevičiūtė, I. Kalantaitė, I. Ščesnulevičiūtė, S. Jeskevičiūtė. Teachers: R. Varanavičienė, R. Kučinskienė, A. Streikuvienė, A. Prakapienė.



### Who are the customers, target audience?

We address people who care about nature, the community and tourists in Merkinė.



### What? What do you want to achieve? What do you offer?

We will make toys that are environmentally friendly and will attract people. We want to involve the local community and people of different generations more in our activities. We will promote active and meaningful recreation.

We will make traditional wooden toys. Our toys will be easy to make so that anyone can make them. For example, the "Burzglys" consists of three wooden parts and a string. It requires only a little woodworking to make it. Playing with "Burzglys" promotes active recreation because the muscles of the player's hands work. Besides, "Burzglys" is an original toy that can be made quickly and easily and that you cannot find anywhere else.



### When do you want to start the business?

We have already thought about our business in the spring and plan to open it in the summer when people are active and tourists come to our city.



### Where? Where the business will be located?

In Dzūkija National park, at Merkinė Culture Centre, at enterprise "Merkinės fabrikas",

in Merkinė Regional museum, at local restaurants.



### Why? Why would customers want your product or service?

These products will be made from natural and secondary raw materials. Using our toys, everyone will be able to get to know traditions, activities and games. They will allow you to get a real insight into the culture and remind you of traditions and customs. The toys we create are easy to make, so we will be able to teach others to make them as well. Toys are intended for spending active and meaningful free time. The toys evoke culture, remind us of traditional crafts and customs, and give many good emotions. These games are also physically active and require some manual work. It is a great way to have fun alone or with your family and friends.

## THE LOCAL ENVIRONMENTAL CHALLENGE

Reduction of pollution, The use of secondary raw materials.

As Merkinė is located at the confluence of four rivers and belongs to the Dzūkija National park, it is very important that the environment would be clean. The pine forests around the town are like the "lungs" of the city that makes the air very clean. There are no industrial giants in the town. So only car traffic causes air pollution. However, household waste pollutes the environment in our town. This is the most common type of waste. Although there are reverse vending machines in the town, particular objects used in everyday life do not find their place. Therefore, our business goals are not only to reduce environmental pollution but also to restore household materials for a second life.





## SKILLS

### What are your team skills? What skills do you need?

We can quickly generate ideas and have complementary skills. Each one of us has qualities unique to us. E.Lubas works with IT and a 3D printer. M. Burdulis is fluent in the English language and has IT knowledge. U. Petraityte has got great artistic skills. F. Varanavičiūtė is diligent, hard-working and has original ideas. R. Matuliauskas is our mascot and supplier of beeswax. K. Šataitė always offers a helping hand and actively participates in the project. R. Sinkevičiūtė is a social media coordinator, I. Kalantaitė is hardworking, has an artistic soul, I. Ščesnulevičiūtė has got great artistic skills and is fluent in the English language, S. Jeskevičiūtė is a hardworking generator of our ideas.

With the help of our folk artist partners who share their skills and experience with us, we will produce our products. The folk artists will lay the foundation for our business by teaching us how to make the traditional toys according to our needs - simple and sustainable.

## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

Folk artists - training, mentoring, consultations on production, provided materials and work tools.

National Park of Dzūkija-consultations on advertising, dissemination, and marketing.

Merkinė Culture Center-consultations on advertising and dissemination activities

Museum of Merkinė-consultations on advertising, dissemination, and marketing.

## FINANCIAL PLANNING

A business from the ground up. The folk artists/mentors will provide the key commodities. We will use the tools of the mentors as well as those of our school. We will try to make our old things our resources. We will raise our initial money by cleaning up the environment, such as collecting plastic bottles and putting them in bottle deposit machines.






It is planned to produce traditional wooden toys. The wood will be provided by folk artists and young students themselves. The branches of the trees will be collected from the forest near the school. The wood will not cost.

Fasteners are used to make toys. Cords and threads come from their own collection. Decorative elements. Paint - 15 euros. The cost of one toy is about 1 euro. The planned retail price is about 4 euros. Profit from the sale of 1 traditional toy is about 3 euros. Half-year -540 euros.

It is expected that 30 euros will be allocated for unforeseen expenses. The money will be collected through the collection of secondary raw materials

## POSSIBLE IMPACT

### What impact your business can bring for the local community?

-  Cleaner environment
-  Attractive and original toys
-  Entrepreneurial experience for young people and the community of the town.
-  Closer community relations
-  School collaboration with business





## MARKETING AND PRODUCT PITCH

The purpose of the advertisement is to draw the attention of our customers to our products. We will emphasize that we sell quality products at an affordable price.

The advertising will be distributed mainly through the Internet and the press. Much attention must be paid to the design of the message itself, as it must be convincing and memorable. We will also distribute flyers about our products on the street. To save money, we will advertise on free websites to help you get started.

We will create our own page where we will share the moments we develop our products. In this way, we will increase our audience and hope to attract not only people from our town.

You can visit our page here: [Facebook page "Jaunieji Merkinės verslininkai"](#)

We will use the help of our sponsors.



**THE STUDENTS' GREEN BUSINESS IDEA**

## YOUNG ENTREPRENEURS OF MERKINĖ

We live in the unique region of Merkinė. We are surrounded by wonderful nature. Tall pines, watery rivers and lakes, colourful meadows are things we are very proud of. Therefore, it is clear that a clean environment is very close to our hearts. We wish that people would understand how important a clean environment is and contribute to its cleaning. The young entrepreneurs from Merkinė are grateful to the Outside project. It promoted the development of four sustainable business ideas and helped implement them.

## OUTSIDE

Outside is implemented in 5 European countries (Italy, Belgium, Croatia, Lithuania, UK). The Partnership is made up of 4 Schools and 5 Organisations active in the field of sustainable development & entrepreneurship.

## 3D SOUVENIRS



YOUNG ENTREPRENEURS OF MERKINĖ

## ABOUT

We are Young entrepreneurs of Merkinė and our goal, is to create eco-friendly business. To make that goal come true, we will use one of modern inventions - 3D Printer, a tool which can turn plastic straw into figure. We use 3D modeling softwares to create something from our imagination and after that, we leave the printer do all of the work.

## OUR PRODUCTS



**RINGS**  
WE CAN CREATE THE RING OF YOUR DREAMS. IT COULD HAVE YOUR INITIALS OR EVEN A GIANT PLASTIC DIAMOND ON TOP.



**BROOCH**  
THESE TINY HEARTS WITH WHICH YOU'LL BE ABLE TO SHOW APPRECIATION TO YOUR COUNTRY.



**UNICORN**  
WHY UNICORN, YOU MIGHT ASK. THE SYMBOL OF MERKINĖ IS A UNICORN. SO IT WOULD BE A GREAT MEMORY FOR EVERYONE WHO VISITS MERKINĖ.

## MERKINĖ VINCAS KRĖVĖ GYMNASIUM



## 3D SOUVENIRS

YOUNG ENTREPRENEURS OF MERKINĖ

## WHAT WE DO

You have probably already heard about 3D printers from someone. But have you ever thought of its full potential? We did. We have found a way to use 3D printers to their full potential by creating eco-friendly souvenirs. It's not just plastic. It's infinite potential. We will use eco-friendly plastic made out of recycled

## WHAT WE PRODUCE

### FUN TOYS



### Accessories



### Little figures



## 3D SOUVENIRS

materials and create something unique. Something... No one has ever seen before using our 3D something amazing you could physically touch! From digital to physical, everything is possible with a 3D printer.



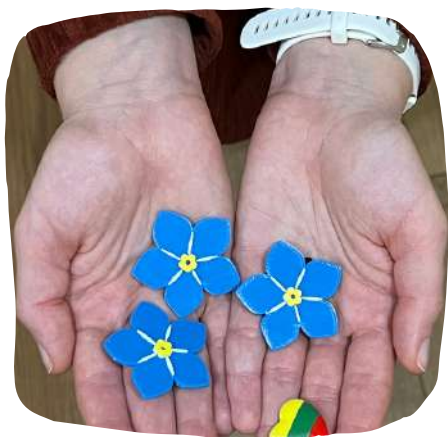
## DESCRIPTION OF THE IDEA

We will make souvenirs from 3D printing plastic, which we will try to make and recycle ourselves. It will be possible to create our toys using certain design programs and print them on a 3D printer. For example, badges with Lithuanian or Ukrainian attributes. All you need to make them is some plastic. By wearing such badges, people will be able to express their support for Ukraine and patriotism for Lithuania. Keychains that attract everyone's attention, mini-statues that will enhance and complement the atmosphere of your room.

## THE LOCAL ENVIRONMENTAL CHALLENGE

- Reduction of pollution
- The use of secondary raw materials.

It is very important that not only is the environment cleaner, things come to life again, but also team collaboration. One of the goals of this project is to encourage communication and collaboration between people of different ages by developing communication, creativity and social competencies. It is planned to create joint human and commercial relations with the executors of the business plan, sponsors and partners during the implementation of this project. Looking for opportunities to create a business and sell products, new experience is gained, business rules are learned, attention is paid to disseminating information, etc.



## SKILLS

**What are your team skills? What skills do you need?**

An IT mentor will help lay the foundation for our business by teaching us how to make the toys and souvenirs we want simply and sustainably. It will also help young people get used to new technologies. Students will gain skills that will help not only themselves but others as well.

Mentors train the team, advise on issues and help implement technical matters. We will first try to learn how to recycle simple plastic and make it suitable for 3D printing.

## POSSIBLE IMPACT

**What impact your business can bring for the local community?**

Cleaner environment, Attractive and original items, Entrepreneurial experience for young people and the community of the town, Closer community relations, School collaboration with business.

## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?



IT mentor - training, consultations assistance in making manufactured articles



Merkinė Vincas Krėvė gymnasium - provided premises, 3D printer, materials.



Inovatyvi Karta - provided materials.



Merkinė Museum - consultations on advertising, dissemination, and marketing.



Merkinė culture centre - consultations on advertising, dissemination.

**Main people behind this business idea are students of Merkinė Vincas Krėvė gymnasium- K. Šataitė, E. Lubas, M. Burdulis, R. Matuliauskas, U. Petraitytė, F. Varanavičiūtė, R. Sinkevičiūtė, I. Kalantaitė, I. Ščesnulevičiūtė, S. Jeskevičiūtė. Teachers: R. Varanavičienė, R. Kučinskienė, A. Streikuvienė, A. Prakapienė.**



## FINANCIAL PLANNING

A business from scratch. Mentors will provide primary raw materials. We will use the tools of mentors and the tools available at school. We will try to turn our old things into our own resources. Our primary money will be collected by cleaning the environment, for example, by collecting plastic bottles and putting them in reverse vending machines for bottles.

It is planned to make a profit of 20 euros, which we will use for the production of souvenirs.

We will be using the 3D printer of our school, so there is no need to purchase this device yet, but it is planned to buy it.

50 euros will be used from the budget of this project. (for paints, staples, magnets, etc.).

The project partner "Innovative generation" provides materials for 50 euros.

Production of articles will take place at school during classes (non-formal education), so there is no need to rent the premises.

The help and consultations of the non-formal education manager-mentor will be provided.

The planned cost of one product is approximately 5 euros.

The planned selling price of one article is approximately 10 euros.

It is planned to produce approximately 30 products in half a year. If necessary, production volumes can be expanded.

It is planned to receive approximately 300 euros in income. The planned costs are 150 euros.

The profit is approximately 150 euros.

We will use social media and self-made printed leaflets and brochures for advertising, so there will be no costs.

If the business is successful, the Merkinė group of entrepreneurs plans to purchase a 3D printer.

## MARKETING AND PRODUCT PITCH

Our main marketing goals will be sales and sustainability. We will strive to sell as many goods as possible and at the same time introduce the township community to sustainable alternatives. We will focus on a specific market, among people of all ages. Our biggest advantage is environmentally friendly products made from secondary raw materials.

The purpose of advertising is to draw the attention of our customers to our products. We will emphasize that we sell quality products at an affordable price.

The main way of disseminating advertising will be the Internet and the press. Much attention needs to be paid to creating the message itself, as it needs to be compelling and memorable. Flyers on the street about our products will also be distributed.

Online advertising is very popular, more and more people are using the Internet to buy goods, so this advertising will be one of the most effective for us. To save money, we will be advertising on free websites to get you started. We will also use advertising that we do not artificially encourage- we prove it and allow customers to tell about our services to other people.

We will use the help of our sponsors: Varėna district press, Social networks, Facebook pages, "Merkinė Vincas Krėvė Gymnasium", "Krėvė Student Council", "Young Entrepreneurs of Merkinė", "Merkinė Community", Instagram, Leaflets in public places (Merkinė Region Museum, Dzūkija National Park, Varėna Education Center, Merkinė Culture Center).



**THE STUDENTS' GREEN BUSINESS IDEA**





**JEWELLERY**

## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

Students of Merkinė Vincas Krėvė gymnasium- K. Šataitė, E. Lubas, M. Burdulis, R. Matuliauskas, U. Petraitytė, F. Varanavičiūtė, R. Sinkevičiūtė, I. Kalantaitė, I. Ščesnulevičiūtė, S. Jeskevičiūtė. Teachers: R. Varanavičienė, R. Kučinskienė, A. Streikuvienė, A. Prakapienė.



### Who are the customers, target audience?

We address people who care about nature, the community and tourists in Merkinė.



### What? What do you want to achieve? What do you offer?

We want to inspire people to conserve nature in Merkinė. Our idea is to create a business that motivates each of us to conserve and protect nature. We will produce jewellery that will be environmentally friendly and attractive to people. We want to involve the community and people of different generations. We try to encourage people to respect the environment through the things they decorate themselves every day – jewellery. e.g. earrings (made of can caps, pebbles attached to clasps); bracelets (plaited, knitted or crocheted); rings (made of wire and stone holes or strung from beads, woven from yarn).



### When do you want to start the business?

We started thinking about business in the early spring, and we want to start a business in the summer when people are actively travelling and coming to our town.



### Where? Where the business will be located?

In Dzūkija National park, at Merkinė Culture Centre, at enterprise “Merkinės

fabrikas”, in Merkinė Regional museum, at local restaurants.



### Why? Why would customers want your product or service?

These products will be made of natural and secondary raw materials. This idea is original, so we hope people will love it and benefit from it. By wearing our jewellery, people will contribute to keeping the environment clean. Jewellery will be unique and environmentally friendly, so people will pay attention to it. It will be a mutual benefit for both the person wearing the jewellery and us, the manufacturers.

## THE LOCAL ENVIRONMENTAL CHALLENGE

- Reduction of pollution
- The use of secondary raw materials.

It is very important that not only is the environment cleaner, things come to life again, but also team collaboration. One of the goals of this project is to encourage communication and collaboration between people of different ages by developing communication, creativity and social competencies. It is planned to create joint human and commercial relations with the executors of the business plan, sponsors and partners during the implementation of this project. Looking for opportunities to create a business and sell products, new experience is gained, business rules are learned, attention is paid to disseminating information, etc.











## SKILLS

### What are your team skills? What skills do you need?

We can quickly generate ideas and have complementary skills. Each one of us has qualities unique to us.

We need more knowledge and experience. Assistance comes from familiar people who have experience with jewellery making and can share it. Organised workshops – training. Youtube material and Pinterest also help. Mentors train the team, advise on issues, help implement technical matters.

## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

-  Folk artists -training, mentoring, consultations on production; provided materials and work tools.
-  National Park of Dzūkija-consultations on advertising, dissemination, and marketing.
-  Merkinė Culture Center-consultations on advertising and dissemination activities.
-  Museum of Merkinė-consultations on advertising, dissemination, and marketing.

## FINANCIAL PLANNING

A business from scratch. Mentors will provide primary raw materials. We will use the tools of mentors and the tools available at school. We will try to turn our old things into our own resources. Our primary money will be collected by cleaning the environment, for example, by collecting plastic bottles and putting them in reverse vending machines for bottles.

We will use tin tongues for jewellery, which are removed from the cans, and these are put in reverse vending machine for bottles. The planned income from secondary raw materials is 10 euros. A set of beads will cost about 5 euros. Also, for the production of necklaces and bracelets, clasps will be purchased (0.30 Eurocents per unit), a roll of wire (8 m)- 1 euro, a clip-0.30 Eurocents. Brooch needle-0.40 euro cents. Cords and threads –from personal reserves. Decorative elements. Paint.-10 euros.

The cost of one piece of jewellery is approximately 3 euros. The planned selling price is approximately 10 euros. About 50 pieces of jewellery are planned to be produced in half a year. If necessary, the production volume can be expanded. Planned income in half a year – 500 euros. Half-year expenses are 150 euros.

Profit from the sale of 1 piece of jewellery is about 7 euros. Half-year profit -350 euros. Project partner "Innovative generation" will allocate 50 euros for materials.

It is expected to allocate 50 euros for unforeseen expenses. Jewellery will be made at school or at home, so there is no need to rent the premises. We will use social media and self-made printed leaflets and brochures for advertising, so there will be no costs.

## POSSIBLE IMPACT

### What impact your business can bring for the local community?

Cleaner environment, original jewels, Entrepreneurial experience for young people and the community of the town, Closer community relations, School collaboration with business.



## MARKETING AND PRODUCT PITCH

Our main marketing goals will be sales and sustainability. We will strive to sell as many goods as possible and at the same time introduce the township community to sustainable alternatives. We will focus on a specific market, among people of all ages. Our biggest advantage is environmentally friendly products made from secondary raw materials.

The purpose of advertising is to draw the attention of our customers to our products. We will emphasize that we sell quality products at an affordable price.

The main way of disseminating advertising will be the Internet and the press. Much attention needs to be paid to creating the message itself, as it needs to be compelling and memorable. Flyers on the street about our products will also be distributed.

Online advertising is very popular, more and more people are using the Internet to buy goods, so this advertising will be one of the most effective for us. To save money, we will be advertising on free websites to get you started. We will also use advertising that we do not artificially encourage- we prove it and allow customers to tell about our services to other people.

We will use the help of our sponsors: Varėna district press, Social networks, Facebook pages, "Merkinė Vincas Krėvė Gymnasium", "Krėvė Student Council", "Young Entrepreneurs of Merkinė", "Merkinė Community", Instagram, Leaflets in public places (Merkinė Region Museum, Dzūkija National Park, Varėna Education Center, Merkinė Culture Center).



THE STUDENTS' GREEN BUSINESS IDEA



# "Resurrect for a second life"



Merkinė V. Krevė gy...

## Our products

Reusable  
handbags made  
from discarded  
clothing and  
fabrics.



Candlesticks made  
from used  
product  
glass  
bot



Crocheted  
napkins made  
from yarn and  
fabrics that  
no longer  
and



**RESURRECT FOR THE  
SECOND LIFE**

## DESCRIPTION OF THE IDEA

Our idea is to create a business that motivates each of us to conserve and protect nature. We will make products using the material from things raised back to life for the second time. Our made products will be attractive to people. We want to involve the community and people of different generations more in our activities and encourage them to be environmentally friendly by using our products, which will replace the polluting products we all use. For example, we offer to replace plastic bags with our sewn reusable baskets (which are made from discarded clothing and fabrics); candlesticks (made of glass containers, wax thread and natural beeswax from the Dzūkija region, decorated with hemp thread and acrylic); plastic trays (made from plastic waste); napkins (made from eco-friendly fabrics and bedspreads). All these things will replace the usual, environmentally harmful decorations which are in people's homes.

The following products are used in the production of our products: clothing that is not worn anymore, fabrics and bedspreads, glass containers, wax thread, natural beeswax from the Dzūkija region, plastic waste, hemp thread and environmentally friendly thread, acrylic, glue, tools (scissors, needle, sewing thread, brushes, hook).

These products will be made from natural and secondary raw materials. This idea is original, so we hope people will love it and benefit from it. Having all these products created by us, people will think about sustainability and preserving nature. Our candlesticks will be made of used glass products: jars, glass and beverage bottles, as well as yarns, and acrylic paint, used to decorate candlesticks and candles made of natural beeswax and wax yarn. The top of the glass container will be cut and bee wax is poured inside. The manufactured candlesticks are decorated with natural hemp thread soaked in glue or they are painted with traditional Lithuanian ornaments. These products will give warmth and cosiness to the homes of the buyers.

Our offered baskets, which can be used as a marketing brand advertisement, are made of fabrics from clothes that are not used anymore. People will be able to use them in their daily lives, replacing environmentally harmful plastic disposable bags with them. Selected fabrics will be cut and baskets will be sewn from them. This product of ours will not only be organic but also practical.

By using cup trays we make, people will be able to contribute to the preservation of nature by reducing the amount of plastic waste and decorating their homes. The trays will be made of plastic waste. This product will contribute to the preservation of nature and will decorate the homes of buyers.

With our crocheted napkins, which will be made of yarn and unnecessary fabrics, and bedspreads, people will be able to decorate their homes with eye-catching napkins. Napkins will be woven with a hook from environmentally friendly yarns or cut from fabrics and bedspreads. This product will decorate and give warmth to the homes of our buyers.

## THE LOCAL ENVIRONMENTAL CHALLENGE

- Reduction of pollution
- The use of secondary raw materials.



## SKILLS

**What are your team skills? What skills do you need?**

We will use the available teachers at our school to help us with any questions we may have. Workshops will be organized for acquaintances who are willing to help and volunteer.





## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

Local beekeepers - materials for making candles, premises, consultations.

Parents - supply of materials, help and work tools.

Merkinė Museum - consultations on advertising, dissemination, marketing.

Merkinė culture centre - consultations on advertising, dissemination

Dzūkija National Park - consultations on advertising, dissemination, marketing

## POSSIBLE IMPACT

### What impact your business can bring for the local community?

Cleaner environment

Attractive and original objects

Entrepreneurial experience for young people and the community of the town

Closer community relations

School collaboration with business.



## FINANCIAL PLANNING

A business from scratch. Mentors will provide primary raw materials. We will use the tools of mentors and the tools available at school. We will try to turn our old things into our own resources. Our primary money will be collected by cleaning the environment, for example, by collecting plastic bottles and putting them in reverse vending machines for bottles.

It is planned to make a profit of 20 euros, which we will use for the production of souvenirs.

We will be using the 3D printer of our school, so there is no need to purchase this device yet, but it is planned to buy it.

50 euros will be used from the budget of this project. (for paints, staples, magnets, etc.).

The project partner "Innovative generation" provides materials for 50 euros.

Production of articles will take place at school during classes (non-formal education), so there is no need to rent the premises.

The help and consultations of the non-formal education manager-mentor will be provided.

The planned cost of one product is approximately 5 euros.

The planned selling price of one article is approximately 10 euros.

It is planned to produce approximately 30 products in half a year. If necessary, production volumes can be expanded.

It is planned to receive approximately 300 euros in income. The planned costs are 150 euros.

The profit is approximately 150 euros.

We will use social media and self-made printed leaflets and brochures for advertising, so there will be no costs.

If the business is successful, the Merkinė group of entrepreneurs plans to purchase a 3D pain printer.





## MARKETING AND PRODUCT PITCH

Our main marketing goals will be sales and sustainability. We will strive to sell as many goods as possible and at the same time introduce the township community to sustainable alternatives. We will focus on a specific market, among people of all ages. Our biggest advantage is environmentally friendly products made from secondary raw materials.

We will create our own page where we will share the moments as we develop our products. In this way, we will increase our audience and hope to attract people not only from our town. We will use the help of our sponsors: Varėna district press, Social networks, Facebook pages, "Merkinė Vincas Krėvė Gymnasium", "Krėvė Student Council", "Young Entrepreneurs of Merkinė", "Merkinė Community", Instagram, Leaflets in public places (Merkinė Region Museum, Dzūkija National Park, Varėna Education Center, Merkinė Culture Center).

Main people behind this business idea are students of Merkinė Vincas Krėvė gymnasium- K. Šataitė, E. Lubas, M. Burdulis, R. Matuliauskas, U. Petraitytė, F. Varanavičiūtė, R. Sinkevičiūtė, I. Kalantaitė, I. Ščesnulevičiūtė, S. Jeskevičiūtė. Teachers: R. Varanavičienė, R. Kučinskienė, A. Streikuvienė, A. Prakapienė.



**THE STUDENTS' GREEN BUSINESS IDEA**

ČUVAJMO  
OKOLIŠ

Volite li više...

Biste li radije kupili

kiparstvo?

držač za  
mobitel

**CHIKART**

## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

The students Mija Jurjević, Maša Tkalčević, Tara Trbojević, Sarah Maslić, Magdalena Vljajčević and their class came up with the original idea about the need to set up a collector for cigarette butts by analysing the data on perceived problems in the environment obtained from all the school's students. Students at the Art Group worked out the idea of recycling the collected cigarette butts.

Our customers would be all the people we manage to reach with our messages and products. Many people like to use artistically designed utility items like cell phone holders or vases. People who want to buy an improved product or help nature would be especially interested.



### What? What do you want to achieve? What do you offer?

We would make and set up collectors for cigarette butts. With recycled parts of cigarette butts we would prepare clay with better properties, and make decorative and useful objects from it. In this way, we want to reduce environmental pollution by reducing litter in nature, especially on children's playgrounds, thus influencing a healthier life in our neighborhood. At the same time, we offer a higher quality product, lighter and more resistant to breakage.



### When do you want to start the business?

We hope to be able to make the first products within a year, preferably to install the tanks in the fall of 2022, and to produce the first items at the end of the year. At the beginning, we would set up containers for collection and present the products in our neighborhood, and later in Zagreb and beyond.



### Why? Why would customers want your product or service?

People would buy our products because they are made of much better quality clay (lighter clay pot and more resistant to impacts) and because by buying the product they encourage the recycling of cigarette butts, the pollution of nature with cigarettes is reduced.



### Where? Where the business will be located?

We would have a space for production in the school, in the art classroom and in the ceramic workshop.

## THE LOCAL ENVIRONMENTAL CHALLENGE

- The problem of a large number of cigarette butts in the environment, especially in children's playgrounds.
- Environmental pollution by not disposing of waste in containers.
- Absence of suitable containers for collecting cigarette butts
- Environmental pollution by not recycling waste (cigarette butts).







## SKILLS

**What are your team skills? What skills do you need?**

Our team skills are creativity, good cooperation, innovation, ambition, persistence, adaptability, appreciation, sharing, responsibility, ability to solve problems and ability to listen actively, adaptability, quality communication, ability to cooperate, ability to convince. We need to improve our leadership, financial management, activity forecasting, marketing-discoverability skills.

## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?



Local committee of Bruno Bušić gives us permits and support.



OAZA Association enables us presentation of our project and products at Garden Festivals.



We hope to involve local companies where our students' parents work



## FINANCIAL PLANNING


COSTS		
Expenses type	Expense description	Cost estimation
<i>Identify your expense type: material, equipment, travel, accommodation, food &amp; beverage, services, other</i>	<i>List all the foreseen expenses</i>	<i>Estimate a cost for each expense item</i>
Pottery kiln - energy	monthly electricity consumption	20€ per Month
Consumables for making containers	hot glue gun paper plasticizing film	5€ 5€ 5€
Clay	30 kg	80 €
Consumable material for recycling	glows	50€
Pots	5 pieces	100€
<b>TOTAL:</b>		<b>275 €</b>


INCOME		
Income type	Income description	Income estimation
<i>Identify your income type: sponsors, participants contribution, investors, own funding, public funding, other</i>	<i>List all the foreseen expenses</i>	<i>Estimate the income value</i>
own (school) funding	povećani redovni troškovi za struju	20€ per Month
own funding	Theacers' contribution	15€
sponsors	Parent firm	80€
sponsors	Parent firm	50€
sponsors	Parent firm	100€
sale	customers	5€ per piece
<b>TOTAL:</b>		<b>&gt;275€</b>





## POSSIBLE IMPACT


What impact your business can bring for the local community?

- 

Reduced number of cigarette butts in the environment, especially in children's playgrounds
- 

Interest of fellow citizens in solving environmental problems in an innovative way
- 

Encourage people not to pollute the environment.
- 

Encouraging people to recycle and use items made from recycled materials.
- 

In the future - the disappearance of cigarette butts from the environment and the need for containers in public areas, containers for cigarette butts along with other waste containers

## MARKETING AND PRODUCT PITCH

At the beginning, we would promote it in our neighborhood, and later, when we gain security, also in the Zagreb area. We hope, with time, and more widely.

In the area of our local community, we would promote it by installing cigarette containers and accompanying information boards.

We would also come up with digital promo materials: a video and a description of the project on the school's website, Instagram, perhaps by launching the ChikArt website.



**THE STUDENTS' GREEN BUSINESS IDEA**





**E - PERMISSION**

## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

Together with the teacher, Mak Kikaš, Dominik Kupinić, Ivo Domijan i Vibor Frouth formed a team and started figuring out how to achieve the goal.

Our target audience is the teachers and parents of our school.



### What? What do you want to achieve? What do you offer?

The students of our school must obtain the consent of their parents for every trip to an extracurricular teaching, a visit or similar. During the year, a lot of paper is spent on this. Mak came up with the idea that we could replace "paper" consents with digital ones.

Our product is not for sale, but affects the awareness of adults around us about the importance of preserving natural resources, especially paper. We offer ideas on how to save paper at schools. We want to achieve that paper consumption is really taken care of at all levels, from us students to teachers. Or, in fact, vice versa. By their example, by accepting change in favor of the environment, teachers would be even better role models for us students.



### When do you want to start the business?

We would like to offer a short lecture and training for teachers to all the schools in our area to encourage change. We held the first lecture in our school, and we hope that teachers from neighbouring schools will invite us during the second semester of this school year.



### Why? Why would customers want your product or service?

Paper consents are really clumsy, while digital ones, in addition to saving paper, also save time and problems with forgetting a physical consent somewhere at home. We assume that because of this, all teachers will gradually switch to digital approvals.



### Where? Where the business will be located?

We can hold lectures live in schools or online. For that we can get some money.

## THE LOCAL ENVIRONMENTAL CHALLENGE

A lot of paper is used in schools, among other things, on mandatory approvals. We want to achieve a significant reduction in paper consumption.

## SKILLS

### What are your team skills? What skills do you need?

Our team skills are ability to listen actively, good cooperation, innovation, ambition and responsibility, adaptability, quality communication, creativity.

We need to improve leadership, financial management, activity forecasting, and marketing.







## FINANCIAL PLANNING

COSTS			EUR
Expenses type	Expense description	Cost estimation	
Identify your expense type: material, equipment, travel, accommodation, food & beverage, services, other	List all the foreseen expenses	Estimate a cost for each expense item	
Electricity	in the school	20€ per Month	
<b>TOTAL:</b>		200,00 EUR/year	

### RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

Two local firms, Infoetim and PC-servis d.o.o. helped us with learning about digital consents. The company PC-servis d.o.o. also maintains the computers in our school, thus helping teachers with the availability of digital tools for creating consent.

### POSSIBLE IMPACT

**What impact your business can bring for the local community?**

- Awareness of importance of digitalization
- Incentive to save paper
- Awareness of the importance of small changes for improvement to achieve a global goal
- Faster and more practical communication
- Lower costs

### MARKETING AND PRODUCT PITCH

As our idea is aimed at the target users of the promotion, we plan to conduct two surveys among them in a digital form, and then hold a lecture for teachers and present the project at the School's Parents' Council.

We will present the project and our idea on the school's website, with a description of the project and a recording of the lecture.

**Links that can be used:**

- [School Youtube channel](#)
- [School library Facebook page](#)
- [School library Twitter](#)
- [School library Tik Tok](#)



**THE STUDENTS' GREEN BUSINESS IDEA**





**GUMBEKI**



## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

Students of Osnovna škola Dobriše Cesarića in Zagreb with few teachers and parents are members of the extracurricular group Gumbeki.. Target groups are all members from the local community.



### What? What do you want to achieve? What do you offer?

Few years ago a Croatian teacher offered to the students a new extracurricular activity and the group was called GUMBEKI ("gumb" in Croatian means "a button" in English). The term Gumbeki is also typical for the local Zagreb dialect. During the pandemic we started a new project called Upcycling and it was a good opportunity to learn more about upcycling as a new concept of living.

Thanks to OUTSIDE we started with learning about "green entrepreneurship" and it was a good opportunity to improve GUMBEKI and present it to the international project team. With our Upcycling Club idea we won the award TOP 10 Best Innovative Ideas in the Digital Students Incubator.



### When do you want to start the business?

The Gumbeki members meet every Wednesday in the afternoon during the school year. We start every autumn and finish with the workshops before the summer holidays.



### Why? Why would customers want your product or service?

Because our products are unique, eco-friendly and made with love. We recycle the textile and other waste and re-use them to make a totally new and original product. Because a textile can be re-used and with our activities we contribute to environmental protection. The textile industry is one of the biggest pollution makers.



### Where? Where the business will be located?

In the classroom in elementary school Osnovna skola Dobriše Cesarica in Zagreb.

## THE LOCAL ENVIRONMENTAL CHALLENGE

- Too much textile in the containers or around them
- Textile pollution
- Awareness about textile pollution
- Reduction of textile pollution and to restore household materials for a second life.

## SKILLS

### What are your team skills? What skills do you need?

Creativity, hard work, flexibility, problem solving, innovation and communication skills. We still miss organisational and promotion skills.







## FINANCIAL PLANNING

COSTS			EUR
Expenses type	Expense description	Cost estimation	
Identify your expense type: material, equipment, travel, accommodation, food & beverage, services, other	List all the foreseen expenses	Estimate a cost for each expense item	
Electricity	monthly electricity consumption	20€ per Month	
Materials	Machines Scissors, etc.	400 EUR	
Trainers		0	
<b>TOTAL:</b>		640 EUR/year	

### RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

Students, teachers and parents with different skills. School librarian who offered us promotion on social media.



Closer community relations



School collaboration with business



Awareness of textile pollution



Self-employment skills

### POSSIBLE IMPACT

What impact your business can bring for the local community?



Cleaner environment



Attractive and original objects



Entrepreneurial experience for young people and the community of the town.

### MARKETING AND PRODUCT PITCH

School library social media (Facebook, Youtube, Instagram, Tik Tok) because it is the most effective and the cheapest way to build the upcycling group and there are already followers who can support Gumbeki.



**THE STUDENTS' GREEN BUSINESS IDEA**



SAFE  
SCHOOL  
ZONE

**SAFE AND HEALTHY  
TO SCHOOL**

## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

Students of our school, Nia Lovrović, Lara Radelić, Ivo Domijan and Vibor Frouth, pointed out heavy traffic in our settlement as a big problem, as well as the danger posed to children by the large number of illegally parked cars in front of the school at the time the children arrive for classes. Our target audience are parents, neighbours and students.



### What? What do you want to achieve? What do you offer?

We decided to do something to increase safety on the street at the time of the beginning and end of classes and to increase the awareness of students and their parents, as well as other citizens in the settlement, about the need to reduce the emission of harmful gases from cars by their responsible use.

We want to achieve that only those students who really need it, those who live far away or have to go somewhere after class, actually come to and from school by car. Students who live nearby should, together with their parents, get into the habit of walking to school. We also want to encourage parents who bring their children to school and pick them up not to park their vehicles illegally in front of the school, but to use side streets, which are much safer for children to get in and out of their cars.

For this purpose, in cooperation with the Local Committee of Bruno Bušić, we designed alternative routes as well as a possible way of encouraging children and parents to cross the street exclusively at marked pedestrian crossings.



### When do you want to start the business?

At the beginning of the new school year, in September, we would start active activities among students and their parents and continue during the following school years.



### Why? Why would customers want your product or service?

Both young students and parents, like all our neighbors, actually want to live in a safe and less polluted environment, and we believe that they will be happy to join our action.



### Where? Where the business will be located?

This action of ours is aimed exclusively at the children and parents of our school, as well as at our neighbors and will take place in the vicinity of the school. We hope that by advertising our activities, we will encourage other schools and kindergartens to take similar actions, and that these and similar activities will spread throughout the city.

## THE LOCAL ENVIRONMENTAL CHALLENGE

- Environmental pollution with car exhaust gases
- Endangering the safety of road users, especially children, by improper opping
- Endangering the safety of road users, especially children, by illegally crossing the street
- Changing car usage habits

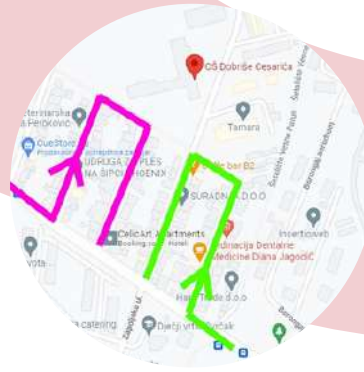
## SKILLS

### What are your team skills? What skills do you need?

Our team skills are creativity, good cooperation, innovation, ambition, persistence, adaptability, appreciation, sharing, responsibility, ability to solve problems and ability to listen actively, adaptability, quality communication, ability to cooperate, ability to convince.

We need to approve leadership, financial management, activity forecasting, marketing-discoverability.





## FINANCIAL PLANNING

### COSTS

Concrete paint for colouring the points with which we mark a safe path - spray paint

1l - 5,24 €

Total: 10,48 €

### INCOME

Participants' contribution - School contribution - 20 €

## POSSIBLE IMPACT

**What impact your business can bring for the local community?**



Significantly greater safety in traffic around the school for youngsters and adults.



Developing healthy habits of walking and using bicycles, etc



Reducing the amount of exhaust gases.



## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

- Local committee of Bruno Bušić helped us to get permits and gave us a support
- Borongaj Scout Squad helped us to find the best solutions in streets around the school.
- OAZA Association enable us presentation of our project at Garden Festivals.
- City Office for Spatial Planning is the institution responsible for some of the necessary permits for the implementation of the project
- Parents and neighbours are the strongest factor and we need to interest them to be active participants in our idea.

## MARKETING AND PRODUCT PITCH

We introduced the project to all the school's teachers, and they will discuss the mentioned problems with the parents at the first parent-teacher meeting and with the students at the classroom teacher's lesson. We also designed a letter for parents. The project was briefly described at the entrance to the school, and the description was also displayed at the school's Garden Festival and can be found on the school's website.

If good results are not shown after the activities, we would record a short video with messages and present it on social networks.



**THE STUDENTS' GREEN BUSINESS IDEA**



# HOTEL

**B&COB**

## DESCRIPTION OF THE IDEAS



### Who? Who are the main people behind the business plan?

The main people behind this business plan are the entrepreneurs who will have to finance our idea and make it a reality that can be within everyone's reach. The target audience, on the other hand, are customers with a medium-high culture who understand the value of eco-sustainable interventions and are willing to pay more for an environmentally friendly holiday. It is for this reason that the main marketing actions will aim to reach the customer with a high cultural profile, by publishing advertisements in national and international newspapers, disseminating articles in magazines specialized in exclusive travel.



### What? What do you want to achieve? What do you offer?

The business idea stems from the desire to offer, unlike its competitors, a B&B service in areas that are not strictly central to the main tourist cities, but where the historic center can be reached on foot or at most by bike via the cycle path. This guarantees the possibility of experiencing the holiday in a less chaotic condition. What we offer? Structures in residential areas adjacent to historic centers, Plants, furnishings, completely ECO, BIO nutrition, Know How represented by staff who fluently speak at least two foreign languages, who have a school background and at least 2 years of experience in the management of accommodation facilities . He must also have successfully attended a course on BIO and ECO products.



### Where? Where the business will be located?

The seat from which everything starts is certainly a small town also in our region in order to then be able to extend gradually, on different places and on different places even in the same place as it could be for important cities such as Milan or Rome, and then increasing the capital at our disposal

also thanks to the social channels, also to reach Europe via the media and then to the world level to bring a service that we believe will be very convenient for many people.



### When do you want to start the business?

The project is very expensive both from the point of view of the resources that are made available by the entrepreneurs but also of the time it takes to be able to give this type of service to the men and women who will later want to use it. It is a very important project. We would like to reach a very high level within 7-8 years for the standards that we have today in Bed & Breakfasts, a sector that has grown rapidly in recent years. The business must be started as soon as possible because it would be very important to enter this sector without others coming up with this very innovative idea.



### Why? Why would customers want your product or service?

For a number of different reasons including these: The pricing policy will be aimed at customers willing to pay a maximum price of 15% higher than the average. Each BIO B&B, precisely for the consumer segment it is aimed at, will have at least one meeting room and a well-stocked library. In each ECO B&B it will be possible to buy organic products from the area. It will be possible to make excursions to organic farms in the area. Finally, the business idea includes the possibility of building your own holiday with packages that allow you to stay in structures with the same characteristics as the European capitals where you want to stop.







## THE LOCAL ENVIRONMENTAL CHALLENGE

The environmental challenges we want to address there is certainly that of plastic, now about 8 million tons of plastic waste ends up from coastal nations into the oceans. It is equivalent to throwing five bags of garbage every 30 centimeters of coast all over the world. Most of the plastic that is in the ocean comes from the mainland. Or it is carried by the larger rivers, which act as a conveyor belt picking up garbage on garbage as they go downstream. Once in the sea, much of the plastic waste remains in coastal waters. But by the time they are caught in ocean currents, they can end up all over the world. But also the so-called "polluting" foods, but we could ask ourselves how does food pollute? Simple, eating out of season products from other countries after endless crossings overseas. All to the detriment of the environment, increasing the greenhouse effect. Not to mention the indifference towards our own products, victims ignored with the aggravating circumstance of excessive expenses for the purchase of products that are absolutely not Made in Italy. By purchasing out of season products we contribute to environmental pollution and this is now clear. Among the most polluting foods imported into Italy are cherries from Chile. To make them reach our tables, making our taste buds explode with pleasure, they travel the beauty of 11,968 km of distance. Traveling on such a route means consuming 6.9 kg of oil. Not only that: to aggravate everything there will be an emission equal to 21.6 kg of CO<sub>2</sub> (carbon dioxide). This is just one example of how much more polluting food can be than we expect.

## SKILLS

**What are your team skills? What skills do you need?**

The team skills we certainly have that of doing everything together as if we were a family and this is precisely what must distinguish us from other B&B chains. We have a good ability to communicate with other people and welcome them in our company but also a lot of dedication which is very important to be able to open a project as wide-ranging as ours. Among the skills we have at our disposal, in addition to welcoming them and communicating with people, we are able to manage the booking of the rooms at our disposal thanks to our dedicated website, but we also know how to manage the check-in and check-out procedures. Instead, among the skills we need is the fact of carrying out the commercial management of the Bed & Breakfast precisely because it is the first time for us, so we should ask for the help of an expert who can point us in the right direction. But also having to carry out first aid, which is very important for a company like ours, our staff must have this license, because it is very important that our customers also feel safe when it comes to safety.

## POSSIBLE IMPACT

**What impact your business can bring for the local community?**

The impact on our local community could be very interesting, but we think that on a national scale the impact could be even better, in fact on our local community the impact we will give will be mainly due to the recycled furniture compared to the BIO production which instead it will be more important on a national scale given the high production in our region of food that is then imported in various places in Italy and around the world.



## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

Among the internal resources we have there is certainly our communicative characteristic with others that we can fully exploit in this new field of work. Among our members, we can use our work experience elsewhere to do the best in this sector, which is why it is very important for us to have a team that we really get along with. Surely we can also count on our physical characteristics that can help in the creation of the different places that can then be used for our chain. Clearly, in addition to the internal resources we can count on, we also have external resources on which we can really make a difference, certainly we can count on a large group of friends and acquaintances who can help us in the realization of our project, the sponsors who will be a part fundamental to ensure that the future of the B&B that we would like to bring to is known to as many people as possible.

## FINANCIAL PLANNING

Our financial plan is based on the provision of our services where savings will not be aimed at because it would not be strategic. The main costs that will have to be faced are: rental of the structure, Eco renovation of the same, purchases of eco-sustainable furnishings and accessories, personnel costs, fees of architects, engineers, lawyers, accountants, fees to non-mass communication companies, costs for staff training. With regard to the latter costs, it should be noted that it would be possible to make savings by aggregating the employees of the B&B in the various cities in the same training session.

The value of our company will come from the sale of hotel services which is the core of the business.

services will be sold to medium - high culture customers with reasonable economic possibilities according to the channels indicated above. Payment will be made in a lump sum up to the sum of 3,000 euros. Above, it will be possible to pay in installments according to a plan that takes into account the amount. Accessory services (purchase of BIO products, bike and electric car rental, excursions ...) can be paid for either by debit card or with the main international credit cards.

## MARKETING AND PRODUCT PITCH

To distribute our services we will aim to create an exclusive website where it will be possible to build your own holiday by taking advantage of the B&B affiliated to the network. It will also allow the distribution of services to primary groups of travel agencies that have respect for the environment as part of their mission. Surely to promote our idea we need sponsors who are indispensable for the increase in popularity and to make us known by as many people as possible, the different channels will also be very important, we would like to promote it also through an Instagram page so that people can get to know us. through advertisements. The format to promote our idea will certainly be the social one and therefore we will use technology to reach the different social classes of our society.



**THE STUDENTS' GREEN BUSINESS IDEA**





**BIORECY**



## **DESCRIPTION OF THE IDEA**

Our business idea is focused on waste recycling. It consists of the foundation of a series of certified stores suitable for offering free gifts (food or organic) in exchange for waste to be recycled. The people we target most are entrepreneurs and large companies, due to the large presence of such raw material, but the target expands to the whole population, which in its own small way can contribute to our success. Our goal is to decrease waste thrown away unnecessarily by offering a better opportunity to be exploited (getting a free gift in return), in order to educate about the preservation of the planet. We aim for the opening of our business in a short time, a few months, just enough time to organize the network of stores and collaborators, so that we can achieve our goal in a couple of years. We think it can work because customers do not have to buy anything, they simply have to bring something they already own that would go to waste, to get a free gift. Our business will be located around Catanzaro Lido; it will be developed through the support of a number of local collaborators useful to our cause. The main problem we aim to solve is the excessive amount of waste thrown unnecessarily, on the streets, in the woods, a reason for great pollution.

## **THE LOCAL ENVIRONMENTAL CHALLENGE**

The main problem we aim to solve is the excessive amount of waste thrown unnecessarily, on the streets, in the woods, a reason for great pollution. In fact, we must admit that such environmental discomfort is only our fault, our indolence and selfishness, thinking that a single person cannot make an already toxic situation worse. It is necessary to move people, to convince them of the existence of an alternative solution, we aim to be this, offering a gift in exchange for the help of the people.

## **SKILLS**

**What are your team skills? What skills do you need?**

The main ability of our company is to have zero costs. In addition, in order to facilitate adequate reception even for customers from abroad, our staff possesses knowledge of at least two languages, among which is English, which is recognized as an international language. An additional strength is the possession of adequate computer skills that facilitate the company in the organizational and administrative field. As for the propaganda of our image, a good part of our staff possesses excellent graphic skills aimed at improving the aesthetic appearance of our company. As for the knowledge we need, it mainly concerns the economic-financial sphere. In fact, compulsorily we will have to work with a competent figure in this area, who will manage the monetary organization and, through a series of researches and analyses, bring about improvements and reductions in the company's costs. Next, the figure of the accountant is also needed. Finally, figures skilled in storage also prove essential for waste storage.

## **RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?**

Our team has a range of internal and external resources that can be used. As for internal resources, we are able to take care of the graphics, advertising and accounting side by relying on a qualified economist. In addition, we can contribute as store clerks by leaning on a number of warehouse workers and qualified staff. As for external resources, we rely on a recycling company and a number of local agricultural producers.



## POSSIBLE IMPACT

**What impact your business can bring for the local community?**

Our business can certainly make significant changes in society. First, food items will be more present for the people, this would decrease hunger in small local communities through helping less well-off families. Secondly, it would improve the state of cleanliness of the villages, which will present less waste, becoming more pleasant to visit. Finally, it would urge the population to pollute less, thanks to the presence of a free gift

## FINANCIAL PLANNING

The financial aspect of our business idea strikes an excellent balance between necessary costs and receipts. Regarding the first aspect, we take into consideration the cost for qualified personnel, which is necessary for a good organization. Second are the costs for electricity, facility services (air conditioning, etc...) and storage costs. Also necessary are those for advertisements and the purchase of food or plant-based products. As for income, we derive the main ones from the sale of waste to recycling companies. In addition, home pickup of waste is possible at a due cost, which is frequent in the case of large companies. Finally, we will have the possibility of buying products in bulk or supply from local producers, reducing costs. We will apply for a bank loan so that our company can enter the market and get its first customers. Through proper exchange value between waste and products, and selling the waste to recycling companies, it will be possible for money to circulate so that our company can sustain itself.

## MARKETING AND PRODUCT PITCH

To promote our business idea, we are relying mainly on a network of sponsors and advertising, with the help of local stores that could help grow our reputation. Obviously in small towns word of mouth will be very helpful, however, for the capillarization of our market, the support of a number of major companies willing to sponsor our business is necessary.



**THE STUDENTS' GREEN BUSINESS IDEA**



**PVCEEDS**



## DESCRIPTION OF THE IDEA

Our idea involves the creation of a machine (similar to typical vending machines), inside which, once an object has been placed environmentally hazardous object, such as plastic bottles, cans, etc... gives you in return a quantity of seeds of your choice directly proportional to the number of objects placed inside of the machine.

Our idea, in terms of its application, envisages the establishment of at least one machine per country, so that it is that it is available to anyone who wants to invest in this sustainable, dual-action idea = recycling/recycling the plastic in a special place thus cleaning up our territories, and on the other side favouring the prosperity of greenery.

The municipality, as this initiative is mainly in the interest of our region, will finance us. The consumer, therefore, will not have to resort to their own money, but will be free to bring objects of plastic, or generally polluting the environment environment, in order to clean up the place where he himself lives.

## POSSIBLE IMPACT

**What impact your business can bring for the local community?**

The value of this initiative is for all citizens, so that they can live in a place that is healthy, welcoming and undoubtedly clean, looking a look to future generations as well. This initiative considers important any person contributes to the purpose of our twofold action.

For our consumer the use of the machine will be completely free of charge, the only effort required will be to set aside polluting plastic objects, or even collect them by removing them from the environment, so as to reduce plastic waste, thus pollution, and at the same time allow biodiversity to be reborn.

## SKILLS

**What are your team skills? What skills do you need?**

Plastic and seeds are the key resources of our proposal. Advertising and promotional advertisements, the which will include advertising posters and logos are our distribution channels. The consumer will not have to resort to their own money, but will be free to bring plastic objects, so as to clean up the place where he or she lives.

Our product will be publicised via the social networks through advertisements and promotional advertisements, which will include posters and logos that will represent our idea.

idea. The advertising poster will have as its subject main subject a woman who will play mother nature and will be seen as the one who has incarnated herself inside the machine: so it will be as if we give mother nature an object that is dangerous for the environment so that she can dispose of it, and she in in return she will give us the seed so that we can continue our good deed. Our brand will have as its main subject a plastic bottle, and to it will have a label with the recycling symbol on it.

of recycling; inside the bottle will have a flower, symbol of life. We will also publicise our product via a financial Instagram profile, a power point presentation and a website.

## THE LOCAL ENVIRONMENTAL CHALLENGE

The value of this initiative is for all citizens, so that they can live in a place that is healthy, welcoming and undoubtedly clean, looking a look to future generations as well. This initiative considers important any person contributes to the aim of our twofold action.



**THE STUDENTS' GREEN BUSINESS IDEA**



**RE - GENERATION**



## DESCRIPTION OF THE IDEA

Re-Generation is an association that deals with the creation of high quality works. The goal is to use plastic for the necessary tools and for the realization of the project.

This group consists of 12 people and includes as many customers as possible.

Our creation wants to involve customers who do not have the opportunity to take part because they live in an unsuitable place or people who want to immerse themselves in a new world

## THE LOCAL ENVIRONMENTAL CHALLENGE

The objective of the project we have created is to combat various environmental problems that are of concern all over the world, but especially in the area where we all live. Our protection of the environment focuses on fundamental territorial problems: pollution due to plastic, which is thrown away without recycling, the exploitation of territories, the waste of different materials, food production by industries that pour toxic substances into the environment, and the waste of raw materials.

## SKILLS

**What are your team skills? What skills do you need?**

Our team has numerous skills, first of all knowing how to use technology, essential for the promotion of the final product. And we also have the critical conscience that leads us to create a project to improve the world. However, we would need more funds and more visibility.

## POSSIBLE IMPACT

**What impact your business can bring for the local community?**

The possible impacts that this company can have are many: Reduction of the exaggerated use of plastic in our locality. More green environments will be employed, more jobs and more youth involvement.

## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

Internal resources are the People who belong to our social environment and whom we feel can provide us with help, support or protection. This list includes wellness professionals, support groups, work colleagues, even a caring neighbour can become a resource.

The external resource given to us by society and the world is first and foremost plastic, which will be the basis of our project. but a company that supports us and helps us develop our idea is also indispensable.

## FINANCIAL PLANNING

Financially, before selling our product we will advertise it with flyers, social profiles and our blog.

The most important costs included in the project are those for the construction of the finished product and the payment to the association we work with. On the other hand, the most expensive activity is the construction of the greenhouse.

income and expenditure will be managed in such a way as to finance both everything needed to realise the project and to pay the people who will work with us.

## MARKETING AND PRODUCT PITCH

We would like to sponsor our project in various forms and especially with a poster and a video because we think they can reach the public faster and are more understandable.



**THE STUDENTS' GREEN BUSINESS IDEA**





# Journal des Possibles



**Double-dossier :**  
**Les coulisses du pain +**  
**Enquête choc sur la mode**

**Ce journal a été écrit et réalisé par les journalistes de l'Arbre des Possibles**

**Numéro 1 :**  
**janvier**  
**2021**

**Tout un article sur**

**le changement climatique**  
**une fille de 13 ans**

**Des astuces, des**

**conseils, ...**

**Des articles sur des animaux qui vivent dans un climat extrême**



## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

All students of our school l'Arbre des Possibles may participate to the Journal, but the project's direction, the writing and the editing are directed by the 12-18 years old. The Journal is about green issues, which are communicated by the youth, especially for other young people, but that can also be read by the public. The aim is to reach local schools and people with a paper journal and then a larger circle of Belgium people with a numeric journal.



### What? What do you want to achieve? What do you offer?

The journal is about nature, environmental problems, activities that we did, learning tips about french or mathematics, science, creative work from the students of the school, and we share some good recipes of veggie sweets from the Papatissiers (another of our Outside green businesses).



### When do you want to start the business?

We will publish the journal 4 times a year, one for each season. We started in winter 2021 and have already published 3 editions. The new one work in progress and will be edited for winter 2022. We started to develop our marketing strategy, sold many copies and made some profit.



### Where? Where the business will be located?

We will publish a paper edition (made from recycled paper) for the locals and an online version for all around Belgium and the French speaking world. We will sell our journal through families, locals, local shops where we buy our ingredients for the "papatissiers" and of course through our school's events.



### Why? Why would customers want your product or service?

As other young people, we want to discover and learn about nature, green issues and nice alternatives. We are from the climate-crisis generation and want to take action. We want to spread information and promote healthy and local alternatives to youth, to local people and people all around the world with our online paper. We think that our adult customers might be interested in reading our point of view and our dreams, as we are the next generation of adults.

## THE LOCAL ENVIRONMENTAL CHALLENGE

- Education about environmental damage, about healthy practices towards nature etc.
- Young people as actors of society: Taking action is a need felt by many teenagers.
- The promotion of local initiatives and businesses, supporting our local economy.





## SKILLS

### What are your team skills? What skills do you need?

We learn and work on our writing skills. Some of us can use editing programs and they pass this skill to others. We have lots of interest about environment and learn from each others, especially about nature and animals. We need more management and financial skills but our main teacher for this project, Marie de Muijder has good ideas and contacts so we started to learn.

## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

- Photo and video resources (made by our team's photographers, cameramen, sound makers...)
- Alternative and green social network: people who we can interview about their job or passion and who can share their experience in our journal
- Local shops to sell our journal
- The community around the democratic school as supporters, promoters and customers of the Journal.

## FINANCIAL PLANNING

We borrowed money from the school to publish our first edition. We started by printing 100 journals, which costed us 400€ and brought us 500€ back. It was not a big profit, but we reinvested it in the second edition. It took us some time to be able to pay back. This project is for a us a very good way to share experiences and to spread information, our aim is not to earn money. Our other businesses can help this one to be sustainable. But we will soon develop our numeric version

which can be more sustainable. As it is a lot of work, we plan to create it for 2023.

## POSSIBLE IMPACT

### What impact your business can bring for the local community?

1. The Journal spreads information about environmental damage, healthy behaviors towards nature, and other interesting topics to youth, to local people - and people all around the world with our online paper.
2. We communicate about local issues, participating in the social debate. The community can know what we think, what we do, what is important to us.
3. We promote healthy and local alternatives, supporting our local circular economy.

## MARKETING AND PRODUCT PITCH

Our project is made visible in our school, which is a meeting point for all people related to the school: families, adults working for the school or coming to share a skill, neighbors, visitors.

During the events of the Papatissiers, we sell our newspapers and promote our project with posters, and by talking about it.

We post about the Journal on our Facebook page. When the online version will be available, we will communicate about it as well.

We decided to propose an annual subscription which will give us more structure and regularity.



**THE STUDENTS' GREEN BUSINESS IDEA**



# A NEST OF RECYCLING



LE Re-nous-V-O!  
A NEST OF RECYCLING

SIERS  
T-BAKERS

Le JOURNAL  
of  
Possibilities

Classe et Localité

Environnement

Le développement durable

Le recyclage

Le tri sélectif

Le compostage

## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

We are Marie, Lucie, Yaël, Lyla, Zoé, Stella, Eva, youth of the school l'Arbre des Possibles, supported by adults of the school. We want to design and sew with recycled old clothes and fabric. We are the managers of the project but younger children of the school also participate in the creative process, by sewing or for example by drawing on the fabrics.



### Who are the customers, target audience?

Our customers are the parents, families, neighbors, visitors to our monthly open times and other school events, and the people who will be in the local markets we intend to participate in, such as a Christmas market.



### What? What do you want to achieve? What do you offer?

We love sewing and creating and learned to use a sewing machine. We want to do little creations such as different kinds of sport bags, shopping bags, little baskets, tawashi sponge, soap bags, puppets etc. We also want to develop a micro brand of clothes. The fabric material will be provided by the local give-away shop, by our families, by the waste disposal park.



### When do you want to start the business?

We have started with creating bags and puppets in the winter of 2021-22 and through the spring, and started selling them in April 2022. We have followed some workshop about sewing to learn new skills and find more inspiration. Our next step will be to expand our customer's range, by selling our creations at the Christmas market 2022.



### Where? Where the business will be located?

Our business take place in the school. We have 2 sewing machines and some material.

A group of parents tried to equip our school with a big space dedicated to art and creativity. We will sell our products at school and at local markets and events through the foodtruck of the Papatissiers.



### Why? Why would customers want your product or service?

Our recycled products will have a very light ecological footprint, and be items that are useful to people. Such as bags for daily use, carrying groceries or sport clothes, ... Our micro brand can show people how to reuse fabric, and in doing so to reduce our footprint and create autonomy. We also want to raise awareness about exploitation of working children in the textile sector and about the overuse of drinking water in the making of fabrics.

## THE LOCAL ENVIRONMENTAL CHALLENGE

1. Responsible consumption: there are many big supermarkets in the area, we want to promote a local circular economy.
2. We want to raise more awareness about over-consuming plastic and fabric.







## SKILLS

**What are your team skills? What skills do you need?**

Creativity, enthusiasm for sewing and learning to sew. We need more sewing skills, and then entrepreneurial skills, marketing skills, and financial skills. We want to create a logo which express our feelings and requirements, so we need help to make it clear and impactful.

## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

1. People experienced in sewing and creating with fabric: Marie Cabanac, who professionally recycles clothes and sells her creations; and Val'Idée, a project of Valérie Dricot who can teach us to make different bags and daily-use products.
2. The local give-away shop for fabrics
3. Families, friends and locals who gives us their used fabrics.

## FINANCIAL PLANNING

We started by finding lots of fabrics in our give-away shops and given by families and locals. Our school then received 2 old sewing machines and invested in some sewing material (thread, needles...). So we started to make little puppets and bags. We earn some money to reinvest in the organization of a workshop with Marie Cabanac, who created her own "perma-sewing" brand years ago. As fabrics as free, we only need a small part of our benefits for sewing material. Our next step is to sell our products at a Christmas market, and then we will reinvest the benefits into two new sewing machines. After that, our project could help the other businesses like the journal which has high printing costs.

## POSSIBLE IMPACT

**What impact your business can bring for the local community?**

1. It supports responsible consumption: we propose ethic products supporting the local community
2. Our products are ecological and take care of water (which is overused in fabric creation)
3. Our creations promote awareness about plastic overuse. The cotton bags we are selling replace supermarkets's usual plastic bags.

## MARKETING AND PRODUCT PITCH

We collect nice colorful fabric, we find funny ways to reuse them, sometimes people recognize them and have souvenirs, and this makes our products attractive to wear and use for our community.

Our project is made visible in our school and at out events such as the monthly tea time of the Papatissiers, our open-day school moments, celebrations etc... Our creations will be shown and sold through the caravan of the Papatissiers when it will participate to local events. We want to create a nice logo that can express our message.



**THE STUDENTS' GREEN BUSINESS IDEA**





**THE PASTRIES  
NOT-BAKERS**



## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

We, Briec, Marie, Lucie, Clémence, Yaël, Lyla, Zoé, Yémo, Corentin, Stan and Icaro, youth of the school l'Arbre des Possibles, supported by adults of the school. We call ourselves the "Papatissiers", which is a word game that sounds like "pas patissiers", meaning more or less "the pastries not-bakers".



### Who are the customers, target audience?

We want to sell our sweets at school events to the parents, friends, families, visitors. As we want to set up our kitchen in a mobile caravan, we also plan to go to local events, local markets, schools and other places where it is possible.



### What? What do you want to achieve? What do you offer?

We want to create healthy green snacks and sweets, made with local products and plants, without plastic containers. We will publish our special recipes in our Journal of Possibilities (another of our Outside projects) to teach other people and youth to easily cook healthy sweets.



### When do you want to start the business?

We started by preparing afternoon snacks at school sometimes. Then we decided to sell the sweets once a month during our open tea time for local people, and at least four times a year at another local school, place, local market or green festival. Our first extraordinary event was in May 2022, at the end-of-school party. Our next event will be at a local Christmas market. We already made some profit so we are now able to buy our ingredients with the previous event's benefits. We even have improved our foodtruck with more shelves, containers, and a new juice maker.



### Where? Where the business will be located?

We will sell the snacks at our school events, and bring our kitchen-caravan to local events, local markets, schools and other places where it is possible.



### Why? Why would customers want your product or service?

We want to take care of what we eat. We love sweets and we know a lot of youth do too, so it's important to know what we eat. We see a lot of toxic products in the sweets and too much plastic around them in the supermarket. So we want to propose an alternative. It is also important to be able to cook. We want to learn ourselves, and teach others to make healthy snacks. And this project gives us an opportunity to create something together, and learn some skills in how to create and manage a little business.

## THE LOCAL ENVIRONMENTAL CHALLENGE

1. Health: organic, natural ingredients. Low sugar.
2. Responsible consumption: organic, local ingredients.
3. To avoid the use of plastic.





## SKILLS

### What are your team skills? What skills do you need?

As sweet lovers, we are very enthusiastic about this project, so we learn easily. Each of us has some cooking skills and can share different recipes. Some parents who have building skills helped us to make improvements in our caravan. We are making our logo and posters but are looking for some help. We need to develop our communication skills to learn how to show our message beyond just selling our pastries.

## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

1. We have local producers for the milk, butter, flour and eggs. There's a cooperative of producer in our town 'Le Comptoir Paysan' where we buy fruits and vegetables. We go to the Oxfam shop for the non-local products like sugar, coffee etc.
2. Builders among the parents and friends of the school who set up the caravan. We also received a lot of material from a give away shop in our little village.
3. Resource people among parents and locals who can teach us :
  - making bread with Alex from or Xavier from "le comptoir paysan"
  - cooking sweets with plants with Florence
4. Resources places like a big cook place just near the local cooperative shop where we can cook for big events. The local give away shop gives us glasses, cups, etc.

## POSSIBLE IMPACT

### What impact your business can bring for the local community?

- Our business provides healthy and sweet food to our community.
- It participates to a local and circular economy.

- We use "zero plastic", so we don't have that impact on the environment, and we influence our customers into alternatives to plastic.
- We also don't use any toxic additives which is appreciated by our customers
- We support social connection by providing a space for sharing snacks.

## FINANCIAL PLANNING

We started with a big help from the school and to buy the caravan and some material, like 2 electric pancake makers, a fruit juice maker and a coffee maker, and material to set up the caravan (electric circuit, shelves, etc). It costed 1500€ for all this. We made 500€ benefit from our first bigger event in May 2022 so we started to give back some of the money that we didn't need for ingredients. Our next big event is a Christmas market in Dinant, a little town nearby, on the 9 of December 2022. It will be a moment to make a big profit to pay back our loan. So we think that in 2023 we will finish to pay back and be sustainable. As it's working well, it will be the business which can support our other businesses if we are in difficulties.

## MARKETING AND PRODUCT PITCH

Our project is made visible in our school, which is a meeting point for all people related to the school: families, adults working for the school or coming to share a skill, neighbors, visitors.

Each month, we host a little tea time in the afternoon which is also open to local people and other visitors interested in the school, where we sell our snacks and promote our project with posters, through our nice kitchen caravan and by talking about it. Our School's newspaper Le Journal des Possibles will promote Les Papatissiers through visuals created with Canva by a student of our team. We will also continue posting pictures of our events on our Facebook page.



**THE STUDENTS' GREEN BUSINESS IDEA**





**POSSIBILISTIC,  
ALL THE POSSIBILITIES  
OF PLASTIC**

## DESCRIPTION OF THE IDEA



### Who? Who are the main people behind the business plan?

We are Corentin, Briec, Lucie, Léopold, Tupaq, Stan and Icaro, youth of the school l'Arbre des Possibles, supported by adults of the school.



### Who are the customers, target audience?

Our customers will be the parents, families, neighbors, visitors to our monthly open times and other school events, the followers of our facebook page, and the people who will be in the local markets we intend to participate to, such as a Christmas market.



### What? What do you want to achieve? What do you offer?

We want to create objects with recycled plastic. We have a lot of ideas of objects to create (little floating boats, fishing material, basket-ball basket,...). The plastic material will be provided by the local give-away shop, by our families, by the waste disposal park and by Marie from Geotrupes Plasticus which is a little plastic-recycling company.



### When do you want to start the business?

We intend to start collecting reusable plastic material in September 2022 and start experimenting with our creations in the winter. We expect that we will need several try-outs before obtaining a product that is good enough for selling. We hope to have some good objects to start selling in Spring 2023.



### Where? Where the business will be located?

We will work at school in our workshop, and in the next village, where some of us live, and where Marie from Geotrupes Plasticus lives and have her workshop, an ideal place for us to experiment with her professional material and her support.



### Why? Why would customers want your product or service?

Our recycled products will have a very light ecologic footprint, and be items that are useful to people.

## THE LOCAL ENVIRONMENTAL CHALLENGE

1. Responsible consumption: We want to promote the customer's choice for an ethic product that is ecological and local.
2. Supporting the increase of awareness about the problems resulting from creating new plastic and the ecological disaster it produces.

## SKILLS

### What are your team skills? What skills do you need?

The enthusiasm for discovering the creative possibilities of plastic, and for using machines and technology. We need more technical skills, that we will learn from Marie, who professionally recycles plastic. We also need to develop our entrepreneurial, marketing, and financial skills.







## RESOURCES : WHAT EXTERNAL RESOURCES DO YOU HAVE?

1. Marie from Geotrupes Plasticus who started a little plastic-recycling company in our village.

2. We have a plastic-collecting area in our school, that can be used also by visitors. We intend to ask other schools of the neighborhood to create a plastic-collecting spot there too. That will also be an opportunity to create more connection with other teenagers of our region.

## FINANCIAL PLANNING

Our school is paying for the workshops so that we learn the techniques. The material is free. We only need to pay for the transport when we collect it, the electricity and water necessary to use and clean the machine. Part of the money made through the Papatissiers can be used for this. This project is more experimental and we are less ahead than for the other projects. Our aim is to have some prototypes to present and sell in Spring 2023: a basket-ball basket, a fishing rod, figurines,... If we need to acquire equipment, such as a 3D-printer, we think about creating a crowdfunding.

## POSSIBLE IMPACT

**What impact your business can bring for the local community?**

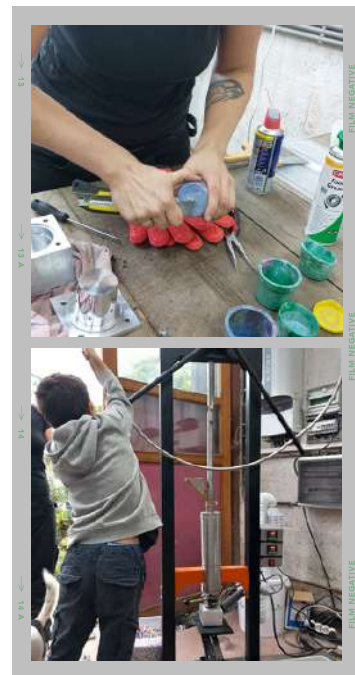
Our creations promote awareness about plastic overuse.

Our creativity can also inspire others to be inventive with recycled plastic and daily objects. We want to share information and inspiration about the re-use of plastic, which is now a very abundant resource.

It also has “infinite possibilities” because it can be melted and reused again and again nearly indefinitely.

## MARKETING AND PRODUCT PITCH

We will start our campaign with the tagline “What if the youth would recycle your plastic waste into useful creations?” We will install plastic-collecting spots at strategic places (schools, organic shops, alternative places,...) showing out our name and tagline. We will also campaign for our project on social media with pictures of us working and of our prototypes. The caravan of the Papatissiers and their monthly events will also be a good spot to make our creations visible. Perhaps we will visit schools where we have our collecting spots, to share about our research and experiments.



**THE STUDENTS' GREEN BUSINESS IDEA**



**EVALUATION OF PILOT ACTION**



# EVALUATION OF PILOT ACTION

1

Overall the response to the OUTSIDE Project pilot action was extremely positive, with teachers and students alike stating how valuable the project had been for them. The opportunity to develop business skills and knowledge, practice English as a business language and meeting with other participants and institutions from different countries, proved to have a positive impact on how well the project was received.

3

Following the mobility event in Croatia, evidence shows that positive sentiments towards the project also increased significantly, implying that cross-cultural interaction on a common task (activity) such as the OUTSIDE Project is highly effective in increasing the participants' understanding of the project.

2

Based on the analysis of the results and feedback received, the OUTSIDE Project pilot action appears to have achieved its goal in encouraging and exposing young learners to Green Business concepts, while enhancing vital skills necessary for the business world and life in general.

4

An interesting finding, notable to highlight, was the use of words and phrases to describe the pilot action pre and post Croatia. Prior to the mobility event (GBIC) words such as "Idea" and "Project" were frequently used in the responses, while describing the GBID, "Business" became the most used word in the responses. The drastic change prompts the belief that the business mindsets of participants had improved during the mobility event.

