

# THE ENERGY FARM – ITALY – In the “Best Business Plan” competition

The work presented in this post was made by the students of the team “RivogliAMO Taranto in Startup” of the secondary school of the “Istituto Comprensivo Renato Moro” of Taranto and was selected to participate in the “The Best Business Plan” contest.

Transforming the wastes in other products (by-product of the whole farm) with the use of digestors. These new products are mainly Bio Gas and Fertilizer.



Below are the PDF files of the Business Model Canvas and the simplified Business Plan.

[THE ENERGY FARM – Business Model Canvas](#)

[The Energy Farm – Business Plan – IC Moro](#)

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# Let's talk about "RivogliAMO Taranto... in startup!" – Italian spin-off of the Erasmus+ project "G.R.E.E.N. in Europe"

RivogliAMO Taranto project was born 3 years ago. This year the I.C. Renato Moro has taken a step further, introducing the concept of sustainable entrepreneurship through "RivogliAMO Taranto... in startup."

After the "Best practices" theme of last year, as indicated by the Erasmus project – G.R.E.E.N. – this year we have faced sustainable entrepreneurship.

In addition to external visits, thanks to which the students got to know and study some of the best local entrepreneurial realities – real examples of sustainable entrepreneurship – they also learned how to write and to complete a business plan.

In fact, during the lessons in the classroom, the kids simulated the launch of a product on the market: the **HEMP BAG**. It is a shopping bag for tourists made entirely by hemp, which is a textile fiber cultivated in Taranto, our city, and it is a very powerful fiber because it cleans the air from dioxin and pollutants.

**HEMP BAG**, therefore, in addition to being the first gadget of the city of Taranto – you think, it also contains a map with the most beautiful local itineraries – it is an excellent example of sustainable entrepreneurship and it sends a positive message to the city.

For this task, the students were divided into groups; to each group has been assigned a well-defined professional role.

The logo of HEMP BAG – which was finally printed through 3D printing – was created by the **Design group**, which has invented the name and the brand identity.

The **Commercial group** was responsible for defining product costs and profitability targets.

The **Social media group** has created a strategy for launching the Hemp Bag on the market through the main social network: Facebook and Instagram above all.

The **Press group** made the launch announcement for online and offline newspapers, blogs, radio and TV.

The **Web designer** group took care of the creation of the website.

In short, we have the first children company in history! □

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## **HEMP BAG – ITALY -In the “Best Business Plan” competition**

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The big idea is make a typical souvenir of Taranto.

The students of the team thought of a bag made of hemp fiber containing all the tourist information material of Taranto.



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[HEMP BAG – Business Model Canvas](#)

[Hemp Bag – Business Plan – IC Moro](#)

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## **Enhance our Area... and ADVERTISING – Italy – In the “Best Advertising” competition**

The work presented in this post was made by the students of the 5th B class of the primary school of the “Istituto Comprensivo Renato Moro” of Taranto and was selected to participate in the “The Best Advertising” contest.

In a video the students of this class promote the recovery of a public urban air according to the logic of urban regeneration

The Backstage!

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## **I REUSE THE ALGAE – ITALY – In the “Best Advertising” competition**

The work presented in this post was made by the students of the 4th F class of the primary school of the “Istituto Comprensivo Renato Moro” of Taranto and was selected to participate in the “The Best Advertising” contest.

In a video the students of this class promote the reuse of seaweed

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# MOROLLINI: typical Apulian snack – ITALY – In the “Best Advertising” competition

The work presented in this post was made by the students of the 5th E class of the primary school of the “Istituto Comprensivo Renato Moro” of Taranto and was selected to participate in the “The Best Advertising” contest.

The work is the synthesis of the packaging design path of a typical Apulian snack that has all the characteristics to be a biological and sustainable product in its production chain.

