GREEN IN OUR SCHOOL – BASQUE COUNTRY – In the "Best Advertising" competition

[Basque Country finalist – green in our school](#)

RECYCLING IN OUR SCHOOL – BASQUE COUNTRY – In the "Best Advertising" competition

[Basque Country finalist – recycling in our school](#)

PLASTIC BAGS IN SHOPPING – BASQUE COUNTRY – In the "Best Advertising" competition

[Baque Country finalist – plastic bags](#)

ANIMAL HOTELS — BASQUE COUNTRY — In the "Best Business Plan" competition

Our company will be a hotel for animals and it is going to offer services that cannot be found in any other hotels

Nowadays when people go on holiday they worry about their pets. Their main worry is about the attention their pets is given: They always want to know that they are in good hands and well looked after, that is why this business might be a good option and it would be interesting to have a summer camp for pets

Each pet would have a personal file that would include all the information related to the pet: for example, the daily routine, treatments if necessary… The owners would be free to visit their pets whenever they wanted and this way they would be able to see the place where the pets are staying.

The owners would have access to the app to know where they can find a hotel for pets, by using the app the owners would also be able to see their pets with a web cam.

MARKETING 1

1.- Anyone who has a pet can take it to the hotel but that person must be over 18

2.- Mainly young people and adults, they can be both men and women

3.- It doesn't have to be an affluent client ut it has to be able to afford to pay the hotel

4.- It is a simple person, with money to pay the service, they can be man and women.

MARKETING 2

1.-All the people who are interested, but older than 18

2.- Our store will be physical and online, for example, hotels are physical and our app is online

3.- Putting posters, put ads on the internetgfyt n

4.- Yes were are going to send whatsapp chains, we will also advertisement on the radio,in the press too…

5.- PetsApp

6.- Because we work with animals

7.- Yes, its only our name, its not a bad name, because its easy to remember and anyone can pronounce this name.

SUSTAINABILITY

1.- Look for good hotels to take care of the animals properly and make sure there is a responsible person to look after them when you are not at the hotel

STARTUP COSTS

1.- Build the hotel, buy the necessary equipment for the cats and dogs, create an app that includes all the necessary programmes

2.- the food, the toys, the pool, vigilance cameras, sofas, beds…

3.- Changing expenses depending on the animals staying at the hotel every month and depending on the necessary things to take care of the animals properly

4.- Vet for the cats and dogs, hairdresser´s for the cats and dogs

5.- We would ask for a loan at the bank because we would need

a lot of money for the business

6.- We could obtain a loan at the bank or each person could contribute by donating part of their savings

COST PER UNIT

1.- The price of the service its 70€/day but is all included in the prize

2.- The prize of the expenses its variable,it is according to sales

ITSASNE ELORZA

EXOPLANT — BASQUE COUNTRY — In the "Best Business Plan" competition

Exoplant is a service that offers you exotic seeds to plant your plant and also includes an app to consult any doubt about your plant and its care.

Our idea is unique, since we have the new generation of explanations thanks to the app and the internet. If you have any questions about how to care for your plant, access the application and you have all the information you need, for example, videos, informative texts … and if all this has not been clear to you, you can consult an Exoplant professional for a chat. No other competitive product offers these aids to maintain and take good care of your plant.

People buy this product, because they know that Exoplant is

going to be there to help in any doubt.

MARKETING 1

Exoplant customers can be from anywhere in Spain

Our clients can be of all ages, as if it is a child or an adult. They would be people who would like gardening and have some experience in the care of plants, that is, they would have had a plant before.

Also, they should be people who would have a lot of free time, since these plants would need a lot of care and responsibility.

MARKETING 2

There will be 2 physical stores in Bilbao where customers can buy seeds from the plants.

-The first one will be in the most central place of Bilbao, great way.

-The second one will be in the Zubiarte shopping center.

There will also be an online store where you can buy the seeds and find information about it.

Our business is going to become important thanks to social networks such as instagram, facebook, twitter. It is also important thanks to whatsapp and gmail, since we will send all the information to all the contacts that we have added, to our friends, we will also tell them to spread this great idea.

We will also be advertising putting posters of exoplant around the towns of Bilbao.

-The name of our company is exoplant, this name is unique and easy to pronounce

SUSTAINABILITY

-We try to make good practices so that the company is the best possible.

We buy some seeds in Thailand, as it is a very poor city and to help people in need.

We also try to make the treatment of clients and workers as good as possible so that you feel as comfortable as possible.

We try to set realistic goals for the company since we want to grow all over the world but we know that it will take time

-Will improve the environment since we sell seeds of natural plants and that will help makee the planet greener and help society to be more careful with the planet.

We try to make the product accessible to all the public, that's why we will sell it at a fair price and not very high.

STARTUP COSTS

-The first costs of our company will be to pay both premises, that are the rents, water and light, wifi, wages of workers, installation of the room.

-Before starting with all this we need to buy seeds of exotic plants, bags and boxes for shipments to other parts of Spain.

-The heads of exoplant, that is, we have been saving for a long time.

-We asked for a loan to the bank to start well with all this.

COST PER UNIT

-Each worker will charge 1600 euros taking into account that there are 6 workers and a computer scientist. In total 11200 euros in workers per month.

The place would be 250 and 300 euros per month. In account 550 euros per month.

The stores will open at 9 and close at 8 and the workers work shifts, each worker works 5 hours

We will have to travel to Thailand for it, we will send 2 people and all expenses would be 750 euros.

The seeds will cost from 0.65 cents to approximately 1 euro per seed.

-The application costs 4.99 euros

-Twice a year we usually go to thailand to do the commission for a year and to verify that everything we are going to ask for is in good hands and that it is of good quality. The expenses of this trip are usually the plane, the stay, and the export of the plants.To create the application we have our technician, this also means an expense but he is through the application to help any client.

PARTNERSHIPS

We think about getting together with a Thailand company, whose sets are the ones we sell, but at the end it was better for us to be our own company, so we have smaller expenses.

DANEL COLINA, EIDER MORENO, ASIER SALVADOR, JAGOBA RAYO, JUNE ERAUZKIN ETA GARAZI GERVASIO

CHILL EYES — BASQUE COUNTRY — In the "Best Business Plan"

competition

IDEA

- Creating organic contact lenses (without mercury)
- It is a product
- All the liquid of the contact lenses have inside of it mercury so our product can offer an a liquid without mercury.
- Gaixotasun larri ugarien edo ondoeza izatetik kenduko dizu.
- Osasunerako askoz hobeagoa dela eta merkurio ez izatea kontaktuzko lenteekin denbora gehiago igarotzea lortzen du.

MARKETING 1

- Our customers are those that need contact lenses.
- All of them.
- They should be economically standard, we mean that they will not need a lot of money to be able to buy it.
- My customer is a person sensitive with nature, and also is concerned about health.

MARKETING 2

- To the ones that use contact lenses.
- We will send it to the pharmacy and we will sell it online too.
- We would advertise it on television and on the Internet
- Yes, it is unique and memorable. And we think that the name of the product is easy to pronounce and memorize.

SUSTAINABILITY

- That our customers don't have any problems on their health. I mean that we are going to make a product without mercury.
- That the contact lenses stop carrying dangerous products

for the body.

- Making things that are good for the customers and for the environment.
- ENVIRONMENTAL: It isn't going to wreck the atmosphere never again because of the liquid of the contact lenses.

ECONOMIC: It is going to cost a little bit more, because of the cost of the product that we need (to change the mercury).

SOCIAL: We think that this product is going to get down the number of accident with contact lenses.

STARTUP COSTS

- The first thing that we need to do this product is the bismuth.
- We need the bismuth that is the principal material of the product, a part of this we need all the material of the liquid of the contact lenses (without the mercury), in the equipment we need qualified staff in science (specifically people that know how work with the bismuth).
- The bismuth costs 11.750€/kg, taking into account that the bismuth isn't a natural product it needs to be synthesized a little bit. We need the Hyaluronate liquid (because is the liquid who makes it possible to be in contact with the eye) that cost over the 5€/1 bottle of 50ml and to our workers (they are going to be 12) are going to have a salary of 2.000€.
- First we are going to put publicity: In the TV we are going to put in 2 channels (Telecinco and Antena 3). At Telecinco the publicity is going to appear at 16:00 (6.000€) during 3 days (Monday, Wednesday and Friday) per week during 1 month and at Antena 3 is going to appear at 13:30 (3.500€) during 3 days (Monday, Wednesday and Friday) per week during 1 month.
- Of our savings and the campaigns that help us about the money and publicity

- We are going to take money out of our saving accounts.

COST PER UNIT

- A bottle of 100ml cost over 15€, a bottle of 360ml cost over 20€ and a pack with 3 bottles of 220ml cost over 32€.
- We would like to sell 1000 bottles by size. So, if we spend 72.500€ and earn 71.300€.

PARTNERSHIPS

- With a non-governmental organizations. Specifically, we are going to talk with the creator of "4 L.O.V.E Projects" to help us with expenses and advertising.

BY: ASIER AMABLE, AINHOA DIAZ, IBAI GABANTXO, NATALIA MARTINEZ, OIHANE MENDOZA AND MARKEL MUGIKA.

THE FOOD ASSEMBLY

Proposer Country

Basque Country

What kind of BEST PRACTICE is it?

B

Give a title to the BEST PRACTICE

THE FOOD ASSEMBLY

To which subject of the Sustainibility does it refer?

3, 12 and 15

Who does it practise ?

Small communities

Where?

26 MilesAverage distance of a product sold through The Food Assembly.

Why do you think that this best practice can be exported ?

It is good way to preserve oceans and to create a new kind of business at the same time. While creating an artificial reef a new kind of cellar is developed.

Describe the activity

The Food Assembly brings together people to buy fresh food directly from local farmers and foodmakers.

With our technology and support, everyone gets a better deal: communities get to know each other, farmers get a fairer price for their work, and you get locally sourced, unique produce: the most delicious food available!

Selling through The Food Assembly, farmers and foodmakers get over 80% for every product sold, compared to the 15%-25% that most supermarkets offer them.

Underwater Wine

Proposer Country

Basque Country

What kind of BEST PRACTICE is it?

B

Give a title to the BEST PRACTICE

UNDERWATER CELLAR

To which subject of the Sustainibility does it refer ?

9 and 14

Who does it practise ?

CRUSOE TREASURE

Where?

Crusoe Treasure is located in Plentzia Bay, in Biscay, approximately 20 km northeast of Bilbao

When ?

It started in 2008

Why do you think that this best practice can be exported ?
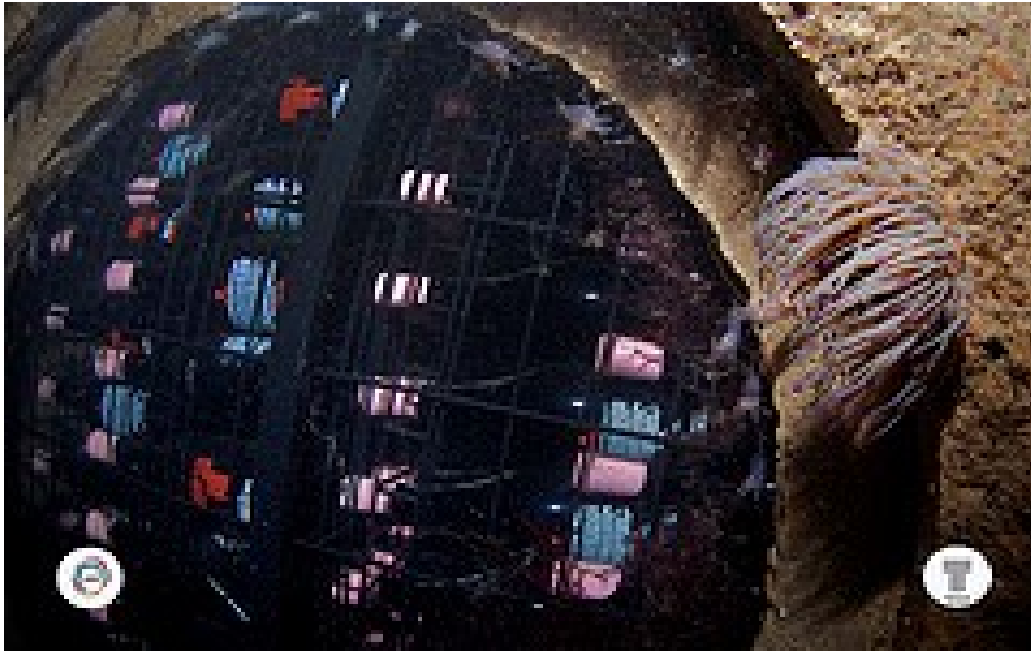
It is good way to preserve oceans and to create a new kind of business at the same time. While creating an artificial reef a new kind of cellar is developed.

Describe the activity

Crusoe Treasure is a limited-edition boutique wine aged at the bottom of the sea in the first underwater cellar and artificial reef in the world.

Crusoe Treasure is created for adventurous and passionate wine lovers who wish to experience fine wine and unique spirits unlike anything on land. Unlike other beverages, Crusoe Treasure has perfected the science of aging wine underwater through years of research and technology innovation. They are dedicated to revolutionizing the wine industry through sustainable practices while creating greater awareness about our oceans.

http://www.underwaterwine.com/

AND THE WINNER IS…

The Academy of Urbanism, headquartered in Great Britain, just designated Bilbao the 2018 European City of the Year.

[Bilbao, chosen as the 2018 Best European City by The Academy of Urbanism](#)

Environment and Sustainable Development using SCRATCH

SAGRADO CORAZÓN IKASTETXEA students talk about Environment and Sustainable Development using SCRATCH.

Scratch helps young people learn to think creatively, reason systematically, and work collaboratively — essential skills for life in the 21st century.

Scratch is a programming language and an online community where children can program and share interactive media such as stories, games, and animation with people from all over the world. Scratch is designed and maintained by the Lifelong Kindergarten group at the MIT Media Lab.

Here are their jobs:

Maria A.

https://scratch.mit.edu/projects/145812195/#player

Martin B.
https://scratch.mit.edu/projects/146320629/

Andreea D.
https://scratch.mit.edu/projects/144579324/#player

Ibai E.
https://scratch.mit.edu/projects/143314433/

Oier E.
https://scratch.mit.edu/projects/143315016/

Jone E.
https://scratch.mit.edu/projects/145912859/#player

Leire G.
https://scratch.mit.edu/projects/146016579/#player

Ander H.
https://scratch.mit.edu/projects/136844015/

Izaro I.
https://scratch.mit.edu/projects/143315498/

Eñaut L.
https://scratch.mit.edu/projects/143314769/#player

Maddi M.
https://scratch.mit.edu/projects/143314822/

Ariane M.
https://scratch.mit.edu/projects/146320393/

Arkaitz O.
https://scratch.mit.edu/projects/145166572/

Lezo R.

https://scratch.mit.edu/projects/142141453/

Alaine R.

https://scratch.mit.edu/projects/145815292/

Andoni R.

https://scratch.mit.edu/projects/145954046/#player

Ari U.

https://scratch.mit.edu/projects/145815580/

Unai A.

https://scratch.mit.edu/projects/145379094/

Kiara B.

https://scratch.mit.edu/projects/144485728/

Iñigo B.

https://scratch.mit.edu/projects/142887039/#player

Eneko B.

https://scratch.mit.edu/projects/144144080/

Hiart C.

https://scratch.mit.edu/projects/145683870/#player

Oier C.

https://scratch.mit.edu/projects/142885264/#player

Endika E.

https://scratch.mit.edu/projects/154323248/

Ekhiotz G.

https://scratch.mit.edu/projects/145670330/#player

Andoni G.

https://scratch.mit.edu/projects/144136739/#player

Olaia H.

https://scratch.mit.edu/projects/136622738/#player

Almike I.

https://scratch.mit.edu/projects/145379982/#player

Eider M.

https://scratch.mit.edu/projects/145381463/#player

Asier O.

https://scratch.mit.edu/projects/142886443/#player

Xabier P.

https://scratch.mit.edu/projects/144137148/#player

Ayelen R.

https://scratch.mit.edu/projects/144138271/#player

Irune R.

https://scratch.mit.edu/projects/145383262/#editor

Itxaso S.

https://scratch.mit.edu/projects/144617849/

Jon T.

https://scratch.mit.edu/projects/145378724/

Kepa U.

https://scratch.mit.edu/projects/145729996/#editor

Enara Z.

https://scratch.mit.edu/projects/144617258/#player

DBH1-EKO INFORMATIKAKO JOLASAK