The Business Model Canvas

In the last week of February 2018 the penultimate mobility of the Erasmus + G.R.E.E.N. in Europe took place in the city of Sofia in Bulgaria.

sdr

In this period, principals and teachers participated in a short but intense training at the headquarters of the **Junior Achievement of Sofia** dedicated to economic-entrepreneurial education at school. We talked about Business Plan and Sustainable Development. In particular, all teachers had the opportunity to know a model, properly a canvas, on which they can test the business models in the first phase conception. This is called the Business Model Canvas and is a useful tool to start talking about entrepreneurship since the early years of secondary school.

> *“Business Model Canvas is a visual chart with elements describing a firm’s or product’s value proposition, infrastructure, customers, and finances.”*

> *“The Business Model Canvas was initially proposed by Alexander Osterwalder.Since the release of Osterwalder’s work in 2008, the new canvases for specific niches have appeared. “*

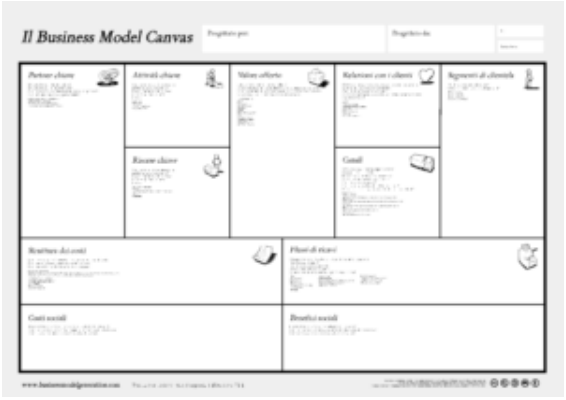
Source Wikipedia – https://en.wikipedia.org/wiki/Business_Model_Canvas

One of these is the dedicated canvas for non-profit businesses, useful for testing sustainable business models. All these tools can be used without any copyright problems as long as the source is mentioned (Creative Commons license).

Vera Petkantchin and Kirilka Angelova are the Junior Achievement experts who have explained how the Business Model Canvas works.

Below you will find links to useful resources for deepening the topic:

- the-business-model-canvas
- the-business-model-canvas-instruction-manual
- https://strategyzer.com/canvas/business-model-canvas



The Business Model Canvas No-Profit

This model is very useful for introducing the basic concepts on which a business is based, even in the first grade of school.

We ourselves have tested the model in a practical activity of great interest.

The Junior Achievement in Sofia organized a Challenge. Groups of teachers participating in the ERASMUS + project, together with several students of a high school in Turin (present in Sofia to carry out an educational project, financed by the European Community, in the entrepreneurial field) collaborated to find a business model on a specific topic. The theme, proposed by the Municipality of Sofia, was that of public mobility and atmospheric pollution due to private mobility.

Innovation Challenge
– Instruction

The phases of the Challenge:

1. *Organization of groups (possibly no more than 6 members)*
2. *Delivery of the theme and copies of the Business Model Canvas (for both private and non-profit activities).*
3. *Group discussion with the possibility of using any source of inspiration (books, magazines, web searches)*
4. *Schematic development of the business model*
5. *Presentation of the model to all the participants and to the jury*

In this case the models were evaluated and commented by a person in charge of the Sofia Mobility Department.
Below you will find the link to the theme of the Challenge and some elaborate made on that occasion.

IC Renato Moro Italy – Innovation Challenge 2008

The Business Model Canvas is useful in the educational field also to reconstruct the business model of existing economic activities.

It was a wonderful experience and very useful for all of us.

The Transformation of Bilbao

Asier Abaunza Robles,
Councillor at Bilbao City Council,
present “The Transformation of Bilbao” to the students of the project Ersamus plus G.R.E.E.N. in Europe.

Taranto: in the sea our future!

Best practices related to the theme of sustainability that are related to business ideas, productive activities that could create a value that is not only economic.

Describe the BEST PRACTICE

Best practices related to the theme of environment and economic development that by experiencing the "dolphin watching" on board of special "catamarans" make aware the citizens of the existence of cetaceans not so far from the cost of their own town. The lesson given by marine biologists during the trip educate children to preserve the sea and the aquatic life from the bad habit to throw in the sea plastic and other polluting materials.

Proposer Country : Italy

To which subject of the Sustainibility does it refer?

14- life below water

Who does it practise ?

Jonian Dolphin Conservation association for tourists coming in Taranto, but also families and students of Primary and Secondary school.

Where? (If it belongs to B type, please indicate the geographic place)

In the Apulia Region, in Southern Italy, in the Gulf of Taranto

When?

Since 2009.

From Spring to Summer. In Spring time 3 tours per day from 09.00 am to 05.00 pm for scholastic trips. During Summer months are proposed several touristic tours.

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

Because in our opinion this practice is very attractive for students who explore the “treasures” of the sea and learn how to defend it ! It’s also a very important tourist attraction that can increase the economic development of towns where live cetaceans!

Describe the activity

Jonian Dolphin Conservation is an association of scientific research aimed at studying cetaceans in the Gulf of Taranto in the Northern Ionian Sea Tues. Since the know of the marine environment in its many different aspects, the members of the working group put their experiences and skills available for research in the most profound sense of the word. The objective of protecting cetaceans in the Gulf of Taranto can be achieved only by creating awareness in the population that cetaceans still exist in Taranto sea. Such awareness can only be achieved by creating knowledge.

JDC is specialized in the management of marine projects with particular focus on the environmental impact study; specialized in the design and conduct of Marine Mammals Surveys with visual and acoustic equipment and skilled personnel. Its main activity is the “ dolphin watching” that involves tourists and citizens on board of its BOATS; all in cooperation with other organizations and by using nautical means equipped with echo sounder, multiparameter probes, photo-video recording systems in HD, hydrophones for bioacustica studies; It leads sighting campaigns and scientific research on cetaceans for students of lower and upper secondary schools. The association has participated since 2010 to OBIS-SEAMAP, the interactive portal of Duke University that collects worldwide data on sightings of cetaceans.

MEDIA

WEBSITE

http://www.joniandolphin.it/

C.L.I.L. activities 2016-2017 – “OUR CARBON FOOTPRINT”

During the last school year, Classes 1^B and 1^C of junior High school of IC “R. Moro”, Taranto – Italy, developed a C.l.I.L. activity about: “Our carbon foot print”.

Following their previous knowledge about the water cycle and some ecological issues, they were guided by their teachers to carry out a general brainstorming concerning the environment and other related topics; they learned about ecosystems: atmosphere, soil, water and living beings, they studied the carbon cycle and found out that carbon is present in the natural environment.

Step by step, they built up their vocabulary, they worked in pairs and in small groups and had great time too. Learning by doing they created posters and slogans and it was really amusing for them;

They tested and graded their carbon footprint and understood how fast we consume resources and generate waste.

They debated about Global warming, pollution, recycling, the ozone layer and deforestation; they focused on What to do to reduce our carbon footprint and Why, filled in charts with missing information and learnt how they can make a difference in the world to preserve our wonderful natural beauties.

They children used Google Classroom app to keep in touch with their teachers and their classmates and share their activities with them.

Now they are aware that the environmental implications are in our everyday activities It would be a big mistake not doing anything to help our planet, they promised they won't give up and they hope they can change our world, but above all they are very proud of learning all the above improving their English knowledge.

Erasmus Mobility Diary – Gilwern Mobility

At the end of the mobility in Wales, the students of Renato Moro Primary School of Taranto have made short multimedia diaries. Below you will find one of them. Have a Good vision!

Erasmus Mobility Diary – Green in Europe – Gilwern Mobility

Big Pit National Coal Museum

The Big Pit National Coal Museum is an excellent example of the recovery of abandoned industrial areas. Thanks to this museum the workers of this ancient coal mine, now closed for years, have been able to keep a decent work.

Subjects of the Sustainibility: 8-10-11

The museum provides an underground tour. The route runs 100 meters underground. Only by visiting these places is it

possible to understand how the life of coal miners was.

An award-winning national museum that still retains many features of its former life as a coal mine, standing high on the heather-clad moors of Blaenafon, the tunnels and buildings

that once echoed to the sound of the miners now enjoy the sound of the footsteps and chatter of visitors from all over the world.

The sustainable building of the National Assembly of Wales in Cardiff

During the mobility in Wales in the United Kingdom, the teachers and pupils involved in the “Erasmus + G.R.E.E.N. in Europe” project had the opportunity to visit the recent seat of the National Assembly of Wales.

The visit highlighted many good practices in the field of sustainable development.

Subjects of the Sustainibility: 9-11-16-17

The National Assembly for Wales has held an international

competition. From a shortlist of six architects, Richard Rogers Partnership, were chosen. The jury described with a view to the future of Wales.

The design of the building is a minimum of 100 years of lifespan, and that, if possible, Welsh materials be used.

Richard Rogers Partnership employed in the design of the National Assembly for Wales. The building would be a transparent envelope, looking outwards to Cardiff Bay and beyond; making visible the inner workings of the assembly and encouraging public participation in the democratic process.

The idea of □□openness is exemplified with the slate clad plinth stepping up from the water and cut away to allow the daylight to penetrate the administrative spaces below, thus enabling visual connection between the electorate and elected . A lightweight, gently undulating roof shelters both internal and external spaces, extending downwards to encapsulate the chamber. The roof is pierced by the wind coil that rises above the debating chamber at the center of the building.

The Main Hall and the Debating Chamber form the internal, a spatial representation of the electorate and the principle of the key focus in the design process. The reception area is arranged on two levels. A glimpse of a glass of glass and a glass of glass and a glimpse of glass.

The Debating Chamber, a large circular space at the heart of the building. The interior of the bell is finished in concentric, satin-finished aluminum rings. Surmounting these, a glazed lantern allows diffused daylight into the chamber. The view from the public view gallery above.

The exterior areas around the National Assembly form a cohesive new open public space Cardiff. The landscape of Cardiff. Low slate terrace walls define a series of terraces.

The National Assembly for Wales exemplifies high environmental

standards and has been awarded to BREEAM rating of Excellent.

Virtually all areas of the building are naturally ventilated. A conical mirror suspended under the wind cowl has been installed to reflect daylight from low altitude. Roof lights and customized roof ventilators serving the committee rooms / offices reflect low-level winter daylight into the space, assisting daylight penetration

A biomass boiler – processing both wood chips and pellets – provides high grade heating to heat emitters. Water usage is minimized through the application of appropriate fixtures and fittings and the use of potable mains water. The ground source heat pump system provides cooling for mixed systems and technical computer suites and low-grade heat, which is required for the under-floor heating system.

STUDENTS ON THE WAY TO GET A GREEN LIFESTYLE I.C.”RENATO MORO”-TARANTO

Here is the presentation of the activities of the project done by the students of the Primary school to discover the meaning of a “Green lifestyle”.

ERASMUS Galles IC R Moro Taranto

ACTIVE SCIENCE – Outside and inside the sea – Project

Best practices related to the theme of sustainability that are related to business ideas, productive activities that could create a value that is not only economic.

Describe the BEST PRACTICE

Proposer Country : Italy

To which subject of the Sustainibility does it refer?

8 – Decent Work and Economic Growth

14 – Life Below Water

17 – Partnerships for the Goals

Who does it practise ?

I.C. Renato Moro (School); “Co.MIR” – Southern Cooperative

Surveys and Researches, “Ittica Jonica”- Cooperative Society, Department of Biology of the”A. Moro” University of Bari, Networked with the IISS- High School of Applied Sciences – Industrial Technician with sections of Computer Science and Telecommunication, Chemistry, Materials and Biotechnology “Majorana” Martina Franca.

Where? (If it belongs to B type, please indicate the geographic place)

In the Apulia Region, in Southern Italy, in the sea of Taranto.

When?

The activity took place during the academic year 2016-2017

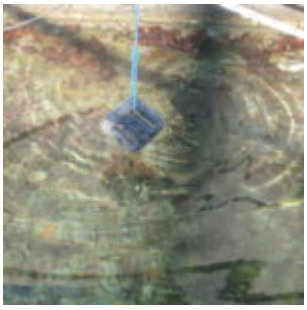
Why do you think that this best practice can be exported?

This activity is exportable as Best Practice because it is an important partnership between school, university and workers’ consortiums.

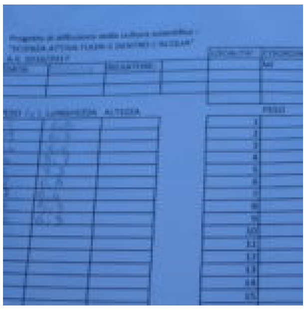
Describe the activity

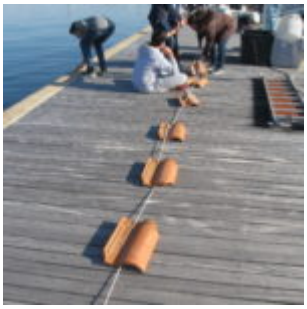
The project was intended to expose the students to science and its research method throughout a task oriented and guided practice teaching approach. The on-site visits on the coast line, for inspection, detection and sample survey and collection, aimed to learn more about the oyster reproductive cycle (Ostrea Edulis).
Considering the local oyster farming cultural and historical roots, the oyster spat collection, the growing cycle, the organisms set aside, the morphometric evaluations and the environmental assessment were the main activities developed on the matter.

MEDIA




KORONA


LUNGHEZZA ALTEZZA
PESO



SCIENZATTIVA Demo Output.pdf

WEBSITE

- *SCIENZATTIVA fuori e dentro l'acqua*

Environment as an important resource

Best practices related to the theme of sustainability that are related to business ideas, productive activities that could create a value that is not only economic.

Describe the BEST PRACTICE

Proposer Country : Italy

To which subject of the Sustainibility does it refer?

15 – Life on Land

Who does it practise ?

This best practise has been started by the ‘’WWF Taranto’’ group.

Where? (If it belongs to B type, please indicate the geographic place)

In Taranto City – in Apulian Region – in the second bosom of Mar Piccolo.

When?

In 1987.

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

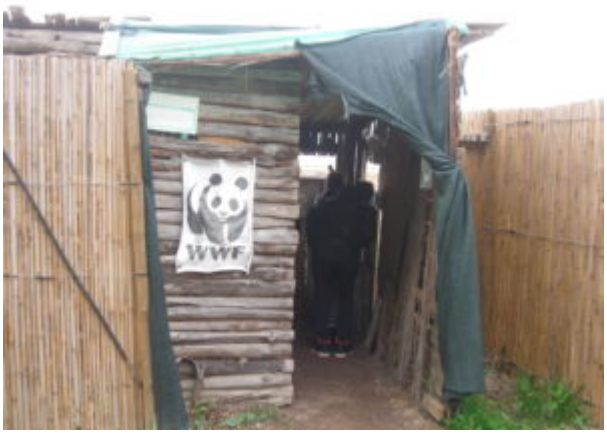
I think that this best practice can be exported because it is an essential place for animals and plants and it can also be an important resource for the economy.

Describe the activity

The natural reserve “Palude La Vela” is a protected area where you can find particular animals and plants.

La Vela oasis is a treasure for the natural heritage of the city of Taranto. Rich flora mainly halophyte type (species adapted to live in brackish environments) and even more rich and interesting fauna characterized by both sedentary species (herons, egrets, cormorants etc.) and migration (flamingos, knights of Italy , shelduck, avocets, spoonbills and many others). This natural jewel needs all of us to resist degradation and to be accessible to as many people as possible: we all learn to know in order to love and defend it!

Every week the WWF guides takes families and students to discover the place. It is now called ‘’Oasi la Vela’’ because it is located near the sea.



WEBSITE

http://www.wwftaranto.com/oasi.php?LANG=EN

http://www.wwftaranto.com/gallery.php?LANG=EN

VIDEO