

The speech of the Headmaster “Loredana Bucci” of the I.C. Renato Moro at the final meeting of the Erasmus + G.R.E.E.N. in Europe

At the end of our Erasmus + project “G.R.E.E.N. in Europe”, years 2016-2018, we report the speech of the Headmaster “Loredana Bucci” of the Comprehensive Renato Moro Institute at the final meeting held in Taranto on May 17, 2018.

This evening’s conference and the challenge of this morning conclude the innovative and exciting training course that lasted almost three years, from the design phase to the approval, application, realization and presentation of the final products, of our Erasmus plus Project entitled “ GREEN IN EUROPE “.

The “challenge” that the students of some second and third classes launched this morning to the Bulgarian students hosted on a problematic situation in Taranto, conceived and presented by the same boys and linked to the seventeen goals of the Agenda 2030, through the application of the business model CANVAS, as a resolute strategy of the same problematic, was the tangible proof of the didactic commitment, of the study and research carried out by the teachers and pupils of the countries involved.

This evening’s conference, in addition to summing up the design experience of the two years, will also see the presentation of the various outputs, edited by the Project Coordinator prof. Luca Battista and of the Primary School Coordinator Dr. Michela Leandro, ie the main and important products made by young people: from the packaging of eco-

sustainable products to the commercials made, to the presentation of business models and related start-ups. Following the award ceremony.

The project, as we all now know, was born with the aim of exchanging and disseminating among teachers and students of our countries (Italy, Basque Country (Bermeo and Bilbao), Wales (Gilwern) and Bulgaria (Sofia) belonging to the European Community, "best practices" in the field of Green lifestyle, green economy and sustainable economic development.

Dear guests, in these two years we have tried to know, to spread, disseminate initiatives, paths and teaching practices aimed at making our young generations and therefore future citizens of the world acquire the fundamental knowledge and skills to mature a style of life respectful of the environment, an entrepreneurial style starting from the reading, more than critical, proposing of our territories. And we believe that the results achieved are more than positive !

This is the occasion to thank with gratitude all the teachers, the professors involved and all the youngsters who, besides being guided by their teachers, have proved to be receptive, proactive and super active !

Now it's up to you guys to mobilize families and territory !

Another important objective of our project was the training and self-training of teachers and students on the concepts of sustainability through the exchange of resources or useful documents and resources via the web.

Hence the need to acquire and develop certified technological skills through a targeted training path realized in the kick off meeting held in Taranto in November 2016 and also yesterday at our Institute with the issue of suitable

certification, the ONLINE COLLABORATION. This training opportunity has allowed to overcome the physical distances between the various schools and the actors involved, encouraging online collaboration.

The training of the students, by the teachers through curricular and additional paths on the concept of sustainability, has allowed to identify and develop the relationships between environment-productive activities and companies in a mainly positive sense, but at the same time also allowed to mature sustainable behavior in line with the Green Lifestyle and to train above all 1st grade secondary school pupils on fundamental principles and concepts such as Economics-Finance and Labor Market.

The onsite and online exchange and the dissemination of "good practices" that generate habits, ideas, solutions and entrepreneurial products linked to the principles of healthy living and sustainable economic and social green development, starting from local problems, has been the continuation of the training itinerary of the project.

Undoubtedly at the base of these good practices it was essential to develop and implement, in the course of curricular activities, skills such as technology, language (English), advertising, initiative and entrepreneurship through the drafting of simple business plans and the next study of the Business Model Canvas

But let's go over the various mobility together.

The first mobility took place in March 2017. Ten students of the secondary classes of the SSIG lived with the undersigned manager of this Institute and the accompanying teachers, an extraordinary experience in the Basque Country, host partner country, and in particular in Bermeo / Bilbao where they experienced a significant moment of cultural exchange that allowed them to know and deal with a socio-economic context, that of Bilbao, which thirty years ago presented the same environmental problems of the city of Taranto. The comparison between what was Bilbao and the discovery of eco-sustainable

urban renewal allowed the students to discover a “best practice” to be “replicated” in their territory.

We have also learned from the friends BASCHI ... THEIR SENSE OF STRONG MEMBERSHIP, OF CORPORATIVISM, WHICH SUPPORTED THEM IN MANY YEARS IN THE SEARCH OF SOLUTIONS TO THE VARIOUS PROBLEMS.

“IL SENSO DI APPARTENENZA,” feeling compact ... united ... team ... it is certainly the right spring to reach important goals and overcome difficulties.

In this school year, for the second year of the project, the mobility of primary school pupils took place. In October 2017, 11 students, always accompanied by the Scholastic Director and some teachers took part in the second mobility, this time in Wales to find out what it means to live according to an eco-sustainable lifestyle and get to know an ECOSCHOOL. The host school in Gilwern is Gilwern Primary School, a school where the watchwords are three: “RECYCLE, REUSE, REDUCE”. RECYCLE, RE-USE, REDUCE “.

Of GALLESE we have appreciated their wonderful “LIVE SLOW”, centered on the enhancement of natural beauties: a dimension of life that helps to mature a style oriented more towards “own wellbeing” and therefore ... “feel good about yourself ... it is equivalent to ... feel good also with others “! In the green of your nature we have been really good ... even our little ones!

Finally, in February 2018, the third mobility took place in Sofia, at the school “137 Angel Kancev”, during which the teachers attended an important training course at the “SofiaTech” center organized by the experts of the Junior Achievement. . The training day allowed the mobility participants to know what is at the base of the development of each “business plan”, that is the model of development of an entrepreneurial idea also called “Business Model Canvas” and the “social” version of the same. The “model” is the basis for the development of start-ups and is widely used by

the teachers of the “Angel Kancev” secondary school in the entrepreneurial education path. Thanks to this training experience, the teachers of the I. C. Moro have been able to gain awareness that educating entrepreneurship is possible, but above all that, as underlined by the same experts of the Junior Achievement, the “Model Canvas” can constitute a “canvas” from which to carry out any planning activity. Of the BULGARIANS we have especially APPRECIATED THE ATTENTION TO THE FUTURE GENERATIONS, a dimension of life projected towards the professional working realization.

All these “our” qualities have allowed us to “appreciate” each other ..., to understand and live our DIVERSITY as a real added value ... that has allowed us to “compensate” us and at the same time to aim at acquire the qualities of each one of us.

We would be very happy to know, at the end of this summary, what the Erasmus friends think of us and our qualities. Finally, it should be recalled that the quality element of the project was the Europass Mobility, ie the certification of all the mobility of cultural exchanges achieved, using the certification system for training credits provided for by the Europass European mobility plan.

We believe that the structure of the project is certainly easy to convert, that is an exportable school curricular process that can be an example for other schools, but above all replicable in our educational institutions in line with the most recent changes made by MIUR to the National Guidelines with the document “National Indications and New Scenarios” in relation to the thematic scope of Citizenship and Sustainability.













The winners of the competition “The best advertising and the best business plan”

The winners of the [competition “The best advertising and the best business plan”](#) launched within the Erasmus + project “G.R.E.E.N. in Europe ” – S.Y. 2017/2018.

The I.C. “RENATO MORO” as Coordinator School of the project, has launched a competition called “The Best Advertising” and “The Best Business Plan” aimed to award the “best advertising”

and the “best business plan” made by the European partner schools of the project. The competition was open to all students aged 6-14 enrolled in one of the four partner schools involved in the above project.

The projects required were:

“Advertising campaign”

6-10 years old students

“Business Plan”

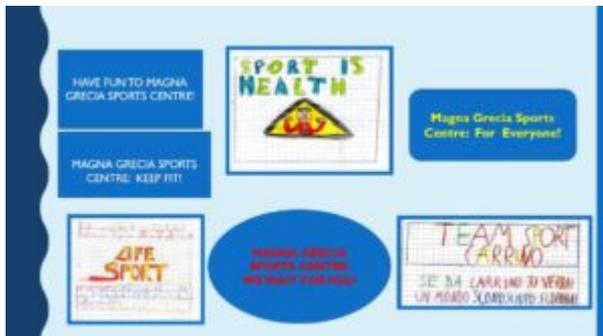
11-19 years old students

ADVERTISING CAMPAIGN

It had to be creative and put in evidence:

a typical product of their own country or one of the partners’ country;

A “best practice” concerning “eco-sustainability” to “import” or to “export” in one of the project partner country.



The winner of this category was the work of the third class section A of the I.C. “RENATO MORO” of Taranto – ITALY – entitled:

“Enhance our Area... and ADVERTISING”.

Here is the link to the post of the presentation of the awarded work:

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

BUSINESS PLAN

Students of Middle or High Secondary School made a simple business plan that was based upon a productive process, a

product or a Green Service. The entrepreneurial idea of the business plan had to respect at least one of the 17 Goals indicated by ONU in the Agenda 2030 for Sustainable Development.

The entrepreneurial idea had to be shown by means of a multimedia hypertext with free technique.



The winner of this category was the work of the student team “Rivogliamo Taranto in Startup” of the I.C. “RENATO MORO” of Taranto – ITALY – entitled: **“HEMP BAG ”**.

Here is the link to the post of presentation of the awarded work:

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

Below we enclose the summary of the votes of the jury of teachers who have rewarded the two best jobs on a selection of products made by individual partners.

[Advertising-Votes – PDF](#)

[Business Plan-Votes- PDF](#)

[The Best Advertising -Vote-Form- PDF](#)

[The Best Business-Plan -Vote-Form – PDF](#)

The award ceremony of the competition took place on May, 17 2017 during the closing conference of the Erasmus + “G.R.E.E.N. in Europe ” which took place in Taranto (Italy) at the” Istituto Comprensivo Renato Moro”.

The works submitted were all very interesting and were the result of a very hard work carried out by students and

teachers from all the partner countries. These products enabled the teachers' team to measure the educational value of this project

We thank once again all those who have committed themselves to this ambitious and innovative project.

GREAT WORK GUYS!



Dream Green ECO Group – BULGARIA – In the “Best Business Plan” competition

This Business Plan was created by students of the Secondary School 137 “Angel Kanchev” of Sofia.

[DGEG](#) – PDF

BIO FRESH Cosmetic – BULGARIA – In the “Best Business Plan” competition

This Business Plan was created by students of the Secondary School 137 “Angel Kanchev” of Sofia.

[Bio fresh cosmetics](#)– PDF

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.



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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.