

# HEMP BAG – 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.

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.



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

[HEMP BAG – Business Model Canvas](#)

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

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# Let's make the world green with Hemp!

*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 aspect of Sustainability does it refer?**

11 – Sustainable Cities and Communities

15 – Life on Land

**Who does the practise ?**

Vincenzo Fornaro is a Tarantino entrepreneur and farmer who

manages Masseria Carmine: a place where he had grown food for his flocks until, over time, it had become polluted.

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

Apulia, specifically Taranto, a city in southern Italy. The best practice has developed in a particular area in Taranto: between the district of Paolo VI and Ilva, one of the the largest Italian steelworks. Just to let you know, "Masseria" is a set of rural buildings used for typical farms in southern Italy and in particular in Apulia region, which takes its name from "household" (furnishings, furniture, peasant and pastoral use tools, food stores for people and animals) that they were stored and protected within large stone buildings where peasants, shepherds and owners lived.

**When?**

The first seeding (that is the beginning of the best practice) was on 5th April 2014 and thanks to it, Vincenzo Fornaro has demonstrated the importance of not giving up. That day was the first one of rebirth of Masseria Carmine, because Fornaro had, a few time before seeding hemp, been forced to abandon his crop because it was found full of dioxins.

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

This best practice should be exported because it is a good example of Green Economy and it has allowed a place to rebirth using well an environmental resource to eliminate pollutants. This best practice is a good example of job opportunity, too because hemp, as well as cleaning up the area, allows work in many areas. In fact, hemp is used to make food, glasses, clothes, cars cover and even houses.

**Describe the activity**

Every year, since 2014, at the end of winter season (end of March) Vincenzo Fornaro uses seeding hemp to clean the pollution from his ground. The plant cleans-up the ground in a natural way, thanks to Phytodepuration, a natural system that allows it to absorb the harmful substances. The climate is wet and in 3-4 weeks the seedlings already reach 30 cm in height. After that it is collected and used for different purposes.

The main use for the hemp cultivated by Vincenzo Fornaro is to build a boat which will transport passengers around Mar Piccolo (Small Sea that surrounds Taranto) to let them admire the spectacle that the sea offers. Promotion of the region, environmental protection, agricultural production, development of tourism: four goals achieved in the name of Green Economy!



#### WEBSITE

<https://www.masseriacarminc.it>

<https://www.masseriacarminc.it/canapa/>

#### VIDEO