

# 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”**

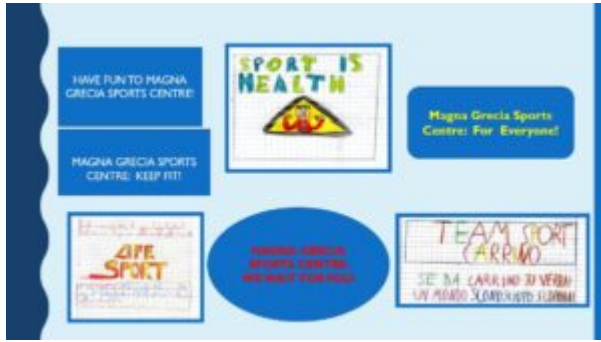
11-19 years old students

## **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!



# **GREEN IN OUR SCHOOL – BASQUE COUNTRY – In the “Best Advertising” competition**

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

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# **RECYCLING IN OUR SCHOOL – BASQUE COUNTRY – In the “Best Advertising” competition**

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

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# **PLASTIC BAGS IN SHOPPING – BASQUE COUNTRY – In the “Best Advertising” competition**

[Basque Country finalist – plastic bags](#)

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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.



## A PACKAGING... EXPERIENCE!

One of the classes of our 10 years old students of the primary school today have worked together with a group of students of the low secondary school (13 years old) to realize something very interesting!

**The “packaging” of a product!**



The children of the primary school, after having studied the “process” that leads to the biological production of a typical apulien food product, have thought how to “package” it !

They made a lot of drafts and written some procedures underling the importance of using “recycled” materials!





At the end, with the help of the low secondary school students, their tutor during the activity, they made a lot of different “packaging” proving their “entrepreneurial skills”!



The experience has been great!

And now... we are starting working on the “*advertising poster*”!

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## CREATIVE ... .ADVERTISING IN ACTION

Thanks to our Erasmus+ project, students of the Primary School are exploring with great interest the “secrets” of the advertising process!

With the help of one “expert” in “Communication and marketing”, mother of one of the pupil involved in the project, the young 10 years old learners in Taranto are testing their “creative” abilities in producing “storylines” and “storyboards” . It’s a wonderful experience!

Meeting the “expert”!



Working in “group” ! Be cooperative , to be “creative”!



From the “storyline” to the “storyboard”



TO BE CONTINUED.....

Here is the link to the whole learning experience!

[CREATIVE advert.\\_SP](#)

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# Students help others to live sustainably – Wales -In the “Best Advertising” competition

Pupils at Gilwern Primary School learn about one important Eco-theme in each year they are at school. This way they know how to live a sustainable lifestyle when they are older. Even very young children can learn about how to do this. The children have drawn pictures and shared messages with the



world.

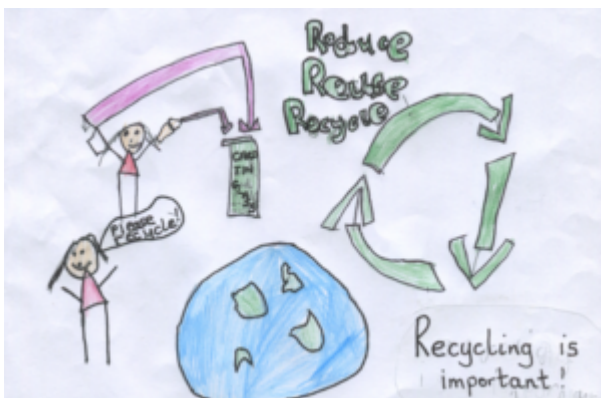
A message from children aged 5: Ride your bike to keep the air clean.

This links to UN Global Goal 11: Sustainable cities and Communities



A message from children aged 6: Turn off running taps, don't waste water and save the rainwater to use on the garden.

This links to UN Global Goal 6: Clean water and Sanitation



A message from children aged 7: Put your rubbish in the correct bin, send it to the recycling centre, avoid sending

rubbish to landfill.

This links to UN Global Goal 12: Responsible consumption and production



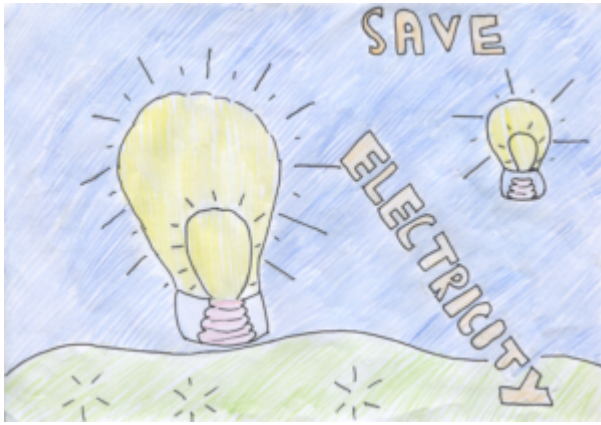
A message from children aged 8: Litter on the floor can harm wild animals, many animals are dying because of plastic in the oceans, litter on the floor looks ugly – pick up litter!

This links to UN Global Goal 15: Life on Land



A message from children aged 9: Eat at least 5 different fruit and vegetables every day, drink plenty of clean water, eat only small amounts of unhealthy food.

This links to UN Global Goal 3: Good health and well-being



A message from children aged 10: Turn off lights when you leave a room empty, turn your TV, phone, iPad and game console off when you are not using it, don't turn the classroom lights on unless they are really needed.

This links with UN Global Goal 7: Affordable and clean energy



A message from children age 11: Respect and value diversity, understand that everyone is different, take responsibility for your actions, understand how the world works.

This links to UN Global Goal 16: Peace and Justice, strong institutions.