

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”

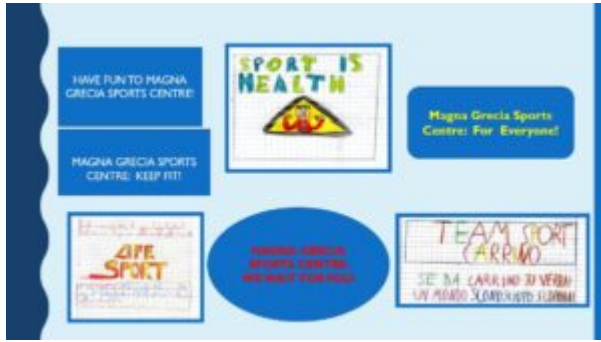
11-19 years old students

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!



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

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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.