

# Let's talk about "RivogliAMO Taranto... in startup!" – Italian spin-off of the Erasmus+ project "G.R.E.E.N. in Europe"

RivogliAMO Taranto project was born 3 years ago. This year the I.C. Renato Moro has taken a step further, introducing the concept of sustainable entrepreneurship through "RivogliAMO Taranto... in startup."

After the "Best practices" theme of last year, as indicated by the Erasmus project – G.R.E.E.N. – this year we have faced sustainable entrepreneurship.

In addition to external visits, thanks to which the students got to know and study some of the best local entrepreneurial realities – real examples of sustainable entrepreneurship – they also learned how to write and to complete a business plan.

In fact, during the lessons in the classroom, the kids simulated the launch of a product on the market: the **HEMP BAG**. It is a shopping bag for tourists made entirely by hemp, which is a textile fiber cultivated in Taranto, our city, and it is a very powerful fiber because it cleans the air from dioxin and pollutants.

**HEMP BAG**, therefore, in addition to being the first gadget of the city of Taranto – you think, it also contains a map with the most beautiful local itineraries – it is an excellent example of sustainable entrepreneurship and it sends a positive message to the city.

For this task, the students were divided into groups; to each group has been assigned a well-defined professional role.

The logo of HEMP BAG – which was finally printed through 3D printing – was created by the **Design group**, which has invented the name and the brand identity.

The **Commercial group** was responsible for defining product costs and profitability targets.

The **Social media group** has created a strategy for launching the Hemp Bag on the market through the main social network: Facebook and Instagram above all.

The **Press group** made the launch announcement for online and offline newspapers, blogs, radio and TV.

The **Web designer** group took care of the creation of the website.

In short, we have the first children company in history! □