



Green business idea

“The Journal of Possibilities”

IO3

L’Arbre des Possibles

Clémence, Nilam, Lucie, Marie, Stella, Lyla, Siloé, Elisa,
Icaro, Stan, la grande Marie.



<p>Description Link to the OUTSIDE Toolkit: Module 4 Session 4: Development of a green business idea</p>	<p><i>Who? Who are the main people behind the business plan? Who are the customers, target audience? All students of Arbre des Possibles may participate to the Journal, but the project's direction, the writing and the editing are directed by the 12-18 years old. The Journal is about green issues, which are communicated by the youth, especially for other young people, but which can also be read by the public. The aim is to reach local schools and people with a paper journal and then a larger circle of Belgium people with a numeric journal.</i></p> <p><i>What? What do you want to achieve? What do you offer? The journal is about green problems, nature, activities that we did, we share some good recipes of veggie sweets from the Papatissiers (another of our Outside green businesses), learning tips about french or mathematics, science, and creative work from the students of the school.</i></p> <p><i>When? When do you want to meet your SMART goals? When do you want to start the business? We will publish the journal 4 times a year, one for each season. We have already published the winter 2021-22 edition, the spring 2022 edition and will soon print the summer 2022 edition. So we have already met several of our SMART goals, started the business, started to develop our marketing strategy, sold many copies and made some profit.</i></p> <p><i>Why? Why would customers want your product or service? We want to discover and learn about nature, green issues and nice alternatives. We are from the climate-crisis generation and want to take action. We want to spread information and promote healthy and local alternatives, to youth, to local people and people all around the world with our online paper.</i></p> <p><i>Where? Where the business will be located? We will edit a paper edition (with green paper) for the locals and an online version for all around Belgium and the world.</i></p>
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<p>The local environmental challenge Link to the OUTSIDE Toolkit: Module 4 Session 3: Mapping local environmental challenges</p>	<p><i>What local environmental challenge do you want to address?</i></p> <ul style="list-style-type: none"> • <i>Education about environmental damage, about healthy practices towards nature etc.</i> • <i>Young people as actors of society: this a need felt by many teenagers.</i> • <i>Promote local initiatives and businesses, and so promote our local economy</i>
<p>Skills Link to the OUTSIDE Toolkit: Module 7</p> <p>Session 2: how to create and run sustainable team</p> <p>Session 4: how to boost internal and external communication skills of the team</p>	<p><i>What are your team skills? What skills do you have?</i></p> <p><i>Writing skills</i> <i>Use of editing programs</i> <i>Knowledge and interest about the environment (especially nature and animals)</i> <i>Project managing skills</i></p> <p><i>What skills do you need?</i> <i>More project management skills and financial skills.</i></p>
<p>Resources Link to the OUTSIDE Toolkit: Module 3 Session 2: Mapping and connecting with the external community</p>	<p><i>What external resources do you have?</i></p> <ul style="list-style-type: none"> • <i>Photo and video resources (made by our team's photographers, cameramen, sound makers...)</i> • <i>Social network: people who we can interview about their job or passion and who can share their experience in our journal</i> • <i>Local shops to sell our journal</i> • <i>The community around the democratic school as supporters, promoters and customers of the Journal</i>



<p>Financial planning</p> <p>Link to the OUTSIDE Toolkit: Module 7</p> <p>Session 1: getting started with project management</p> <p>Session 3: how to manage a green project</p>	
<p>Possible impact</p>	<ol style="list-style-type: none"> 1. The Journal spreads information about environmental damage, healthy behaviors towards nature, and other interesting topics to youth, to local people - and people all around the world with our online paper. 2. We communicate about local issues, participating in the social debate. The community can know what we think, what we do, what is important to us. 3. We promote healthy and local alternatives, supporting our local circular economy.
<p>Marketing and product pitch</p> <p>Link to the OUTSIDE Toolkit: Module 8</p> <p>Session 2: Utilizing the digital skills and social media to boost business ideas</p> <p>Session 3: Making Social Media strategy to boost green business ideas</p>	<p>What is your marketing plan in order to promote your business idea?</p> <p>What is your marketing plan to promote your business idea?</p> <p>Where do you want to promote it and how?</p> <p>Our project is made visible in our school, which is a meeting point for all people related to the school: families, adults working for the school or coming to share a skill, neighbors, visitors. Each month we host a little teatime in the afternoon which is also open to local people and other visitors interested in the school, where we sell our newspapers and promote our project with posters, and by talking about it. We will also continue posting about the Journal on our Facebook page. As soon as the online version will start being available, we will communicate about it as well.</p>



**Space for the
pictures and
videos**





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