



# Green business idea “The Pastries Not-Bakers”

IO3

## **L’Arbre des Possibles**

Corentin, Briec, Marie, Lucie, Clémence, Yaël, Lyla,  
Zoé, Yémo, Stan, Icaro



<p><b>Description</b> 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? We, Briec, Marie, Lucie, Clémence, Yaël, Lyla, Zoé, Yémo, Corentin, Stan and Icaro, youth of the school l'Arbre des Possibles, supported by adults of the school. We call ourselves the "Papatissiers", with is a word game that sounds like "pas patissiers", meaning more or less "the pastries not-bakers")</i></p> <p><i>Who are the customers, target audience? We want to sell the sweets at our school events to the parents, friends, families, visitors. As we want to set up our kitchen in a mobile caravan, we also plan to go to local events, local markets, schools and other places where it is possible.</i></p> <p><i>What? What do you want to achieve? What do you offer? We want to create green snacks and sweets, healthy and made with local products and plants, without plastic containers. for our daily snacks, for our school events and for some local events, and sell them from our kitchen-shop in a caravan. We will publish our special recipes in our Journal des Possible (another of our Outside project) to teach other people and youth to easily cook healthy sweets.</i></p> <p><i>When? When do you want to meet your SMART goals? When do you want to start the business?</i></p> <p><i>We want to sell the sweets at least once a week for the school snacks, once a month for our open time for local people ('guinguette') and once a month at another local school or place, on a local market, a green festival... Our first event was in May 2022, at the end-of-school party. By that time we have already achieved several of our SMART goals, we possess the caravan and have equipped it with a fully functional and lovely kitchen, and have already started selling and making a profit.</i></p> <p><i>Why? Why would customers want your product or service? We want to take care of what we eat. We love sweets and we know a lot of youth do too, so it's important to know what we eat. We see a lot of toxic products in the sweets and too much plastic around them in the supermarket. So we want to propose an alternative.</i></p> <p><i>It is also important to be able to cook. We want to learn ourselves, and teach others to make healthy snacks.</i></p> <p><i>And this project gives us an opportunity to create something together, and learn some skills in how to create and manage a little business.</i></p> <p><i>Where? Where the business will be located? We will sell the snacks at our school events, and bring our kitchen-caravan to</i></p>
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	<p><i>local events, local markets, schools and other places where it is possible.</i></p>
<p><b>The local environmental challenge</b> 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"> <li>• <i>humans' health</i></li> <li>• <i>responsible consumption: organic, local</i></li> <li>• <i>avoid the use of plastic</i></li> </ul>
<p><b>Skills</b> 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>Enthusiasm</i> <i>Sweet lovers</i> <i>Cooking skills</i> <i>Building skills</i></p> <p><i>What skills do you need?</i> <i>Communication and financial skills</i></p>



**Resources**  
Link to the OUTSIDE Toolkit: Module 3 Session 2: Mapping and connecting with the external community

What external resources do you have?

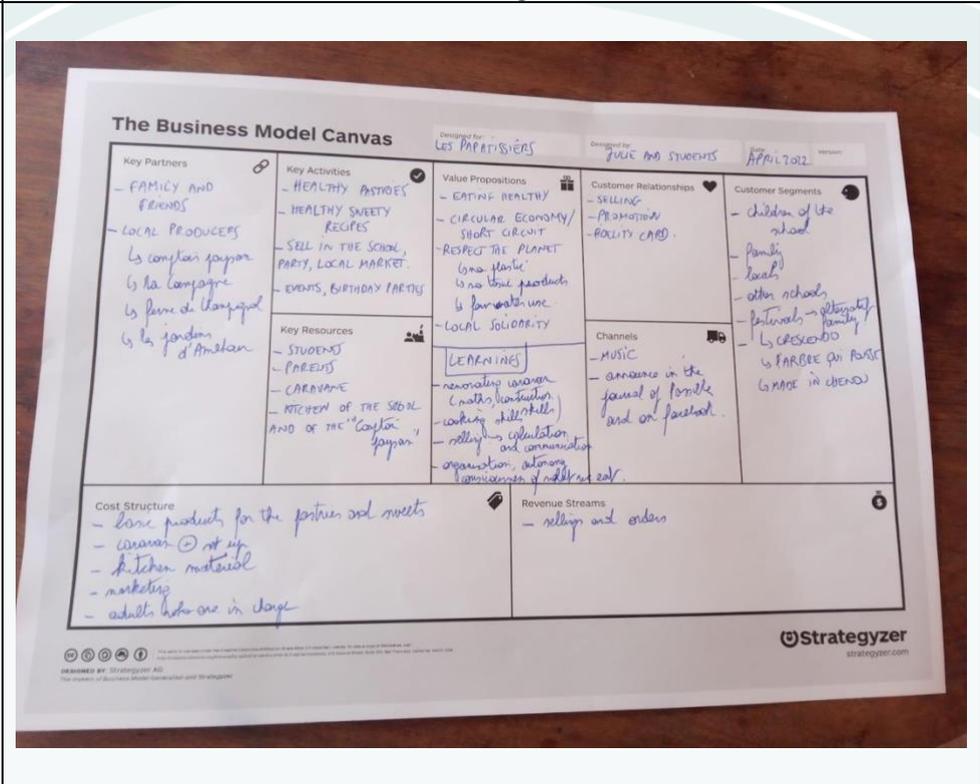
- Local producers
  - milk, butter from <https://www.champignol.be/> or <https://lacampagne.be/>
  - flour from <https://moulindevencimont.be/>
  - products from the cooperative of producer of our town <https://www.facebook.com/lecomptoirpaysan/> or from Oxfam solidarity shop <https://oxfammagasinsdumonde.be/magasins/beaurain/>
- Builders amongst the parents and friends of the school who set up the caravan. We also received a lot of material from a giveaway shop in our little village.
- Resource people: who make sweet bread: <http://www.lesjardinsdamehour.be/>  
-Who cook sweets with plants <https://laflobette.be/>
- Places  
A big cook place just near the local cooperative shop where we can cook for big events

**Financial planning**

Link to the OUTSIDE Toolkit: Module 7

Session 1: getting started with project management

Session 3: how to manage a green project





<p><b>Possible impact</b></p>	<ul style="list-style-type: none"> <li>• Our business provides healthy and sweet food to our community</li> <li>• It participates to a local and circular economy</li> <li>• We use "zero plastic", so we don't have that impact on the environment, and we influence our customers into alternatives to plastic</li> <li>• We also don't use any toxic additives (E...), which is appreciated by our customers</li> <li>• We support social connection by providing a space for sharing snacks.</li> </ul>
<p><b>Marketing and product pitch</b> Link to the OUTSIDE Toolkit: Module 8 Session 2: Utilizing the digital skills and social media to boost business ideas 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>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 snacks and promote our project with posters, through our nice kitchen caravan and by talking about it. Our School's newspaper <i>Le Journal des Possibles</i> (another of our Outside projects) will promote <i>Les Papatissiers</i> through visuals created with Canvas by a student of our team. We will also continue posting pictures of our events on our Facebook page.</p>



Space for the  
pictures and  
videos



