



Green business idea

“A nest of recycling”

IO3

L'Arbre des Possibles

Brieuc, Marie, Lucie, Clémence, Yaël, Lyla, Zoé, Yémo,
Stan, Icaro, and other young people of the school
l'Arbre des Possibles.



<p>Description Link to the OUTSIDE Toolkit: Module 4 Session 4: Development of a green business idea</p>	<p>We are Corentin, Briec, Marie, Lucie, Clémence, Yaël, Lyla, Zoé, Yémo, Stan and Icaro, youth of the school l'Arbre des Possibles, supported by adults of the school.</p> <p>We want to design and sew with recycled old clothes and fabric. Our customers will be the parents, families, neighbors, visitors to our monthly open times and other school events, and the people who will be in the local markets we intend to participate in, such as a Christmas market. We love sewing and creating and want to learn to use a sewing machine. We have started with creating bags and puppets in the winter of 2021-22 and through the spring, and started selling them in April 2022, so we have already met some of our smart goals. Other, younger children of the school also participate in the creative process, by sewing or for example by drawing on the fabrics.</p> <p>The fabric material will be provided by the local give-away shop, by our families, by the waste disposal park.</p> <p>Our recycled products will have a very light ecological footprint and be items that are useful to people. Such as bags for daily use, carrying groceries.</p>
<p>The local environmental challenge Link to the OUTSIDE Toolkit: Module 4 Session 3: Mapping local environmental challenges</p>	<p>What local environmental challenge do you want to address?</p> <ul style="list-style-type: none"> • Responsible consumption: there are many big supermarkets in the area, we want to promote a local circular economy • We want to raise more awareness about over-consuming and ecology • Over-use of plastic is normal in Belgium, and this is creating huge problems
<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>What are your team skills? What skills do you have?</p> <p>Creativity, enthusiasm for sewing and learning to sew, sewing skills, entrepreneurial skills, marketing skills.</p> <p>What skills do you need?</p> <p>More entrepreneurial skills, marketing skills, and financial skills. Support from someone who is experienced in sewing and creating with fabric.</p>



Resources Link to the OUTSIDE Toolkit: Module 3 Session 2: Mapping and connecting with the external community	<p>What external resources do you have?</p> <ol style="list-style-type: none"> 1. Marie Cabanac, who professionally recycles clothes and sells her creations 2. Val'Idée, a project of Valérie Dricot who can teach us to make different bags 3. the local give-away shop 4. the fabric and used clothes donations from our families.
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>Attachment 1</p>
Possible impact	<ul style="list-style-type: none"> • It would support responsible consumption: we propose ethic products supporting the local community • Responsible consumption: our products are ecological • Our creations promote awareness about plastic overuse. The cotton bags we are selling replace supermarkets' usual plastic bags.
Marketing and product pitch 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>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 can show and sell our creations and promote our project with posters and by talking about it. Our School's newspaper Le Journal des Possibles (another of our Outside projects) will promote our creations and our project 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



The website of Marie Cabanac who will help us to make clothes:

<https://www.marie-cabanac.art/>