



# Green business idea

## “Possibilistic, all the possibilities of plastic”

IO3

### **L'Arbre des Possibles**

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



<p><b>Description</b> 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. Younger children of the school are also going to participate to the creative process.</p> <p>We want to create objects with recycled plastic. 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 to, such as a Christmas market. We have a lot of ideas of objects to create (little floating boats, fishing material, basket-ball basket, etc.). We intend to start collecting reusable plastic material in September 2022, start creating this fall, and start selling at the Christmas market. The plastic 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 ecologic footprint, and be items that are useful to people, and we will learn new skills in art craft and entrepreneurship and express our creativity.</p>
<p><b>The local environmental challenge</b> 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"> <li>• Responsible consumption: customer's choice for an ethic product that supports the local community</li> <li>• Responsible consumption: customer's choice for an ethic product that is ecological</li> <li>• Support increase of awareness of the problems about plastic use.</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>What are your team skills? What skills do you have? Creativity, enthusiasm, manual skills, entrepreneurial skills, marketing skills etc.</p> <p>What skills do you need? More entrepreneurial skills, marketing skills, and financial skills.</p>



<p><b>Resources</b> Link to the OUTSIDE Toolkit: Module 3 Session 2: Mapping and connecting with the external community</p>	<p>What external resources do you have?</p> <ol style="list-style-type: none"> <li>1. Used plastic in many forms is a material that is very easy to find</li> <li>2. Parents and adults' support</li> <li>3. Marie from Geotrupes Plasticus who started a little society of plastic recovery.</li> </ol>
<p><b>Financial planning</b>  Link to the OUTSIDE Toolkit: Module 7  Session 1: getting started with project management  Session 3: how to manage a green project</p>	<p>Attachment 1</p>
<p><b>Possible impact</b></p>	<ul style="list-style-type: none"> <li>• It can support responsible consumption: we propose ethic products supporting the local community</li> <li>• Responsible consumption: our products are ecological</li> <li>• Our creations promote awareness about plastic overuse</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 can show and sell our creations and promote our project with posters and by talking about it. Our School's newspaper <i>Le Journal des Possibles</i> (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 on our Facebook page.</p>



**Space for the  
pictures and  
videos**

Our visit to Marie from Geotrupes plastic recup! She work in our village and will be a ressource person for our project!

<https://www.facebook.com/geotrupesplasticus/>



