



Green business idea

“3D Souvenirs”

IO3

Merkine Vincas Kreve gymnasium
Young entrepreneurs



<p>Description Link to the OUTSIDE Toolkit: Module 4 Session 4: Development of a green business idea</p>	<p>Who? Who are the main people behind the business plan? Who are the customers, target audience? <i>Students of Merkinė Vincas Krėvė gymnasium: K. Šataitė, E. Lubas, M. Burdulis, R. Matuliasukas, U. Petraitytė, F. Varanavičiūtė, R. Sinkevičiūtė, I. Kalantaitė, I. Ščesnulevičiūtė, S. Jeskevičiūtė. Teachers: R. Varanavičienė, R. Kučinskienė, A. Streikuvienė, A. Prakapienė.</i> We are targeting the people who care for nature, the community and tourists of Merkinė.</p> <p>What? What do you want to achieve? What do you offer? We want to inspire people to conserve nature in Merkinė. Our idea is to create a business that motivates each of us to conserve and protect nature. We will produce souvenirs and items that will reflect our country and the culture of our town, and we will link the products to ongoing events. We will encourage the community to actively participate in the events.</p> <p>We will make souvenirs from 3D printing plastic, which we will try to make and recycle ourselves. It will be possible to create our toys using certain design programs and print them on a 3D printer. For example, badges with Lithuanian or Ukrainian attributes. All you need to make them is some plastic. By wearing such badges, people will be able to express their support for Ukraine and patriotism for Lithuania. Keychains that attract everyone's attention, mini-statues that will enhance and complement the atmosphere of your room.</p> <p>When? When do you want to meet your SMART goals? When do you want to start the business? We started thinking about business in the early spring, and we want to start a business in the summer when people are actively travelling and coming to our town.</p> <p>Why? Why would customers want your product or service? These products will be made from natural and secondary raw materials, This idea is original, so we hope people will love it and benefit from it. The souvenirs we created will symbolize the historical heritage of our town. We will create buttons that evoke the culture and are filled with the traditions of our town. Souvenirs such as a figurine of a unicorn, symbolizing the symbol of Merkinė, or just simple figurines, will allow you to remember the good impressions experienced in the town of Merkinė.</p> <p>Where? Where the business will be located?</p>
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	<p>In Merkinė, the National Park of Dzūkija, Merkinė culture centre, the factory of Merkinė, Merkinė museum, local restaurants.</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"> • Reduction of pollution • The use of secondary raw materials • Cooperation <p>As Merkinė is located at the confluence of four rivers and belongs to the Dzūkija National Park, it is very important that the environment is clean. The pine forests around the town play their role as our lungs, making the air cleaner. There are no industrial giants in the town, so only car traffic causes air pollution. However, the main roads are a bit far from the town centre, so the concentration of emissions in the environment is really low. Households pollute the environment in our community. This is the most common type of waste. Although we have vending recycling machines in the town (Lithuania is the leader in the number of returned plastic, metal and glass packaging), certain items used in everyday life do not find their place. Therefore, our business goals are not only to reduce environmental pollution but also to resurrect household waste for a second life.</p> <p>It is very important that not only is the environment cleaner, things come to life again, but also team collaboration. One of the goals of this project is to encourage communication and collaboration between people of different ages by developing communication, creativity and social competencies. It is planned to create joint human and commercial relations with the executors of the business plan, sponsors and partners during the implementation of this project. Looking for opportunities to create a business and sell products, the new experience is gained, business rules are learned, attention is paid to the dissemination of information, etc</p>



<p>Skills</p> <p>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?</i> We can quickly generate ideas and have complementary skills.</p> <p><i>What skills do you have?</i> Each one of us has qualities unique to us. E. Lubas works with IT and a 3D printer. M. Burdulis is fluent in the English language and has IT knowledge. U. Petraityte has got great artistic skills. F. Varanavičiūtė is diligent, hard-working and has original ideas. R. Matuliuskas is our mascot and supplier of beeswax. K. Šataitė always offers a helping hand and actively participates in the project. R. Sinkevičiūtė is a social media coordinator, I. Kalantaitė is hardworking and has an artistic soul, I. Ščesnulevičiūtė has got great artistic skills and is fluent in the English language, S. Jeskevičiūtė is a hardworking generator of our ideas.</p> <p><i>What skills do you need?</i> We need more knowledge and experience. An IT mentor will help lay the foundation for our business by teaching us how to make the toys and souvenirs we want simply and sustainably. It will also help young people get used to new technologies. Students will gain skills that will help not only themselves but others as well. Mentors train the team, advise on issues and help implement technical matters. We will first try to learn how to recycle simple plastic and make it suitable for 3D printing.</p>
<p>Resources</p> <p>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> <ol style="list-style-type: none"> 1. IT mentor - training, consultations, assistance in making manufactured articles 2. Merkinė Vincas Kreve gymnasium - provided premises, 3D printer, materials. 3. Inovatyvi Karta – provided materials. 4. Merkinė Museum - consultations on advertising, dissemination, and marketing. 5. Merkinė culture centre - consultations on advertising, dissemination.



Financial planning Link to the OUTSIDE Toolkit: Module 7 Session 1: getting started with project management Session 3: how to manage a green project	<i>Attachment 1</i>
Possible impact	<ul style="list-style-type: none">• <i>Cleaner environment</i>• <i>Attractive and original souvenirs</i>• <i>Entrepreneurial experience for young people and the community of the town.</i>• <i>Closer community relations</i>• <i>School collaboration with business</i>



<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><i>Our main marketing goals will be sales and sustainability. We will strive to sell as many goods as possible and at the same time introduce the township community to sustainable alternatives. We will focus on a specific market, among people of all ages. Our biggest advantage is environmentally friendly products made from secondary raw materials.</i></p> <p><i>The purpose of advertising is to draw the attention of our customers to our products. We will emphasize that we sell quality products at an affordable price.</i></p> <p><i>The main way of disseminating advertising will be the Internet and the press. Much attention needs to be paid to creating the message itself, as it needs to be compelling and memorable. Flyers on the street about our products will also be distributed.</i></p> <p><i>Online advertising is very popular, more and more people are using the Internet to buy goods, so this advertising will be one of the most effective for us. To save money, we will be advertising on free websites to get you started. We will also use advertising that we do not artificially encourage, prove it and let customers know about our services to other people.</i></p> <p><i>We will create our own webpage where we will share the moments as we develop our products. In this way, we will increase our audience and hope to attract people not only from our town. We will use the help of our sponsors: Varėna district press, Social networks, Facebook pages, "Merkinė Vincas Krėvė Gymnasium", "Krėvė Student Council", "Young Entrepreneurs of Merkinė", "Merkinė Community", Instagram, Leaflets in public places (Merkinė Region Museum, Dzūkija National Park, Varėna Education Center, Merkinė Culture Center).</i></p>
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