



# Green business idea “Jewellery”

IO3

**Merkine Vincas Kreve gymnasium**  
Young entrepreneurs



<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? Who are the customers, target audience? Students of Merkinė Vincas Krėvė gymnasium: K. Šataitė, E. Lubas, M. Burdulis, R. Matuliauskas, U. Petraitytė, F. Varanavičiūtė, R. Sinkevičiūtė. Teachers: R. Varanavičienė, R. Kučinskienė, A. Streikuvienė, A. Prakapienė. We are targeting the people who care for nature, the community and tourists of Merkinė.</i></p> <p><i>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 jewellery that will be environmentally friendly and attractive to people. We want to involve the community and people of different generations. We try to encourage people to respect the environment through the things they decorate themselves every day – jewellery. e.g. earrings (made of can caps, pebbles attached to clasps); bracelets (plaited, knitted or crocheted); rings (made of wire and stone holes or strung from beads, woven from yarn).</i></p> <p><i>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.</i></p> <p><i>Why? Why would customers want your product or service? These products will be made of natural and secondary raw materials. This idea is original, so we hope people will love it and benefit from it. By wearing our jewellery, people will contribute to keeping the environment clean. Jewellery will be unique and environmentally friendly, so people will pay attention to it. It will be a mutual benefit for both the person wearing the jewellery and us, the manufacturers.</i></p> <p><i>Where? Where the business will be located? In Merkinė, the National Park of Dzūkija, Merkinė culture centre, the factory of Merkinė, Merkinė museum, local restaurants.</i></p>
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<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>• Reduction of pollution</li><li>• The use of secondary raw materials</li></ul> <p><i>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 and 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 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 objects 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.</i></p> <p><i>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, new experience is gained, business rules are learned, attention is paid to disseminating information, etc.</i></p> <p><i>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</i></p>
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<p><b>Skills</b></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. Matuliauskas 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. Assistance comes from familiar people who have experience with jewelry making and can share it. Organised workshops – training. Youtube material and Pinterest also help. <a href="https://www.youtube.com/watch?v=thudTpj6K34">https://www.youtube.com/watch?v=thudTpj6K34</a> <a href="https://www.youtube.com/watch?v=4QCTL8IUeVE">https://www.youtube.com/watch?v=4QCTL8IUeVE</a> <a href="https://www.youtube.com/watch?v=kkZPdUGxzc0">https://www.youtube.com/watch?v=kkZPdUGxzc0</a> <a href="https://www.youtube.com/watch?v=DVt7vRaf8T8">https://www.youtube.com/watch?v=DVt7vRaf8T8</a> <a href="https://www.youtube.com/watch?v=swyqlyQdL5U">https://www.youtube.com/watch?v=swyqlyQdL5U</a> <a href="https://www.youtube.com/watch?v=EOZqAiLfMOQ">https://www.youtube.com/watch?v=EOZqAiLfMOQ</a> <a href="https://www.youtube.com/watch?v=02HsBaXtZsY">https://www.youtube.com/watch?v=02HsBaXtZsY</a> <a href="https://www.youtube.com/watch?v=zWhNYxkHHbY">https://www.youtube.com/watch?v=zWhNYxkHHbY</a> <a href="https://www.youtube.com/watch?v=j4PS52AQU8I">https://www.youtube.com/watch?v=j4PS52AQU8I</a></p> <p>Mentors train the team, advise on issues, help implement technical matters.</p>
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<p><b>Resources</b> 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"> <li>1. <i>Local craftsmen- sharing best practices, mentoring, and assistance.</i></li> <li>2. <i>Merkinė Museum - consultations on advertising, dissemination, and marketing.</i></li> <li>3. <i>Merkinė Culture Center-consultations on advertising and dissemination activities</i></li> <li>4. <i>Dzūkija National Park - consultations on advertising, dissemination, and marketing.</i></li> <li>5. <i>Inovatyvi Karta – providing materials.</i></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><i>Attachment 1</i></p>
<p><b>Possible impact</b></p>	<ul style="list-style-type: none"> <li>• <i>Cleaner environment</i></li> <li>• <i>Attractive and original souvenirs</i></li> <li>• <i>Entrepreneurial experience for young people and the community of the town.</i></li> <li>• <i>Closer community relations</i></li> <li>• <i>School collaboration with business</i></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><i>What is your marketing plan in order to promote your business idea?</i></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- we prove it and allow customers to tell about our services to other people.</i></p> <p><i>We will create our own page where we will share the moments as we develop our products. In this way, we will grow 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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