



Green business idea

“Resurrect for a second life”

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? Students of Merkinė Vincas Krėvė gymnasium: K. Šataitė, E. Lubas, M. Burdulis, R. Matuliauskas, U. Petraitytė, F. Varanavičiūtė, R. Sinkevičiūtė, I. Kalantaitė, I. Ščesnulevičiūtė, S. Jeskevičiūtė. Teachers: R. Varanavičienė, R. Kučinskienė, A. Streikuvienė, A. Prakapienė. We are targeting the people who care for nature, the community and tourists of Merkinė. 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 make products using the material from things raised back to life for the second time. Our made products will be attractive to people. We want to involve the community and people of different generations more in our activities and encourage them to be environmentally friendly by using our products, which will replace the polluting products we all use. For example, we offer to replace plastic bags with our sewn reusable baskets (which are made from discarded clothing and fabrics); candlesticks (made of glass containers, wax thread and natural beeswax from the Dzūkija region, decorated with hemp thread and acrylic); plastic trays (made from plastic waste); napkins (made from eco-friendly fabrics and bedspreads). All these things will replace the usual, environmentally harmful decorations which are in people's homes. The following products are used in the production of our products: clothing that is not worn anymore, fabrics and bedspreads, glass containers, wax thread, natural beeswax from the Dzūkija region, plastic waste, hemp thread and environmentally friendly thread, acrylic, glue, tools (scissors, needle, sewing thread, brushes, hook). When? When do you want to meet your SMART goals? When do you want to start the business? We started thinking about business in early spring and we plan to begin our business in summer when people are active and tourists are coming in. 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. Having all these products created by us, people will think about sustainability and preserving nature. Our candlesticks will be made of used glass products: jars, glass and beverage bottles, as well as yarns, and acrylic paint, used to decorate candlesticks and candles made of natural beeswax and wax yarn. The top of the glass container</p>
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will be cut and bee wax is poured inside. The manufactured candlesticks are decorated with natural hemp thread soaked in glue or they are painted with traditional Lithuanian ornaments. These products will give warmth and cosiness to the homes of the buyers.

Our offered baskets, which can be used as a marketing brand advertisement, are made of fabrics from clothes that are not used anymore. People will be able to use them in their daily lives, replacing environmentally harmful plastic disposable bags with them. Selected fabrics will be cut and baskets will be sewn from them. This product of ours will not only be organic but also practical.

By using cup trays we make, people will be able to contribute to the preservation of nature by reducing the amount of plastic waste and decorating their homes. The trays will be made of plastic waste. This product will contribute to the preservation of nature and will decorate the homes of buyers.

With our crocheted napkins, which will be made of yarn and unnecessary fabrics, and bedspreads, people will be able to decorate their homes with eye-catching napkins. Napkins will be woven with a hook from environmentally friendly yarns or cut from fabrics and bedspreads. This product will decorate and give warmth to the homes of our buyers.

Where? Where the business will be located?

In Merkinė, the National Park of Dzūkija, Merkinė culture centre, the factory of Merkinė, Merkinė museum and local restaurants.



<p>The local environmental challenge</p> <p>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 <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 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 really low. Households pollute the environment. This is the most common type of waste. Although we have vending recycling machines for bottles 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.</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 partner assistants 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>
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<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></p> <p><i>We can quickly generate ideas and have complementary skills.</i></p> <p><i>What skills do you have?</i></p> <p><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.</i></p> <p><i>What skills do you need?</i></p> <p><i>We will use the available teachers at our school to help us with any questions we may have. Workshops will be organized for acquaintances who are willing to help and volunteer.</i></p> <p><i>Ideas found online:</i></p> <p>https://www.youtube.com/watch?v=UaKMgM7KY8k</p> <p>https://www.youtube.com/watch?v=BPSPoAZVv78</p> <p>https://www.youtube.com/watch?v=oT5mEIRAtQI</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"> <i>1. Local beekeepers - materials for making candles, premises, consultations.</i> <i>2. Parents - supply of materials, help and work tools.</i> <i>3. Merkinė Museum - consultations on advertising, dissemination, marketing.</i> <i>4. Merkinė culture centre - consultations on advertising, dissemination</i> <i>5. Dzūkija National Park - consultations on advertising, dissemination, marketing.</i>



<p>Financial planning</p> <p>Link to the OUTSIDE Toolkit: Module 7</p> <p>Session 1: getting started with project management</p> <p>Session 3: how to manage a green project</p>	<p>Attachment 1</p>
<p>Possible impact</p>	<ul style="list-style-type: none"> • <i>Cleaner environment</i> • <i>Attractive and original products</i> • <i>Developed team creativity</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>We will create our own page 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>