



Green business idea

“Traditional Lithuanian toys”

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 gimnazium- 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.</p> <p>What? What do you want to achieve? What do you offer?</p> <p>We want to encourage people to conserve nature in the town. Our idea is to create a business that would motivate every one of us to keep clean the surrounding nature. We will make toys that will be environmentally friendly and will attract people. We want to involve the local community as well as people of different generations in our activities. We will promote active and meaningful free time. We will make traditional toys from wood. Our toys will be easy to make, so everyone will be able to make them. For example, "Burzglys" is made of three wooden details and a string. It only requires a little woodworking to make it. Playing with "Burzglys" promotes active free time because the muscles of players' hands work. In addition, "Burzglys" is an original toy that can be made quickly and easily, and you will not find such a model anywhere else.</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 early spring and we plan to begin our business in summer when people are active and tourists are coming to our town.</p> <p>Why? Why would customers want your product or service?</p> <p>These products will be made from natural and secondary raw materials. This idea is original, so we hope people will like them and use them. Using our toys, everyone will be able to get to know traditions, activities and games. The toys we create will be used for active leisure time. They will allow you to get a real insight into the culture and remind you of traditions and customs. The toys we create are easy to make, so we will be able to teach others to make them as well. Toys are intended for spending active and meaningful free time. The toys evoke culture, remind us of traditional crafts and customs, and give many good emotions. These games are also physically active and require some manual work. It is a great way to have fun alone or with your family and friends.</p>
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	<p>Where? Where the business will be located?</p> <p><i>In Dzūkija National park, at Merkinė Culture Centre, at enterprise "Merkinės fabrikas", at Merkinė Regional museum, and at local restaurants.</i></p>
<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><i>As Merkinė is located at the confluence of four rivers and belongs to the Dzūkija National park, it is very that the environment would be clean. The pine forests around the town are like the "lungs" of the city that makes the air very clean. There are no industrial giants in the town. So only car traffic causes air pollution. The main roads are a bit far from the city centre, so exhaust gas concentration in the environment is really low. However, household waste pollutes the environment in our town. This is the most common type of waste. Although there are reverse vending 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 restore household materials 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 promote communication and collaboration between people of different ages by developing communication, creativity and social competencies. It is planned to create human cooperation and commercial relations with the executors of the business plan, sponsors and assistant 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, and attention is paid to the dissemination of information.</i></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. 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> With the help of our folk artist partners, who will share their skills and experience with us, we will make our products. Organised workshops - training. Folk artists will lay the foundations for our business by teaching us how to make traditional toys just how we want - simply and sustainably. It will also encourage folk artists to pass on their craft to younger generations and motivate young people to cultivate traditions and customs.</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. Folk artists - training, mentoring, consultations on production; provided materials and work tools. 2. National Park of Dzūkija-consultations on advertising, dissemination, and marketing. 3. Merkinė Culture Center-consultations on advertising and dissemination activities 4. Museum of Merkinė-consultations on advertising, dissemination, and marketing.



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 toys</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 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 streets about our products will also be distributed. 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 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>
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