

# Business Model Canvas

Designed for:

OUTSIDE

Designed by:

Gumbeki

Date:

Version:

## Key Partners

Students of Osnovna škola Dobriše Cesarića in Zagreb with few teachers and parents are members of the extracurricular group Gumbeki. Target groups are all members from the local community.

With our Upcycling Club idea we won the award TOP 10 Best Innovative Ideas in the Digital Students Incubator.

## Key Activities

### New original things!

- 1 Too much textile in the containers or around them
- 2 Textile pollution
- 3 Awareness about textile pollution

Reduction of textile pollution and to restore household materials for a second life.

## Key Resources

Creativity, hard work, flexibility, problem solving, innovation and communication skills.

What skills do we have?

Creativity and innovative way of thinking.

What skills do we need?

Organisational and promotion skills.

## Value Propositions

Few years ago a Croatian teacher offered to the students a new extracurricular activity and the group was called GUMBeki ("gumb" in Croatian means "a button" in English). The term Gumbeki is also typical for the local Zagreb dialect.

During the pandemic we started a new project called Upcycling and it was a good opportunity to learn more about upcycling as a new concept of living.

## Customer Relationships

School library social media (Facebook, Youtube, Instagram, Tik Tok) because it is the most effective and the cheapest way to build the upcycling group and there are already followers who can support Gumbeki.

## Channels

School Youtube channel:  
<https://www.youtube.com/channel/UCCTMmhT5RNOpl85hOVahb-g>

Erasmus+ Upcycling video presentation  
<https://www.youtube.com/watch?v=FdPsN7v33wo&t=25>

School library Facebook page:  
<https://www.facebook.com/knjiznica.osdobrisecesarica>

School library Twitter:  
<https://twitter.com/CesaricSchool>

School library Tik Tok:  
[https://www.tiktok.com/@osdc\\_library?lang=en](https://www.tiktok.com/@osdc_library?lang=en)

## When and Where?

The Gumbeki members meet every Wednesday in the afternoon during the school year. We start every autumn and finish with the workshops before the summer holidays.



## Cost Structure

COSTS		
Expenses type	Expense description	Cost estimation
Identify your expense type: material, equipment, travel, accommodation, food & beverage, services, other	List all the foreseen expenses	Estimate a cost for each expense item
Electricity	monthly electricity consumption	20€ per Month
Materials	Machines Scissors, etc.	400 EUR
Trainers		0
<b>TOTAL:</b>		640 EUR/year

## Impact

- Cleaner environment
- Attractive and original toys
- Entrepreneurial experience for young people and the community of the town.
- Closer community relations
- School collaboration with business
- Awareness of textile pollution
- Self-employment skills

