

Designed for:

Designed by:

Date:

Version:

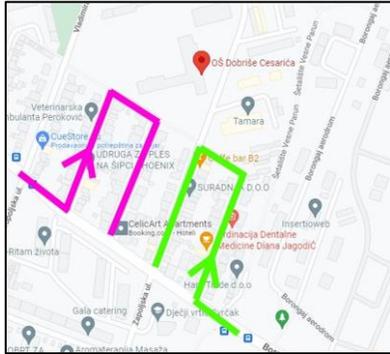
OUTSIDE

Safe and healthy-Croatia

Business Model Canvas

Key Partners

Our target audience are parents, neighbours and students.



Students of Osnovna škola Dobriše Cesarica in Zagreb: "Heavy traffic in our settlement is a big problem, as well as the danger posed to children by the large number of illegally parked cars in front of the school at the time the children arrive for classes".

Key Activities

We decided to do something to increase safety on the street at the time of the beginning and end of classes and to increase the awareness of **students and their parents**, as well as **other citizens in the settlement**, about the need to reduce the emission of harmful gases from cars by their responsible use.

At the beginning of the new school year, in September, we would start active activities among students and their parents and continue in this way during the 2022/2023 school year.

Impact

- Significantly greater safety in traffic around the school for children and adults.
- Developing healthy habits of walking and using bicycles, etc
- Reducing the amount of exhaust gases

Customer Relationships

We introduced the project to all the school's teachers, and they will discuss the mentioned problems with the parents at the first parent-teacher meeting and with the students at the classroom teacher's lesson. We also designed a letter for parents. The project was briefly described at the entrance to the school, and the description was also displayed at the school's Garden Festival and can be found on the school's website.

If good results are not shown after the activities, we would record a short video with messages and present it on social networks.

Cannels

School Youtube channel:

<https://www.youtube.com/channel/UCC TMmhT5RNOpI85hOVahb-g>

Erasmus+ Upcycling video presentation

<https://www.youtube.com/watch?v=FdP sN7v33wo&t=2s>

School library Facebook page:

<https://www.facebook.com/knjiznica.os dobrisecesarica>

School library Twitter:

<https://twitter.com/CesaricSchool>

School library Tik Tok:

https://www.tiktok.com/@osdc_library?la

COSTS

Concrete paint for colouring the points with which we mark a safe path - spray paint

1l - 5,24 €

Total: 10,48 €

INCOME

Participants' contribution -
School contribution - 20 €

