



Green business idea

“Safe and healthy to school”

IO3

Osnovna škola Dobriše Cesarića
Nia Lovrović, Lara Radelić, Ivo Domijan,
Vibor Frouth



<p>Description Link to the OUTSIDE Toolkit: Module 4 Session 4: Development of a green business idea</p>	<p>As part of the Erasmus+ OUTSIDE project, students of our school researched environmental problems in their local community. They pointed out heavy traffic in our settlement as 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.</p> <p>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.</p> <p>We want to achieve that only those students who really need it, those who live far away or must go somewhere after class, actually come to and from school by car. Students who live nearby should, together with their parents, get into the habit of walking to school. We also want to encourage parents who bring their children to school and pick them up not to park their vehicles illegally in front of the school, but to use side streets, which are much safer for children to get in and out of their cars.</p> <p>For this purpose, in cooperation with the Local Committee of Bruno Bušić, we designed alternative routes as well as a possible way of encouraging children and parents to cross the street exclusively at marked pedestrian crossings.</p> <p>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.</p> <p>Both children and parents, like all our neighbors, want to live in a safe and less polluted environment, and we believe that they will be happy to join our action.</p> <p>This action of ours is aimed exclusively at the children and parents of our school, as well as at our neighbors and will take place in the vicinity of the school. We hope that by advertising our activities, we will encourage other schools and kindergartens to take similar actions, and that these and similar activities will spread throughout the city.</p>
<p>The local environmental challenge Link to the OUTSIDE Toolkit: Module 4 Session 3: Mapping local environmental challenges</p>	<ul style="list-style-type: none"> • 1 Environmental pollution with car exhaust gases • 2 Endangering the safety of road users, especially children, by improper stopping • 3 Endangering the safety of road users, especially children, by illegally crossing the street • 4 Changing car usage habits.



<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>Creativity, good cooperation, innovation, ambition, persistence, adaptability, appreciation, sharing, responsibility, ability to solve problems.</i></p> <p><i>What skills do you have? Ability to listen actively, adaptability, quality communication, ability to cooperate, ability to convince.</i></p> <p><i>What skills do you need? leadership, financial management, activity forecasting, marketing- discoverability</i></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> <ul style="list-style-type: none"> • 1 Local committee of Bruno Bušić - permits and support • 2 Borongaj Scout Squad • 3 OAZA Association – presentation of our project and products at Garden Festivals • 4 City Office for Spatial Planning • 5 Parents and neighbors.
<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><i>Fill up the TEMPLATE 7c part A of Session 3 - How to manage a green project (the part of financial management)</i></p> <p><i>Attachment 1 TEMPLATE 7c part A</i></p>
<p>Possible impact</p>	<p><i>What impact your business can bring for the local community?</i></p> <ul style="list-style-type: none"> • 1 Significantly greater safety in traffic around the school for children and adult. • 2 Developing healthy habits of walking and using bicycles, etc • 3 Reducing the amount of exhaust gases



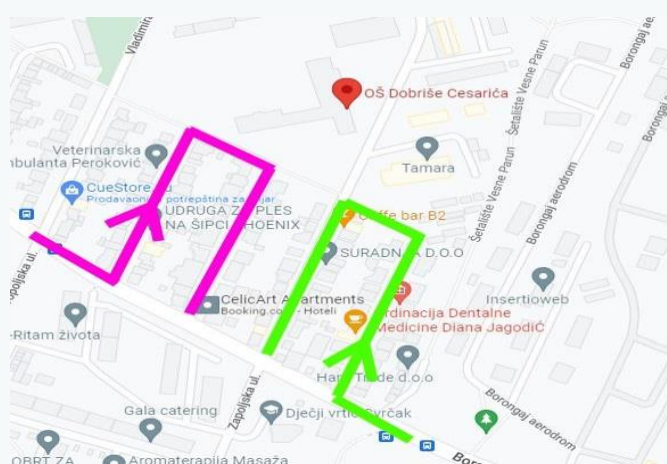
Marketing and product pitch Link to the OUTSIDE Toolkit: Module 8 Session 2: Utilizing the digital skills and social media to boost business ideas Session 3: Making Social Media strategy to boost green business ideas	<i>We introduced the project to all the school's teachers, and they will discuss the 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.</i> <i>If good results are not shown after the activities, we would record a short video with messages and present it on social networks.</i>
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**Space for the
pictures and
videos**

Problem:



Solution:



Idea for placing a bollard in the middle of the street at the pedestrian crossing in front of the school so that cars cannot overtake and go around.

